

BRITSTONE

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64 PAGES

NEW FILMS—\$380,000

Floyd Gibbons Would Broadcast War from Neutral Tramp Steamer

Floyd Gibbons may do a series of pre-war broadcasts for either General Foods or Colgate Palmolive Peet. Negotiations toward this end were still in the throes when Gibbons sailed for Italy Saturday (31). NBC Artists Service is serving as sales contact for Gibbons in the purports with the Benton & Bowles agency.

Interest expressed by G.F. and C.P. in the Gibbons proposition has created a ticklish situation for Benton & Bowles, since this agency handles both accounts. Gibbons, whose prime object in going over is as correspondent for the Hearst newspapers, will be quartered temporarily in Africa, and it was should break out with Ethiopia he will move on to Rorke.

Gibbons declared last week that the lack of the proper broadcast facilities in Ethiopia could be overcome by originating his spels from places outside the theatre of war. His idea is to fly on the day of the scheduled broadcasts to some coastal spot with a powerful short-wave transmitter. If this proved unpractical there would be nothing to prevent, said Gibbons, the chartering of a neutral tramp steamer, equipping it with a short-wave transmitter, as was done in the case of the Byrd expedition, and mooring the boat to a convenient place on the coast of one of the Somalands.

NEW REINHARDT SPEC AT MANHATTAN O. H.

The Manhattan Opera House, 34th street west of Eighth avenue, N. Y., will return to legit during the fall. "The End of Promise," a many-scened, large cast spectacle, is slated for the spot by Meyer Weisgal, producer. Piece was written by Franz Molnar and adapted by Ludwig Lewisohn. Has a Biblical background. Max Reinhardt will stage.

Manhattan formerly housed grand opera under the late Oscar Hammerstein. Among the spectacles shown there was "Chu Chin Chow." It virtually passed from the theatre list when the property was taken over by the Scottish Rite, a Masonic order. Rite has since disposed of the property.

Extensive interior alteration will be required for the staging of "Promises."

DE LAWD'S THEATRE

Lynchburg, Va., Sept. 3. Richard B. Harrison theatre, named for "De Lawd" of "Green Pastures," has opened under Dan Weisberg management. A portrait of the Negro actor will be unveiled in the lobby of the exclusively Negro house.

Theatre seats 450, and is equipped for roadshows in addition to films.

Abyssinian 'Princess' Yiddish Lecture Tour

Princess Heshla Tamanya, despite recent charges that she was a Harlem housemaid well presented and not of royal Ethiopian lineage, is going on a lecture tour, with bookings at in Toronto, Montreal, Toledo, Cleveland and Cincinnati. Tour starts in Toronto.

During the past week, the Abyssinian 'princess' gave two lectures. She has a 20-minute spiel in Yiddish, one of the reputed 11 languages she speaks. Both of last week's lectures were in Yiddish.

Legit 'Maid's' Radio Tie-Up For Road Tour

Harry Moses, producer of "The Old Maid," figures on exploiting the road tour of the Pulitzer prize play with a paid radio campaign. Idea would be to precede each local date with 10 one-minute announcements run off at the rate of three a day and then on the night before the performance air a 15-minute recorded trailer including dramatic excerpts by the traveling cast. Show, with Helen Menken and Judith Anderson returning, leaves Broadway in October for a coast to coast trek.

Moses' announcements would also be recorded and come in dialog form. If Moses goes through with the plan, it will be the first time that a touring 'git' production has made methodical use of radio on a commercial basis.

\$2 for a Lion

The Hague, Aug. 23. Carl Hagenbeck's circus bears were auctioned off at Haarlem, near here, bringing prices that would about cover the nut for a day's feed for the animals purchased. A lioness went for \$2 and a brown bear for \$6. Next under the gavel was a sextet of polar bears, sold down the river for \$150 to Burgers Zoo at Arnhem.

Animals owned by Hagenbeck, circus man of Hamburg, Germany, were touring Holland with the Henry Circus, which rented them from owner. They were seized by court order at Haarlem and put on the block to settle an uncollected debt which Hagenbeck owed an undisclosed firm here.

Fenny himself took advantage of the sale. He purchased the lioness and brown bear for coffee and cake coin.

BEST WEEKEND IN SIX YEARS

Rain and Chilly Labor Day Had B'way Looking Like New Year's Eve—Legit Shows Also S.R.O. and Nite Clubs Get Share

MUSIC HALL'S \$130,000

Nine pictures on Broadway this week will gross an estimated total of close to \$380,000, believed to be a record. Of this amount "Top Hat" will garner \$150,000 at the Music Hall; "Anna Karenina" \$70,000 at the Capitol; "Page Miss Glory" \$42,000 at the Strand; "Two For Tonight" \$25,000 at the Paramount, and "Diamond Jim" \$45,000 on its second week at the Roxy. Balance is made up by four other theatres.

A rainy and cool Labor Day turned Broadway into something closely resembling New Year's eve. In addition to the heaviest tourist trade since 1929, the bad holiday

(Continued on page 53)

GROPING FOR A NEW SHOW BIZ?

Shown ever that with the passing of vaudeville as a staple box office institution there is manifested some form of groping for a new type of stage show business. Just what it is or will eventually they don't know.

The paradoxical manner in which orthodox variety entertainment is flivving, but rank amateurs come along and mop up, or the occasional radio name who also makes 'em sell out at the b.o., is enough indication to showmen that the public—without knowing just what it wants—is evidencing that it wants something on the stage once in a while if not regular.

All argument about fortunes having been built upon vaudeville are discarded by practical theatre operators in key city situations because their grosses tell the story. They can play straight pix at less admish and make more profit than with big stage shows.

Morrissey's Complaint

Will Morrissey threatened to quit as Billy Rose's aide in reading "Jumbo," explaining there is no romance around the office because everybody gets paid off promptly each Saturday.

John Golden to Bow New Play In On Sunday Despite Double Pay

Colored Vaude in Balto With Otfays for Novelty

Baltimore, Sept. 3. "Flax Bros." colored week-end vaudeville Royal, which during summer has been straight films, reverts to combo shows Friday (6).

House will play \$1,000 bills generally, though will expand budget when any colored name happens along. Regular policy will be for shows to be composed of colored presentations, preceded by two white acts of novelty classification.

RKO Agents Now Top Book-Toters; Loew's 4 Weeks

RKO franchise holders are once again the big shots of the vaudeville agency business after nearly four years in the No. 2 spot. Through a reversal of the vaudeville booking situation the RKO boys have ousted their Loew contemporaries from the top position.

During the past four years, while the Loew office possessed the preferred vaudeville pact, acts rated their Loew reps first, with the RKO book toters considered secondary or grouped with the indie hot polio. The Loew agents "owned" the acts in fact, as they dictated their movements and usually selected their RKO and other agents for them.

With Loew now cutting down to four weeks and RKO jumping to 12, the situation is just the opposite. Acts are seeking their RKO agents first and the RKO boys are giving most of the instructions.

Thurston's Play

Philadelphia, Sept. 3. Howard Thurston is planning a venture into Broadway legit this fall. Magician says that he will back himself in a mystery-thriller called "The Demon."

Show had a short try-out in Washington five years ago. Has a story by himself, with dialog by Seymour Brown and will require cast of about 14, two of whom will be women.

NO CONTEST

Hollywood, Sept. 3. Bing Crosby does not believe a crooner should be pitted against an opera star. Gladys Swarthout, who has notified Paramount he would like to withdraw from the cast of "Jazz vs. Opera."

First Sunday legit show on Broadway, other than benefits, to be given since that type of performance was legalized, will be the premiere of "A Town Called Brimstone" (formerly "All Bow Down"), which John Golden has slated to debut at the Golden (formerly Royale) on Sept. 22. Manager disregarded the hurdle of double pay for Sundays set up by Equity and the stagehands union.

Golden has not decided whether the show will be given on subsequent Sundays but by opening on the announced date "Brimstone" will escape conflict with other premieres, yet will be enabled to play the full week, during which there are three or more premieres carded. "Brimstone" will not play the following (Monday) night, thereby keeping within the eight performance limit.

Golden explained that he was never militant in arguing for Sunday shows, taking the position that such appearances were more a matter to be decided on by the players. He declared he asked each member of the "Brimstone" cast whether they had any scruples about playing Sunday and that they

(Continued on page 53)

Blind Negro Pianist Nixes Big Time Jobs For Home Town Honk

Cleveland, Sept. 3. Local brokers are losing sleep over Art Tatum, blind pianist and rage of the town, who doesn't care to sign a contract with anybody, at any price.

Negro piano-pounder has been lionized by localities, professional musicians for the last five years, but can't be dragged away from local Harlem honky-tonks. Boys like Vincent Lopez, Paul Whiteman, Ted Lewis, George Olsen who raved about his ultra-modern jazz rhapsodies once persuaded him to go to New York. After a fling at the Onyx club, he got homesick and turned down every Broadway offer, including records.

"I don't like big crowds or punching a time clock," is his only answer.

Previewing an Act

Unique twist and possibly another radio 'first' will be preview of "The Westerners," newcomers managed by Ed Wolfe, on the Maxwell House Show Boat program this Thursday, Sept. 5.

Act is written into the script for the preview sample, but does not begin regular broadcasts until Oct. 3. Public will be told "this is an advance taste of what we're bringing you."

Benton & Bowles is the agency,

Censor Boards on Vivisection Spree, Crack Down on Four Horror Operas

Hollywood, Sept. 3. Rough treatment at the hands of censors has given producers of so-called horror films a few shudders of their own. Echoes of wholesale sniping, and in some cases complete rejection, are rumbling through the cutting rooms and studios as hewing to the line rather than have outsiders wield the shears and possibly ruin the continuity.

Universal and Metro have felt the sting of the world's monitors to a greater degree than the others, each having two of the latest chills fanned around. Snipings took a fall out of U's 'Werewolf of London' and 'The Raven,' Metro's 'Mad Love' and 'Mark of the Vampire' also suffered from severe deletions.

Ontario, Canada, held no brief for the classic, ordered it tossed out on its marble back. Rejection also carried comment to the effect that it featured horror and shuddering melodrama, is full of fiendish and diabolical devices.

British Columbia's snippers gave the runs but reconsidered after the objectionable sequences were isolated and gave exhibitors an 'adults only' permit. Quebec board declined to issue a certificate, saying the shooting and killing scenes were extremely violent.

Nor did 'The Raven' fare any better in the states. Penny's kicked off the numerous tortures 'and shooting scenes. Virginia, ordered the scene cut, and California, Ohio and New York also had a field day in the sixth and seventh reels.

Ontario 'hopped on 'Werewolf' and after an extensive scissoring labeled it for grown-ups only.

English censors went after 'Mad Love' and 'Mark of the Vampire' where through, 20 scenes fell by the wayside and every reel but one felt the heavy touch of the moralists' sword. 'Mark of the Vampire' had its vivisection period and came out of the ether minus several sequences where murder was done. One of the Canadian provinces found too much unhealthy spine-tingling in the scene showing a bat writhing after being shot and deemed its exit. Same for shot of vermin crawling up and down girl's accessories.

Penny also took a few whacks at 'Vampire' before it went out for exhibition. Other states couldn't find much to get excited about in any of the heebie-jeebie operas, gave them clean bills with little more than a brief snip-hither and yon.

GRIFFITH OFF ENGLISH 'BROKEN BLOSSOMS'

London, Sept. 3. D. W. Griffith, who came over here to direct a talker version of his 'Broken Blossoms' for Fox, is quitting by mutual consent. Hagen contracted Dolly Haas, German girl, for the lead role, while Griffith claimed he had a new first girl. Griffith was to get \$30,000 for directing. Another director will be brought from Germany for the job.

Lederer No Pirate

Los Angeles, Sept. 3. Verdict in favor of Francis Lederer was returned by the Superior Court jury here in the \$150,000 plagiarism suit against player by Jack Warner. Superior Judge Smith ordered instructed verdict on ground that Quartaro had not presented sufficient evidence to prove story theft of material in 'Romance in Manhattan.' Originally a defendant, Lederer won a motion for a non-suit earlier in trial.

Soph's Pic

David O. Selznick has signed Sophie Tucker for one picture, to be done late this fall or winter.

Mr. Tucker will first complete her vaude engagements for RKO. The last of the rodder manumans, who had him experience year ago at Selznick at Saratoga Springs, N. Y., when he was visiting Jack Whitely. Miss Tucker appeared at the Piping Rock club at the Spa this season.

Beery, Oliver Teamed For Metro's 'Pettingill'

Hollywood, Sept. 3. Success of Paramount's 'Rugles of Red Gipsy' has Metro getting ready to produce 'The Pettingill' Harry Lion Wilson's sequel to his 'Rugles' novel, with Wallace Beery and Edna May Oliver co-starred. Harry Raft will produce with Lawrence Hazard doing the screen play.

Murder Suspicion on Her, Mary Minter's Ma Asks 500G for Libel

Los Angeles, Sept. 3. The William Desmond Taylor mystery bobbed up again with filing of \$50,000 libel suit against Blyth & Co. and J. Lawrence Pagen by Mrs. Charlotte Shelby, mother of Mary Minter.

Mrs. Shelby's suit is based on claim that she was inferentially connected with Taylor murder through depiction taken by the bond house from Leslie B. Henry, her former broker, now in San Quentin for thefts from her. Depositions were for use in defense of civil suit. Shelby has against Blyth & Co. Pagen and Henry.

Shelby's suit was deliberately asked. Shelby questions were deliberately hurt her by throwing public suspicion upon her. Name of Miss Minter and after an extensive scissoring labeled it for grown-ups only.

SOBBIE AS FILM EXTRA WILL TELL ALL IN PRINT

Hollywood, Sept. 3. Edythe Dixon, of Chicago Herald Examiner, is here to do a serial story on her experiences as a Hollywood extra.

Miss Dixon started migration westward by acting as stewardess on a sleeper plane, serving the passengers en route and making beds. When she arrived here she applied for a job as an extra on the Warner lot and got it. Now she is working in various pictures and will also have the slant of things locally from an extra's viewpoint.

She figures on being enough stuff to write a book. Three-week yarn on Hollywood. Another Chicagoan here is Clark Rodenbach of the Daily News, who, while vacationing, is getting material for the Saturday feature page of his publication on local personalities and sights.

Jackie Cooper's \$1,100 In New Metro Contract

Los Angeles, Sept. 3. With player getting \$200 a week less than before, new contract between Jackie Cooper and Metro has been approved by Superior Judge McComb.

Contract for 40 weeks at \$1,100 a week runs for a year and begins in January. It also includes a week upon completion of 'O'Shaughnessy Boy.' Studio also takes one-year option, which, if taken up, will give Co. \$1,000 a week.

It is option in agreement whether Jackie's name shall appear in advertising as star or co-star, but studio agrees that names of not more than two stars or co-stars shall precede Cooper's in billing.

GUILD'S SENTRIES

Scribes Posting Deputies in Studios to Expedite Squawks

Hollywood, Sept. 3. Special deputies for the Screen Writers Guild will be appointed to represent the organization in each major and independent studio.

Plan provides for the deputies to act as clearing agencies for members of the Guild working on the individual lots, and to function as direct contacts for the group's board of directors and various committees in order to speed up handling of various matters presented for attention by members from time to time.



WILL MAHONEY

West Lanchashire Eve. Post said: 'Mr. Mahoney is a brilliant and versatile...entertainer, with the added gift of novelty in his business. We have never seen dancing in Blackpool such as his and never a xylophone played as he plays it. Nor have we listened to such a wonderful creation as his touching ode to Lily.' And these are only a few of the host of things that Mr. Mahoney captivates the audience with.

Direction WM. MORRIS AGENCY Mayfair Building New York City

Reinhardt Set on Making 'Faust' at WB, Garbo Lead?

Hollywood, Sept. 3.

Upon completion of 'Green Pastures' at Warner Bros. next summer, Max Reinhardt will try and sell the studio the idea of producing a spec version of the opera 'Faust.' Reinhardt produced the opera in spec form at the Salzburg Festival this summer. Producer-director has had a yen to do the opera in pictures for some time.

Reinhardt has gone so far as to pick his cast. However, there's little chance he'll land his choice, Garbo, as the lead. Also wants Fredric March for the male part and Bela Lugosi for Mephistopheles.

Marie Connolly, who, in addition to writing the screen treatment for his 'Green Pastures' will also have a say on production and direction, closed out at Metro last week, where he scripted 'Good Boys.' The seller for a two-week round-trip to Honolulu Saturday (23), returns to Warner to begin his writing job.

N. Y. Music Guild production of 'Faust' is still in story-writing stage, but script should be completed within the next two weeks. Casting is to start about the middle of September, with production hoped to get under way Oct. 1. Feature, which will be released by the Motion Picture Foundation of America, is likely to be shot in the east, though studio is still in doubt.

'Ramona' Set Back to Await Miss Young, III

Hollywood, Sept. 3.

Production start on 'Ramona' has been set back two months by the 30th Century-Fox. Delay due to edict of Loretta Young's physician that the player must rest and undergo treatments to prevent a serious operation.

Picture was slated to start this week, but studio execs decided to wait for the return of the player to take the title role rather than substitute another in the part.

H'wood's Tightened Purse-Strings

Pic People, Fearful of Tax Tap, Passing Up Yachts and Big Cars

Hollywood, Sept. 3. Local yacht brokers claim that Hollywood has pulled the purse-strings this year, blame the prospects of excessive taxation in the buy-off of new yachts. The brokers did go for new punts such as the more economical 35-footers, passed up the 65-foot-and-up boats which

Want Any Actors? Korda Doesn't; He's Just Going to H'wood for a Look

Rogers Drops Band For G-B Film Spot

Hollywood, Sept. 3. Buddy Rogers disbanded his orchestra at the close of Columbia engagement this week end and goes to Europe for one picture for British-Gaumont.

He's due back at Radio late in year for one film.

Rogers' Estate Set At \$4,000,000; All Willed to Widow

Los Angeles, Sept. 3.

Leaving estate described as 'in excess of \$4,000,000' to his widow, Mrs. Betty Rogers, Will Rogers will is on file in Superior Court here. Unofficial estimates place wealth at \$4,000,000.

Will was dated Aug. 3, day before he took his fatal plane flight and 12 days before he crashed to death with Wiley Post in Alaska. Executors are Mrs. Rogers, Oscar Lawlor, James K. Blanke and O. N. Beasley.

Document also provided, in case wife died before Rogers, that estate should be divided equally among their three children. Probate hearing set for Sept. 16.

Rogers left life insurance policies amounting to \$1,845,500, according to Oscar Lawlor, attorney. This spikes the existence of a \$250,000 accident policy with Lloyds of London.

Lloyds office here was quoted as stating Rogers took out another \$250,000 accident policy just before the plane jolted.

EARLY CALIFORNIA LOCALE IN 4 FILMS

Hollywood, Sept. 3.

Picture industry is giving early California history a break with four films scheduled for winter release, all dealing with the gold rush and having the San Francisco-Sutter's Mill-Sonora-Stockton region as locale.

Picture are 'Sutter's Gold,' at Universal; Metro's 'Robin Hood of El Dorado'; 'Sam Goldwyn's 'Early California' and Radio's 'Mother Lode.' Studios feel that the combination of western-gangster pictures with the trending action will be good fan fodder.

Foy Salvaging China Clips for Del Rio Pic

Hollywood, Sept. 3.

Bryan Foy will incorporate nearly 100,000 worth of film made in China by Robert Florey for 'Shanghai Orphans' in a revamp of the story, now titled 'Blood of China,' to star Dolores Del Rio. Picture is budgeted as the most pretentious handied Foy on this season's program.

Tom Reed and Abe Jacoby are scripting.

From Radio To Radio Picts.

Hollywood, Sept. 3. Radio Picts signed optional contract with Tony Martin, CBS radio singer.

Studio will spot him in a forthcoming film musical.

By WOLFE KAUFMAN

Alexander Korda is in Hollywood looking around, but he's not looking at actors. He doesn't want to make Hollywood. He doesn't want to touch Hollywood. He doesn't want to take anyone in Hollywood back with him; Especially actors. "I wish about I want actors," he asked just before hopping off for the coast. "What I would like to know is how to get rid of some of the actors I've got in England now."

Korda is a decidedly negative genius, for was in Hollywood for a long time, but hasn't been there for about five years. In those days Hollywood knew him as a director, not as such a much of a much; the place was lousy with directors. So what? So Mr. Korda went to London and lo! Over night he became the biggest of big shots. His pictures clicked, his name became something of an institution. Now he's back in Hollywood again. And Hollywood is going to look at him again. But he rehearsed saying 'no' for a full week in New York before coming here. They said 'no' to him once and—not that he's revengeful or anything like that—

Another thing that Korda is negative about is the whole subject of British films.

England Not Best

"I suppose you expect me to tell you that England is the best place to make films," he said. "Well, I won't."

He won't. Korda went on to point out, because he doesn't believe that. He said, "I don't believe in making films—good films. It just depends on whether you happen to know how to make good films."

"For me," he pointed out, "England worked out. For others it may not. It all depends."

"I don't know," he continued, "mostly on talent. Good actors make good pictures. And that doesn't necessarily make stars. At least not stars that the world recognizes."

"I was talking to one of the British producers," he pointed out, "and he told me that he makes films. You have all the stars in the world. You have Laughton and Oberon and Howard and everybody else. It made me laugh."

"Who were these stars before I made films with them? Laughton is (Continued on page 53)

Boles Adult Topper In Shirley's 'Rebel'

Hollywood, Sept. 3.

John Boles draws the male lead in 'The Rebel,' next Shirley Temple starrer at 30th Century-Fox. Boles will handle the part originally played on the stage by Dustin Farnum.

Picture is slated to get under way next week with David Butler directing under the production wing of Eddy De Silva.

Selwyns Vacationing

Hollywood, Sept. 3.

Ruth Selwyn planned to New York yesterday (Monday) to sail with her husband, Max, producer, Sept. 6 for a two-month European vacation.

SAILINGS

Sept. 13 (Genoa to New York)

Katharine Cornell (Rex).

Alexander Korda, Sir C. Guthrie (Conte di Savoia).

Sept. 4 (Quebec to London)

Jesse Lacey (Empress of Australia).

Sept. 4 (New York to Paris)

Hein Hayes, Charles MacArthur, Edgar Selwyn, Fredric March, Douglas Fairbanks, Jr., Hattie McDaniel, F. Perry, Ruth Selwyn (Normandie).

Aug. 31 (New York to Italy),

Floyd Gibbons (Rex).

Aug. 30 (New York to London)

Henry Wilcoxon (Bremen).

Aug. 28 (London to New York)

Henry Hall, Cedric Gibbons, Aural C. Johnson, Hildegarde Peter Maurice, Jimmy Phillips, Jimmy Kennedy, Ian Stuart (Berengaria).

ARRIVALS

Reia Lupos, Milton Shubert,

Grant Tinker, Edith Piaf, Harry Eggert, Jack Pearl, Eric Pommer,

Eric Woolheim, Eric Charrell, Dr. A. H. Giannini, Ward and Van.

CLIPPING

Lasky-Pickford to Produce Five For UA; Will Go Strong on Tuners

Hollywood, Sept. 3. Having signed partnership agreement with Philip Pickford, Jesse L. Lasky accompanied by his son, Jesse, Jr., is en route to Quebec to suit for England, Sept. 6. After more than two months of negotiating, Pickford-Lasky Productions, Inc., has signed for United Artists release. He is president and Miss Pickford, v.p. Lasky will be the active production head of the company which will make four or five pictures for its initial UA output.

New outfit placed Francis Lederer under five-year contract, two pics yearly. One of the present season oruses will be a musical. Lasky turned over his contract with Nino Martini to the company for two years, also two pics annually. Company also signed Miss. Ernestine Schumann-Heink for one film to be based on story of her life.

Miss Pickford is to follow Lasky to Europe where they are to confer on the possibility of making one of the five there next spring.

Lasky had three other deals pending when he signed the Pickford thicket, one with Metro, another with Paramount, and the third an English financing proposition, for product to be made in this country. Lasky and a few other points he wanted in contract were agreed to early Friday morning with contract signed and certain that afternoon in presence of some 50 newspaper people who were invited to a cocktail party. This is first time that Miss Pickford entertained the press en masse at her home.

New company will produce its pictures on the UA scale, over the former 20th Century quarters on Oct. 1. Phil Friedman, former Fox casting director, will be executive assistant to Lasky, with Miss Hanline, story editor, and Lasky Quarles, who was the Lasky partner at Fox, in the same position.

With Lasky going into the UA group he again becomes associated with his former brother-in-law, Samuel Goldwyn, who was his first partner in the pic business. Lasky due back from England Oct. 15 when he begins work on the first picture which will have Lederer starred.

Actors' Guild Will Force Producer Hand For Mass Bargaining

Hollywood, Sept. 3. Board of directors of the new Actors Guild meets tonight (Tuesday) at which time the group will be presented with report of special committee appointed to study ways and means to outline organization's plan of action to secure producer recognition for collective bargaining under provisions of the Wagner labor act.

It is known that the board is ready to follow the recommendations of the committee, which consists of Robert Young, Edward G. Robinson, Chester Morris and Boris Karloff. Although Guild leaders are committed to members for an aggressive campaign to secure producer recognition to bargain for actors, it is known that these leaders want to conduct negotiations on a friendly basis, and are not keen to precipitate an open battle unless forced to do so.

It is expected the Guild board, in voting to proceed along the line advocated in the committee report tonight, will draft a letter of formal demand to the producers asking for meeting to discuss recognition of the organization under the Wagner bill.

FLOYD CROSBY'S SHORTS

Floyd Crosby, who is now dickering with RKO to make a series of shorts in Technicolor. Would be released via the Pioneer trademark.

Bone for Buck

Hollywood, Sept. 3. Darryl Zanuck has decided to feature Buck, the St. Bernard dog used in 'Call of the Wild,' in 'The Country Beyond.' This is the first time a major studio has gone for a bone crusher story in years. Zanuck for some time produced the Rin-Tin-Tin pictures at Warners. Sol Wurtzel will produce.

Rochelle Hudson and John McGuire have the non-barking leads.

BOGART ROGERS 20TH-FOX PROD.

Hollywood, Sept. 3. Bogart Rogers has been named to post of associate producer at 20th Century-Fox. Originally signed by Darryl Zanuck several weeks ago in the east, Rogers was slated to become scenario editor of 20th Century prior to the merger.

Outside writer of his chances. A name writer who knows around \$500 weekly, when on contract, was one of the writers to receive \$500 for her script on the outright sale.

A best seller novelist receives \$5,000 for each of his stories delivered to outside writer within the next two years. It's possible that, outside of his literary work, he can deliver three original stories to the studio yearly.

Recently two writers submitted an original story to Fox. Studio was uneasy about the idea, but told the writers that it would pay \$7,500 for the story, and no more. Writers felt that the yarn was worth twice that amount, but finally sold when the studio adopted the take-it-or-leave-it attitude.

Writers read of the prices paid for plays, such as the reported \$100,000 paid for 'Fertile Forest.' They assume that original stories should bring a good percentage of those figures, yet in the past year \$12,000 has been the highest price paid for an original.

Studio find that contract writers can bid out original stories to everyone's satisfaction. Now and then a writer comes around with a brain child in which the studio likes, perhaps, only one or two sequels. When this occurs, studio usually buys what it wants, allows the writer to keep the rest of his yarn. Such cases never fetch more than \$500.

In the past few years, number of originals sold to major studios amounts to less than 10% of the total purchase of story material. Real are plays, novels and short stories. Time was when the writer made up 80% of the story buys, and writers have received as high as \$25,000 for nothing more than an idea, which was later developed into a screen play by the studio contract scribes.

Irene Castle Comes Out Of 17-Year Siesta For Pic

Hollywood, Sept. 3. Coming out of a 17 year retirement, Irene Castle has been engaged by Paramount for 'Colleen'.

Castle will be the operator of the dancing school in the college town.

Loy-MG Talk Truce

Hollywood, Sept. 3. Myrna Loy planned in Sunday (1) and will discuss the settlement of her Metro differences. She is prepared to go back for a salary increase and a maximum number of pictures.

Understood that the settlement must provide that she do the Hecht and MacArthur picture (Par) as an end to the matter. Miss Loy is en route back to N. Y.

BRICE, PENNINGTON WENT

Pamela Brice goes costarward for Metro Sept. 7, into 'Great Ziegfeld' for four weeks, returning to New York Oct. 10 for the Shubert's 'Follies.'

Ann Pennington, for whom negotiations are pending, accompanies Miss Brice west.

STUDIOS PAY AS LOW AS \$500

Highest Price for Original Last Year, \$12,000—Slick Mags Liable At \$200 Per—Paid Scribes Bat Out Scenarios from One or Two Ideas

15% CREATIVE

Mistaken is the general idea of outside writers that picture studios are the land of opportunity for scribes to reach fame and fortune. When slick magazines offer writers \$200 for a story they feel their heads off. Studios pay off in about the same proportion. Many a story sells at \$100 and under.

For instance, Paramount in the last month bought 13 original stories and ideas from as many unknown writers for a total of \$1,200. The stories or ideas at \$500; one for \$750; one for \$1,000 and \$1,200, and one for \$3,000. Studios, mean while, assigned several writers to concoct originals, which knock the outside writer out of his chances.

A name writer who knows around \$500 weekly, when on contract, was one of the writers to receive \$500 for her script on the outright sale. A best seller novelist receives \$5,000 for each of his stories delivered to outside writer within the next two years. It's possible that, outside of his literary work, he can deliver three original stories to the studio yearly.

Recently two writers submitted an original story to Fox. Studio was uneasy about the idea, but told the writers that it would pay \$7,500 for the story, and no more. Writers felt that the yarn was worth twice that amount, but finally sold when the studio adopted the take-it-or-leave-it attitude.

Writers read of the prices paid for plays, such as the reported \$100,000 paid for 'Fertile Forest.' They assume that original stories should bring a good percentage of those figures, yet in the past year \$12,000 has been the highest price paid for an original.

Studio find that contract writers can bid out original stories to everyone's satisfaction. Now and then a writer comes around with a brain child in which the studio likes, perhaps, only one or two sequels. When this occurs, studio usually buys what it wants, allows the writer to keep the rest of his yarn. Such cases never fetch more than \$500.

In the past few years, number of originals sold to major studios amounts to less than 10% of the total purchase of story material. Real are plays, novels and short stories. Time was when the writer made up 80% of the story buys, and writers have received as high as \$25,000 for nothing more than an idea, which was later developed into a screen play by the studio contract scribes.

78 Parts in 'Adverse'

Warners Testing Players for Two Months in Record Pic Cast

Hollywood, Sept. 3. In order to fill 78 speaking roles—believed to be a taller cast record—Anthony Adams this week starts 'Adverse' on two months' continuous testing on Warners under supervision of Henry Blanke, who will produce Actual testing is being done by Arthur Greville Collins, currently without directorial assignment. Only role act is Fredric Marsh as Anthony.

Warners' elaborate testing session

Films Using 500 Hoofers in Tuner Cycle; Chorus Lines Overdone, Out

Sweet Music

Hollywood, Sept. 3. Seven film players are calling 'Broadway Melody of 1936' their luck piece. After Metro execs had their first look at the musical, new contracts with upped figures were handed the group.

This Merkel was No. 7 to have the wand waved over her.

PIX SEASONAL STORY DEARTH

Dearth of suitable novels and absence of usual quantity of new Broadway legit material has tilted general level of prices paid by producers for screen stories higher than it's been for three or four years.

Two scarcity of suitable film plots has sent the major pic producers scouring the field with a fine comb. Picture officials for weeks sought any play, novel or short story showing any film possibilities.

BOYER ABROAD, HENRY WILCOXON'S ENG. PIC

Charles Boyer, slated to play opposite Marlene Dietrich in 'Invitation to Happiness' for Par, is sticking in France to make 'Mayerling,' based on life of Archduke Joseph of Austria, which Henry Wilcoxon, cast for 'Crusades' premiere, sailed Friday night (30) to make a picture in England. He will go off Anna Sten.

Par has given Wilcoxon a 10 weeks' leave of absence. English actor received invite to play op Sten from the Garret Klement Pictures, Ltd., while he was in New York and made arrangements with Par to accept it.

Blng Crosby goes back to the Par studio right away after a vacation at Saratoga.

Radio Spots Fred Stone While Zanuck Ponders

Hollywood, Sept. 3. While 20th Century-Fox is pondering whether to sign Fred Stone to fill the shoes of Will Rogers in three stories purchased for the comic comedian, Radio has set him in 'The Farmer in the Dell.' Phil Stone, as the first on his two picture deal.

20th-Fox decision will probably be reached this week.

Hollywood, Sept. 3. Last week was bullish for dancing choristers who have been taking a licking for the past three months. Over 500 boys and girls were tapping their dogs off in major studios.

Paramount topped the list with some 250 working on five pictures or rehearsing for future musical productions. Lefroy Prinz is currently staging dance routines for 'Collegiate,' 'Anything Goes,' 'Coronado,' 'The Bouncer' and 'Little Acazoo.'

Warners has 100 girls rehearsing for 'Broadway Hostess' and 'Stars Over Broadway.' Metro has another 100 on 'Rocky Marc' and 'Ziegfeld.' At Radio around 50 girls are being routed for 'To Beat the Band' and 'Invitation.'

Current market for heel breakers is their first chance to get bankrolled for some time, studios with few exceptions, eliminating chorus lines feeling that the public was fed up with them. The 600 now contract chorus rehearsing and regulars in the business. If more were needed, the dancing schools would have to be hustled.

Average amount of work given to chorus lines on feature pictures is about two weeks per feature. That's about all rehearsing and a week's shooting. When the regulars are called, studios figure that 12 days is the limit. When it is necessary to get talent from the dancing schools, due to inexperience the 12 days is usually stretched out to three weeks.

Tough Guy' for Cable

Hollywood, Sept. 3. Bernie Hyman has been handed the production reins on Metro's 'Toughest Guy in the World,' original by Roland Brown. Brown and Robert Schumacher are scripting.

Story is being tailored for Clark Gable.

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INDEX	
Billie	53
Chatter	69-61
Exploitation	23
15 and 50 Years Ago	60
Film Reviews	14
International News	20-21
House Reviews	17
Inside—Legit	51
Inside—Music	46
Inside—Pictures	59
Inside—Radio	39
Legitimate	51-57
Literati	58
Music	46-49
New Acts	50
News from the	59
City Clubs	49
Obituary	62
Pictures	63
Radio	32-35
Radio—Chatter	41
Radio—News	40
Radio—Reports	38
Radio—Showmanship	45
Shows	14
Times Square	59
Units	60
Vaudeville	59-52
Women	57

VISUAL EDUCATION IN N. Y.'S SCHOOLS

ABOUT SET; SEEN AS TEXT BOOK SAVER

Films in Schools Would Cut Down Costs of Books
—First Test Installation—Budget O.K.'d by
Next Jan.

With the purchase of the first talking picture equipment last week, New York City's visual education test program is starting to take shape. The initial buy was 1,000-watt job, large on the market in the 16-millimeter class. This is to be tested in advance of the actual schoolroom survey to ascertain its efficiency and to learn if it is essential for average classroom study. These tests may prove that smallest talking picture machines are more suitable.

The actual classroom survey in the metropolitan schools may not get under way until early in 1936, according to recent developments which revealed that the funds for carrying on the tests may not be available until next January. By that time educational authorities undoubtedly will have schedules prepared and all details ironed out so that the test course may be offered those starting new studies the first of the year. Plan is to compare work of students having picture courses with other classes of equal grade using text books only in same studies.

City's board of education has its own visual education survey and a complete system of routing silent educational films similar to that employed by a major distributing companies. Visual education division is headed by Rita Hochheimer, with Wendell M. Thomas, assistant director of lectures. In this capacity, Thomas will coordinate the duties of book of a large film exchange. This bureau books the required education, subjects into public schools in N. Y. city equipped to show films. Thomas assigns the pictures to each school on specific dates, this transaction being not unlike actual booking of a major feature. The films are shipped to various schools as they are needed, used concurrently with text book matter.

With such a set-up already in place, school authorities feel that the switchover to talking films, when actually placed in use throughout the school system, will be a simpler matter.

While eventually New York's talking picture project may result in quicker turnover of titles, making it possible to reduce the number of hours required for grade schools and high schools, at present, most educational authorities view visual education via talking pictures as a means of cutting down the outlay now required for textbooks.

4th 'Obsession'

Delay, John Stahl
Bench 2d Time

Hollywood, Sept. 3. John M. Stahl was forced to suspend 'Magnificent Obsession' for the fourth time at Metro's office because of severe cold which sent the director home.

Other delays were due to yanking of Stahl's wisdom tooth, accounting for a day lost; illness of Betty Furness, necessitating a change of scene, and requirement of Robert Taylor at Metro for retakes, one day.

Cruze's 'Gold' Chore

Hollywood, Sept. 3. James Cruze is definitely set by Universal to direct 'Satan's Gold,' which will be an outdoor spectacle. Howard Hawks originally tagged for the picture, but was moved over to direct another at same studio.

Gene Fowler and Walter Woods are doing the screen play.

WANGER'S MCCOY

Hollywood, Sept. 3. Horace McCoy has signed a six-month contract with Walter Wanger to write dialog.

Recently authored 'They Shoot Horses, Don't They?' novel.

TAKE IT AWAY

Rachel Crothers Sends Her % Pic. 'Splendor,' To Barrier

Hollywood, Sept. 3. After 10 days of pre-directing rehearsals on the Samuel Goldwyn production of her play, 'Splendor,' Rachel Crothers turns over troupe headed by Miriam Hopkins and McKenna 'Dixie' Nugent to start the picture today (Tuesday).

This is the film which Miss Crothers wrote for Goldwyn on an experimental percentage basis, dealing for a share of the profits but no preliminary writing salary. Author rehearsed the production straight through in sequences like a stage play.

W.B. Overtakes Sked, 12 Finished, 9 on Work Bench

Hollywood, Sept. 3. With nine pictures in production this week and 12 in the cans or cutting room, Warners is considerably ahead of schedule for the season's production.

Two new ones getting the gun by midweek are 'Country Boy' and 'Prairie Schooners.' Holding over on production are 'Capt. Blood,' and 'Prisco Kid.' 'I Found Stella Parish,' 'Broadway Hostess,' 'Stars Over Broadway,' 'Hard Luck Dame' and 'Enemy of Man.'

Being edited or held for release are 'Midsummer Night's Dream,' 'Shipmates Forever,' 'Goose and the Gander,' 'Little Big Shot,' 'The Mayor,' 'Dr. Socrates,' 'I Live for Love,' 'Personal Maid's Secret,' 'Moonlight on the Prairie,' 'Murder of Dr. Harig,' 'Special Agent' and 'Case of the Lucky Legs.'

Construction of stages, being rushed in two work shifts, are at peak of activity at the Burbank studio. First of the new stages got its initiation last week with the Kay Francis picture, 'Stella Parish,' being directed by Mervyn LeRoy.

'Custer Series' Breaks

Out First as a Feature

Hollywood, Sept. 3. Louis Welsh, producer of the serial, 'Custer's Last Stand,' will release the chapter play via the state right market with a six-reel first episode.

Remaining chapters of the 15 in the latter day will run in around three reels each.

Now Denver Theaters Are Giving Away a House and Lot, B.O. Bally

Denver, Sept. 3.

Santa Claus has moved to Denver, and is making threaten his headquarters, distributing his gifts from theatres.

The latest gift in the Santa Claus bag is a two-story, eight-room house and lot, completely furnished and with credit for a complete stock of groceries for a year, landscaped and insured, with other inducements not yet announced. Total cost of the grand prize will be more than \$100,000.

The Huffman string of eight theatres is using this come-on starting this week, in cooperation with the Denver Real Estate Exchange and 16 business firms. Huffman will conduct the drawings, and will make a \$500,000 trailer, in which the

Wanger Seals Santley

Hollywood, Sept. 3.

Joseph Santley moves up into major directorial ranks under five year contract signed with Walter Wanger. He'll make 'Her Master's Voice' as his first on the General Service lot.

Wanger was impressed by Santley's direction of 'Harmony Lane' for Mascot-Republic.

MERRITT CRAWFORD'S 16MM. FILM ALLIANCE

Merritt Crawford, who started two film trade papers and has worked on most of the others, is out to do something for the 16 mm. film enthusiasts. He has founded the Film Alliance, Inc. which is to drag the smallest into a place in the sun. Just at present the non-profit organization is largely Crawford and a handful of friends, but he claims to be in touch with numerous groups, scattered over the country, and proposes to draw them into an organized effort to secure recognition for pint-size pictures.

His idea, according to the proposition, is to bring together amateur groups the nuclei of local organizations which will work together both for the production of amateur reels and for the showing of professional and semi-professional, including eventual showing of the past masterpieces on the restricted celluloid. He will also offer 'closed membership' showings of films not commercially released. In other words he will give the amateur groups a chance to travel their product for national admiration. Net profits from such showings are to go to finance more production.

Contention is that through this means the Alliance will act as a training school for future professional players and technicians. Promoters seem to be a bit hazy, as yet about the exact procedure, but have taken a midtown office and insist that they have enough assurances of support.

Several somewhat similar schemes have been tried in the past half-century years, the only one of which to endure is the Amateur Cinema League, which does not concern itself with film bookings other than to bring amateur groups into contact with each other.

Academy Slate Ready

Hollywood, Sept. 3.

Nominations have been made for branch executive committees and board of directors of the Academy of Motion Picture Arts and Sciences, preliminary to annual election of the organization.

Members will vote by mail on the nominees until polls close on Sept. 25. Board will meet shortly after the latter date for selection of officers for the coming year.

Shirley's Radio Comm'l

Hollywood, Sept. 3.

New regime of Century-Fox has released in its stand against outside exploitation of Shirley Temple and will okay network broadcast if a deal is consummated with Ralston Cereal. Studio feels clean kid program not out of place for its No. 1 star.

Lloyd Wright handling deal for Mopett.

Script Crawford's Next

Hollywood, Sept. 3.

'The Sport of Queens,' original by William Hopkins, is being prepared by Bernard Hyman for early production at Metro.

Anita Loos is scripting. Joan Crawford will be starring.

REG DENNY BANKRUPT

Los Angeles, Sept. 3. Listing his assets at \$63,014 and debts at \$33,641, Reginald Denny filed a voluntary petition in bankruptcy in federal court here.

Among liabilities was judgment obtained by Mrs. Irene Denny for \$32,750.

RIO GREET'S LUPE

Mob Waits Hours in Damp and Dark On Her Arrival

Rio de Janeiro, Aug. 23.

Lupe Velez spent a hectic night here last week when she passed through on her way to Buenos Aires to fill a five week contract with Jaxm. Yankelovich, night-club and night-club owner. She will be on the air over Radio Belgrano in Buenos Aires.

Though it was midnight and cold and damp, police had difficulty in controlling the crowds which waited four hours on the docks to catch a glimpse of the Mexican star. She received frenzied cheers.

Yankelovich, who arrived from Buenos Aires to accompany Miss Velez the rest of the way to Argentina, went aboard the boat to take her to the headquarters of the Brazilian Press Association, where she spoke on a hook-up with the Belgrano outfit.

Afterwards she visited the Casino Atlantico, where she is due to appear for ten days after her engagement in Pucos Aires.

SEVEN PIX GET GUN AT RADIO

Hollywood, Sept. 3.

Radio will start seven pictures during September. First to get going will be 'Follow the Fleet,' the next Astaire-Rogers musical with Mark Sandrich directing. Irving Berlin is writing the score and Pandro S. Berman produces. Following Berlin is 'The Sign of the Cross,' 'Husk' and 'Two O'clock Courage' get started.

Before the month ends, 'Mother Lode' with Richard Dix and the remake of Harry Leon Wilson's 'Bunker Bean' will get under way.

TAY GARNETT OWN, TO PRODUCE THREE PIX

Hollywood, Sept. 3.

Starting off with a production schedule of three pictures to be made abroad, Tay Garnett has formed his own company. Hanks has his shingle on the RKO-Pathe lot.

After finishing 'Professional Soldier' for 20th-Fox, which should be around mid-November, Garnett takes a skeleton crew to China for his first opera, 'Singapore Bound.' British picture is said to be behind this one. He will also make 'Man Laughs Back' from the book of his audience.

Garnett has two more to go to 20th-Fox and one at Columbia before he starts on his own.

Garnett has signed by 20th Century-Fox to direct 'Professional Soldier,' which will feature Victor McLaglen and Freddie Bartholomew. Director selected the story after being handed three by Darryl Zanuck to consider for the one picture deal.

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CANADA SCRAPS ITS PIC PROD. PROJECT

Toronto, Sept. 3.

With Premier Hepburn admitting that the Motion Picture Bureau of the Ontario government had expended more than \$1,750,000 in capital and administrative expense and having to show for this today but a lot of useless films, studios at Trenton have been closed, staff to be absorbed into other government departments, the Premier announces. Studios have been turned over to the civic authorities to be used for a municipal gymnasium or some similar recreational object. Equipment goes into storage with the 'useless films.'

Studios also been rented to other than government film-producers, last flicker to be made there being 'Carry On, Sergeant,' a Canadian war story, written and directed by Bruce Bannister and starring Jimmy Save and Hugh Buckler. Flickers backed by Canuck capital hit a snag when the reform element maintained that Ontario film studios were possibly confounding future historians.

'Sergeant' is also somewhere on the shelf.

In space, however, for the trenches and barbed wire entanglements used for the battle sequences. The trenches will remain, possibly confounding future historians.

Arthur Lyons' 250G Suit Vs. Zeppo Marx, Asks Rights Defined

Los Angeles, Sept. 3.

Asking \$250,000 against Zeppo Marx and Zeppo Marx, Inc., Arthur Lyons has filed suit in Federal court here to deter line whether an agent's contract is a scrap of paper or whether agent has property right in a contract similar to chattel property right.

Complaint charges Marx with fraud, deceit and misrepresentation and with inducing Fred MacMurray to sign a contract with Lyons on Sept. 15, 1934. Complaint says Lyons took MacMurray from \$50 a week job with the California Coliseum orchestra to a \$100 a week job with Paramount Pictures on a contract which will bring him \$234,000 in five years. Contract was made Feb. 23, 1934.

Suit for \$220,000 by Lyons had been dismissed in Superior Court because contract issue has never been decided in state courts. Same question, however, has already been decided by U. S. Supreme Court. Larger damages also can be asked in Federal court.

GREY'S 1ST ORIGINAL FOR PIX IN 8 YEARS

Hollywood, Sept. 3.

Zane Grey has delivered to Paramount 'Drift Fence,' his first studio under a two-year contract for his entire literary output. Although having made numerous remakes of his own pictures, Grey has not written a new one for Par in eight years.

Studio is sending out 'Van Winkleland' for general release with out preview to make up for months' lapse without a wester story.

E. G. Robinsons Abroad

Hollywood, Sept. 3.

Edward G. Robinson leaves to go to Europe. He will remain around Manhattan for about two weeks before sailing.

Robinson is married to Warner. Taking trip with wife and two-year-old son.

METRO'S AUKE BY

Paris, Sept. 3.

Metro has practically closed here for the rights of 'Tales of Hoffman,' by Offenbach.

Studio wants to produce the opera as a film, but is being rebuffed in order to use some of the airings.

PICTURES

See A.T.&T. (Erpi) Pitted Vs. R.C.A. In Legal Tilt for Film Business

Any negotiations for revisions of present contracts held by Electrical Research Products, Inc. for sound equipment and recording business from principal major studios will witness Radio Corp. of America, on one hand, American Telephone & Telegraph Co., on the other, at legal grips. That is the consensus among industry leaders.

While RCA admittedly is concentrating in an attempt to obtain some of the business now held by ERPI, it is regarded as an entirely different matter as to whether or not RCA's legal staff will be able to establish a case. Competing first must prove that ERPI contracts were illegal or violated during their existence. If either was established or if RCA attorneys felt that there was a good possibility of proving either points, an application for revision undoubtedly would be made.

A.T.&T. is in the picture because of its interest in Electrical Research Products. Since ERPI controls patents and other rights in the Western Electric system of recording and equipment, the whole matter is expected to be watched by American Tel. & Tel., as the parent company in the set-up.

While General Electric figured in the alignment with RCA previously, G. E. now is entirely out of it as result of a decision of court order. This leaves Radio Corp. of Am. as solely interested in getting what it considers its just share of the big business done by larger producing companies. Actually, RCA is reported as having more contracts than ERPI but the big gross biz currently is being done by the latter because of its contracts with large majority of the majors.

NO PAR% DEALS FOR PRODUCERS

Hollywood, Sept. 3. Producer percentage system in vogue at Paramount for the past year has been called off with the studio claiming that while the system worked out for actors and directors it did not prove successful with producers.

Those having percentage deals were Benjamin Glazer, William LeBaron, Arthur Hornblow and Louis D. Lighton. Lighton leaves the studio in two weeks to align with Metro. LeBaron has been given a new one year ticket as has Hornblow. Glazer has been contracted for two years straight. All new contracts are straight salary.

SCHENCK BACK TO HAYS ORG. IN SHEEHAN'S SPOT

Hollywood, Sept. 3. Joseph M. Schenck returns to Producers Association this week as a board member, moving into Winfield R. Sheehan's old spot. Election news will be more for big picture.

Schenck withdrew his United Artists from the Hays organization more than a year ago.

M. C. COOPER'S FINALE

Hollywood, Sept. 3. Having finished 'Last Days of Pompeii,' final picture in his Radio Pictures contract, Merian C. Cooper leaves Sept. 15 for a European vacation. Has been ill and will remain abroad for six months.

Cooper expects to be associated with Jack Whitley as head of production of Pioneer Pictures.

Pommer's Eng. Unit

Eric Pommer arrived in New York yesterday (Tuesday) and leaves immediately for Hollywood to pack his grips.

Goes back to London as soon as he can get ready to start on a new picture producing deal in London under Charles M. Woolf. Will produce four a year with his own unit in London for distribution by Woolf.

PAR CREDITORS ARE AHEAD SO FAR

When in which Paramount has emerged from bankruptcy proceedings, with full consideration given to creditor firms, has surprised business executives who have followed the course of other bankruptcy actions. Numerous accounts which the company were taken care of through issuance of new First Preferred stock and 6% bonds (maturing in 1955), plus script on stock and bond.

Creditor firms, after figuring on a basis of opening prices last week for the Fox, San Francisco, yesterday, and the bonds also boasting an enhancement in value. Paramount creditor firms estimate an even greater profit, over and above the sum actually payable.

With the First Preferred stock up 8 or 9 points from earliest quotations and the bonds also boasting an enhancement in value, Paramount creditor firms estimate an even greater profit, over and above the sum actually payable.

BILL FOX STOPS RENT ON S. F. FOX; TEST CASE

Hollywood, Sept. 3. William Fox quit paying rent on the Fox, San Francisco, yesterday (Monday), though continuing to operate the house, to see what action the Capitol Corp., realty subsidiary of the Bank of America, will take. Fox, since taking lease on the house after sale of Fox-West Coast, has been paying \$5,000 rent monthly, with four years still to go on lease.

In the past two years he has sought an adjustment on the rent, which was refused as well as his offer to pay \$300,000 for release from all obligations. Then he offered \$500,000, but was refused as well as a big lower since he took it over with a varied policy and secondary picture choice to the West Coast.

Fox owns about \$1,000,000 in equipment and furnishings in the theatre, which seats 5,000 and opened six years ago, and finally decided last week he wants to get out from under and compromise his obligations.

COWAN WITH MARCO

Hollywood, Sept. 3. Lester Cowan, former Academy executive secretary and recently an associate producer at Columbia, has signed with Mike Marco as associate producer of his new picture interests, launched last week.

Marco will act as executive producer, with Fanchon Henderson and orchestra arrangements.

DAVE SELZNICK WEST

David O. Selznick entrained yesterday afternoon (Tuesday) for the Coast after conferring with Al Lichtman at United Artists home office on talent, stories, etc.

REVIVALS HAVE 'B. O. LONGEVITY'

Costume Pix Top Rerelease Product—'Birth of Nation,' 'Broken Blossoms' and Valentino Silents.

WOMEN'S CLUBS

Chicago, Sept. 3. Revival of hit pictures is becoming a standard policy in film business, according to the exhibitors and the exchanges, both of whom notice sharp upturn in interest for reissues of old floppers.

Exhibits state that they are getting increasing requests from patrons for return of certain pictures and, what's more, the women's clubs are taking an active interest in this revival aspect on pictures, claiming that certain pictures are classics which should be shown to make it easy with the exhibitors who are replaying old pictures instead of booking current weak slaters. The interchangeability clause is being inserted in all contracts by exhibitors to such an extent that the exchanges are beginning to get a bit wary of this angle. Some distribute figure they should get clear coin for the revival of smash pictures rather than merely taking the interchange price.

From the grooves of the public and from the requests on revivals, the theatre trade in this territory has assembled a list of reissues which are figured to repeat business for years to come and which can be plugged as 'classics.'

Toppling the entire parade is the single silent picture, 'Birth of a Nation,' while 'Broken Blossoms' is also starting to figure as revival strength from the old silent days. Both D. W. Griffith films. All Valentino pictures have made money for many years in this town, particularly due to the Valentino code of Chicago, but the pictures are no longer being shown here because of the bad condition of the prints.

They figure as follows according to the majority of the exhibitors, based on requests:

'Cimarron' (Radio).
'Smiling' (U. I. etro).
'Vivacious' (U. I. etro).
'Back Street' (U. I.).
'Bill of Divorcement' (Radio).
'Lady for a Day' (Co.).
'Three Cornered Moon' (Par).
'It Happened One Night' (Col).
'I Had a Million' (Par).
'David Copperfield' (Metro).
'She Done Him Wrong' (Par).
'Red Jekyll and Mr. Hyde' (Par).
'Bangles of Red Cap' (Par).
'Love Me Tonight' (U. I.).
'One Night of Love' (Col).
'Whoopee' (U. I.).

Rogers
Coming into the revival picture is Will Rogers. A flood of new patterns and old for the Rogers pictures has manifested itself, but the Fox exchange has banned dates for Rogers pictures. The new ones, 'Steamboat Round the Bend' and 'In Old Kentucky' are out on the market.

One outstanding factor in the majority of the click revival pictures is the fact that most of them are costume stories. There has been historical period of the pictures circumstances becoming dated or old-fashioned.

Some of the new for Fox, Howard Hughes pictures are also marked in circuit and indie theatres in the southern California area, particularly in the Los Angeles area. The pictures are being played dual and solo.

OTTORINO'S QUICK RETURN

Hollywood, Sept. 3. John E. Ottorino, who left last week for New York, is due back at the Fox studio in two weeks.

He may travel to Europe after the Coast hop, which is figured to last two or three weeks.

UA Exec Powwow on Coast; Korda Wants a Piece of Co., Also Disney

Thalberg Huddles

The Irving Thalbergs (Norma Shearer), back from their Sanatoga weekend, the Metro production executive is continuing his home-office powwows with the Loew-Metro execs.

Reported that Thalberg was propositioned by J. E. Ottorino, Par proxy, while on the Coast, and again contacted in the east, but authoritatively said that it is unlikely Thalberg will entertain taking over production reins of an entire studio.

RELINQUE AWAY FROM UA, MAY GO 20TH, PAR

Hollywood, Sept. 3. Edward Smalley doesn't want to release through United Artists after he completes 'Last of Mohicans.' Small, his partner, Harry Goetz, says Smalley will probably distribute future wares through 20th Century-Fox or Paramount.

Edward Smalley's picture already completed of the three to be delivered. They are 'Red Salute' and 'Melody Lingers On,' with 'Moloch' to be finished Nov. 1. Small will then vacation abroad with his wife who has been ill for past four months.

Flock of Subpoenas Out for Anti-Trust Trial in St. L. Sept. 10

St. Louis, Sept. 3. Federal Judge George H. Moore on Thursday (29) granted application of U. S. District Attorney Harry C. Blanton and Russell Hardy, special assistant attorney general, seeking subpoenas duces tecum requiring various officials of motion picture interests to appear at the injunction hearing Sept. 10 and bring with them certain information. Material sought includes large number of film contracts, records, directors' meeting minutes, leases and reports. In addition to articles appearing in trade newspapers, included among those named in application are Vitaphone Corp., Skouras Super Theatre Corp., Warner Bros. Pictures, Inc., General Theatrical Enterprises, RKO Dist. Corp., Warner Bros. Circuit Management Corp., Famous Players-Lasker, Inc., Harry C. Arthur of Fanehan & Marco interests, Paramount Pictures, Inc., Public Theatres Corp. and several affiliated companies, in addition to representatives of Motion Picture Daily, Inc. and Motion Daily.

At same time, Paramount Pictures through its attorneys, Samuel W. Prydzey and William R. Gentry, distributed subpoenas to the Justice charges of conspiracy to deprive Ambassador, Missouri and New Grand Central theatres (Fanchon & Marco houses) of feature films. The government has alleged Warners and Paramount refused to renew contracts which expired last July 31 for exhibition of their pictures by F. & M. interests in St. Louis, including the Fox, Long Beach, City, and Phoenix Arts.

The two companies asked that the injunction suit be dismissed, a demand which was for and the order to show cause dropped. In entering into the contract, the companies had 'solicited' customers with which it desired to do business, as it had a right to do, the answer asserts.

Hollywood, Sept. 3. Though Alexander Korda rushed here by plane to confer with United Artists member-owners on his future with the company, he will not go into business conferences till tomorrow (Wednesday), when Al Lichtman planes in from New York. Korda, however, is undecided as to whether he will continue with U. A. unless they give him a share of member-ownership holdings, as otherwise he will finish his production obligations and then returning to N. Y. negotiate a deal with Joseph M. Schenck for 20th Cent.-Fox release.

Korda, Sir Conroy Guthrie and Etienne Pallos, since arriving, have been entertained by the UA group, with Monte Ochs presiding at dinner the first night, Mary Pickford the next, and Goldwyn following.

Nathan Burdick and Maurice Silverstone, president of U. A. International Ltd., arrived here yesterday (Monday), and will be in on the meeting, at which it was understood that Walt Disney will also make a request for member-ownership share so that it will be cut six ways instead of the four ways as at present. Korda, who refused to discuss his intentions until after he had met with the UA group, the rest of the week, expects to leave here Sept. 8 or 9. In the meantime, he has spent hours scurrying to get a line on talent available for overseas production.

BRISKIN MAY QUIT COLUMBIA

Hollywood, Sept. 3. Sam Briskin is reported to leave Columbia after 14 years, his current contract having expired. Understood Briskin has declined to sign a new contract, but he is expected to return to New York last week several major plants have made him offers, but he has declined, wanting to hold them in abeyance.

Since Ralph Kohn came on to he has relieved Briskin of various duties on the business and production ends.

Briskin started with Columbia as bookkeeper, and worked himself up to general manager of the studio. He is believed getting over \$2500 weekly. Presumed that Harry Conn, prez and head of studio, will take over considerable of Briskin's duties, with Ralph Kohn the balance, if Briskin leaves.

JOE TOPLITZKY, 47, DIES IN LOS ANGELES

Los Angeles, Sept. 3. Joe Toplitzy, 47, Coast's most important theatre realty operator, died of a heart ailment at his home at his Los Angeles home.

Toplitzy, who came here at the age of 13, starting as an errand boy in a department store, was one of the biggest realty and market operators in the country. He was also a well-known officer of the Biltmore theatre and hotel, also the Orpheum theatre, and was associated with the theatre (Fanchon & Marco houses) of feature films. He was vice-president of the Biltmore Amus. Co., Casen Theatre Corp., of New York, Exchange Theatre Corp., in Buffalo, and the Atlanta and Cincinnati Grand opera houses. He was head of more than 20 commercial concerns and banks, and before the panic was reputed to be one of the three wealthiest men in California. He was head of the Joe Toplitzy, Inc., really concerned at death. Had three children, two sons and one daughter. His widow, two daughters and three brothers survive. Funeral in Forest Lawn, Glendale, Cal., Sept. 4.

Chi Exchange Sales Record To Date Shows Par Out Front With Fox-Metro Tied for 2nd

Chicago, Sept. 3. With Metro-Goldwyn-Mayer back in the running for this territory, following the demise of the exhibitor boycott against M-G product of percentage demands, the battle royal among distributors for picture deals is hotter than in years. Metro was far behind other leading exchanges in sales last year, but this firm is now figured running in a tie for second place thus far in the selling season.

Season on sales is now wide open and indications again point to Paramount as the leader, with exchange on sales in this distribution center. Figuring on the basis of 475 possible deals in this territory, Paramount has thus far this campaign closed approximately 60% of total possibilities and will probably hit far above that before the close of the selling battle. These 475 possibilities are figured out of some 800 theatres in this territory, taking into consideration that two competing houses on the same level cannot be sold by the same exchange.

Fox Factors. Information along film row places Metro on the same sales rung as Fox-20th Century with practically equal chance to choose between them in the matter of sales. Both have closed the important circuits. Estimates place Metro sales thus far at 50% and 20th Century Fox sales at about the same mark. Fox will undoubtedly feel the loss of Will Rogers. The four Rogers pictures, along with the Shirley Temple picture, served as a heavy wedge for Fox. Rogers' loss must be taken into the weight of the new 20th Century label and product in the Fox exchange.

Warners and Universal are estimated to have sold about 40% of their possible deals already. Universal is actually in better shape in Chicago than WB, the Laemmle organization having already completed deals with Balaban & Katz, Essaness and Great State. Regarding WB is its current failure to set sales with Essaness, Harry Balaban and the Algeir circuit. With sales to these circuits the Warner rating would figure to substantially boost. Behind Universal and WB come Radio and Columbia, with about 25% of total possibilities. Radio is yet to get together with Balaban & Katz, Essaness and Great State, having been concentrating thus far on the smaller towns and indies.

United Artists has yet to settle deals with any of the local circuits or important independent exhibitors. This is attributed to its percentage policy and of seeing as pictures come clearing rather than in advance.

ARTHUR-MEX SQUABBLE MAY COST HIM \$12,000

Los Angeles, Sept. 3. Milton B. Arthur, operating head of about Theatre, is planning to drop a \$12,000 investment held individually with Gullio Ascona in Nogales, Sonora, Mexico, as a result of a controversy that has arisen between the two partners. Ascona charges Arthur with violating terms of their agreement and in consequence is withholding film service for which he holds franchise rights. Failure to get together with Ascona facing a closing, with Mexican government prepared to then step in and operate house itself, in order to prevent employment by the company for Mexicans now on house payroll.

F. D. S. HOLDING CO. Path's financial elements have formed a new holding firm for First Division, as anticipated. The new company will be known as the First International Pictures, Inc.

RKO-WB PRODUCT DEAL Set for 11 Keys Except for Century, S-C Houses

Uphat of the Warner-RKO fracas over WB product terms for the new season has resulted in RKO taking over the Strand, a Par house, in Yonkers, and RKO's losing Warner films for around four theatres in the New York City area, namely to three A. H. Schwartz-Century Circuit houses in Long Island and Brooklyn; and one Springer & Co. calls theatre, on Upper Broadway. Otherwise RKO takes the full Warner program.

Previously, Loew's purchased half of the Warner Bros. output, but this year, except for the spots noted above, RKO takes all of the Warner films for the ensuing season. Loew's formerly bought only half of Paramount, splitting this product with RKO, has taken the whole Par program, for the new season.

The Strand, Yonkers, was a theatre in which Warners had sold away from RKO, in the recent hunt between the companies for key theatres.

Among the RKO towns getting Warner films are Columbus, New Orleans, Kansas City, Trenton, Minneapolis, New Brunswick, St. Paul, Omaha, Des Moines, Sioux City, Davenport, Cedar Rapids.

B'klyn Albee, Met's Flexible Policies; 55c Ea.

New policies for Loew's Met and RKO Albee, Brooklyn, will be flexible under the present plan of both circuits. Two weeks ago the Met went straight pictures, dropping vaudeville, while the Albee went into double features first run Saturday (31). An understanding exists between the two theatres, St. Paul, Albee's first dual bill is "Dante's Inferno" and "Orchids to You," two Fox pictures, at a 55c top, no change in price. When a big picture comes along RKO will not couple another with it. The weeks the house is to play two pictures will depend on what product is available. Met, on the other hand, will occasionally stick in a stage show, depending on what is available and how picture product shapes up. Met is booking the bill headed by Lou Holtz, Belle Baker and the Block-Sully team which last week sent the State to a net attendance high, grossing \$35,000 for the week of Sept. 13.

Although the Albee one week may play a single picture, the other two features, the Met one week just a picture, the next a stage show as well, the price for each house will remain the same, 55c.

Met gets first run of its own (Metro) pictures and United Artists, while the Albee has the Columbia pictures.

Sale, Benchley Set For Shorts at Metro

Hollywood, Sept. 3. Next Chie Sale, two-reeler for Metro will be set for important New York in Martin directing. Cast will include Charles Townbridge, Granville Bates and Billie Dooley.

Robert Benchley's next one-reel instructive comedy for the same company, "How to Train a Dog," will be directed by Robert Ripley. Both will be produced by Harry Bucquet under the production wing of Harry Rapf.

See Fight to Finish as Rival Operators' Groups Seem Further from a Truce Than Ever—Cross-Picketing's B.O. Effect

TO FORCE ACTION

It's a fight to a finish for control of Greater New York picture theatre booths between New York Operators, Local 306 of the I. T. S. E., and Allied Operators, the N. Y. State-chartered union which 306 persistently branded a company union, organized by the Independent Theatre Owners Assn., of which Harry Brandt is president. Each side, according to union sources, is determined to wipe out the other with every indication pointing to a bitter war. As result of recent developments growing out of a threatened strike by 306, it is now apparent that Allied and 306 will never smoke the pipe of peace.

Managers and operators yesterday afternoon broke out, 306 is continuing negotiations with the Greater N. Y. theatres for a new two-year contract at a graduated scale and itself looks for an agreement before the end of the week. Meantime, 306 is picketing Harry Brandt's theatres while Allied operators are retaliating by picketing 306-manned houses.

The two unions were never friendly, but up to a few weeks ago after cross-picketing had ceased, it was believed that there might be a merger between them. This hope was even held in 306, which a couple of years back settled oppositional differences with the Empire State Operators, another N. Y.-chartered union which now confines its activities largely to Brooklyn. This week, publisher, appointed mediator by Mayor La Guardia between 306 and Allied, following complaints by theatres, assertedly now sees little chance for a truce.

During the past three weeks while picketing has been going on, (Continued on page 5)

WM. FOX LOSES 3D TIME IN SUITS VS. 20TH-FOX

Twentieth Century-Fox is in the clear as William Fox failed for the third successive try to halt the already consumed merger on Wednesday (28). On that date Justice Edward L. Sanborn in Brooklyn (N. Y.) supreme court refused to grant Fox a stay of the merger, which the former magnate was seeking through related plaintiffs, his wife, Eva Fox, and the All Continent Corp. one of which Fox's personal holding companies.

The stay was sought by Fox pending an appeal from a previous decision by Justice Alton McGrath in Brooklyn, denying an injunction against the merger.

'Alaska' Crew Digs In

Hollywood, Sept. 3. Norman Dawn, who will produce and direct "Alaska Bound" at Universal, has moved into the interior out of Juneau with Del Cambre, who plays the lead, to remain in the wilderness with camera crew until snow falls.

Tale deals with adventures of wrecked aviator fighting his way back civilization.

40c Stop-Mark for U.S. 10% Tax Seen As Reason for Keeping Down Gen'l Average of Pic House Admissions

FULL CUFF Dozen Lenses on Howard Hurd's Sued for \$1791

Los Angeles, Sept. 3. Demanding payment on promissory notes, Howard Hurd, former business rep of International Photographers of the Motion Picture Industries, local 659, International Alliance Theatrical Stage Employees, has filed suits in municipal court here against 12 cameramen.

Suits ask total of \$1,791, including attorney fees. All charge nonpayment of notes which were turned over to Hurd by union on Aug. 16, 1933.

Earl Crowley, \$135; Paul Eagler, \$270; Charles Bohrer, \$95; Lauron A. Draper, \$85; George Bourne, \$120; Milton Bricker, \$85; Alvin Wyckoff, \$150; William W. Nobles, \$165; Judson Courtney, \$222.50; Robert L. Sumner, \$155; George Diskant, \$80; and Elwood Bredell, \$210.

Fox-WC Trustees Ready for Clean Bill by L. A. Court

Los Angeles, Sept. 3. Following filing last week with Federal in Bankruptcy S. W. McNabb of the second and final report of the Fox-WC Coast theatres trustees, discharge of the three administrators of the bankrupt estate is expected on Sept. 18, date set for a hearing on the report.

McNabb was filed by William H. Moore, Jr., on behalf of himself and his former co-trustees, Charles P. Skouras and Charles C. Irwin, who resigned in March. It covers the history of the bankruptcy proceedings and circuit operations from July 28, 1933, date of first report, through Feb. 2, 1935, when all assets were taken over by National Theatre Corp. after bankruptcy court.

Trustees' account shows receipts and disbursements in operation of theatres, including \$250,000 exclusive of subsidiaries not wholly owned. It shows expenditures of more than \$1,100,000 on long term commitments, and transfers of funds in bank at time of sale of \$321,362.

Circuit filed against circuit aggregated \$43,294,552, that were reduced through compromise and court action to \$15,699,882. Of this \$15,699,882, wholly secured claims of \$160,000 were paid in full through cash disbursements or by court action.

Properties were sold to National Theatre Corp. on Feb. 2 for \$15,643,338, plus consideration of trustee certificates for \$208,000, and assumption of all current liabilities. Administrative expenses of bankruptcy, including all fees, commissions and charges, cost \$26,757, or about 4.2% of total purchase price.

Circuit filed in report that only 19 theatres leases were lost through disaffirmance, and that those houses were responsible for more than \$220,000 loss to circuit in 1932.

At time of bankruptcy circuit was holding about \$25,000 cash. Under operation of Charles P. Skouras, substantial increases were recorded in both gross and operating revenue, report states.

Action of Congress in keeping the 10% tax on amusement tickets selling at more than 40c is taken to mean in industry circles that there is faint hope of raising the general level of admissions until July 1, 1936, the date set for expiration of the present tax fee. Exhibitor leaders and spokesmen for trade organizations feel that the placing of this line of demarcation of 40c tends to keep admissions around or below that figure, and in the last two years actually has lowered the whole price structure.

Only hope of raising the whole price structure would have to come on a widespread wave of prosperity which would make the public oblivious to the admittance fee. Figures obtained by Hayden officials and exhibitor organization chieftains show that establishing 40c as the price where admissions are to be taxed has kept vast majority of picture house admittance coupons below that price. Not only has it done this but actually forced admissions down 6c to 10c all along the line.

At the present time, exhibitors figure that when 45c is charged and the total fee hiked to 50c, the public is inclined to fight shy of this price. The 45c charge, however, exhibs have stuck to 40c or less, figuring that the extra nickel picked up by the 45c charge did not compensate for the loss in gross bill at the 40c because of tacking on the dime.

Manner in which houses, that formerly got 35c, easily dropped down to two bits and those getting 25c dropped to 20c, or lower, exhibs among the amazing results revealed by recent surveys. Exhibitors are inclined to blame this condition on the invoking of the Government tax.

Many exhibitors view the same picture as cheaper house operators for a bigger tax on higher-priced admittance theatres as a peculiar one. Reason is that they believe such a tax would actually work to the detriment of those exhibitors who charge less than a quarter. The tax would be charging over 40c and as high as 75c on exhibs on admissions might automatically force them to drop their scale of prices. This would bring the exhibs delvers in many instances into actual competition with numerous neighborhood operations, with diminishing bill for the latter.

MPLS. GRADUALLY UPping ITS SCALE

Minneapolis, Sept. 2. First move of local showhouses to up admission scales in the past four years finds the public apparently not objecting. In 1932, in three years a vaudeville show, the Olsen-Johnson unit at the Slinger and the 45c top in places of the former 40c. That scale not only will prevail for all future shows at the Slinger and Public houses, but also for other theatres in the city. A 55c top is planned for "Top Hat" at the Orpheum and "China Seas" at the Orpheum and "China Seas" at the Orpheum and "China Seas" at the Orpheum.

All Public theatres and the Slinger house now change upward at 5 p.m. instead of 6 or 6:30 p.m., another way of tilting gradation.

Harry Hirsch at his Gayety, stock burlesque, showed the way to the public as to tipping, by boosting, jumping his top from 35c to \$1 at the start of the present season. Independent exhibs have been insisting that the big circuits and the downtown houses advance their prices. Northwest Allied States even went as far as to insist on a boycott against Radio pictures until the promise of higher admission prices at the Twin City Orpheum was forthcoming.

Diamond Jim' Zinging to \$26,000 in Smashing Loop Week; Irish OK 3G; 'Steamboat' holdover to Big \$14,000

Chicago, Sept. 3. (Best Exploitation: Palace.) Loop generally got away slowly Friday (40). This is a natural occurrence on a Friday preceding a Monday holiday. Perk-up came as expected Saturday afternoon, and continued at a strong pace through the entire Labor Day week-end. Slight exception to the general falseness of the gateway was the Palace, which "Diamond Jim" zoomed off to a brilliant start, with indications for the biggest session this house has seen in many months.

Houses generally had difficulty on the Friday evening trade, which fell off surprisingly. Again the Palace stood out by delivering sidewalk holdouts throughout the evening. Particularly suffering an evening letdown is Irish in U.S. at the Chicago. On opening afternoon pace picture looked a touch better, but came night and the take skidded. Now has hopes for just a fair total gross on the session.

Going into holdover sessions are the United Artists and Roosevelt with "China Seas" (WB) and "The Bond." From present indications the Rogers picture will continue to hold its own, and sell fairly easily, the former holding strength remarkably, while "Sas" keeps slipping, despite a remarkable start.

Duke Hickey of Universal and Johnny Joseph of Paramount are making a slashing exploitation job on "Diamond Jim," getting full-page features in the Daily News and Tribune and other papers.

Estimates for This Week
Apollo (B&K) (1,200; 25-35-55)—"Mae West" (MG) has little chance here on cold opening. Started Saturday (51) but took a week-end headed for a total of \$2,500 or so, very so-so. Last week "Accent on Youth" (Par) has been in for second session managed net \$3,300.

Chicago (B&K) (4,000; 25-35-75)—"Irish in U.S." (WB) and stage show. Strictly up to the picture currently showing. Last week \$14,000, fair, and added plenty by the Labor Day week-end. Last week "Every Night at Eight" (Par) and Major Bowes' amateurs on stage took away a good enough \$32,000.

Chicago (B&K) (2,000; 25-35-55)—"Here Comes Cookie" (Par). Burns and Allen fans pushing the gross to good \$10,000 here on Saturday. Last week "Curly Top" (Fox) \$4,500, excellent.

Chicago (B&K) (2,200; 25-35-40)—"Vagabond Lady" (MG) and vaude. Good gross again currently, with the Labor Day trade making a good hard. Will hit maybe \$18,000, highly profitable. Last week "Smart Girl" (Par) managed to take \$15,000.

Palace (RKO) (2,500; 25-35-55-55)—"Diamond Jim" (U) and vaude. "Every Night at Eight" (Par) being far ahead of the parade on general pace. Looks like a two week ride. Opening on Labor Day, \$26,000. Last week "Alice Adams" (Radio) held to good \$20,100 on second session.

Roosevelt (Fox) (2,500; 25-35-55)—"Steamboat" (U) and vaude. Last week Rogers grandstand picture. Smashed out wallowing \$18,800 on initial ride, and is going into second session with highly big letdown. Maybe \$14,000, excellent for deuce week-end.

State-Lake (Jones) (2,700; 20-25-35-40)—"Goine Highbrow" (WB) and vaude. Fred Allen's "Town Hall" picture. Opening on Labor Day, up again currently, and should hit \$20,000 to \$13,000. Last week "Manhattan Moon" (U) \$11,500.

United Artists (B&K-UA) (1,700; 25-35-65)—"China Seas" (MG) (12 week). Got away fast at opening. Stage away, to finish first week at \$18,800. Currently should hold to \$14,000.

Labor Day Saves B'KLYN
 at Fox, \$14,500—Albee, Strand Dues, Strong

having blackballed vaude some months ago, went in for double feature.

Estimates for This Week
Paramount (4,000; 25-35-50)—"Annapolis Farewell" (Par). Not as good as was anticipated by Fabian manager. In region of \$3,000, net. n. g. Last week "Accent on Youth" (Par) \$11,000.

Chicago (4,000; 25-35-50)—"Keeper of the Bees" (Mono) and stage show. Advertising it is only house in Brooklyn offering stage show. Monday amateur night with Don Kerr getting big pay. Approximately \$3,000, fine. Last week "Bonnie Scotland" (PG) \$14,000, good.

Albee (2,500; 15-25-35-50)—"Once to You" (U) and 12-12's "Inferno" (MG). Inaugurating new policy of double feature. Kids now admitted for free. Two bits until 2 p.m. for adults, top of 55c. Grind means doubtful big. Mebbe \$2,000, fair. Last week "Taine Wife" (Fox), \$5,000.

Loew's (2,400; 25-35-50)—"Curly Top" (Fox) (2nd week). Will do \$14,000, good. Last week \$18,000, good. Second week house has been on without deuce.

Strand (2,000; 25-35-50)—"Bright Lights" (WB) and "Atlantic Adventure" (Col). At \$5,000, fair. Last week "Goine Highbrow" (WB) and stage show. Last week \$14,000, good. Last week "Hark Road Harri-bard" (Fox) \$4,500.

'STEAMBOAT' 23G 'WILD' 5G, 'FRISCO' BIG

San Francisco, Sept. 3. (Best Exploitation: United Artists.) Cool spell over the holiday week-end gave the theatres a hop in the boxoffice, plus good features and vaude acts without deuce.

Strand (2,000; 25-35-50)—"Bright Lights" (WB) and "Atlantic Adventure" (Col). At \$5,000, fair. Last week "Goine Highbrow" (WB) and stage show. Last week \$14,000, good. Last week "Hark Road Harri-bard" (Fox) \$4,500.

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'Sanders' \$167,500, 'Seas' \$6,200, Tacoma (Best Exploitation: Romy)

Tacoma, Sept. 3. Tacoma which likes to be rated one of the gateways to the China seas, is going to China Seas this week at the Romy.

Best exploitation is added budget for big newspaper campaign at Romy for "Seas" and special atmospheric Chinese decorations.

Estimates for This Week
Musie Box (Hannick) (1,400; 16-27-37)—"Sanders" (UA) and "Irish in U.S." (WB) dual, over \$5,000. This week "Shanghai" (Par) and "We're in Money" (WB) dual, \$4,000, good.

Romy (1-11) (1,300; 16-27-37)—"China Seas" (MG) headed for heavy \$2,000; last week "Curly Top" (Fox) big \$5,800.

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Holiday Rain Helps Set B'way Records; 'Hat' M.L., \$130,000 and 'Anna, Cap, \$70,000, 'Glory' \$42,000

Labor Day week currently will establish some new Broadway records, notably a new high for the Music Hall at terrific level of \$110,000, or better, on first week of "Top Hat."

This is \$20,000 more than garnered any previous week at the Hall, high up to now having been \$110,100, established by "Little Minister."

Combination of strong pictures and ideal holiday ticket window weather (rain over Labor Day (2)) is turning the trick this week. Of all the big hits every house is holding over except the Rivoli, which is holding over, probably a record, "Of the Wild." It Riv had laid its plans to bring in "Dark Angel" tomorrow.

Estimates for This Week
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Chicago (B&K) (4,000; 25-35-75)—"Irish in U.S." (WB) and stage show. Strictly up to the picture currently showing. Last week \$14,000, fair, and added plenty by the Labor Day week-end.

Chicago (B&K) (2,000; 25-35-55)—"Here Comes Cookie" (Par). Burns and Allen fans pushing the gross to good \$10,000 here on Saturday. Last week "Curly Top" (Fox) \$4,500, excellent.

Chicago (B&K) (2,200; 25-35-40)—"Vagabond Lady" (MG) and vaude. Good gross again currently, with the Labor Day trade making a good hard. Will hit maybe \$18,000, highly profitable. Last week "Smart Girl" (Par) managed to take \$15,000.

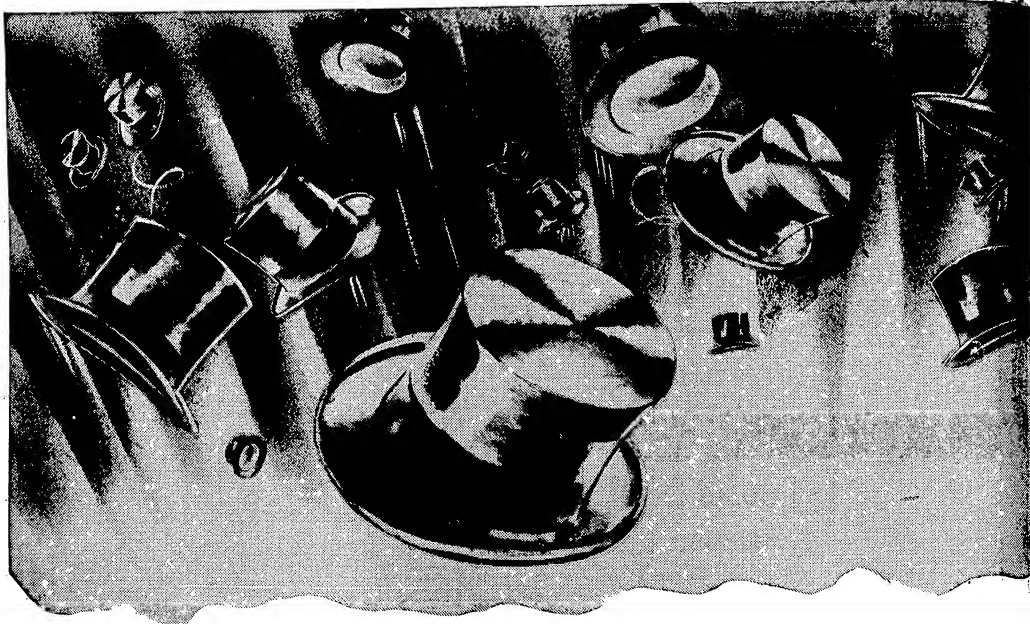
Palace (RKO) (2,500; 25-35-55-55)—"Diamond Jim" (U) and vaude. "Every Night at Eight" (Par) being far ahead of the parade on general pace. Looks like a two week ride. Opening on Labor Day, \$26,000. Last week "Alice Adams" (Radio) held to good \$20,100 on second session.

Roosevelt (Fox) (2,500; 25-35-55)—"Steamboat" (U) and vaude. Last week Rogers grandstand picture. Smashed out wallowing \$18,800 on initial ride, and is going into second session with highly big letdown. Maybe \$14,000, excellent for deuce week-end.

State-Lake (Jones) (2,700; 20-25-35-40)—"Goine Highbrow" (WB) and vaude. Fred Allen's "Town Hall" picture. Opening on Labor Day, up again currently, and should hit \$20,000 to \$13,000. Last week "Manhattan Moon" (U) \$11,500.

United Artists (B&K-UA) (1,700; 25-35-65)—"China Seas" (MG) (12 week). Got away fast at opening. Stage away, to finish first week at \$18,800. Currently should hold to \$14,000.

Labor Day Saves B'KLYN
 at Fox, \$14,500—Albee, Strand Dues, Strong



"BRINGS DOWN THE HOUSE" "A delightful picture . . . with Astaire and Rogers dancing to your heart's content . . . The Berlin melodies linger in the memory . . . Mr. Astaire is the tops . . . He has never done anything better than the dance he does to the music of the title song . . . He uses his stick most effectively in the taps and, when he turns it into a machine gun and shoots the male chorus, one by one, he brings down the house."

—Kate Cameron, N. Y. Daily News

"WORTH STANDING IN LINE FOR" "Fred Astaire, the dancing master, and Ginger Rogers, his ideal partner, bring all their joyous gifts to the new song and dance show at the Radio City Music Hall . . . 'Top Hat' is worth standing in line for. From the appearance of the lobby yesterday afternoon, you probably will have to."

—Andre Sennwald, N. Y. Times

"BEATS 'ROBERTA' " "That matchless dancing team, Fred Astaire and Ginger Rogers, appear in a rollicking light comedy which beats their recent 'Roberta' . . . It is a handsome picture, lavishly produced and mounted, filled with infectious tunes and bright with laughs . . . The complete family will relish 'Top Hat' . . . a sparkling, tuneful, refreshing musical hit."

—Bland Johanson, N. Y. Daily Mirror

"BEST ASTAIRE-ROGERS" "It is a plain fact that 'Top Hat' is the best of the Fred Astaire-Ginger Rogers vehicles, which is to say, it is the top in screen musicals . . . It ripples and flows from scene to scene, and it is not only a tonic for tired eyes but a filip to appetites which have become jaded by the ordinary run of Hollywood musicals . . . The dialogue has more genuinely funny gags than all the rest of the screen musicals put together."

—Thornton Delehanty, N. Y. Post

FRED ASTAIRE · GINGER ROGERS

with Edward Everett Horton, Helen Broderick, Erik Rhodes, Eric Blore
Directed by Mark Sandrich Pandro S. Berman Production

"TOP



"DELIGHTFULLY 'TOP HAT' " "Topping entertainment, replete with song and dance, ringing with merry quips, abounding in sly situations, well cast, handsomely produced, 'Top Hat' is tall tale and tall class musical comedy . . . All in all, 'Top Hat' is delightfully—well, delightfully 'Top Hat'."

—Regina Crewe, N. Y. American

"VASTLY ENGAGING" "The screen's number one musical comedy team is in admirable form at the Radio City Music Hall this week, and thereupon 'Top Hat' assisted by some attractive Irving Berlin songs, becomes vastly engaging entertainment."

—Richard Watts, Jr., N. Y. Herald-Tribune

"TOP ENTERTAINMENT" "'Top Hat' is top entertainment. It's even better than 'The Gay Divorcee' and 'Roberta' . . . The best thing one can do is call it the grandest screen musical in months and then go to see it again . . . You'll enjoy it tremendously."

—Rose Peliswick, N. Y. Evening Journal

"THE BEST YET" "'Top Hat' is the best musical that this charming twain has yet produced . . . Tuneful, rollicking, merry, it is a cheerfully fast and footloose film, one of the especial delights of the new season and one that will give you a very gay morning, afternoon or evening in the cinema. . . . Consider 'Top Hat' something to shoot away the blues."

—William Boehnel, N. Y. World-Telegram

"TOPNOTCH MUSICAL" "Those dancing feet of Fred Astaire and Ginger Rogers have already done a good deal to make this world a sayer place. Now they again lighten the woes of the nation with a merry bit of fluff, 'Top Hat' . . . a typical Astaire-Rogers musical, light, frothy, funny, with plenty of songs and dances . . . A topnotch cast and a topnotch musical."

—Eileen Creelman, N. Y. Sun

HAT"

RKO-RADIO PICTURE
with music and lyrics by
IRVING BERLIN

release of a Pandro S. Berton-	Stars Fred Astaire and
ected by Mark Sandrich; screen-	Adrian Scott; Alexander Farago,
photography, David Abel;	Max Steiner; sound, Hugh
dances staged by Herman	W. Hamilton.
ing Berlin. At Radio City	
N. Y., week Aug. 20, '35.	
me, 101 mins. Fred Astaire
 Ginger Rogers
..... dwick E. E. Horton
..... dwick Helen Broderick
 Erik Rhodes
 Eric Blone

But the danger sign is in the story and cast. Substitute Alice Brady for Helen Broderick and it's the same lineup of players as was in 'Gay Divorcee.' The threat is that it can become Astaire's stock company so the sooner they break it up the better. Besides which the situations in the two scripts parallel each other closely. In fact, it's like the Walla-Walla gag—they liked it

M-G P. A.'S SCOUTING
New Orleans, Sept. 3

New Orleans, Sept. 3. —Harrett Kicsling, assistant publisher-director of Metro-Goldwyn studios, and E. D. Coleman of M-G publicity staff, are here on missionary work. Duo here find out what type of features, and other publicity material, the segment editors want. They're making headquarters in the city. They're in the office at Loew's while in the city.

ers goes somewhat heavy,

'GLORY' *hallelujah!*

Yessir, GLORY's gone and done it!—just like we predicted!—raising merry hades with Marion's previous records!—sending the new season off to a glorious start for

WARNER BROS.



Biggest opening night in the entire history of the Warner, Memphis!

Smashes terrific 'G Men' mark at the Orpheum, St. Louis!

More than doubled previous week's opening at the Strand, Albany!

More money than any picture in the last 2 years at the Michigan, Detroit!

Flash premiere breaks every summer record at the Strand, New York!

Out-grosses every attraction in history in stunning world premiere at the Earle, Wash.!

MARION DAVIES

Setting Records Everywhere in Her First Cosmopolitan Production for Warner Bros.

"PAGE MISS GLORY"

Supported by a 12-Star Cast Including

PAT O'BRIEN • DICK POWELL

Directed by Mervyn LeRoy • The song 'Page Miss Glory' by Warren & Dubin.



DERE MIZTER SHOWMIN,

I AM A LITTLE GIRL 5 YEARS OLD AND I WANT TO BE A GREAT BIG MOVIE STAR SO I AM RITING YOU IF YOU WILL PLEASE HELP ME CAUZE I AM COMING TO YOUR MOVIE HOUSE SOON IN MY 1ST. HOLLYWOOD PICTURE. IT IS CALLED 'LITTLE BIG SHOT.' WARNER BROS. MADE IT SO IT IS A VERY GOOD PICTURE. MY DADDY SAYS SO, MY MUMMY SAYZ SO, AND THOSE NICE TRADE PAPER MANS SAY SO. I HOPE YOU WILL SAY SO TOO, CAUZE MISS GLENDA FARRELL AND MISTER BOB ARMSTRONG AND MISTER EDDIE HORTON AND MISTER JACK LARUE ARE WONDERFUL IN IT. AND IT IS A VERY WONDERFUL STORY ABOUT A LITTLE GIRL WHO LIVES WITH TWO AWFUL ROUGH GENTILMEN AND I SING 'N DANCE 'N EVERYTHING.

I THANK YOU,



YOUR LITTLE BIG SHOT,

Sybil Jason

X X X X

BREAK RECORDS WITH FIRST D

Alexander Brothers
8 BIG BOY WILLIAMS 8

6 READY TO
"QUEEN OF HELL" with S
"SOCIETY FEVER" w
"UNSEEN D
"HER

Associated Talking Pictures
Joseph Hergesheimer's prize-winning
"JAVA HEAD"
Anna May Wong, Elizabeth Allan

4 READY TO SCREEN 4
"MURDER AT GLEN ATHOL", a Crime-Club best-seller by Norman Lippincott
"LADY IN SCARLET", a thriller by Robert Ellis
"LOADED DICE", one of Herbert Bronson Herbert's famous Sandra stories
"MURDER ON ICE", thrills for the nerveless!

Alliance Films

Greta Nissen in "SECRET AGENT" with
Don Alvarado
"ELIZABETH THE VIRGIN QUEEN"
with Matheson Lang, Jane Baxter,
Athene Seyler
Bebe Daniels and Lupino Lane in
"SOUTHERN MAID"

Douglas Fairbanks, Jr. and Gertrude
Lawrence in "MIMI"
Charles "Buddy Rogers in "DANCE
BAND" with June Clyde
"RED WAGON" with Charles Bickford,
Raquel Torres, Greta Nissen, Don
Alvarado, Anthony Bushell

Chesterfield Pic

Faith Baldwin's "AUGUS
"RING AROUND THE MOON",
"BELOW THE DEADLINE" b
Robert Ellis' "LITTLE RED SC
Helen Mackage Forbes' "MOTHE
"PHANTOM CLUE" by M

VISION'S STREAMLINED PROGRAM

SCREEN 6

ney Blackmer, Irene Ware, Russell Hopton, Betty Compson
Lois Wilson, Lloyd Hughes, Hedda Hopper, Guinn Williams
"WITH" with Russell Hopton, Lola Lane, George Marion, Sr.
"COME BACK" with Sidney Blackmer, Shirley Grey, Noel Madison
"LIFE SENTENCE" with Ralph Morgan, Pedro de Cordoba, Maxine Doyle, Mischa Auer
"HAPPINESS C. O. D." with Maude Eburne, Donald Meek, Irene Ware, William Bakewell

Invincible Pictures

Ursula Parrott's "BRILLIANT MARRIAGE"
"BRIDGE OF SIGHS" by Robert Ellis
Vida Hurst's best seller "TANGO"
Louisa M. Alcott's "UNDER THE LILACS"
"HIDDEN ALIBI" by Horace Mansfield
"DEATH RIDES DOUBLE" by Herbert Asbrook

Walter Futter

"HONG KONG NIGHTS"
with Tom Keene, Wera Engels, Warren
Hymer, Tetsu Komai

es
"WEEK END"
era Hobart's novel
Hervey Adams
"COOLHOUSE"
"OF THE WORLD"
nte Brand

Walter Futter

8 HOOT GIBSONS 8

SHANGHAI

Making Films in China No Picnic; Sound Crawling In, but Biz Off 50%

By CAL S. HIRSH

Shanghai, Aug. 8. The first six months' business in picture houses throughout the Yangtze Valley indicates that business is 50% off from 1934, when the depression struck this country. Production is down more than 50% and receipts about the same.

In 1934, Shanghai produced 102 feature films, about 45 rated high according to Chinese averages. Others were rubbish. Foreigners rarely attend a Chinese film. During 1934, Star, Unique and United Photoplay produced 64 full-lengths; first six months of 1935 only 15. Nea Wah, Denton, Shanghai Sound Photoplay, New China Studio, and Moonlight are still functioning; other films have folded up.

Only 400 houses in China, about 100 wired. There are ten sound cameras in Shanghai. Last year's product was 15% sound; this year it is about 40%.

Shanghai studios produce in the Mandarin language while Canton uses Cantonese, Shanghai occasionally dubs Cantonese, but local jealousy makes this unfeasible. China's population is 400,000,000 and perhaps 2,000,000 speak Mandarin; 95% of the total population is hardly literate so that sound pictures are no great success.

Picture audiences are becoming more discerning and demanding better product, but the studios simply can't make it. High grade in China is far below average in the States.

Admission prices outside of Shanghai for first run, are from 12c to 35c. Producers require 1,000,000 customers before the average picture is out of the reels. Two Sisters, featuring Butterfly Wu, China's best film to date, played to 1,500,000 first run and 2,000,000 second run admissions.

Average film costs are negligible from a Hollywood standpoint; \$3,000 to \$25,000 covers it. Eastman and Japanese negatives are used. Distribution is on rental and percentage basis, latter preferable as the theatre owner generally has no idea of the picture's quality. Press books, high pressure advertising and exploitation are unknown.

MEX STRIKE STALLED PENDING GOV'T QUIZ

Mexico City, Sept. 3.

The government has induced unutilized clerical help of American distributors here to postpone their strike movement to Sept. 7. Strike was scheduled to start Aug. 31 and would have virtually stopped all distribution activity of all American film companies in Mexico.

Office help's in striking is a 10% salary raise. One of the line. American firms claim they can't afford it.

Government got the men to agree not to strike for another week by promising an official quiz.

Dr. Ernst Lothar at Reinhardt's Josefstadt

Vienna, Aug. 23.

Max Reinhardt chose Hofrat Dr. Ernst Lothar to succeed Dr. Preminger as director of his Josefstadt theatre in Vienna after everyone had for days been laying bets on one or the other of two entirely different candidates. Dr. Lothar hadn't been a candidate at all, but emerged on the scene as a sort of last resort on Reinhardt's own invitation. Dr. Preminger goes to Hollywood.

Dr. Lothar will take over his new duties on Nov. 1, but before that he will consult with Dr. Preminger about the program that the latter already planned, so that there will be a certain continuity.

SHORTS WANTED

Newswall House Growth in Paris
Opens Market for U. S. Briefs

Paris, Aug. 25.

Spread of newswall theatres all over Paris has increased local shortage of brief subjects, with which newswallers fill out their programs, and prices for shorts are going up. More American briefs of the right kind, which are rare, would be welcome.

Tendency in general of renters is to run up the prices on newswall houses, which have been doing relatively good biz, with result that the renters are now squealing they are being milked and that if the distributors keep on boosting the ante a lot of them will have to shut down.

YANK HOOVER'S PARIS PROD. CO.

Paris, Aug. 25.

Jack Forrester, former New York hoofer, who came here in 1926 to dance in the Casino de Paris show with Maurice Chevalier, is planning to become a French film producer. He is working on a deal which will make him one of the big shots in local distribution. If it clicks.

Dicker is to combine with Marcel Pagnol, one of the most important local indies, for their own nationwide distribution. Third firm in the deal will be a new one formed by Georges Milton, popular local comic, to make his own pictures. Pagnol is an author, so that the new group would be a sort of minnie United Artists.

Forrester's concern, Forrester-Paint, has been making coin in the past year where lots of them have been dropping it. Recently got in on the Paramount production program, making 'She's Plitting With You' at Jolville for Par, but since then has made a credit deal with the bank for raw film which will enable it to work independently, still using Par's Jolville studio, however.

Forrester got his start as a producer here, in 1921, by buying French rights to two years of Columbia's production.

K.R.S. CALLS MEETING ON G-B-HYAMS DEAL

London, Sept. 3.

Kinematograph Renters' Society is meeting today (Tuesday) to discuss the picture theatre deal between Gaumont-British and the Hyams brothers. KRS claims that it looks like a simple bookkeeping game, making 'She's Plitting With You' at Jolville for Par, but since then has made a credit deal with the bank for raw film which will enable it to work independently, still using Par's Jolville studio, however.

G-B closed a couple of weeks ago for a large piece of the Hyams brothers getting jobs with G-B as part of the terms involved. Had previously tried to arrange a simple bookkeeping pool for films, which KRS nixed.

G-B and Hyams' argument is that this time there was a definite cash arrangement with nearly \$1,000,000 changing hands, so that KRS is not entitled to complain.

SYDNEY'S FIRST

Sydney, Aug. 10.

First pic to be completed since the quota was passed is 'The Belles' under direction of Harry Southwell. Pic is all ready for cutting but has no release set yet.

'Belles' was produced at Cinesound studio by arrangement with Stuart F. Doyle.

GOV'T'S STRICT MANAGE. OF FILMS

American Firms Fear Disruption of French Biz—
Would Lose Control of Coin—Gov't Classes Pictures as 'Intellectual,' Not Commercial

CONCERTED FIGHT

Paris, Sept. 3.

American firms here fear a complete disruption of their French distribution as a result of decree laws establishing strict government management of the entire industry now being considered by the French cabinet. A national film department would be formed and each picture officially routed, leaving distributors few functions.

Most drastic item provides all payment for pictures to be collected nightly from theatres by a government-controlled agency or the Authors' League, and producers to be paid off at some future date, thus taking all control of their own cash out of American hands here.

Producers would be required to be sold on a straight percentage basis with no guarantees, no flat payments, no booking and no booking combs.

Theatres will be required to show a minimum of 30% French films every 13 weeks. Local producers, in which American firms are frequently financially interested, would be required to submit scenarios for government approval before the making of films, also will have to have the budget of each film okayed in detail, with no possibility of deviation. A deposit of 60% of the cash required for production will be obligatory before machines can be started cranking.

Foreigners would be banned from important French producing jobs, which must be in the hands of locals.

Newswallers will be required to use only original sound and at least 20% French subjects.

Foreigners would be banned from important French producing jobs, which must be in the hands of locals. Newswallers will be required to use only original sound and at least 20% French subjects.

Idea back of the project, as mentioned in the preamble, is that films are 'an intellectual product' and not commerce, and therefore should be run for the benefit of composers and authors and as national propaganda.

Proposition has the backing of labor unions and the Ministry of Education. It is being opposed by French distributors and exhibitors' associations.

A final decision is expected within a week or so. Meantime the trade is mobilizing all possible influences to fight the measure, which it is figured, is the most disastrous yet proposed in France in a year of peace, war and agitation.

Anzac Nabes Refuse Biz to British Pix

Sydney, Aug. 8.

Product of the smaller British studios is not in great favor, for some reason or other, out in the nabes. In previous years, when British houses in Sydney, and they play the pick of the British studios. City audiences favor pix from England, but the nabes seem to take them.

Certain nabes men say that although they have contracted for the British picture, they will not show many of the former will never hit their screens.

The smaller British units and it had to get quick release in the city and have plenty of pix on ice.

Too Expensive, Three Rio Casinos Dropping American Floor Shows

POLITICO PIC TEST

Italians to Exhibit and Study World's Propaganda Films

Rome, Aug. 23.

An exhibition of politically significant films will be held Sept. 6 to 21 at the Bari Temple Fair. Intention is to have all countries submit and screen any film of this type and for the fair to issue a report on the results.

Questions to be figured out during the exhibit are: Should the cinema have any political content? In which direction and by which methods could or should the political functions of cinematography be expanded? How can political cinematography serve the reciprocal understanding of peoples?

BRIT. REMAKES OF FRENCH PIX

Paris, Aug. 25.

British producers are keeping close watch on French films for remakes, with Gaumont-British leading. Consider that the French have good ideas for pictures lots of times, even if they don't always manufacture them right.

Thus G-B has bought the English rights to three Frenchers which did pretty well here during the past few years: 'Rothschild' with Harry Baur, 'Hotel des Etudiants' ('Students' Hotel') and 'L'Espervier' ('Hawk'). First is for George Arliss, and is considered a logical follow up to his 'Rise of the House of Rothschild' (UA) although the Baur pic has nothing to do with the Jewish banking family.

'Hawk' is one of the French successes of two seasons' back. Apparently not settled yet just what is to be done with it in English.

'WINGS,' NEE 'FOREVER,' GETS 12 IN LONDON

London, Sept. 2.

Grace Moore's 'Love Me Forever' (Col.), retitled 'Wings of Song' for England, is booked into the Tivoli here for first run on a guaranteed 12 weeks' run.

That is a record in London for a picture.

Ross Fisher Cleared

Mexico City, Sept. 3.

Ross Fisher, American cameraman who has worked on several nabes here, got into a jam with the immigration authorities because somebody alleged that his entry-to-Mexico papers were in order. Was exonerated with an apology when a delegation of Mexican film technicians and players called at the Ministry of the Interior and said he is essential to the Mexican cinematography industry.

Ministry assured Fisher he can stay in Mexico as long as he wishes to and that he won't be bothered any more.

GERRON VICE LASEUR

The Hague, Aug. 23.

A monkey wrench was thrown in to the directorial works of Barnsteyn's film 'Mystery of Moonshine-Sonata' when Gus Laseur, actor-director, in charge, quit to follow legit dates he had made for Amsterdam. He is succeeded by Kurt Gerron.

Laseur did not count on production requiring the amount of time used and had signed himself

Rio de Janeiro, Aug. 23. The three Rio casinos which import foreign vaude talent have each said that they are through with American shows. Reason is understood to be expense, accentuated by a sharp drop in exchange.

Possibility that Rio will pass up American shows for a space is strengthened by the current big success of French vaude at the Urea and the Atlantico, understood to have been aligned at far less expense. Only American show on the boards in the last three months has been the show at the Copacabana. Show is reputedly costing from \$1-500 to \$100 weekly. Copacabana has nothing lined up to follow, but is expected to seek talent in Buenos Aires.

Part of NTC's Paradise show has been brought for a run at the Urea from Buenos Aires, including the three Slater Brothers, Ina Cooper, Meiba Eryan, the Miller Sisters and a line of six. However, casino has dropped another French show to follow.

New Method

Only prospects for the immediate future for U. S. talent in Rio are covered by an arrangement for the Atlantico Casino to bring talent from New York and produce its own shows. Talent from New York end will be handled by Mac Kosar, who has been connected with show business since 1910. New York end will be booked for lengthy periods, and costumed and drilled by Luiz de Barros, show director of the casino, and a line of six French show to follow.

This is a new experiment here and is believed to grow out of dissatisfaction with the produced shows sent down. A reduction in cost is hoped for, too.

Meanwhile, though it is not believed that the ban on United States shows will be kept up for long, claims is attached to the agents in N. Y. for not taking better advantage of the situation. Talk at the Rio casinos. Contracts with passagers guaranteed both ways are more favorable than ever before and generally allow two stands, in Rio and Buenos Aires.

At the season's peak, niteri biz is not okay—and the casinos don't want any sort of a show will fill the tables. However, later on in the year competition will be fiercer and operators will depend on programs to grab their share of the very limited Rio trade. This is likely to put the casinos on the looksee in New York again.

PARIS GRAND GUIGNOL MAY FOLD; BIZ IS OFF

Paris, Aug. 25.

Grand Guignol, world famous Paris thrill theatre, can get through just one more season at its present pace, but unless the management improves, will have to fold.

Jack Jouvin, who runs it, has gone into the red for three years straight, but doesn't want to go outside coin, and has just enough left for another season. After that, he's through.

Overtaxing, and public indifference are causes, he says. Slight tax relief recently granted is only a whiff of oxygen to a dying trade, in his opinion.

Comedie Biz Okay

Paris, Aug. 25.

Comedie Francaise is a success in its summer home, the Marigny theatre on the Champs Elysees, where it has now while the regular Theatre Francaise undertakes repairs.

During first two weeks in August 'Comedie Francaise' at the original theatre during extraordinary period of success, with the fact that previous shows have been cut out by outside forces.

This year's SURPRISE PICTURE

another extra-value hit from FOX!

"If this picture is not box office tops this reviewer is no judge of audi reaction."

—Hollywood News Citizen

"Will sell itself as grand entertainment for any audience."

—Showmen's Trade Review

"Perfect entertainment with a flock of selling angles. Showmanly and fast."

—Variety Daily

"Will bring that thriving look to the box office. The gayest picture in a long, long time."

—Hollywood Reporter



Francis
LEDERER

in a screen role worthy of his great talents



The GAY DECEPTION

A JESSE L. LASKY PRODUCTION with
FRANCES DEE

**BENITA HUME
ALAN MOWBRAY
AKIM TAMIROFF**

Directed by William Wyler. Original Screen:
Play by Stephen Avery and Don Hartman.

A FOX PICTURE

P. S.

The big,
new thrill
of the singing
screen is Nino
Martini's voice in
"Here's to
Romance!"



The first of a great new series of Western pictures . . .

Clarence E. Mulford's

HOP-A-LONG CASSIDY

with WILLIAM BOYD • JIMMY ELLISON • PAULA STONE • GEORGE HAYES
A Paramount Release • Directed by Howard Bretherton • A Harry Sherman Production



The No. 2 Western fiction. Clarence Mulford's famous novels have sold over 3,000,000 copies and have been read by 20,000,000. A great audience awaits these pictures . . .

Read these rave reviews:

"'Hop-A-Long Cassidy' will hit. Boyd rings the bell as Western star. This is a grand opening number for Paramount's new series of Westerns. Everything a Western should have has gone into the making of 'Hop-A-Long Cassidy' and has been handled in the shrewdest manner by experienced brains who know their Westerns and their showmanship." —Hollywood Reporter

"'Ace Entertainment! First of the 'Hop-A-Long Cassidy' stories by Clarence E. Mulford to be transferred to the screen by Harry Sherman is a fast-moving, ably enacted action yarn that stacks up as ace entertainment. Particularly in the spots where Western pictures have a strong appeal this one will have little trouble standing up nicely." —Hollywood Variety

"Every exhibitor who can possibly run a Western will want to play this. This well-produced, interesting yarn has plenty of action, beautiful scenery that you don't see in every outdoor picture, a nice smattering of comedy, some romance and a cast that handles its work very well." —Film Daily



NEW YORK AMERICAN

82,589 Attend 'Diamond Jim' In 3 Days

Attracting larger crowds and bigger box office returns than any other picture that has played at the Roxy Theatre during the past five years, "Diamond Jim," the new Universal photoplay starring Edward Arnold, created four new box office and attendance records in the first three days of its run.

A total number of 82,589 people paid to see "Diamond Jim" on last Friday, Saturday and Sunday (August 23, 24 and 25), with the respective crowds being 26,739, 29,850 and 26,000. On each of the three days only those persons who were in line when the theatre opened were able to secure seats without waiting.

On both Saturday and Sunday patrons waited from one-half to three-quarters of an hour for seats. At no time during these days was the theatre clear of the standing room, excepting for a few moments in the morning. The box office receipts on all of the three days were greater than any taken in during a like period in the past five years. Police reserves were called twice on Saturday and once on Sunday evening at seven o'clock, when there were 9,300 persons crowded inside the theatre and half that number waiting in line outside. This extraordinarily large number of patrons required the addition of 23 ushers to the Roxy's regular large staff.

With "Diamond Jim" shattering five-year records at the Roxy, the theatre and the Universal offices are full of smiles.

According to the Roxy, 82,589 patrons paid to see the Universal picture during the first three days of its run.

NEW YORK EVENING JOURNAL

and the box-office receipts for that period were greater than at any time in five years. Police reserves have been necessary to handle the crowds, and at one time there were close to 10,000 persons in the theatre and half that number waiting outside. "Diamond Jim's" gustatory feats upon the screen must have their effects upon the audience, for during one day the Roxy management served 5,850 cups of coffee and 3,900 bottles of ginger ale in the lobby.

It's the TALK of NEW YORK!

123,320

PAID ADMISSIONS IN 6 DAYS!

Each day the biggest in the history of the Roxy's management! And that's the story you'll be hearing from the rest of the theatres in the United States who play "DIAMOND JIM"!

DIAMOND JIM

UNIVERSAL'S TORNADO!

Stock Market

(Continued from page 6)

2½ points from its low of 94. First week's activity in this issue indicates that it will run the common a pace as trading favorite. Paramount common volume was 76,900, while the company's second preferred was represented by 68,200 transactions. Paramount certificates wound up career on exchange at \$4 per share Tuesday (27).

Paramount 1st Preferred showed biggest gain of any amusement, climbing from \$4 to \$2 for an advance of 8 points on the week. Less than 5,000 shares changed hands.

Twentieth Century stocks entered trading the same day as Paramount new securities. Neither were extremely active transactions, being 1,100 shares in each. The common rose from 13 to 16, an advance of 3 points on the week. The stock of 20th Cent. did not appear in Saturday's trading.

New Pathe common had its low on Thursday, having a narrow range the first day between 5½ and 6. Following day, it fell back to 5½ share but came back to 6½ on Friday Saturday to close at 6½, up 1½ on the week. Pathe A disappeared from trading on Saturday. The stock of 20th Cent. did not appear in Saturday's trading. The old Pathe common continued to exult, having an increased activity, but fell to the old low for the year at 50 cents per share. Exchange officials reported trading in this issue should be suspended September 3.

The new Pathe Film preferred stock was quoted at \$5 bid and \$5 asked in over-the-counter market. The issue, Exchange, pfd., the old issue, closed at 107 bid and 112 asked price.

Columbia Pictures certificates reflected the annual earnings of \$9.91 a common share by going up to \$7½. Issue showed a gain of 6 points at the blow-off. Many observers in the Street, who had expected a more favorable earnings report, but a rally was built up by those who felt that earnings were unusually good compared with the preceding year when \$5.9 per share was hit.

WB Hits New High and the new issues, the most sensational performer was Warner Bros. preferred. This stock soared to a new 1935 peak at 41½, an advance of 4½ points. The common was up nearly a point at the best year's price, 5½.

Fox A stock apparently surged with the strength in 20th Century new issues. Went to 10½, fractionally away from year's top.

Summary for Week Ending Saturday, August 31:

STOCK EXCHANGE

Low.	Sales.	Issue and rate.	High.	Last.	Net
4½	3,000	American Sec.	112½	108½	11½
8½	9,700	Gen. Elec. (100)	42	42	0
34	2,000	Common Film.	47	47	0
10½	1,000	Paramount (100)	107	107	0
110½	2,100	Eastman Kodak (100)	148½	148½	0
34	100	Pathe A	107	107	0
5½	14,000	Fox Close A	108	108	0
10½	100	Gen. Elec. (100)	42	42	0
31½	18,100	Lowell (100)	105	105	0
102	75,000	Pathe B Garden	104	104	0
81	60,000	Pathe B	103	103	0
110	48,800	Pathe Exchange	102	102	0
110	15,100	Pathe Film new	102	102	0
102	100	Pathe A	107	107	0
102	60	20th Radio (A, 130)	52½	52½	0
34½	100	20th Radio (B, 130)	52½	52½	0
102	100	20th Radio (C, 130)	52½	52½	0
102	100	20th Radio (D, 130)	52½	52½	0
102	100	20th Radio (E, 130)	52½	52½	0
102	100	20th Radio (F, 130)	52½	52½	0
102	100	20th Radio (G, 130)	52½	52½	0
102	100	20th Radio (H, 130)	52½	52½	0
102	100	20th Radio (I, 130)	52½	52½	0
102	100	20th Radio (J, 130)	52½	52½	0
102	100	20th Radio (K, 130)	52½	52½	0
102	100	20th Radio (L, 130)	52½	52½	0
102	100	20th Radio (M, 130)	52½	52½	0
102	100	20th Radio (N, 130)	52½	52½	0
102	100	20th Radio (O, 130)	52½	52½	0
102	100	20th Radio (P, 130)	52½	52½	0
102	100	20th Radio (Q, 130)	52½	52½	0
102	100	20th Radio (R, 130)	52½	52½	0
102	100	20th Radio (S, 130)	52½	52½	0
102	100	20th Radio (T, 130)	52½	52½	0
102	100	20th Radio (U, 130)	52½	52½	0
102	100	20th Radio (V, 130)	52½	52½	0
102	100	20th Radio (W, 130)	52½	52½	0
102	100	20th Radio (X, 130)	52½	52½	0
102	100	20th Radio (Y, 130)	52½	52½	0
102	100	20th Radio (Z, 130)	52½	52½	0

* New 1935 high.
† Plus stock extra.
‡ Paid this year on account of accumulations.
§ Plus cash extra.
|| New 1935 low.
¶ Paid this year.
(n) New stock.

CURB

51	Columbia Picta (101).....	+	112
60	Pathe A (100).....	+	107
900	Translux (200).....	+	107

BONDS

15%	40	\$117,000	Gen. Elec. (100).....	+	42
15%	40	1,000	Pathe A (100).....	+	107
15%	40	1,000	Pathe B (100).....	+	103
15%	40	1,000	Pathe C (100).....	+	102
15%	40	1,000	Pathe D (100).....	+	102
15%	40	1,000	Pathe E (100).....	+	102
15%	40	1,000	Pathe F (100).....	+	102
15%	40	1,000	Pathe G (100).....	+	102
15%	40	1,000	Pathe H (100).....	+	102
15%	40	1,000	Pathe I (100).....	+	102
15%	40	1,000	Pathe J (100).....	+	102
15%	40	1,000	Pathe K (100).....	+	102
15%	40	1,000	Pathe L (100).....	+	102
15%	40	1,000	Pathe M (100).....	+	102
15%	40	1,000	Pathe N (100).....	+	102
15%	40	1,000	Pathe O (100).....	+	102
15%	40	1,000	Pathe P (100).....	+	102
15%	40	1,000	Pathe Q (100).....	+	102
15%	40	1,000	Pathe R (100).....	+	102
15%	40	1,000	Pathe S (100).....	+	102
15%	40	1,000	Pathe T (100).....	+	102
15%	40	1,000	Pathe U (100).....	+	102
15%	40	1,000	Pathe V (100).....	+	102
15%	40	1,000	Pathe W (100).....	+	102
15%	40	1,000	Pathe X (100).....	+	102
15%	40	1,000	Pathe Y (100).....	+	102
15%	40	1,000	Pathe Z (100).....	+	102

OVER THE COUNTER, N. Y.

NEW PATHE ALL SET

S.E.C. Approves and Stock Admitted to Trading in N. Y.

Approval by the Securities Exchange Commission and admittance to trading on the N. Y. stock exchange last week set the way for the final consummation of Pathe Film Corp. reorganization. This company, formerly Pathe Exchange, Inc., through reorganization set-up, announced that certificates for shares of stock and scrip of new Pathe common will be available for delivery to old stockholders.

Certificates will be issued on a basis of two shares of new Pathe Film stock for each share of old Pathe A preference and one-twentieth of a share of the new Pathe common for each share of the old common. Delivery of stock and scrip will be made at Bankers Trust Co., N. Y.

With the approval by the stock exchange, the new Pathe common appeared in trading for the first time Thursday (28), opening quotation being \$4 a share. Range was from 3½ to 4½. The old Pathe common stock also was bought and sold but eventually both the old common and the new Pathe issues will disappear from active trading.

MOSS' CRITERION, N. Y., PLANS; ALSO HAS B'WAY

The old Loew's New York-Criterion site in the heart of Times Square, on which the City Bank Farmers Trust Co., holders of a \$400,000 mortgage on which Pathe defaulted, are constructing a two-story taxpayer building, will be the following early next spring, probably in 1936. A picture theatre, seating between 1,600 and 1,700 which B. S. Moss will operate as a first run, possibly with stage shows. A night club accommodating 1,500 people; 3. A Woolworth 5-and-100 store with two basements; 4. A restaurant to accommodate 2,000; 5. A clothing store, already leased to Howard Clothes.

City Bank Farmers Trust is investing over \$1,000,000 on the site about \$300,000 of which will be spent in constructing the theatre for use according to its specifications. Lease has been held up due to certain things Moss wanted, including increase of the capacity from 1,000 to 1,500.

At the same time, in preparing to return to active theatre operation, Moss has taken a six-year lease on the old Criterion, now called the Broadway, at \$23,400 the first year and increasing until rental reaches \$45,600 the sixth year. B. S. Moss is planning first run pictures and possibly stage shows for the house to go up on the old Loew's New York City site. The theatre has yet to work out a policy.

The old N. Y. property is leased for 44 years to Moss at \$80,000 a year and call for construction of a complete stage, dressing rooms, etc. It will have a low balcony for better screen vision, seating around 450; downstairs around 1,200.

Prov.'s Jinx House, Met, To Reopen; 15c Vaudeville

Providence, Sept. 3. The ill-fated Metropolitan, scene in the city in the recent past. The new, but the jinx house in town, the stand has been mostly dark since it opened several years ago. The W. Arthur Co., Connecticut corporation, has leased the house, and plans to do business around Sept. 10.

Understood new operators plan to run second-run pix and vaudeville for something like 10 and 15c. Under the new exhibitors are battling against such low prices and whether they will get to first base is another thing.

J. P. Walsh, vp. and treasurer of the A. and W. Co., will manage the house, which was built at a cost of \$200,000. Jacob Conn, Providence theatre man, a fortune of \$2,500,000 when it toppled shortly after its opening in 1929. Hollywood producing independently with a son, who has been in the picture business for years.

CAHN'S 'CONFIDENTIAL' PIC

Hollywood, Sept. 3. Edward L. Cahn signed to direct 'Confidential' for Republic. Evelyn Venable, recently in Marcus Sorensen's 'Express', plays opposite Donald Crisp.

B. & K. Campaigning for an Extra Week's Clearance; Essaness Balks

Studio's \$2,000,000 Tag

Hollywood, Sept. 3. A price tag of \$2,000,000 has been placed on the RKO-Pathe studios in Culver City. Amount includes the plant in present shape, together with furnishings and equipment.

Few years back plant could have been acquired for \$750,000. Increase in valuation based on healthy and profitable business of the studio during the past year in leasing space to various companies as production headquarters.

PENN'S EQUAL RIGHTS LAW REPERCUSSIONS

Stroudsburg, Pa., Sept. 3. This state's so-called equal rights law, giving all persons, regardless of race, creed or color, the same privileges in public places, went into effect Sunday (1) with opposition prophesying a stormy advent. No hint of any information as to interpretation and information regarding the act passed by the last General Assembly virtually swamped the state.

Many proprietors stated the new law would not alter their policies, while others were non-committally awaiting further information before announcing any change. The president of the Pennsylvania Hotel Association stated that the new law did not alter the duties or rights of hotel men in any manner.

The law expressly applies to any place where food and drink is sold and includes theatre amusement places, music halls, hotels and those of similar ilk and classification. Only privately owned clubs are exempt.

Incorporations

NEW YORK Albany.

Scott Elmer Co., Inc., music publishing business; capital stock, 100 shares no par value. Harry Scott, 45-19 Golden Street, Flushing, N. Y. 214 Broadway, N. Y. drive, New York, and Edgar H. Noe, 111 West 17th St., New York City.

Albany Amusement Corp., motion picture business, etc.; capital stock, 100 shares, no par value. John Springer, Harry Brandt, and J. Brandt, all of 2121 Broadway, New York.

Entercom Entertainment Corp., general theatrical and motion picture business; capital stock, 100 shares, no par value. Catherine M. Bradley, 100 West 11th St., New York City; J. Nelson, 61-12 Burns street, Forest Hills, N. Y. 111 Broadway, New York.

From New York City, N. Y. to Academy Pictures Distributing Corp., motion picture business; capital stock, 100 shares, no par value. J. H. Ryan, 100 West 11th St., New York City.

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Chicago, Sept. 3. Demands of Balaban & Kats for the disruption of the long-established Chicago clearance and release system has been resisted by the leading film exchanges and the important neighborhood circuits, and to such an extent that the question seems destined to be the long drawn-out battle of the new picture season, just as the Metro boycott situation was the spearhead of arguments during the season just concluded. B. & K. is whanging each exchange with demands that the 30c top admish houses, and to such an extent that the question seems destined to be the long drawn-out battle of the new picture season, just as the Metro boycott situation was the spearhead of arguments during the season just concluded. 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Magazine	Sept.	Circulation
Time		704,615
News-Week		700,000
McCall's		
Macdonald's (Canada)		
Editorial Review		
Women's Companion		
Liberty		
Literary	Aug.	1,006,276
News-Week		100,989
Time		

Home	October	Sept.	Circulation
New Movie			
Hollywood			453,991
	October	Aug.	246,846
	October		441,090
	October		968
	October	Aug.	221,090
			003
	October		440

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Pix Foresees the Mills of Missouri Grinding Into a Costly Nuisance

St. Louis, Sept. 3. Cashiers at picture theatres here had their troubles along with other states people last week when local state sales tax became effective. Pastboard discs, similar to milk bottle caps, and in denominations of one and five mills, are used in making purchases. One mill tax is required on all purchases of 1c and under. Two mills between 1c and 10¢. Three mills between 10¢ and 25¢. Four mills between 25¢ and 50¢. Five mills between 50¢ and 1.00. Six mills between 1.00 and 1.50. Seven mills between 1.50 and 2.00. Eight mills between 2.00 and 2.50. Nine mills between 2.50 and 3.00. Ten mills between 3.00 and 3.50. Eleven mills between 3.50 and 4.00. Twelve mills between 4.00 and 4.50. Thirteen mills between 4.50 and 5.00. Fourteen mills between 5.00 and 5.50. Fifteen mills between 5.50 and 6.00. Sixteen mills between 6.00 and 6.50. Seventeen mills between 6.50 and 7.00. Eighteen mills between 7.00 and 7.50. Nineteen mills between 7.50 and 8.00. Twenty mills between 8.00 and 8.50. Twenty-one mills between 8.50 and 9.00. Twenty-two mills between 9.00 and 9.50. Twenty-three mills between 9.50 and 10.00. Twenty-four mills between 10.00 and 10.50. Twenty-five mills between 10.50 and 11.00. Twenty-six mills between 11.00 and 11.50. Twenty-seven mills between 11.50 and 12.00. Twenty-eight mills between 12.00 and 12.50. Twenty-nine mills between 12.50 and 13.00. Thirty mills between 13.00 and 13.50. Thirty-one mills between 13.50 and 14.00. Thirty-two mills between 14.00 and 14.50. Thirty-three mills between 14.50 and 15.00. Thirty-four mills between 15.00 and 15.50. Thirty-five mills between 15.50 and 16.00. Thirty-six mills between 16.00 and 16.50. Thirty-seven mills between 16.50 and 17.00. Thirty-eight mills between 17.00 and 17.50. Thirty-nine mills between 17.50 and 18.00. Forty mills between 18.00 and 18.50. Forty-one mills between 18.50 and 19.00. Forty-two mills between 19.00 and 19.50. Forty-three mills between 19.50 and 20.00. Forty-four mills between 20.00 and 20.50. Forty-five mills between 20.50 and 21.00. Forty-six mills between 21.00 and 21.50. Forty-seven mills between 21.50 and 22.00. Forty-eight mills between 22.00 and 22.50. Forty-nine mills between 22.50 and 23.00. Fifty mills between 23.00 and 23.50. Fifty-one mills between 23.50 and 24.00. Fifty-two mills between 24.00 and 24.50. Fifty-three mills between 24.50 and 25.00. Fifty-four mills between 25.00 and 25.50. Fifty-five mills between 25.50 and 26.00. Fifty-six mills between 26.00 and 26.50. Fifty-seven mills between 26.50 and 27.00. Fifty-eight mills between 27.00 and 27.50. Fifty-nine mills between 27.50 and 28.00. Sixty mills between 28.00 and 28.50. Sixty-one mills between 28.50 and 29.00. Sixty-two mills between 29.00 and 29.50. Sixty-three mills between 29.50 and 30.00. Sixty-four mills between 30.00 and 30.50. Sixty-five mills between 30.50 and 31.00. Sixty-six mills between 31.00 and 31.50. Sixty-seven mills between 31.50 and 32.00. Sixty-eight mills between 32.00 and 32.50. Sixty-nine mills between 32.50 and 33.00. Seventy mills between 33.00 and 33.50. Seventy-one mills between 33.50 and 34.00. Seventy-two mills between 34.00 and 34.50. Seventy-three mills between 34.50 and 35.00. Seventy-four mills between 35.00 and 35.50. Seventy-five mills between 35.50 and 36.00. Seventy-six mills between 36.00 and 36.50. Seventy-seven mills between 36.50 and 37.00. Seventy-eight mills between 37.00 and 37.50. Seventy-nine mills between 37.50 and 38.00. Eighty mills between 38.00 and 38.50. Eighty-one mills between 38.50 and 39.00. Eighty-two mills between 39.00 and 39.50. Eighty-three mills between 39.50 and 40.00. Eighty-four mills between 40.00 and 40.50. Eighty-five mills between 40.50 and 41.00. Eighty-six mills between 41.00 and 41.50. Eighty-seven mills between 41.50 and 42.00. Eighty-eight mills between 42.00 and 42.50. Eighty-nine mills between 42.50 and 43.00. Ninety mills between 43.00 and 43.50. Ninety-one mills between 43.50 and 44.00. Ninety-two mills between 44.00 and 44.50. Ninety-three mills between 44.50 and 45.00. Ninety-four mills between 45.00 and 45.50. Ninety-five mills between 45.50 and 46.00. Ninety-six mills between 46.00 and 46.50. Ninety-seven mills between 46.50 and 47.00. Ninety-eight mills between 47.00 and 47.50. Ninety-nine mills between 47.50 and 48.00. One hundred mills between 48.00 and 48.50. One hundred one mills between 48.50 and 49.00. One hundred two mills between 49.00 and 49.50. One hundred three mills between 49.50 and 50.00. One hundred four mills between 50.00 and 50.50. One hundred five mills between 50.50 and 51.00. One hundred six mills between 51.00 and 51.50. One hundred seven mills between 51.50 and 52.00. One hundred eight mills between 52.00 and 52.50. One hundred nine mills between 52.50 and 53.00. One hundred ten mills between 53.00 and 53.50. One hundred eleven mills between 53.50 and 54.00. 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Two hundred forty eight mills between 82.00 and 82.50. Two hundred forty nine mills between 82.50 and 83.00. Two hundred fifty mills between 83.00 and 83.50. Two hundred fifty one mills between 83.50 and 84.00. Two hundred fifty two mills between 84.00 and 84.50. Two hundred fifty three mills between 84.50 and 85.00. Two hundred fifty four mills between 85.00 and 85.50. Two hundred fifty five mills between 85.50 and 86.00. Two hundred fifty six mills between 86.00 and 86.50. Two hundred fifty seven mills between 86.50 and 87.00. Two hundred fifty eight mills between 87.00 and 87.50. Two hundred fifty nine mills between 87.50 and 88.00. Three hundred mills between 88.00 and 88.50. Three hundred one mills between 88.50 and 89.00. Three hundred two mills between 89.00 and 89.50. Three hundred three mills between 89.50 and 90.00. Three hundred four mills between 90.00 and 90.50. Three hundred five mills between 90.50 and 91.00. Three hundred six mills between 91.00 and 91.50. 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Four hundred thirty five mills between 135.50 and 136.00. Four hundred thirty six mills between 136.00 and 136.50. Four hundred thirty seven mills between 136.50 and 137.00. Four hundred thirty eight mills between 137.00 and 137.50. Four hundred thirty nine mills between 137.50 and 138.00. Four hundred forty mills between 138.00 and 138.50. Four hundred forty one mills between 138.50 and 139.00. Four hundred forty two mills between 139.00 and 139.50. Four hundred forty three mills between 139.50 and 140.00. Four hundred forty four mills between 140.00 and 140.50. Four hundred forty five mills between 140.50 and 141.00. Four hundred forty six mills between 141.00 and 141.50. Four hundred forty seven mills between 141.50 and 142.00. Four hundred forty eight mills between 142.00 and 142.50. Four hundred forty nine mills between 142.50 and 143.00. Four hundred fifty mills between 143.00 and 143.50. Four hundred fifty one mills between 143.50 and 144.00. Four hundred fifty two mills between 144.00 and 144.50. Four hundred fifty three mills between 144.50 and 145.00. Four hundred fifty four mills between 145.00 and 145.50. Four hundred fifty five mills between 145.50 and 146.00. Four hundred fifty six mills between 146.00 and 146.50. Four hundred fifty seven mills between 146.50 and 147.00. Four hundred fifty eight mills between 147.00 and 147.50. Four hundred fifty nine mills between 147.50 and 148.00. Five hundred mills between 148.00 and 148.50. Five hundred one mills between 148.50 and 149.00. Five hundred two mills between 149.00 and 149.50. Five hundred three mills between 149.50 and 150.00. Five hundred four mills between 150.00 and 150.50. Five hundred five mills between 150.50 and 151.00. Five hundred six mills between 151.00 and 151.50. Five hundred seven mills between 151.50 and 152.00. Five hundred eight mills between 152.00 and 152.50. Five hundred nine mills between 152.50 and 153.00. 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3-DAY ANNUAL CONVENTION OF F. P.-CAN.

Hollywood, Sept. 3.
Edward Killy and William Ham-
ilton, who got their' directorial
break with Radlo's 'Freckles,' get
'Seven Keys to Baldpate' as their
second assignment.
William Siström produces, with
Gene Raymond starred.

Short Subjects

(Continued from page 14)

ark. After he mails it, falls in love with Sylvia. His troubles pile up when he discovers that the butcher mailed the other three. His strenuous efforts to stave off proposing to these girls and at the same time win Sylvia's heart provide the funnier moments.

Warren Hull, handsome youngster, plays opposite Miss Froos. Of course, her ballading is a highlight.

chester Clute, veteran vaudevillian, does neat job as business man in

Supporting cast. Wear.
PHIL SPITALNY ORCHESTRA
 "Tires of Syncopation"
 "I-Girl Orchestra"
 Mins.
 Paramount, N. Y.

ns suggests that she might have
cture possibilities.

'LOVE DEPARTMENT'
With Bernice Claire
and Comedy
O. Mims.
Lalace, N. Y.
Vitaphone

Bernice Claire in one of those numerical acts that are concocted out in Fiddletown. This time it's the girl 'Advice to the Lovelorn' editor who goes abroad to find true romance and she is the reporter she herself hired. Several songs and a couple of specialty acts are yanked in by the neck, with two of the numbers

It all adds up 20 minutes toward the time for the next showing of the

STORY BUYS
Hollywood, Sept. 3.
Radio bought film rights to Louis

ansome Foster's 'Goodbye to Yesterday' and will develop it for Gene Raymond.

P. J. Wolfson sold screen play of his original, 'Indestructible Mrs. Albot,' to Paramount.

'Burn, Witch, Burn,' horror yarn by A. Merritt, bought by Metro.

H. Bruce Humberstone making new adaptation of recent buy of late-victim yarn, 'Lady Scroggins.'

Tristram Tupper's 'Magnolia Grove' taken by Universal as possible star for Margaret Sullivan or Jane Wyatt.

Radio has taken screen rights to 'Thorobreds All,' by Tom Storey and

TITLE CHANGES

Hollywood, Sept. 3.

"The Fugitive" gets the call over "Lady Beware" at Columbia.

Tag for Meira's next tear-sweeper "Tarzan Escapes."

Warners' "Living Up to Lizzie" hits release sheet as "Personal Maid's Secret."

"Two Black Sheep" becomes the same number of Sinners at Republic.

Universal's "Hangover Murders" goes out as "Remember Last Night."

"Little Immigrant" at 20th-Fox gets tag change to "Paddy O'Day."

CONTRACTS

Hollywood, Sept. 3.

As a reward for his performance in "Annapolis" the picture company has given Tom Brown a Termer and Important part in "A Son Comes." Andrew Tombes stays on at 20th box for another swing.

Concerned, was neglected. Looks like there was a bunch of experts on all the time to get the picture. Tauler, was better, and had attractive melodies. His English has improved, and his diction is so satisfactory that he can be easily understood every word of the lyrics. He has grown a trifle thinner, but that is rather a desirable picture so as to tone down his muscular physique.

There is a light, breeziness of plot, and the story is supported by the minimum of comedy. Casting support as Paul Granger, George Granger and Paul Granger, and the picture is good, and is most attractive. *John*

'The Fugitive' gets the call over
radio. Released at 11:30 a. m.

Buy Beware at Columbia.
Tag for Metro's next tree-swing-er
'Tarzan Escapes.'
Warners 'Living Up to Lizzle' hits
release sheet as 'Personal Maid's
secret.'
'Two Black Sheep' becomes the
same number of Sinners at Re-
public.
Universal's 'Hangover Murders'
does out as 'Remember Last Night.'
'Little Immigrant' at 20th-Fox
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concerned, was neglected. Looks like there was a bunch of experts on

get all the time to suggest ideas. Tauber never sang better, and has attractive melodies. His English has improved, and his diction is so naturally good that when he warbles one can understand every word of the lyrics. He has grown a trifle thinner and they have dressed him for the picture so as to tone down his lumpy physique.

There is a light breeziness of plot, excellently developed via the medium of comedy. Casting support stars Paul Gracis, George Graves and Viola Tree. Leonora Corbett has the lead and is most attractive. **Jolo.**

Are Superlatives Necessary?

THE YEAR'S OUTSTANDING ROMANTIC COMEDY!

A perfect blending romance, action, suspense and uproarious fun!

It tops all romantic comedies ever produced with its daring theme, its timeliness, its unique story! It is bound to start a cycle of similar productions... so novel, so different is its idea!

Give yourself and family a treat! You'll laugh, you'll cry, you'll thrill as this picture unrolls its gay, adventurous tale of two young lovers who ran away from trouble in a motor trailer but picked up more trouble along the way.

Its ever-increasing excitement, its fast moving tempo, make RED SALUTE a memorable screen achievement. You can't afford to miss

BARBARA STANWYCK in "RED SALUTE" with **ROBERT YOUNG**

Reproduced on these pages are two advertisements on "RED SALUTE." One, (on the left) is written because we really like that way about the picture and because a preview audience registered a like enthusiasm. In it, we honestly attempt to transmit to the public some of the pleasure we experienced while screening

The advertisement on the right makes no claims for the picture. It merely states that it is a romantic comedy and relies on the essential quality of the production itself to stimulate word-of-mouth selling.

We feel, however, that you know your public best and are, therefore, putting the problem up to you. The question is: Does a great production need the support of superlatives in advertising or can it sustain itself at the box-office on the basis of merit alone with the aid of simple announcement advertising?

ONE HUNDRED DOLLAR

will be awarded to the exhibitor giving the soundest answer to this question!

Your answer must be postmarked not later than October 1st, 1935.

Send your answers to the "Red Salute" Contest Editor, United Artists Corporation, 729 Seventh Avenue, New York, N. Y.

It happened in Mexico when two fugitive young lovers went over the border and then found out that they couldn't get back! You'll roar with laughter at the fast-moving series of amusing difficulties that almost wrecked their motor trailer and their constantly interrupted romance!



HARRY M. GOETZ presents
an Edward Small production

BARBARA STANWYCK
in
RED SALUTE

with
ROBERT YOUNG
HARDIE ALBRIGHT • RUTH DONNELLY
CLIFF EDWARDS • GORDON JONES
PAUL STANTON

A Reliance Picture
Directed by SIDNEY LANFIELD

The Judges who will decide the winning answer are

JACK ALICOATE
MAURICE KANN
TERRY RAMSAYE
EPES W. SARGENT

Film Daily
Motion Picture Daily
Motion Picture Herald
Variety

Released thru **UNITED ARTISTS**

Agencies Share the Rap

The report issued by the Bureau of Advertising of the American Newspaper Publishers' Association, based upon a six months' analysis of the effectiveness (or lack of it) of radio advertising, promises to start a new controversy. Unquestionably the radio industry, through one or both of its national networks, will seek to refute the claims of the publishers' report that radio advertising is ineffective and extravagantly expensive, when compared with newspapers and magazines, and on the decline, as maintained by the figures that of the 635 radio advertisers who bought time on the air for some period between 1929 and 1934 inclusive, 448 had dropped the use of radio in 1934.

Notwithstanding the conclusions reached the statistics revealed indicate that radio, as a channel for national and local advertising, is not so easily disposed of as the report would indicate. Tacking the published figures, there are 15,001,692 homes with radio sets in the United States of a total of 32,600,000 homes. The analysis limits itself to certain "listening areas," containing 12,489,886 sets, within reach of the major networks. Seventy-nine programs were studied during a recent six months' period. Contention is that the average cost (per program) was \$5,052, of which 35.6% represented cost of talent. Compared with the number of listeners reached this means, the report says, an average cost per million listeners of \$7,302.65. Nine programs averaged more than 2,000,000 listeners throughout the six months' period. The average cost was of \$2,887 each (per program) for time alone, but spent in addition an average of \$5,674 (per program) for talent.

Intent of the publishers to disparage radio advertising as unduly costly when compared with periodical advertising, is in line with previous bias of this nature. What surprises those conversant with radio advertising is that the publishers do not strike at the point out the crux of the situation—that radio advertising is showmanship and its effectiveness depends wholly upon the entertainment material provided and the manner of its presentation.

A mortality of 448 advertising accounts out of 635 within a five year period could point to three things. First, the medium (radio) may have been wholly unadapted to some of its users. Second, the showmanship practiced by the advertising agencies handling the accounts might have been futile and disappointing. Third, the advertising agencies, having convinced a sponsor to spend his money, then failed to keep the account properly informed of radio's effectiveness.

What the advertising agencies need to realize is that while dealer tie-ups, contests, premiums, merchandising and the whole follow-through technique is important, the program remains wholly dependent upon the entertainment equation. The campaign falls down when the program fails to appeal to listeners. Like it or not the agencies are dealing with emotional elements, not arithmetic.

It is paradoxical that agencies themselves are often such poor self-promoters. They hold back on showmanship and will not go the full distance in the radio medium. The agencies are largely there, where an agency builds up a success story on its own showmanship that's something that calls for spotlights and a chord in G. The opposition will spread the news about the flops; the agencies themselves must self-exploit the clicks.

Chains Hit by Taubels in Smash-Up

New Tuner Wage Scale on Coast

Los Angeles, Sept. 3. Musicians' local, 47, AF of M, has promulgated a new wage scale covering radio broadcasting to become effective Sept. 15. Wages, generally, have been upped, with chain broadcasts emanating from here especially affected. New scale approximates cost rates of similar broadcasts going out from San Francisco and national chain broadcasts considerably less in cost to stations per program than same output if originating in Chicago or New York.

Minimum rehearsal period has been designated by local 47 on all coast-to-coast programs, starting between the hours of 2 and 3, and one-half hour broadcast, and five hours for a one-hour program of a single engagement.

New scale half hour chain program, with minimum rehearsal period, will cost station or sponsor \$25 per musician, with a \$250 per man nick on a one-hour broadcast. Extra rehearsal time will be at rate of \$2 per half hour instead of current rate of \$1 for a full hour.

Lower wage level than prevails in eastern centers has been set because of geographical position of Los Angeles which necessitates duplication or re-broadcasting of certain programs intended to cover western seaboard territory.

WJBW, Gadsden on NBC

Birmingham, Sept. 3. WJBW, at Gadsden, Ala., has signed with NBC and has already started bringing the chain programs. Station is operated by Babson Hopsop of WAFB, Birmingham.

Philadelphia, Sept. 3. Clarence H. Taubel, president of WJAG and WJAG-TV, wife, were injured Saturday (31) in auto collision near Memphis, Tenn. Taubel received a broken wrist and three broken ribs, his wife suffered fractured ribs fractures of hands and numerous bruises. They were returning from a business trip when the accident occurred.

The radio exec, a retired hosiery manufacturer, is 44. Mrs. Taubel, who is 36, was formerly "Miss Pennsylvania" and was three times runner-up for "Miss America" in the Atlantic City beauty pageant. They are reported in satisfactory condition by Memphis physicians and are expected back in Philadelphia at the end of the week.

Mevius Quits WHAT

Philadelphia, Sept. 3. John C. Mevius, general manager of WHAT, resigned effective Friday (30) to superintend the station and become general manager of a new station in Milwaukee. He will be succeeded by L. H. Bailey, formerly of WHAT, and was general manager of WJCK, Lancaster.

Mevius was formerly technical supervisor of WHAT and was responsible for the station's high-fidelity broadcasting in Philadelphia.

Al Shayne Unfettered

His release from Sally's Studio effected, Al Shayne has signed with the William Morris agency for talent booking. He's scheduled to be on the air with WMAA and Sally's WMAA multi-broadcasts to a one-weekly on WOR for Ansonia Shoes. Joe Capri co-accompanist. Another half hour may be added later in the fall.

When with Sally's Shayne was committed to his sponsor for a split week. The drop in other engagements besides radio.

WBC'S RE HAS ONLY 30 WINS.

See All Three Basic Loops Sold Out by Mid-September—Running Ahead of Last Year

SHOW BIZ LATE

With the exception of a half hour each Sunday and Tuesday nights there is no more commercial time available on NBC's red (WEAF) network from 7 p. m. to 11 p. m. Open Sunday evening spot is from 7 to 7:30, while the Tuesday vacancy is from 10:30 to 11 p. m.

Columbia's own evening sellout is Sunday. Open across that network's board, excepting Sunday, is the 7:15 to 7:30 p. m. spot. Other segments awaiting bidders are Monday, 10:45 to 11 p. m.; Tuesday, 10:45 to 11 p. m.; Wednesday, 10:45 to 11 p. m.; Thursday, 10:45 to 11 p. m.; Friday, 10:45 to 11 p. m., and Saturday, 8 to 9 p. m. and 9:30 to 11 p. m.

With General Motors' intention to fill the Sunday 10 to 11 p. m. stretch on the red this season, NBC's blue (WJZ) link will have to seek elsewhere for a take the 8 to 9 p. m. niche. Blue's slate of vacancies otherwise consists of Sunday, 10 to 11 p. m.; Monday, 10 to 11 p. m.; Tuesday, 10 to 11 p. m.; Wednesday, 10 to 11 p. m.; Thursday, 8:15 to 9 p. m.; Friday, 10 to 11 p. m.; Saturday, 8 to 9 p. m. and 9:30 to 11 p. m.

Little of the available NBC time is obtainable on a coast-to-coast basis. (Radio will go fully booked from two to three weeks earlier than last year, by indications. At the same time, and for what the contract may be worth, the theatre season is nearly a month late this season.)

Washington, Sept. 3. Broadcast advertising of all types slumped 11.1% from June to July, but the gross still remained well above the level of the past two years. National Association of Broadcasters reported last week.

Following the normal seasonal drop, July's advertising volume, at \$4,848,000, bringing the year's total up to \$45,923,976. Volume was substantially ahead of July, 1934 and 1933, giving radio a marked advantage over competing mediums in regard to the extent of recovery from the depression.

The July report, marking the end of N.A.B.'s second year of collecting statistics, showed that the volume revealed that broadcast advertising has made the greatest gains of any medium since the depression, the report emphasized, comparative figures showing that radio has far outstepped competitors. While radio advertising was 23.2% better in July this year than during the same month of 1934, figures showed that receipts of national magazine remained static, newspapers enjoyed a 5% rise, and farm papers stayed about the same level.

Looking to a post-49.5% higher than in the same month two years ago, radio time sales reflected improved business conditions, the report noted, with network accounts showing 27.2% improvement over 1934, non-network advertising gaining 16.6%, and local advertising rising 18.8%.

Comparative figures for June and July showed time sales for national radio dropping 10.2% to total of \$3,751,042; regional wires remained

International Biz Increases

Wax About 50 with Live Talent in Newer Time Placements

KRAFT GOES VARIETY

Weekly Change of Guests New Whiteman Set-Up

Kraft-Paul Whiteman show on NBC switches to a weekly change of bull policy next Thursday (15) and the guests booked for the program are Mischa Levitzki, Michael Bartlett and Bob Burns. Whiteman will do the m.c'ing. Following weeks' stanza will likely guest Mildred Bailey and George Gershwin. If the format booking goes through it will be the warbler's first appearance with Whiteman since their break three years ago.

ROSENBAUM, WFIL, ON P.A. BANKING BOARD

Philadelphia, Sept. 3. Samuel R. Rosenbaum, WFIL prexy, was last week appointed member of new Pennsylvania State Banking Board by Gov. George H. Earle. Body, authorized by last session of legislature, will have 12 members, all of whom are in country, one of its prerogatives being right to disqualify any officer of any bank in State. Rosenbaum, in addition to post at WFIL, is attorney, realtor, art and book collector and one of prime powers on board of Philadelphia orchestra. He's second WFIL exec to be appointed to State job, Walter Grosscup, Lit Brothers store official and WFIL board member, resigning recently to become head of State Liquor Control Board. Rosenbaum will continue his radio and other connections.

N.A.B. Report Analyzes Summer Decline; Better Than '33-'34

about the same, with receipts of \$22,102; national non-network accounts slumped 7.4% to \$1,297,065; and local volume fell 10.8% to \$1,233,795.

Declines Major part of the decline in non-network sales was accounted for by station-owned radio units, which reported grosses of \$1,160,000, down 16.3%. Medium-sized stations took \$1,019,660, a decline of 7.8%, and smallies garnered \$404,000, relatively unchanged. All geographical districts suffered the seasonal slump, with the Midwest and the South showing great-a drops.

Continued gains for flesh programs were noted despite the drop in total business. Breakdown of national non-network sales showed the expenditure for talent rose \$23,000, but flesh dropped the local field. National transcription volume was up 18.4% in contrast to a gain of 6.5% for flesh, while the talent business was 60.5% above last year and 17.6% higher than two years ago.

July business showed marked increase in automotive advertising of all types, compared with last year, while food accounts showed substantially and tobacco advertising over regional wires and national non-network stations continued to gain.

Foodstuffs kicked in \$1,271,072 during July, to lead all other accounts, followed by groceries, sawing and oils second, \$449,123. Drugs and pharmaceuticals were third with \$251,621. Automobiles touched \$188,324; levers, \$164,231; and soap and kitchen supplies, \$150,119.

Time bookings on foreign stations by American manufacturers looks set this season for the biggest boost in radio's history. Firms specializing in this type of business placement report that the contracts from export sources already involve an increase of about 160% over what it was for the 1934-'35 season.

Recent spurt of commercial endeavor in South America is reflected by the air appropriations made by exporters for Brazil and Argentina. Another common objective on the American merchandiser's list are the Central American countries. Among those who through inquiries to foreign station reps have shown an interest in plugging their products by way of radio in Central and South America are the brewers of Pilsener and Budweiser.

Particularly noticeable about the foreign business placed this season is the sharp trend toward the use of electrical transcriptions. Last season the programs bankrolled by American manufacturers in Latin American countries were 90% live talent. Proportion between live shows and transcriptions is now about even, with the latter constituting 50% of the total. Agencies have been found to be of general Latin American appeal.

Among the American accounts that have placed time outside this country are:

Listerine, every South American country, the Philippines and Cuba, Carter's Liver Pills, Cuba, the Philippines, Brazil, Argentina, Costa Rica, Panama, Mexico and Cuba. Knod's Yvettes, Cuba, Santo Domingo, Porto Rico, Cuba, the Philippines.

Prophetic Toothbrush, all Central American countries, Cuba, Porto Rico.

Gem Razor, Mexico, Cuba, Porto Rico.

Kelvinator, Brazil, Porto Rico.

Max Factor's Make-up, 24 stations in South America.

Forbes' Toothpaste and Lipstick, Venezuela, Mexico, Cuba, Porto Rico, Letherie (French perfume), Porto Rico, Cuba.

Libby, McNeill, Libby, all Central American countries, Porto Rico and Cuba.

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Young and Rubicam Tells 17 Stations "Use Your Own Judgment" on Copy

Novel twist in relations between agency and station is being introduced by the Borden Co. in its "coming" campaign for its Chateau brand of cigarettes. Full discretion will be allowed the 17 stations on the list in framing the commercial. Campaign, which is slated to run four weeks, will be split between minute announcements and participation in cooking school programs or other daytime shows with female personalities.

As an aid for the stations in devising the plug the agency on the account, Young & Rubicam, is furnishing them with copies of newspaper ads which will parallel the air campaign, sample menus and some suggestions as to what may or may be not be stressed about the product. Otherwise the station is free to handle the commercial copy as it sees best.

Borden is treating the idea of non-filmy commercials pretty much on the light of an experiment. Through the varied results it expects to gather info that will be of value in the planning the fascinating of future spot campaigns.

JUDGE SYMPATHETIC WITH THOSE FINED

Lynchburg, Sept. 3. There won't be any broadcast of Judge Joseph P. McCann's principal court session. The judge said so himself.

When officials of WLVA tried to ask the judge into letting them cut a mike in front of his bench, McCann gave a horrified "No." Added to this he had no intention of making a public spectacle of his court, even at the expense of a few embarrassed trial violators.

Maybe it's funny to some people when a guy gets up here and I fine him \$5," he said. "But it's not funny to me—especially if he doesn't have the five!"

Ohio State Football Bought for \$15,000

Cincinnati, Sept. 3. Ohio Oil Company grabbed off broadcasting privileges for Ohio State's football games this season for a sum reported at \$15,000. Airtime will be through the station with a mike work by Walter "Red" Barber of the Cronley staff. Sponsor pays player, plus regular card money to super station, and wire charges.

There are eight games on the Ohio State schedule. Team's home game is in Columbus. Ohio Oil Company works out radio rights separately on foreign fields.

Barber will be stationed in present station for plugging the station transmitter plant here. He will be assisted by a field announcer, who will cut in by means of a small portable transmitter set to work through the main mike. Ground casting will tune in listeners on the details as flapping of the starting kick, pre-game powwow by captains and officials. Traveling microphone is thought to be new stuff for gridiron blasts.

Ohio Oil Company's outlets are in northern part of Ohio, in Indiana, Michigan and Illinois. Its account is placed through Byer & Bowman agency, Columbus. Last year WLW broadcasted of Ohio State games done by Barber, were sponsored by Soco (Standard Oil of Ohio).

Cronley's unit will be in place again air home games of University of Cincinnati, with Bob Kennett doing the voicing.

Philly Clerics Extend

Philadelphia, Sept. 2. Looks like WIP will supply most of religious program for Inter-City group during fall. Preachers who are putting radio on their list of basis for station so far include Donald Grey Barnhouse, with half-hour every Sunday on eight o'clock; Percy Crawford's "Young People's Church of the Air," full hour Sunday on all but WLW.

Rev. George A. Palmer, with 7 to 8 spot daily on WIP and WMCA, will add WPRO and WMEX to his list, and Robert Frazer, seeking mid-week evening hour on WIP, WMCA, WPRO, WMEX and WLW.

CISLER'S IDEAS

If WJTL Passes Ownership, Policies Will Change

Atlanta, Sept. 3. Operation of WJTL, Atlanta, will pass to a company organized by J. W. Cislér, Jr., and S. A. Cislér, Jr., as soon as the Federal Communications Commission has approved the formal transfer of license, and assignment of new call letters. Meanwhile Cislér remains as manager of the station for the university.

New operating organization, the Atlanta Broadcasting Co., has J. W. Woodruff, who is president of WML, Columbus, and WGPC, Albany, two Georgia 100-watts, as president, and Cislér as secretary and treasurer. Plans are to let the personnel stand as it is but make a change in program policy by building studios ample for more elaborate live talent shows. Increase in day power from 100 to 250 watts and authority to install a news transmitter will be asked of the FCC.

Cislér purposes spreading out on the station's news broadcast by increasing the daily periods of its Transradio service from eight to 12. Station has arranged to install a studio in the Negro section for daily broadcasts by members of that race exclusively. Extensive educational programs will continue as part of the outlet's schedule.

Argentine Niterites

On Radio—Innovation

Rio de Janeiro, Aug. 18. Remote pick-ups from the floors of local niterites is something new here and getting a big ride currently. The niterites are at the front, with broadcasts Saturday nights only.

However, Atlantico Casino, which operates one of the city's newest radio stations, Radio Ipanema, in the same building, started nightly broadcasts by four orchestras from the floor. In addition, two of the b-nds—Romeu Silva (Brazilian) and Julio Gaiman (Cuban) were called in for studio broadcasts twice a week before the show and French vocal material, contracted for the grill, got to double over the studio mike.

Studio and remote broadcasts have proved a fine halfway for the niterites and the arrangement is to be kept up indefinitely. Claudine Saxe and Gine Nafary, Parisiennes, have had top-spot under the new system to date.

Howard Bloemfield, promotion manager for the Demoral & Chronicle subbed for Roy Elliott on the 10:15 p.m. news broadcast over WHBC, Rochester, during vacation.

Illegal at Sea

Washington, Sept. 3.

Presence of broadcast receivers in the radio room of a licensed steamship drew fire from the Federal Communications Commission last week. Eaching tradition of piracy for poor sailors, Commish ordered the Pacific Steamship Lines to appear at an investigation into the circumstances and lawfulness of the installation of a broadcast receiver in the radio cabin of the S. S. Alexander, which operates along the Pacific Coast. Commish acted upon complaint of one of its inspectors at San Francisco.

RADIO GETS LOTS OF PHILLY VOTE COIN

Philadelphia, Sept. 2.

Local politicians are depending more than ever on radio for fall campaigns. Both parties are planning laying out around \$60,000 total, to be spread around all three states. Republicans, with local state mayoral candidates in the field for primary, will put up total of about \$10,000 to \$12,000. Democrats, solidly behind Jack Kelly, former Olympic carman and brother of Virginia Judge Walter C. Kelly and playwright George Kelly, will spend about \$5,000 for primary (Sept. 17). After primary, heavier spending gets under way for general election, with each party planning outlay of about \$10,000 to \$15,000 and an additional \$10,000 for statewide elections for judges. Campaign is not only marked by heavy radio outlay but also in increased showmanship in political broadcasts. Democrats in particular, with Frank Weiman, veteran local radio man, and Tom O'Neill, show-conscious newspaper man, handling ballyhoo, displaying in the air the same type of radio spot announcements, sponsored events and short spots by regular staff announcers on variety programs to plug candidates and issues. Republicans, with divided front, are working along old-time methods.

Jewelers-Publishers as

Joint Sleuth Sponsors

First major intercity account sold through WMCA-TV, New York, for fall and winter airing is Finlay-Strauss, chain jewelers, series starting Sept. 1. Deal is for a 15-minute, weekly, McCadden and Finlay Strauss splitting costs. Philip Barrison of station directing the live program, which will air on Monday through Friday night at 8:45 p.m. EDT. Series to be called True Detective Mysteries.

NEW YORK RADIO PARADE

By Nellie Revell

WLW Separate 'True Story' Broadcast

True Story program shifting to NBC air on Thursday eve will not air over WLW on that eve due to a previous commitment for that outlet. Instead, starting Thursday night, WLW will air over WLW (Cincinnati) on Sundays. Erik Barnow of Erlwin Waesey Agency in Cincy to cast and stage first Sunday program. For succeeding programs the script will be forwarded and handled by WLW production.

An Upper Broadway Woo-Woof

Announcer Paul Gregory of WMCA went to the dogs last week in a great big way. A program sponsored by a semi-studio used by the previous program. During the 30-second station break for network station announcements the production sheet called for organ music. Someone clipped and the organist was not in sight. The cast of the previous program, lip-tonguing out of the studio were surprised to hear a human voice barking in the studio. Turning they saw Paul Gregory do a dog barking routine, with movements. Gregory had seen the vacant organ bench and summoned the only standby he could get, remembering the coming program.

Francis Lee Barton Off Air

General Foodie program featuring Francis Lee Barton, the booking expert, exits from the air next month with a return date not set if the show returns at all. The name, Francis Lee Barton, is the property of the sponsor. For the past four years Francis Lee Barton has been played by Mrs. Harry Benson.

Cecil Warwick & Cecil Deny

This column regrets its error of last week in stating that the Vicks Vintrol addition of a news commentator was set. Ben Rocks was credited with the column. The columner, Ben Rocks made audition, but Cecil Warwick & Cecil deny any deal yet.

NBC Covered Military Show

NBC shipped a troupe of 23 men to Pine Camp to cover the war maneuvers. The complete cast included Nelson Case, George Hicke, Dan Russell, Charlie Wall, Fred Ripley of WBYR, Frank Healey, Barry Holloway, 2nd Lt. and Walter Brown. A group of 43 anonymous engineers and men with John D. McKee for radio man. The show, a special journey to air maneuvers from a plane, rounded out the cast.

Props were supplied by New York and Cleveland each of which shipped a truck with the props. The engine room, the engine room, the engine room. Mobile units on the spot. Payoff has each member of troupe theoretically a ghost since all were ruled dead at least eight times by the referees. These gentlemen would select an area and rule everyone in bounds dead.

Scrambled Notes

Frank Toure will handle the baton for Sam Harris production of "Dubless." This leaves the Gulf broadcasts open for the Hal Kemp act... Don Bester having a bit of union difficulty, the Don Bester act is on verge of another break. Brother Tommy is readying to make further attempt at running his own band... Lord & Thomas; McCann-Erkelson; J. Sterling, tetchel singing, are brewing additions to their respective departments... Jack Cugle leaves the radio for the 10th and goes to Mexico for a single broadcast for a liquor sponsor. He will form an All-Mex act for this performance... Agnes Moorhead back after plans for the Columbia Broadcasting System... Dana Bickelstein moved from the Coast four months ago. Dana Bickelstein said he to NBC and he aired as lead comic in sustainer "Hits and Bits." On air four months and now vaude boys are beginning toicker... Paul Whiteman opening at Ben Marden's Riviera saw Pan playing for him or until he does, people who had worked on his Fox plex finished prior to Paul's opening... Sheffield gave out its third 12-wk renewal effective immediately. Program airs at NBC... Marjorie Logan, vocalist of the Johnny Green, goes not to the Coast... Dick Underwood, who has been under the microscope for the work when they come east... Socony program will use guest conductors to replace Maestro Green for the rest of its airings.

Short Shots

Neighbor Neil program switches from 10:45 Sunday aye on WEAF to Tony Wons' old spot on WJZ at 11:15 on Sundays. Switch takes effect with 11:15 a. Don Vayns' show, "The Don Vayns Show," head east. Don feeling much better after recent kidney clipping... Robert Walthrop of KGO, NBC Frisco outlet, heading for New York and berth on NBC announcing staff... Don Lowe, the NBC announcer, wed a new old friend, Miss Trotter of the Chicago-based Chicago News-tribune, a splendor, wed Dorothy Ann Hull, a non-pro, on the 7th... Leo Reisman appointed to advisory board for dance ork of NY and Boston project of WJZ... Carl Saxby doing the scripts for the new Grace Moore program... Victor Lee "Dangerous" Daring... "Rope" to air for Wheaten after all. King Features may make adjustment with Wheaten... Roy Campbell has a choral group in the new Bea Little legit musical... New group known as "Continental." Campbell also has "Royalties," a choral group now on air... Edwin C. Hillback in town after vacash... a Ruboff not set for the Cantor program... Vaude houses in England closed on Sundays. Mills brothers keep working by playing to Paris... doing a Sunday afternoon concert and planning back to London... A. Rolfe vacashing in Canada... "Patt Pickens learning to play one of the new electric guitars... Gertrude Berg's "House of Glass" to appear in "Hollywood Mirror" and "Hollywood Mirror" and "Hollywood Mirror" Bermuda for nine-day cruise... Ethel Shutta has a birthday this week.

Stand By

Al and Lee Retzer's Thursday evening show over WEAF gets additional spot on WJZ Saturday eve... Chipso renewed at NBC. Innis G. Osborn of Cleveland B. Chase staff now doing scripts for this program... Barry McKinley taking last Bermuda rest. Left Thursday after air... putting radio on their list of basis for station so far include Donald Grey Barnhouse, with half-hour every Sunday on eight o'clock; Percy Crawford's "Young People's Church of the Air," full hour Sunday on all but WLW.

Rev. George A. Palmer, with 7 to 8 spot daily on WIP and WMCA, will add WPRO and WMEX to his list, and Robert Frazer, seeking mid-week evening hour on WIP, WMCA, WPRO, WMEX and WLW.

Lehn & Fink's Spot Splurge

\$250,000 Campaign in 20 Markets as Supplementary to CBS Network Show

Lehn & Fink has mapped out for Hinds Honey and Almond Cream the most pretentious national spot campaign using live talent exclusively that has come to the industry in four years. Account will use a minimum of 20 stations in that number of cities with the contracts made for anywhere from the 15 to 30-minute shows a week. All deals will stipulate 26 weeks and start by the first week in November. Cost of time and talent is figured to total between \$250,000 and \$300,000.

Live talent spot series, which in all cases will be on daytime schedules, will supplement Hinds Honey and Almond Cream's Sunday night half hour over Columbia. In spotting the local contracts the duo combine will try to avoid stations that are included in the CBS hookup, but should the CBS affiliate be the first choice of the local distributor or dealers the NBC or indie sta-

tions in competition will be passed up.

A. H. Proseky, sales mgr. for Hinds Honey and Almond Cream, is now on the road, visiting the stations and the talent. Two towns already settled on are Cincinnati and Chicago. Profits in the instances have undertaken the bankrolling of the "Life of Mary Marlin" for five quarter-hour periods a week, among the other networks on the spot list are Cleveland, Detroit, St. Louis, Kansas City, Tulsa, Dallas, Houston, New Orleans, Atlanta and the city of San Francisco, Portland, Seattle, Den Moines, Minneapolis. With the exception of Atlanta the Atlantic seaboard is not included in the H & A C spot campaign. Account has elected to use newspapers in line with the policies that Fels Naphtha and Borden Co. have been pursuing the past several years.

Though the Hinds campaign is in line with the policies that Fels Naphtha and Borden Co. have been pursuing the past several years, was Lehn & Fink that established a record for live talent spot expenditures four years ago when it placed a national bill of \$385,000 on behalf of Pebebo.

CONGOLIN

WLS, Chicago, Barn Dance to Make Film with Loop Money

Chicago, Sept. 3. After having touched every other phase of show business the WLS Barn Dance is now encompassing still another with completion of plans by the station for the filmation of the Barn Dance as a regular feature picture. This follows more than three years of consecutive weeks at the Eighty-first theatre and after some five years of theatre dates played throughout the middle west and environs to some 5,000,000 people.

Private company has been organized to produce and distribute this feature picture. Company is headed by the officials of WLS—Burridge Butler, Glenn Snyder, Earl Kirtz—representing the station's loop money. Company will bring in an entire crew from Hollywood to direct and film the Barn Dance feature. Figured for director is Charles "Chuck" Relner, recently associate director on the new Charlie Chaplin picture, "Modern Times".

In the picture will be the stars of the Barn Dance, including Uncle Elmer, Edna Bellamy, Burt Bunting, Maple City Four, Hoosier Hot Shots, Sparshers, and others.

Station has already sent letters to theatres that have played the show, asking them for available bookings on the picture. And out of the batch of first 150 letters, more than 200 replies have been received to negotiate for bookings and playing time. The recent schedule of the picture is ready to be ready for release late in January, 1936.

WNYC SEEKS SIGNAL CLARITY THRU PWA

Fredrick Kracke, Department of Plants and Structures Commissioner for New York City, plans to ask the Progress Works Commission for \$2,500 with which to build a new tower and transmitter for the municipally owned WNYC. Commissioner Kracke has found that the station's present equipment presents the utmost use of its power input and that consequently Greater New York is not being covered by the signal.

Mayor Fiorello La Guardia previously expressed himself as favoring the relocation of the station from the city's budget, intimating that he would either close it down or rent it to a commercial broadcaster. He appointed as a committee to study the latter possibility Richard C. Patterson, Jr., NBC executive v.p., William S. Paley, CBS prez., and A. L. McCosker, WOR prez. Three reported that commercial proposals would not be practical for the station.

FCC Reconsiders

Portland, Ore., Sept. 3. Federal Communications Commission granted an application by Southern Oregon Broadcasting Company last week for permission to erect a new radio station at Roseburg, Ore., after the company submitted new and satisfactory financial data. The new station is to have a power of 100 watts and time hours on a frequency of 1590 kilocycles.

An application by Carl C. Struble for permission to erect a new station at The Dalles, Ore., was denied.

Squire Owns Sales Mgr.

Burt Squire, new station manager of WINS, New York (hears of) met with his board of directors the first time yesterday (3), at which time routine business was discussed, and important decisions reached upon. Set-up was as follows: Edna Bradley, production; Lester Thomas, sales department; Al Goetz, auditor and office manager; Edith J. Meserand, press; Ed Cleland, engineer and Charles Pease, continuity. Squire also to direct sales himself. Station has been operating such a director for the most of the summer.

Unusual KFRC Contract

San Francisco, Sept. 3. Biggest air contract of its kind locally has been signed with KFRC by the Star Outfitting Co. Deal restricts the commercial to the use of KFRC every day in the week for the next 52 weeks.

Sponsor may use at his discretion eight floating periods of waxed programs or an hour's KFRC live auralizing show. Contract was placed by the Allied Advertising Agencies of Los Angeles.

Phonograph Royalties Threaten New Zealand; Stations Protesting

Auckland, N. Z., Aug. 8. Battle is imminent between Class B, or commercial, stations and the distributors of phonograph records. Latter are demanding that the outlets secure licenses from them for the broadcast of records, and also pay a fee for this right.

What the phonograph men are particularly concerned about is maintaining control over the air release of their product. They want to be in a position to determine what records may or may not be broadcast and to impose a fee on discs which have been restricted. Broadcasters protest that if such drastic powers were allowed the record distributors many of the B class stations would have to shut down, since they use wax only from opening to close.

Anti-Fading Antenna Said to Boom Power

Cleveland, Sept. 3. A new anti-fading antenna invented by Edwin S. Leonard, chief engineer, said to be equivalent to a power boost of 10,000 watts, is being erected by WTAM as soon as they get an okay from Federal Communications Commission. It is hoped to be ready by Oct. 1.

New antenna, replacing one used since 1928, is expected to increase station's primary service area by 14,000 square miles, as well as getting 2,000,000 new listeners in, eliminating night-time fading.

Structure has a number of novel changes. Maximum width of its cross-section is only six feet, although it is 490 feet high. Cross-section is held in position by guy-wires having 40 huge insulators, each four feet long. Both are supposed to withstand ten times the normal wind pressure. Entire tower rests on small concrete foundation, base of which is only seven inches in diameter.

Approximately 160,000 pounds will be hauled by this insulator, and more than 75,000 feet of copper ribbon will be buried twelve inches in earth.

WGAR, rival station, is also petitioning Federal Communications Commission for permission to build a new vertical antenna and a 384-foot tower of structural steel. T. Morris Pierce, chief engineer, is working on plans which will be ready by Oct. 1. WGAR's coverage and lift intake fading in a 15-mile radius.

WBAP Adds Talent

Ft. Worth, Sept. 3. Flock of talent additions that is made at WBAP, the Star-Telegram outlet here, in a drive for new programming for the new season. Monty Mage comes in as the "Voice of the Southland" while Red Brown arrives at the "Banjo" band. Eddie Dunn, announcer-commentator on the Lightstrut Douchy show, returns now in a new character, "Mr. Lee O'Connell" and the hill-billies doubling now on WBAP and the Texas Quality hook-up.

STARS ON GUFF; TIME SOLE COST

Advertising Agencies Like Hollywood First Nights with Free Talent Delivered by Studios' P.A.'s

LUCKY STRIKE

Hollywood, Sept. 3. Advertising agencies are rapping at the local film studio publicity departments with suggestions to "co-our" in the ballyhoos of new film releases over the air. Advertising boys are attracted by the prospect of getting Hollywood stars for nothing and are more than willing to pay the time and telephone line charges for hook-ups.

Broadcast-preview cycle may be said to have taken sprout with Melvyn radio ballyhoos of "Broadway Melody of 1936." Lucky Strike stepped in and copied Paramount's "Big Broadcast of 1936."

Previewing and broadcasting of this event occurs Sept. 14, originating at the Paramount theatre here. Program will go over NBC chain with Jack Oakie, Gladys Swarthout, Joe Penner and Bing Crosby from this end and Burns and Allen, Mary Boland and Lyda Robert on from New York. Oakie will m.c. Broadcast will be a full period starting at 4 p. m. (PST).

With a number of strong pictures getting ready for preview, advertising agencies are all on the heels of the studios for client tie-ups. Paramount has completed preliminary arrangements to put on a special broadcast of the preview of "Big Broadcast of 1936" on the Lucky Strike hour Saturday (14). This is the date on which picture will be previewed in California.

Plans are going forward to have players in California, as well as Tar stars who aren't, go on the air that night from the Coast, while others will be cut in at New York. Some people who aren't in New York at present, but Burns and Allen, who's among them, can't go on to air contract, which forbids it. Jack Oakie will m.c. the special broadcast from the Coast.

Copyright Clearance Failure Jams NBC Thesaurus Library

Failure to check with its copyright department or the source of various musical numbers has placed the NBC transcription department on a dilemma, the outlets claim, that have contracted for the web's Thesaurus, or library service. After receiving the first batch of records in the service, the outlets concerned found that their performing rights license with the American Society of Composers, Authors and Publishers does not protect them on all the musical numbers.

NBC is now faced with the alternative of taking back the records and releasing these clients from their contracts or obtaining for the entire series the necessary performing rights license from the publisher, or writers whose works are not controlled by ASCAP. Many of the outlets have advised NBC that the web that the privilege of using the library service would not justify the expense of taking out the annual licenses from the performing rights combines operating outside of ASCAP.

Some such indie groups are the European Society of Stage Authors and Composers and Associated Music Publishers, Inc.

Congoin Issue May Clarify Some Jurisdictional Points on Copy

Gallup's Lectures

Dr. George Gallup, research director for the Young & Rubicam agency, will be the coming semester chairman a series of lectures on advertising at Columbia University's School of Journalism.

Guest speakers will include a couple specialists from radio, one dealing with the marketing side of the medium and the other with production.

KOMO, Flour Co. Owned, Has New Account—It's Competitive Flour Co.

Seattle, Sept. 3.

Biggest local show ever to go on KOMO, owned by Fisher Flour Mills, is that of competitor, Continental Flour Mills. Program, half-hour per week for 13 weeks, is being released over KOMO and wired to four other stations in state: KIQ, Spokane; KQW, Wenatchee; and KVOS, Bellingham. Twenty entertainers on program—15-piece orchestra, five vocalists. Jules Bufano directing.

Idea of competitor using KOMO facilities has pepped up all local programs. Show, "Musical Mannequins," which has been augmented by eight people.

NAME COSMETIC FOR GIRL ENTERTAINER

Philadelphia, Sept. 3. Lee Lawrence, who has been warbling on local sustainers for three years, gets nice commercial break next Wednesday (11) when she starts 17-week series of three 15-minute evening periods a week over KDKA. She's being sponsored by cosmetic concern that is naming product after her and giving her other build-up similar to Lady Esther. She'll have seven-piece orchestra accompaniment.

Another series by same artist starts next week over WDAS, every morning with Henry Patrick, vocalist. Accounts were handled direct.

WRVA Richmond Waxing Its Shows as Ballyhoos

Richmond, Va., Sept. 3. WRVA is recording a number of its shows for sale to other stations among its various national offices. Discs will also be made available to advertisers and agencies who inquire directly.

Among the programs being waxed are the Palladium, Virginia Varieties, and the Hottel Sisters and Jean and Jack WVA Minstrels, Maids in the Moon, Gofus Gang, Peat and Repeat and Moments in Spain.

The Baron's Son, Karl

Baltimore, Sept. 3. WRFR has acquired new announcer. He's son of late Jav Karl von Douchi, who came to this country some years ago. Announcer speaks fluent unaccented English.

However, WRFR and young von Douchi have decided that his tag is too entirely German for air identification, so for radio purposes he'll be known and announced as Karl Barron.

Washington, Sept. 3.

Showdown in the Federal Communications Commission campaign to outlaw broadcasting of programs advertising Congoin, a beverage made from Argentine maize, is due this week when officials of the Congoin Co. of Los Angeles confer with various Government agencies about the truthfulness of copy and the purity of the product.

Possibility of a three-cornered fight between the F.C.C., the Food and Drug Administration, and the Trade Commission, was seen last week following additional seizures of the beverage by drug inspectors and reports that the Trade Commission has found nothing objectionable about the advertising employed to promote the product. State Department also is standing by and may intervene in the role of peacemaker at the instance of Argentine Embassy.

Part of the general drive to clean up air advertising, F.C.C. order for detailed information about the Congoin copy precipitated a row which may go a long way toward clearing up the question of who is to decide whether advertising copy is not objectionable and in the public interest. The Government's accusations, however, already by Arthur Scharfeld, associate of Louis G. Caldwell, former Radio Commission counsel, who wrote the Commission 10 days ago that the request for data "marks a radical departure from the procedure previously followed" that the commission "has no authority to demand broadcasters submit samples of the product as well as names of retailers and distributors. Scharfeld contended that the matter is one which comes under the F.T.C. Whole situation grows out of dispute about the alleged medicinal qualities of the beverage. Coffee companies in Congoin and similar substitutes under dispute.

Trade Commish

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YANKEE DISCS TOPS ON AUSTRALIAN AIR

Sydney, Aug. 10. Dramatic transcriptions made in the United States have come to dominate that class of air fare among the Australian Broadcasting stations. Broadcasters say that they find it cheaper to import the shows from America than employ local actors.

Among the American disc series now on the Australian air are "Honey Bunch of Bunches," "Count of Jimmy Allen," "Hon. Archie and Watanabe," "Happy Valley," "Boys," "The Tale and 'Count of Monte Cristo'."

Don Davis in N. Y.

Don Davis, president of station WRVA, Kansas City, is in New York seeing the advertising agencies. Came in from vacation in Maine.

WRVA operates without a national rep believing in its own brand of salesmanship and showmanship.

Broadcasters at Capital

Washington, Sept. 3. Luther Hill, WSO, Des Moines; R. H. Taylor, KDKA, Pittsburgh; R. A. Allen, WVA, Lynchburg; James J. Uimer, KCKB, Tyler, Tex.; W. Mastin, WMB, Miami Beach; Joseph Lofice, CBS, New York; J. J. Hennessy, NBC, New York.

Topics' each week day mornings 8 o'clock, is sponsored feature by local dentist. Program is designed to give practical counsel to housewife in meeting problems submitted for discussion and answers before the mike.

Davies draws capacity houses Sunday at one of Victoria's largest auditoriums. At his Sunday night meetings he also answers questions. Davies is one of oldest veterans the air on the Pacific coast.

Trust-Bust Blast at Radio; Congressman Raps 'Arrogance' Of W Deal, License Trades

Washington, Sept. 3.

Opponents of commercial operation of the nation's broadcasting business opened up on a new front last week, demanding the Federal Communications Commission take action to prevent alleged trafficking in franchises. Additional demand was voiced for Congressional inquiry into control of broadcasting facilities and administration of the law by F. C. C.

Carrying on the fight launched by printing trade unions, Representatives Joseph P. Wacker and William J. Edwards, of Illinois, introduced a bill printed in the Congressional Record supporting his bill for government operation, lashed out at the Radio Trust and called for action to enforce provisions of the 1934 law which require licensees to exercise complete control of the mechanical equipment and the programs of the station.

Secret File

Termining leasing practice one of the most flagrant and deliberate violations of the law, Monaghan assailed bluntly that "The Federal Communications Commission and its predecessor, the Federal Radio Commission, has time and time again approved of the trafficking in licenses by members of the Radio Trust." Montana Democrat charged that the Commission had approved terms of leases, had the papers in secret files which are open to inspection only by members of the commission.

Attack centered largely around the allocation of clear-channel assignments, as Monaghan declarations that the 40 choice frequencies are reserved for two of the most powerful members of the Radio Trust, namely, the General Electric Company and the Westinghouse Electric Manufacturing Co. for the use of seven transmitters leased to NBC in order that the Radio Trust has possession of more than 35 of the most desirable frequencies.

Reviewing the individual transactions singled out for condemnation by Monaghan was the KYW deal, which Montana man was a notable illustration of the trafficking in franchises. Suggested the NBC's failure to provide Hearst with another Chicago outlet after KYW was shifted back to the second zone might explain the ease with which Hearst interests acquired WBAL, Baltimore, last year.

Arrogance

F. C. C. was hauled over the coals for approving one of the most outrageous examples of the arrogance displayed by the Power and Radio Trust interests. Citing the case of sublease of KYW facilities to the owners and operators of the Columbia Broadcasting System's station in Philadelphia, the bill charged that Leon Levy, who are co-ops, directors and big stockholders in the Columbia Broadcasting System and brothers-in-law of William S. Paley, Monaghan said this tie-up was an example of the close interlocking connection between two principal competitors in the broadcasting field.

Another deal which was severely criticized was the lease of WMAA, New York. Monaghan said record regarding this station showed that the station was leased to the booker Broadcasting Corp., like the Radio Trust, seems to enjoy exceedingly powerful control over the station.

Effects of radio on printing trades unions and on small-town newspapers was brought out by Monaghan in the appeal for support of his government-control legislation, while the trust was accused of defying public interest by its control of the ship and exerting undesirable influence at Washington.

Atwater Kent Casting

Personnel for Atwater Kent's fall season, starting Sept. 18, over CBS still hanging fire, with B. B. D. & Co. agency trying this week to settle on details. Jessica Dragonette is the initial guest star, but the ensuing names haven't been picked as yet.

Lucas Shaw is also open, though Josef Pasternack, who's done the job in the past, may be retained. He's out on the Coast at present.

KNOW, Austin, Texas, now operating with a new 'high fidelity' transmitter.

Radio Chatter

(Continued from page 41)

cently on NBC red network program broadcast from Asheville, with Lamar Stringfield conducting.

James Thompson has been assigned to cover autumn regional football contests for WFBC, Greenville. Bill Gaines of the Greenville News will assist him.

Mrs. Jamie W. Melver (wife of WJL) will announce advertising matter deal August 28 at home of brother, Dr. John H. Marshall, New Kensington, Pa.

Royal Quartet (Alonso Thompson, J. B. King, T. Thompson, and Z. T. Royal) back at WFBC after Manhattan wax recording date.

Ohio

WGAR, Cleveland, children's hour being hyped Sept. 7 by addition of Ida Smith, left address formerly of WJL, New York City. She will collaborate with Wayne Mack in staging a new type of 30-minute juke box show for alternate Saturdays.

George H. Moore, commercial manager of WKCY, Cincinnati, will return to duty after the first frost in the home state.

J. B. King, T. Thompson, and Z. T. Royal back at WFBC after Manhattan wax recording date.

Jeannette Fuller, sec. to L. B. Wilson, press of WKCY, Cincinnati, is visiting in New York.

Joseph (Bill) Williams, ex-screen actor in production and radio since 1934, will be on WJL production staff of WLW, Cincinnati.

Harrick Catterall, formerly news service reporter in Cleveland, in publicity director of WJAX.

Request of American Broadcasting Corp. of Ohio to establish a station in Cleveland turned down by Federal Communications Commission.

Ray Henricka, new tenor in Ben Benjamins' orchestra, KECO Palace, Cleveland. Replaces Frank Price, who got married in Hollywood.

Hal Shubert, the original Abbie in 'Abbie's Irish Rose' and ex-production manager of WJNS, opening new station in Cleveland.

Patricello, trumpeter, now studying in John S. Rabinowitz's studio. WJAX's staff band as arranger.

Utah

Sir Malcolm Campbell interviewed by Ed Rogers and KJZZ. Texas Radio Open/Judges listed to 260 auditions over KJZZ. Finally selected: Camille and Don Corey, victors. Duo will appear on Eddy Duchin's program Tuesday (4).

'Saturday Night' in Sheepfold new program on KSL. Seth Parker, nature writer, to join Spry, nozzie and Harry Clarke.

Charlie Chan players auditioned at KJZZ.

'Good Morning, Judge' series being resumed on KSL.

KJZZ remodeled its Kangaroo Club kids' hour, studio. Center of attraction is a stuffed kangaroo purchased by members of the club.

Craig Rogers new at KJZZ.

Massachusetts

Allice Russell, former secretary to the late Will Dodge, and well-known in local music has joined staff of WEEI, Boston, as hostess.

'Coastmaster' to a bandmaster? WEEI, Boston, has hired a new band leader, Leavitt, newest WEEI, Boston, bridge. Leavitt also given an electric clock by the studio manager.

Deven Devo, of WEEI, Boston, publicity department set some kind of record over Labor Day weekend by attending four different weddings.

Sylvia (Wilkins) Winters back at the WEEI, Boston, mix next week with her New England-Foodies.

'Jack and Bill' the Twin Twippers assigned to new Thursday time slot (4) WEEI, Boston.

Carol Lenore Wolfe, soprano pianist, and winner of a Paul Robeson award, will appear on her new WEEI, Boston, Sept. 13.

WJAX, Boston. Besides Joe Grant as a new announcer has announced Alton Redmond, formerly of WJAX, Alton has recuperating after a six months' siege in the hospital.

Trenley Schultz, Musical Director and announcer of WJAX left this station to connect with radio new-

cast air station, WCOB, Boston. To fill this vacancy is Harrison Flint, organist at the Boston Chamber of Commerce, and at times filled in on various occasions at WJAX.

Roy Adams, Boston, confederate organist for WJAX, Boston, to succeed Stanley Schultz whose new address at WJAX, Boston, is 100 State St.

Lloyd Dennis, Program Director of WJAX, Boston, at work after hurried trip to Jersey City, where his aunt passed away.

A. J. Pote, Managing Director, and W. S. Pote, Production Manager, of WJAX, Boston, confederate organist for WJAX, Boston, to succeed Stanley Schultz whose new address at WJAX, Boston, is 100 State St.

Walter Biddick-Free and Steininger, radio representatives, have been named exclusive agents in the eleven western states for KMGD, Medford, Oregon.

Oregon

KGW and KEX, Portland, have issued a new type of 30-minute juke box show for alternate Saturdays.

George H. Moore, commercial manager of WKCY, Cincinnati, will return to duty after the first frost in the home state.

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Illinois

Uimer Turner tripping from his Herald-Examiner column to WGN, Chicago, to appear on 'The Big Show'.

Nag tagged Pierre Andri thunders home by wide margin at Lincoln Field and paid off in the millions.

Quila Ryan getting in his hay this year.

Young readying still another studio for RCA Victor recording in the Merchandise Mart.

John S. Rabinowitz, now in Chi with the NBC press department.

Pat Farmer, and Boy Friends doubling between Evans and the Dodge program.

Two successive songs at the Fred Astaire and Ginger Rogers show, playing the State-Lake theatre.

Stated in first year that the unit was carried over to the second year, was denied by the press agent for the show. They said that they were told to be warned that they were amateurs and that he would confine his show to the work to other theatres.

New York

Practically all of the Mutual staff is under order to listen in on the on-ton Cough's air debut tonight (4) over WOR, New York, as maestro is to broadcast on 30 minutes.

Kolin D. Hager, WGY manager, browning up at a New England school, is to be transferred to WGY, New York, as a radio engineer.

Chester D. Vedder, WGY announcer, at the mile for supper, played WGR, Buffalo, and speakers at the Institute of Human Relations, New York, last week.

WGY technician named the pickup.

Five New York, NBC, musical variety show, is to be resumed in Oct. and short-waved to Englewood, N.Y., Buffalo, and slated for St. Sunday morning airings at 11:45.

New York, N.Y., is installing a new master control board. Jack People, chief engineer, and Ray Lyon, development engineer, in charge. Main purpose for the new board will be to transmit and receive of programs from Mutual.

Lowell MacMillan, WHAM sports spider, visited WGR, Buffalo, and played a local match, last week.

Maxwell Hale, formerly of WJAX, Cleveland, is to be on program and announcing staff.

Edwin Shaw, formerly of the Buffalo Symphony Orchestra (EBO), organizing 'Continental String Quartet' for WGY, Buffalo, last week.

Peter de Rose and May Singh Breen changing their style after many years.

Parkes Jolley directing new WOR-WKDB symphonic chorus,

FCC's Washington Docket

Washington, Sept. 3.

Grants and Applications

Construction of one new transmitter was approved last week by the Federal Communications Commission as applications for two other stations were turned down on recommendation of examiners.

Following recommendations of Examiner R. H. Hyde, broadcast division sanctioned plans of Dr. William J. Reynolds and William J. Reynolds, Jr., to erect a 100 watt station at Selma, Ala., station will be 100 kc. License-seekers who were turned down are Carl C. Struble, The Dallas, Ore., who applied for permission to build a 100-watt station with 1200 kc, and F. L. Whitesell, Forty Fort, Penn., who wanted a 500 watt station on 210.

Transfer of license of WTAQ from the Gillette Rubber Co., Eau Claire, Wis., to WHBY, Inc., favorably reported recently by Examiner George H. Hill, was okay by the broadcast division. Approving plan for eventual sale of WHBY, Commission granted consent for change of studio and transmitter sites from Eau Claire to Green Bay.

KSO Power Titled

Reconsidering previous action, Commission affirmed grant of increased power for WIP, Philadelphia, allowing station to go from 500 to 1 kw following withdrawal of protests filed by WICC, Bridgeport, Conn., and WCAO, Baltimore. In similar manner, Commission gave approval to the construction of a new 100 watt station at Roseburg, Ore., which will operate on 1500 and be owned by the Southern Oregon Publishing Co. Previous grant of increased power for KSO, Des Moines, was affirmed, allowing station to use 500 watts night and 1 kw day regularly instead of on an experimental basis.

Levy's Squawk

Approval of a new station at Rockville, Md., planned by the Monocacy Federal Communications Commission was withdrawn last week by WCAU, Philadelphia. Hearing was ordered on the application for a construction permit for the transmitter, which would operate days on 1140 with 500 watts.

Headings were called on four renewal license requests, while 11 stations were given 30-day renewals and present franchises of five stations were continued on temporary basis.

The renewal applications listed for hearing are those of KOFQ, Oklahoma City; KGO, Wichita Falls, Tex.; KPAK, Lincoln, Neb.; KFRU, Columbia, Mo.; KEBH and KELLW, Los Angeles; WIP, Philadelphia, and WIBW, Topeka, Kan. Temporary renewals were issued to KFRC, San Francisco; KTVB, Hamack, N. D.; WMMN, Fairmont, W. Va.; WOS, Jefferson City, Mo., and WTMJ, Milwaukee, which have other applications hanging fire. Extensions of present tickets until Oct. 1 were granted to KFQD, Anchorage, Alaska; WQAN, Scranton, Penn.; WLBZ, Bangor, Me.; WJZZ, Trenton, N. J., and WJZZ, Trenton, N. J.

Applications set for hearing included: WMC, Memphis, Tenn., increase daytime power from 2 1/2 to 5 kw; The Lifebuilders, Fort Worth, Tex., increase daytime power from 2 1/2 to 5 kw; Fergus Falls, Minn., shift from 1230 to 430 kc and increase power from 100 to 100 watts night and 250 watts day to 250 watts night and day; WOPI, Bristol, Tenn., increase day power from 100 to 250 watts.

Seek New Ones

The following new applications were filed during the week: WJBN, Petter, Saginaw, Mich., new station on 810 with 1 kw days; WSGN, Birmingham, Ala., change frequency from 1310 to 590 kc and increase power from 100 watts night and 250 watts day to 1 kw; WEAN, Providence, R. I., increase power from 500 to 1 kw; Benavides School District, Benavides, Tex., new station on 1310 kc with 100 watts days; KGFJ, Shawnee, Okla., increase daytime power from 100 to 250 watts; KMO, Tacoma, Wash., increase power from 250 to 500 watts; WJMM, Anderson, S. C., change frequency from 1290 to 590 kc and increase power from 100 watts to 250 watts night and 1 kw day; WCAE, Pittsburgh, increase day power; WIRL, Indianapolis, Ind., increase power from 500 watts to 1 kw; WJZZ, Trenton, N. J., increase power from 100 to 250 watts; WJZZ, Trenton, N. J., increase power from 100 to 250 watts; WJZZ, Trenton, N. J., increase power from 100 to 250 watts.

Examiners Reports

Construction of two new stations was recommended to the F. C. C. last week by Examiners P. W. Seward and Melvin H. Dalberg in reports on applications of Charles W. Seward, Wichita, Kan., and Connecticut Valley Broadcasting Co., Springfield, Mass.

Springfield station, which is to operate limited hours on the 1140 channel with 500 watts, will be built by three Westinghouse employees who have been active in radio for years. Springfield station, which is to operate limited hours on the 1140 channel with 500 watts, will be built by three Westinghouse employees who have been active in radio for years.

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Sponsors—Agencies

Hathaway Bakeries of Cambridge, Mass., debuts a 13-week minute announcement campaign in that area Sept. 15. Stations with whom the business has been placed by J. Walter Thompson are WEAN, Providence; WEEL, Boston; WEZ-WJZZ, Boston-Springfield, and WTGZ, Worcester.

Roger & Gallet, soap and cosmetic maker, makes its debut in network radio Oct. 25 with a 15-minute program framed around Bob Crosby and band, 10-11 (WJZ) blue link. Marschalk & Pratt is the agency.

Iackett-Sample-Hummert handling Just Plain Bill for American Home Products (Kolynos) which begins Sept. 30 over CBS. Had account of same company presenting 'Mrs. Wiggs of the Cabbage Patch' on 11 stations also.

Ruthrauff & Ryan in charge of Buck Rogers serial for Coconaut radio, Sept. 30 over CBS. On Monday to Thursday at 6 p.m.

William Ertz agency directing Camel Caravan which begins Oct. 1 with Glen Gray, Walter O'Keefe, Deane Janis and Ted Husing. Eighty-seven CBS stations to present it.

Dorland International, Inc., in charge of Justin Haynes series starting Sept. 23 over WJZ, presenting The Charlottea. Thrice weekly at 6:35 p.m. EDST.

Philip Palmer, Chicago, handling Pinex program, down to start Oct. 20 over WJZ and network.

Leonard Freeman has started his own radio advertising agency to be known as Leonard Jay Freeman Associates, Inc.

Florence Range and Oli Burner Company of Massachusetts is now sponsoring over WGY, Schenectady, a once-weekly quarter-hour spot featuring Robert Hood Showers Band, electroed.

Hardwick and Magee have signed 13 week contract with WFIL, Philadelphia, for weekly 15-minute musical program with Wilbur Evans. Program will be built around Oriental atmosphere idea, with narrator splicing history of oriental rugs, sponsor's product. Alexander Schmidt's string orchestra will provide accompaniment. Arranged by Feigenbaum agency.

Grossman Furniture store has doubled its spot announcement placement over WHOM, Jersey City, raising number of brief announcements from 40 to 80. Handled by Bass & Schillin.

Biedol Co., New York, will present 'Everett Marshall's Broadway Varieties' 22 times, beginning Sept. 18 and concluding Feb. 19, 1936. Placed by Blackett-Sample & Hummert, Inc. CBS.

Harvester Cigar show over CBS on Sept. 12 includes Teddy Bergman, Jack Arthur and Audrey March, and featuring the Rhythm Girls and Victor Arden's orchestra. To be broadcast at 9 p.m. EDST. Consolidated Cigar Corp. sponsoring.

'**Mystery Flash**,' five-minute dramatic show which did 125 performances last season, again set on WKBW, Buffalo, five nights weekly, 10-11, beginning next month. Yates-Lehigh Coal, sponsoring. Addison-Vars account.

Bob Crosby plus orchestra airs for Rogers & Gallet (parfum) starting Oct. 5 over WJZ. It'll be a quarter hour spot scheduled at 8:15 p.m.

Marschalk & Pratt agency handling.

Carlsbad Sprudel Salts is placing its three orchestra series, Freddie Miller, Dick Newton and Harold Sherman, according to the popularity of the name in a particular community. Each has turned out 28 quarter-hour transcriptions. Contracts have already been placed with 15 stations. It is figured to use between 125 and 150 stations eventually. Kieseewetter is the agency.

Gude's Pepto - Mangan has switched to the Brook-Smith & French agency and is planning on an extensive spot campaign.

FAST WORK AT WFIL

Use Amateur Shortwaves for Shipwreck News

Philadelphia, Sept. 3. WFIL resorted to a tleup today (Tuesday) with the Amateur Radio Relay League and WIOD, Miami, for a direct bulletin collections today (3) on the hurricane lashing Florida and the rescue of the S. S. Dixie, aground on a reef off the Florida Keys. Through Jack Wagenseil, the ARRL's communications mgr. of Eastern Pennsylvania, WFIL obtained the frequencies of Florida's amateur operators and as the station's engineer at the transmitter site decoded the amateurs' short-wave messages they were relayed to WFIL listeners.

Earlier in the day WFIL had contacted Jesse Jay, WIOD manager, and arranged to have him wire the latest reports it received from the Florida station had a shortwave connection. Combination of amateur relays and the WIOD edge resulted in WFIL's getting the edge during the day over the bulletins fed the other local stations by the regular news services.

Scotch Twist

Jeff Kiley, newspaperman, scenarist and Paris boulevardier, is of the opinion that the Ethiopian ruler has a streak of Scotch in him and so he's written a theme song that he would like to dispose of to the sponsor of a broadcast series from the war area.

Title of Kelly's theme is 'I Love Selassie.'

Little House's Fate Decision Due Soon

Fate of America's Little House, at 39th and Park, which CBS has been ballyhooing for the past several months, is undecided as closing date for the model is Nov. 4. Place was erected jointly by the network and Better Homes Committee as a commercial stimulant.

For a time CBS aired several of its domestic commercial accounts from the miniature studio at the house, but for past few months all programs emanating from there have been sustainers.

Television Models and Literature Barred from London Radio Show

Card Rates Are Card Rates

London, Aug. 27.

Television models were rigorously excluded from the annual radio show held last week at Olympia Hall, London. So much did the Radio Manufacturers Association desire to keep distracting television factors out of the show that even the distribution of pamphlets dealing with the seer-hair innovation was not permitted. Despite the whoopla put over in the British press the radio show was pretty dull and served to dramatize the failure of British factories to produce new models of receivers calculated to stimulate sales. Of some 2,500 sets on view, less than 50, for example, had shortwave circuit. Britain notably lags behind the American market in this respect.

Max Halperin's 2nd Unit

San Antonio, Sept. 3. Artist bureau of WFAA, Dallas, is lining up a second tour of station talent, first unit having met with success in 10 Interstate theatres, which booked it.

In the meantime, Max Halperin, who pilots the station's bureau, is in Chi. looking around.

Vivienne Segal's contract with Bayer Aspirin's Album of Familiar Music (NBC) has been extended indefinitely.

On the Air,
as in the Air

Showmanship

holds the crowds!

Showmanship of the sort which gave NBC Networks the 1935 Winners in every program classification on a nationwide poll.

Showmanship wins and holds the crowds—in the breathless "delayed opening" parachute jump, or the carefully built radio program. Showmanship delivers the entertainment the whole world wants—thrills, laughter, tears, romance. Without them, there is no entertainment, no audience.

Showmanship has made the programs on NBC Networks the outstanding entertainment of radio since 1926. Day in, day out, sponsored and sustaining programs on NBC attract the greatest air audience in the world—an audience which recently cast 1,250,000 votes to elect six programs and artists as the Radio Winners for 1935. Every winner was a program feature on NBC. Each an outstanding example of the showmanship —of agency, advertiser and NBC—which has kept America's pioneer broadcasting organization pre-eminent.

NATIONAL BROADCASTING CO., INC.

A Radio Corporation of America Subsidiary

NEW YORK • CHICAGO • WASHINGTON • SAN FRANCISCO



COMMERCIALS

WEEK OF SEPT. 4-10
(ALL TIME IS EDT)

This Department lists sponsored programs on the NBC, CBS, and Mutual networks arranged alphabetically under the advertiser's name. All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

ACME PAINTS
6:30-8:30 WABC
Smiling McIntosh
"Hart, H. & McD."
A & P
6-7 WJEF
Harry Horlick
Jan Peerce
Paris & Peart

COLUMBIA ARTISTS BUREAU
PRESENTS

LITTLE JAC & LITTLE
And His Original Columbia
Broadcasting Orchestra
AUG. 26 TO SEPT. 8
RICE HOTEL
HOUSTON, TEXAS
Broadcasting Daily for
Niagara Hudson Electric
Light and Power Co.
ALSO ON COLUMBIA RECORDS

REED LAWTON
"The Carlsbad Cavalier"
AND HIS MUSIC
Mon., Tues. at 11:30 A.M.
WOR
Carlsbad (Sprudel)
Program
Personal Representatives
E. MARION GRIMES and
JACK TATON
270 Park Avenue, New York

BENARY
"The Carlsbad Cavalier"
AND HIS MUSIC
Mon., Tues. at 11:30 A.M.
WOR
Carlsbad (Sprudel)
Program
Personal Representatives
E. MARION GRIMES and
JACK TATON
270 Park Avenue, New York

ABE LAMMAN
AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WABC—Tuesday, 8:30 to 9 P.M., DST
(Phillips Station)
WEAF—Friday, 6 to 9:30 P.M., DST
(Phillips Station)

ALEX HEE
musical director
WHN new york
THE VIRGINIANS
Radio's Best All-Around Colored Quartet
MUTUAL NETWORK
Thursday, 10:30 P.M., EDT
Management MARY L. SHANK

THE VIRGINIANS
Radio's Best All-Around Colored Quartet
MUTUAL NETWORK
Thursday, 10:30 P.M., EDT
Management MARY L. SHANK

11:45-Mon. to Fri.
WOR
(Huguley)
"Gold Medal Minstrel"
"Hart, H. & McD."
Arthur Stone
Denny Dunne
Jack & Helen
Don Brown
11:45-Mon. to Fri.
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Don Brown
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"Ivory Soap"

WJZ Moving Tower?
NBC may move its WJZ (New York) transmitter from Boundbrook, N. J., to a spot in Westchester County, N. Y.
Shift of the WJZ transmitter would not only radically revise the station's clarity of signal in various sections of New York City but help to give WJZ, the NBC-blue line's Philadelphia affiliate, a break. WJZ has a strong signal at the present time in the latter city.

Fitch Stays NBC as Is
Chicago, Sept. 3.
Difficulties on the new contract for Fitch have finally been straightened out, and in such a manner that the new deal is exactly the same as the former arrangement, both as to time and talent.
Will continue with the Ranch Boys & Morin Sisters on present outlets and period.

JOHNNY AUGUSTINE
+ His Music
Featured on
"MARTY MAYTIME"
THURSDAYS, 9:30 P.M. EDT
Coast-to-Coast Columbia Network

"LITTLE" JACKIE HEILER
The Old Maestro's Radio Sensation
NBC NETWORKS
Mon., Tues., Wed., Fri., and Sat.
(Red and Blue Chais)
Week Aug. 30, HEADLINING
Lew's State, New York
Sole Direction HERMAN BERNIE
1818 Broadway, New York

"AL" SHALEY
Radio's Ambassador of Song
EVERY SUNDAY
WOR
12:30 to 1 P.M.
FOR
ANSONIA SHOES
Foot Tappers for Footstep Paces

JACQUES FRAY
AND HIS ORCHESTRA
EVERY SUNDAY
6:30-7 P.M. EDT
WEAF
Management
NBC

MARY SALTER
Musical Director
N B C
Buffalo, Sept. 3.
VREN will inaugurate an amateur hour for kids on Sept. 8. It's a Sunday morning spot, 10:30. Gene Gordon's Chautauqua circuit entertainer and magician, will m.c. Hope to get co-operation of school department in scouting talent.

VAUGHN DE LEATH
MON., WED., THUR., 3:30-3:45 P.M.
WJZ—NBC COAST-TO-COAST
Personel Mgt. HERMAN BERNIE
MCA Division

RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

Outstanding Stunts

'THE MIXING SPOON'
UNO WOOL
WXYZ, DETROIT

'MASQUERADE'
IMPERSONATIONS
PROGRAM
CBS, NEW YORK

WXYZ's Mixing Spoon

Something new in these parts. "The Mixing Spoon" on WXYZ is drawing a lot of attention from Detroit and suburban housewives. The daily half-hour program, conducted by the station's housewife, Miss Una Wood, is also tied to the Michigan Radio Network as a sustainer.

Highlight of setup is special electric kitchen studio in downtown store, where 100 women are able to watch actual preparation of food while recipes are broadcast step by step. Eighty salesmen, scattered throughout the city and vicinity, ex-

tend special invitations to women to become part of the visible audience.

Selection of assistants from the sponsors in helping prepare the food makes a big hit with the women.

To correct faults of most food-hunt programs, only one recipe is given and actually carried out day in the half-hour broadcast, thus giving listeners time to visualize or do down salient points of each recipe.

From time to time, chefs of the big downtown hotels are guests and outline their famous dishes. Store, which handles electric appliances, gets benefit of advertising for its part in program.

No sponsor at present, but food manufacturers are being lined up.

CBS' Impersonations Stunt
New York City.

Columbia put over a novelty program which will illustrate the resources and resourcefulness of its radio stars and artists departments last Thursday (22). An hour-long sustainer composed entirely of impersonations of famous radio personalities. It is listed as an outstanding stunt because of the slickness of the job and the showmanship of its conception.

Program is reviewed in detail under Radio Reports elsewhere in VARIETY.

How To Go Through College
Davenport, Ia.

Voss brothers, manufacturers of washing machines, used WOC in a three week promotional program (15-21), with 22 radio stars to Drake U. in Des Moines for an essay on "What is the advantage of owning a Voss Diamond washer?" Ed Pallen, publicity director of WOC, used a trio of girls and acquaintances in putting over the program.

Designed to appeal to the elders through the young folks, the program, with all program peppy and favorable, plenty of comment and favorable in that the old folks are being taken in through the youngsters. Not much and, except the washer, but plenty about the scholarships and then the blubs about dealers, here and there, everywhere throughout the state.

Station's G-Men Tie-In
Dayton, O.

WHIO plugged Chevrolet's "G Men" program with show window displays of automatic shotguns, machine guns, brass knuckles and an assortment of pistols taken from prisoners by the Dayton Police Department. Also in display were picture badges which had been pierced by gangster bullets, killing the officers. Included in the display were pictures taken of John Dillinger during his capture in Dayton, which preceded his break from the Latta Jail.

KNX's Promotional Job
Los Angeles.

Latest promotional job turned out by KNX contains in loose-leaf and folder in a mass of info about the station's signal strength for both day and night, mail break-down for some 30 programs, popularity surveys showing listening habits at specific hours of the day and night and "case histories" of daytime and night time sponsors. Each history tells the time used, the offer, the period of the survey, the amount of mail and where it came from.

There is also an analysis of KNX's audience, both day and night, showing auto and radio ownership, income bracketship and average persons per family.

Autograph Books as Bait
Philadelphia.

Since it moved into new quarters, WDAS has been angling for visitors eye handsome autograph books. Latest come-in is free album for autograph hour-long program, including their pre. Listeners can now come into studio, receive book and collect beautiful John Hancock's spot.

Station is about to add autograph pictures to bait for visitors.

Aides for Parents Only
Portland, Ore.

Van Fleming, who reads the Sunday Oregonian funnies over KEX, decided to encourage his young and large audience to become cartoonists themselves by offering prizes for the best cartoons sent in each week. Many and varied were the responses, ranging from the rudimentary scribbles of tots to some very finished drawings from older youngsters. Prizes were a scout like for the boys and a camera for the girls.

Large audience of both grown-ups and children come to the studio to witness the early morning State House-up setting. Van took out of some of the more sophisticated remarks Uncle Van throws in for their benefit and got kids liking the action portrayal of

STATION PORTRAIT

WSJS, Winston-Salem, N. C.

WSJS celebrated its fifth birthday on April 17 and its third anniversary as a CBS affiliate on June 28. Norris L. O'Neill is manager of the station and has held the post since it was established, having formerly been controller with business office of Winston-Salem Journal, owner of the station. O'Neill responsible for several unique radio programs which have become fixtures of station. Worked up kiddies' party eight years ago for Bell Bakery limited to children under ten years. It's a spontaneous program. Each child is allowed to sing, play or recite without rehearsal.

Station also has several annual outdoor sports programs which have become standard. During fall, each year announcer takes radio audience over entire state grounds to watch high school basketball ball tournament is also an annual sustainer. Atvarious times during the year services each year at sunrise has followers over entire North Carolina. Moravians have refused to allow any exploitation of services, but WSJS broke the ice and services have been broadcast for past five years. Moravians furnishing a minister to describe the services and give background and origin of unique services in 1732.

WSJS is the staff of ten and O'Neill has a waff-tet to aid in operation.

the strips. On the air a year and increasingly popular. Fleming takes the strips and sound effects and reads them over the radio. Theme records for each comic identify the strip and give the youngsters time to turn the page. Agitated music for Dick Tracy, weird music for Buck Rogers, etc.

Sometimes incongruous sound effects are used. The kids get a big kick out of this. After the ring is over, which takes about 35 minutes, Van Fleming has some of the younger visitors up to the microphone, read their names and age and say hello to mother or dad. This act has made a fond mama-cia over Van.

Music For Sports Idea
Philadelphia.

Ira Walsh's sport alining over WDAS will now have musical accompaniment by the station's orchestra. Proper mood for type of event being broadcast.

Idea will probably call for "Merry Widow" for boxing bouts, "Over the Waves" for skating, "Hearts and Flowers" for wrestling matches, "Anvil Chorus" for field events in track.

Fanfare will introduce program and musical background will describe the when it will enhance description. Program is nightly.

Seattle Salmon Derby
Seattle.

Greatest salt water sport in the Pacific Northwest is the salmon derby. Last Sunday (Sept. 1) the nation was apprised of that through a national television broadcast over KOMO when the finals were broadcast off in the big Seattle Salmon Derby.

Anties of the fishermen, who have qualified as finalists by catching big ones within the past two months, in trying to haul in still bigger ones, were described, eloquently, on the air by four KOMO announcers, headed by Hal Wolf. Two broadcasts were given. The first consisted of 25 minutes of descriptions of the fishermen in action as they troled from their rowboats.

Second program, three hours later, described the presenting of awards to the winners, those who shared the largest salmon. On this one, winners, judges, announcers, everyone spoke of the mikes-everyone but the fish.

KROW, Oakland, Enterprise
Oakland, Cal.

KROW, 1000-watt independent station with studios in Oakland and San Francisco, has adopted an aggressive policy and is making a bid to draw listeners attention away from the network stations.

Station inaugurated a state history class on air a year ago in conjunction with the schools of Alameda, an adjacent town, and the State Department of Education. Program very successful and will be continued this year. It will get a lot of sugar-coated history.

Many radio-equipped schools have indicated their approval.

Only fly in the w.k. ointment is that Shell Oil is interested and may put program on NBC coast network. KROW is working on an arrangement to have program either originating in or broadcast from its studio along with the rest of network programming, but has not yet made precedents along this line.

Idea was brain-child of Scott Weasley, labor and radio editor, being produced by Norman Field from legit.

Station has also effected tie-in with VFW and will broadcast address by James M. Zandt, national commander-in-chief of the VFW, tomorrow (5th). V.F.W. is sending out every day in the month of California and Nevada plugging the program and station.

KROW is putting words to Stockton for Admission Day celebration there (9) and to Lodi for Wine Festival (15th).

Trans-Radio is exclusive with KROW, who present four fifteen minute bulletins daily in addition to hourly flashes. Station takes space for labor and radio papers to ballboy service.

Duke Chamberlin, continuity editor, has to assign work to announcer. In order that Weakley may devote more time to special broadcast, he has asked Burkhard to announce staff to replace Herb Alford in the morning. Burkhard is from KLS, Oakland.

'Telling It to the People'
Miami.

WQAM has introduced a "Telling It to the People" program which each Monday night the heads of various departments in the municipal government report their activities and answer questions about their respective jobs which have been mailed in by listeners.

Stunt comes on the heels of a WQAM radio campaign in which three city commissioners have been indicted and several county officials convicted.

Opposition As Allies
Winnipeg.

Canadian Radio Commission, CKY and Western Broadcasting Bureau, have formed, catering plenty of free space in a local daily (Free Press) through daily evening announcements being conducted for the forthcoming radio show (Sept. 16) by the sponsor, the United Land Association, in conjunction with the above named radio people.

Initial situation in that CRC is government (Conservative) owned and Free Press is a strong Liberal paper. CKY also state owned, parliament being a Farmer government.

Program, with double column heads, appearing urging simon-pure to step up and have a hearing. Result, material being unearthed.

'Courtsey' Staff Sponsored
Fort Worth.

A sponsor on KTAQ-Fort Worth, has relieved the station of all its "courtsey" staff by combining society, club and church announcements in a thrice weekly late afternoon program.

Shur-Fit Optical Company is the sponsor.

KSL's Mobile Short Waver
Salt Lake City.

Newest facilities added to KSL's 50,000-watt station, include a 200-watt mobile short wave transmitter, fully licensed for operation. Unit will be used for the first time Monday (2) when communications reporting the progress of Sir Malcolm Campbell's attempt to drive 300 miles an hour, will be transmitted to the KSL studios, then rebroadcast.

Transmitter will be used for timely happenings in Salt Lake City, Utah and Intermountain region.

Traffic Jam Service
Newark.

To help the automobilizing bycatching to New York by way of Jersey Labor Day evening, WOR, Newark, broadcast half hour of traffic jamming him what roads were congested with traffic and what routes he could take to avoid it. Info was gained from the New Jersey State Police.

Stunt made page one of the next morning's (3) New York Herald-Tribune.

WFAA House Organ
San Antonio.

WFAA, Dallas outlet for NBC and Greater Quality Network, is producing a monthly pamphlet boosting station's facilities and listing advertisers exclusively of WFAA announcements. Station handled 60 such accounts last month with each carrying sponsor's name, product and agency.

Corpus Delicti on Air
New York City.

Ed Smith, conductor of the "Inquiring Mike" series for WINS, has completed a book which he will recite the week of Sept. 12.

Idea is to bring Mike into the recite of one of the city's busiest hospitals and let all that transpires during the half hour period be a time of murder, accident, etc., to be aired for edification of

listeners. Site as yet uncertain depending on the willingness of the hospital and it's traffic. Logical selection as "Flower, Harlem or Bellevue hospital."

WHEC Gives Victims Warning
Rochester, N. Y.

Station WHEC, Rochester, is trying the inquiring reporter stunt for the first time here over air in a program sponsored by People's Outfitting Co., Thursday nights. Gunner, Wileg station manager, and Harry Lelrinn of the staff take their microphone to hotels, theatres and other points where people congregate and ask questions on the AAA, VFA, soldier bonus, etc.

Victims are given a few minutes warning to get their thoughts arranged and occasional nervous ones and the necessary touch of reality.

\$1 a Pound for Beer Cans
Memphis.

Battle of beer bottle caps has now reached the point where the distributors are paying for caps turned in. Paved by the success of a WMC client who has been giving away mail order excursion trips for 14 pounds of caps, a competitive beer distributor is making it a week-end trip to a northern state for every 12 pounds of bottle caps.

If the cap collector doesn't want to take the trip, the latter distributor will pay \$1 for each pound of caps brought to the plant.

ARTHUR BORAN

RADIO'S MOST
VERSATILE ENTERTAINER

PRESENTING HIS NOTED
IMPERSONATIONS

Chicago Theatre

Chicago, Ill., Week Sept. 6
DR. WILLIAM MORRIS AGENCY

GEORGE GIVOT

WARFIELD
SAN FRANCISCO

Solo Management

HERMAN BERNIE

1010 Broadway

LEON DELASO

And His ORCHESTRA

CENTINENTAL CLUB,
HOLLYWOOD, CALIF.

CBS NETWORK

Solo Direction, HERMAN BERNIE

1010 Broadway, New York

GRACE RAPPE

OFFERING SOON

NEW "GEORGE WHITE'S
SCANDALS"

Solo Direction, HERMAN BERNIE,

1010 Broadway, New York

AL GOODMAN

And His ORCHESTRA

PALMOLIVE BEAUTY BOX

EVERY FRIDAY, WJZ

7 P. M., EST, 7:30 P. M., EST, NBC

Lehn and Fink Hour

Sundays at 8 P. M., WAEC-CBS

COAST-TO-COAST

RAY NOBLE
RAINBOW ROOM
Radio City, New York
WEAF
10:30-11 P. M., DST
Wednesday
COTY
AND HIS ORCHESTRA

EXCLUSIVE MANAGEMENT
ROCKWELL O'KEEFE INC.
WILLIAM MORRIS AGENCY

BING CROBER
Paramount
Pictures

EXCLUSIVE MANAGEMENT
ROCKWELL O'KEEFE INC.

Victor Young
SHELL
OIL
SATURDAYS
WEAF
10:30-10:50 P. M.
DST
AND HIS ORCHESTRA

EXCLUSIVE MANAGEMENT
ROCKWELL O'KEEFE INC.

BARRY McKINLEY
Sixtieth
Week
P. & G. Camay
"DEARIE'S COME"
THIS
SATURDAY
10:30-11 P. M., DST
WEAF
Tuesdays
AND HIS ORCHESTRA

EXCLUSIVE MANAGEMENT
ROCKWELL O'KEEFE INC.

AL DONAHUE
SANDS
POINT
LONG
ISLAND
AND HIS ORCHESTRA

EXCLUSIVE MANAGEMENT
ROCKWELL O'KEEFE INC.

AL DONAHUE
SANDS
POINT
LONG
ISLAND
AND HIS ORCHESTRA

EXCLUSIVE MANAGEMENT
ROCKWELL O'KEEFE INC.

**WEST 52D ST. THE
MONTMARTRE
OF N. Y.**

WARNER PICTURES
Direction HARRY BESTY

ROCKY MOUNTAIN HOLLERS

IRVING MILLS CONTINUING WITH TALKS

Frank Orsatti, Hollywood agent, is in New York conferring further with Irving and Jack Mills to effect a picture company tie-up. It's the first time that a music publisher has brought an agent into a proposition of this kind to effect a tie-in with a film producer.

Generally admitted that the musical accord more or less insures the average pop music publisher of top song material and invaluable plugs, with result that the muscled pubs are now hot after Hollywood tie-ins.

Mills Music, Inc. of which Jack and Irving are heads, has a valuable catalog, which Irving Mills is trying to sell to pictures. Paramount (which already has Famous Music Corp.) was reported having offered \$750,000 some time back, with the Mills holding out for \$1,000,000.

Saul H. Bornstein, v. p. and general manager of Irving Berlin, Inc. who is also a director of Columbia Pictures, and already has published both Col and RKO Radio musical numbers (including Irving Berlin's "Top Hat" music), has just returned from the coast. He is preparing to set up a special subsidy to produce picture songs for Radio and Col films.

Some of the Mills publications of the Ellington, Calloway and kindred type numbers may also be individually sold to Metro for production rights.

Hollywood, Sept. 3.

Frank Orsatti left here to plane Thursday (29) for New York to sit in on conferences with Irving Mills and Nick Schenck on the deal by which Metro will align itself with Mills Music Corp. for publication of studio numbers. Orsatti arranged the deal.

Mills will also confer with Herman Starr of the Warner music affairs and Joe Markowitz, who handles music publication for 20th-Fox.

OLMAN NAME STICKS ON ROBBINS TAKEOVER

Robbins Music Corp.'s takeover of Olman Music Corp. will continue under that name. The 20th Century Music Corp. idea hasn't jelled, as Sam Fox's subsid, Movietone Music, has a long contract with Fox Film, which automatically gives Fox the rights in the 20th Century Music rights through the Zanuck-Schenck merger with Fox.

Robbins has some individual Zanuck pictures which will be assigned to the Olman catalog, notably "The Millionaire" and "The Sign of the Cross." Robbins effected deals for Zanuck's UA-20th releases, this association dating back some years. A. Olman will direct his firm, which moves into Radio City. Jack Bregman, general manager of Robbins Music (Jack Robbins is headquartered on the Metro lot in Culver City) is signing the lease this week.

FAIORAMA'S NEW BOSS

Schenectady, N. Y., Sept. 3. Chicago's Fairorama, a scheduled night spot which has had several changes of management since its opening about two years ago, came under the sponsorship of Pink Palmer last week.

Ernie Dell's orchestra hooked, with four show stars, including Bert and Lutz, Freddie Dale, Patry Shaw, Lady Godiva and a line of 12.

Ann Ronell will write the theme for "Captain January" at 20th-Fox.

Propper and Pirschner in New Cleve. Nitory Feud

Cleveland, Sept. 3.

Harry Propper and Herman Pirschner are fighting for the dubious honor of building largest cabaret in Cleveland, with results calculated to shake up the night club field.

Pirschner, operator of suburban Alpine Shore Club, is taking over two floors in a downtown office building for his Tyrolean Gardens. Rathskeller with 1,000 capacity and strolling entertainers planned for one floor and a dance and dine spot with Bavarian shows and atmosphere on the second.

Spot will cost a reputed \$80,000 and will open around Nov. 1, about the same time Propper premieres his 1,500-seat Mayfair casino in the remodelled Ohio Regent theatre. Joe Bock and local syndicate is backing this cabaret-theatre. Will have six acts and chorine, shows on stage, four bars, cocktail room in revamped theatre lobby and three bands, including George Duffey's.

Both new spots are within a stone's throw of each other, with the largest seating capacities in local cabaret history.

3 Copyright Suits

Canton, O., Sept. 3.

Three New York music publishing houses here filed suits in Federal court, Cleveland, charging that operators of three eastern Ohio resorts permitted the playing of certain copyrighted compositions in their establishments without permission of the copyright owners.

Mills Music, Inc. sues John E. Smith, proprietor of the Crystal Tavern in Youngstown. Leo Feist, Inc. filed its suit against Craig Beach Park on Lake Milton, Diamond, O. M. Whitmark & Sons charges one of their copyrights had been infringed at Kokomo Inn near Lima.

Each of the publishers asks at least \$250 damages.

PRIMA TO HOLLYWOOD TO START OWN CAFE

Louis Prima, old leader at the Famous Dore, pop niter hangout in New York, is planning the Opus in the next couple of weeks to open his own cafe in Hollywood. He'll take his band with him.

Prima will move his shop stop in New Orleans on his way to California to see his brother, Leon, who is renovating and will reopen his club in the French Quarter there as Prima's Shim-Sham.

NEW WOODMANSTEN

New Woodmansten, Inc., Massapequa, L. I., with Joe Smutz operator, is planning to open Sept. 10.

Will play a floor show. No cover or "imum."

HURTS SHEET MUSIC SALES

See Publishers, Writers and Waxers All Losing in Long Run by Indiscriminate and Repetitious Airing of Hit Tunes

PUBLIC EARACHE

The phonograph recording executives, on the simple economic principle that theirs is a combined \$3,000,000-\$5,000,000 annual business, are frankly and openly resentful of the popular music publishers' recently expressed attitude that the phonograph business isn't worth bothering about. The music pubs see ASCAP's policy as their economic salvation and lose sight of other sources of income, say the disk makers, who remember not so long ago when every publisher had a representative haunting their recording laboratories, trying to land tunes on the monthly disk releases.

Record makers are of the opinion (1) that not on music publisher makes money today from his sheet music alone, unless it's a smash hit, but that even when a publisher does so much attention is being paid to getting the other plugs in the expense of other possible fields of revenue.

One of these fields is the phonograph record sales. In former years, the mechanical royalties from disks was one of the more important sources of income, a very important by-product, eclipsing even the ASCAP income. Now the Society has become such a consuming force in the tin alley that everything else has been neglected, stalling the phonograph men.

They doubt that, aside from the major stations which represent an undeniable source of revenue, the rank and file of the lesser stations mean anything comparable to what any of the major disk companies pays in quarterly royalties for use of their songs.

Furthermore, the phonograph people are agitating that the music publishers, who signed the Copyright Agreements as of Jan. 7, 1936, include a proviso against the mechanical broadcasting of phonograph records. This promise of the barrage of canned music from scores of one-lung stations throughout the length and breadth of the U. S. and Canada, not only undermining the potential sales of records, but so thickening the masses of any one number that whatever sheet music sales' potentialities the tune may have possessed is militated against because of the barrage of over-play.

The disk makers, of course, are (Continued on page 49)

Paine Calls Anti-Payoff Meeting, Asks 'Responsible Heads' to Attend

Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the following is the listing of the songs most played on the cross-country network last week, in relative standing, according to the approximate number of combined plays on WEA, WJZ and WABO.

In the Mood for Love. East of the Sun. You're All I Need. Little Gypsy Tea Room. Pass Miss Glory. Couldn't Believe My Eyes. Rhythm and Romance. I'll Never Say Never. Paris in Spring. I Wishd On the Luck. I'm On a See-Saw. And Then Some. Every Now and Then. Cheek to Cheek. Loafin' Time. Lulu's Back in Town. Top of My Head. Double Trouble. Too Hot.

Calloway Clipped

Youngstown, O., Sept. 3. Cab Calloway was robbed of \$1,500 early Tuesday (27) morning. Calloway and his band had filed two dance engagements at Idora Park pavilion here and before the start of the second, the leader put the receipts in a satchel and locked it in his parked automobile.

When the dance was over, he found the satchel had been broken into and the money stolen.

Cab Calloway will open the new Paradise Showboat at Troy, N. Y., Sept. 20, staying the one night only. Will be followed in by Ted Black, who remains for four months starting Sept. 21.

Show will be aired nightly over WGY, Schenectady.

Saxophone Lifter

Fort Dodge, Ia., Sept. 3. Arthur J. Bender, 30, is in the hoosegow, having been returned from Elvira, where he had shipped and collected two saxophones, valued at \$350, which he had stolen from fellow orchestra members.

He allegedly addressed the instruments to himself and then left the outfit with which he was playing.

POLLACK-ELISCU TEAM

Hollywood, Sept. 3. Lew Pollack has replaced Al Pollack in the team of Howard Eliscu on the tunes and lyrics for 'Captain January' at Fox.

In a financial move to get the pop music industry to agree to an anti-bribery pact, John G. Paine, chairman of the Music Publishers' Protective Association, has asked the heads of publishing firms to meet at the Astor hotel tomorrow afternoon (Thursday). Paine is particularly interested in having attend this meeting the executive chiefs of publishing houses affiliated with picture producers.

Though Paine has been working to revive the old pact against song plug evils ever since the demise of the Nipper only 65% of the pop publishers have to date expressed themselves as willing to take the pledge. Paine has declared that such a pact could not become effective without the signature of at least 80% of the industry.

Still Serious In a letter to the industry Paine declared last week that the situation as regards unfair competitive methods is as serious as that which prompted the signing of the previous pact. 'The costs,' he wrote, 'confronting the publishers through these practices are mounting daily. We asked as an industry make our minds whether we want to rid ourselves of these unfair methods, of these competitive publishing firms, or whether we want to do nothing about it.'

At the two previous meetings called to discuss the situation, said Paine, nothing was accomplished because the responsible heads of the different publishing firms were not present, and that was why he was asking that tomorrow's meeting be attended by the owners or representatives with authority to bind their firms.

IRV AARONSON GETS ALIMONY DELAY

Irving Aaronson was awarded an alimony respite by Justice Aaron Steiner in a supreme court who gave the maestro of the Commodore until Oct. 15 to start paying off his alimony arrears at the rate of \$100 a month. Where he had Steiner kayaked the \$3,000 in notes owing his wife, the former Christine Maraton, dancer, sustaining Attorney Julius Richman's plea that Aaronson was not to be penalized for the notes since that doesn't constitute alimony.

However, the Court held that the \$10,000 in insurance policies in her favor must be maintained by the husband. In addition, the Oct. 15 period permits Aaronson to petition for a reduction of his \$50 weekly alimony commitments. Some \$1,650 has accrued up until now.

Riley's Staying Open Beyond Saratoga Season

Saratoga Springs, Sept. 3. Jolly Coburn's orchestra closed at Little's Lake House, Saratoga, with the windup of the racing season. The floor show starring Irene Bordon and including Pearl Morris, Ethel Herman, Jolly, and Lillian, held Richards, Nitta Vernille, Iva Donaldson and Marie Carlisle, holds over. Heri Gordon's unit succeeded Coburn's.

Spot will rent 10, according Dunn.

Jimmy Phillips Here

Jimmy Phillips, general manager of Peter Maurice, Indianapolis publisher, is on his first trip to this side.

While here Phillips will work with Jack Mills on the exploitation of Irving Berlin's songs, which has been bought from Maurice.

FILM AND MUSIC REPS MEETING IN HAYS OFFICE ON LICENSE DILEMMA

Representatives of the music publishers and picture producers are slated to meet in the Hays office today (Wednesday) to discuss a way out of the dilemma which the latter say has been created for them by the publishers' refusal to issue synchronization licenses beyond Dec. 31, 1935. All plans of solving this situation as submitted to the Hays office have been so far rejected by the publishers.

Producers feel that in the event of a break of the American Society of Composers, Authors & Publishers or the accession of some of the more important firms to the latter organization, the release of their film

products will be seriously impeded if they are not protected by blanket licenses. Particularly worrying the picture men is the effect that this would have on the subject of Dec. 31 would have on foreign distribution of films.

Among propositions turned down by the publishers was one which sought to have the copyright owner grant a performing license that would not be subject to ASCAP, the theatre's holding a license from ASCAP. If the theatre didn't have a license from the latter source it could not play the picture containing compositions controlled by the Society. Producers in submitting proposals for a fee to cover this blanket

license. That was something that would be left over to the discretion of the individual publisher or performing rights owner.

ASCAP's efforts to hold the organization intact. They admit that the terms restrictions placed on picture music licenses might result in the loss of millions of dollars' worth of product, but at the same time it feel confident that ASCAP's renewal of membership situation will be straightened out within the next three months, and it's even contemplating conditions for the film industry.



THIS YEAR
THE WORLD OF MUSIC
ADDS TO ITS HISTORY
A PAGE MARKING THE
FIFTIETH ANNIVERSARY
OF THE FOUNDING OF

M. WITMARK AND SONS

NO HOUSE CAN LIVE AND GROW THROUGH HALF A CENTURY
WITHOUT THE LOYALTY OF HUNDREDS OF THOUSANDS OF
WARM FRIENDS. TODAY, AT THE THRESHOLD OF THE SECOND
FIFTY YEARS, WE WANT TO TELL THE MUSICAL WORLD OF OUR
DEEP APPRECIATION FOR ITS UNINTERRUPTED FRIENDLINESS.

From
WARNER BROS.
BROADWAY GONDOLIER

Starring
DICK POWELL • JOAN BLONDELL
THE ROSE IN HER HAIR
LULU'S BACK IN TOWN
LONELY GONDOLIER • OUTSIDE OF YOU
YOU CAN BE KISSED

By Harry Warren and Al Dubi



From
WARNER BROS.
I LIVE FOR LOVE

Starring
DOLORES DEL RIO • EVERETT MARSHALL
I LIVE FOR LOVE
MINE ALONE
I WANNA PLAY HOUSE WITH YOU
SILVER WINGS

By Mort Dixon and Allie Wrubel

Nabe Vaude May Return in N. Y. On Heels of Waning Circuit Time

With the vanishing of major circuit vaudeville from Greater New York, indie bookers see a revival of the once popular family theatre vaude in neighborhoods that have been all-film for some time. Lack of competition from circuit houses is figured to be prompting managers to inaugurate the old vaudeville policy again.

Probable method will be the showing data basis with corresponding salaries (low) for actors. Regardless of the draw, these spots can't afford big money because of the necessarily low admiss prices.

If eventuating, it might prove a boulder in eliminating the dual features headache. Likely, however, that some will continue duals with the flesh entertainment augmenting. With the exception of the New State and the Grand Opera House (Indie), N. Y., and the Fox, Brooklyn, there is no vaudeville in New York. All neighborhood circuit houses have discontinued their stage offerings in favor of the double feature.

Nabe dates will be comprised of split weeks mainly, with a sprinkling of one nights, depending on what business warrants.

MINSKY BILLING

Didn't Jell with Model, Who Sues For Lobby Display

Los Angeles, Sept. 3. Charging that her reputation was damaged with display of her photo in Municipal Court here for \$1,916 damages against 405 Holding Corporation, Herbert Minsky, Billy Minsky, Joseph Weinstein and Minsky's Music Hall.

Girl claims she quit cast at rehearsal when she learned production was of burlesque variety. Her picture, complaint said, was placed in lobby and left there despite her withdrawal. Sully says her rep was hurt \$1,750 worth, and that she suffered \$225 loss of work as an actress and model through unauthorized showing of photo.

Fox and Earle, Phila, Drop Vode And Musicians

Philadelphia, Sept. 3. Fox and Earle theatres here arc without stage shows this week with no signs of any immediate renewal. A meeting between managers and Musicians Protective Union Local No. 77, to reach some kind of decision, was expected at the end of last week but none came about.

Romeo Cello, president of the local, expresses the demands of the musicians on the double-orchestra question. At the Fox, 20 men are wanted in the afternoon and 20 at night, while 15 each is the requirement at the Earle. At present the Fox has 25 men (slightly less during the summer) and the Earle 18 (14 in the summer). Cello again reiterated that on the basis of 40 and 30 men at the Fox and Earle, respectively, individual rate would be lower. However, total would exceed present figure.

Carnegie, indie house on North Broad, has settled with the Musicians' union, with the hiring of one more man. In Philadelphia, the Earle has come into colored show policy and negotiations will be with negro branch of the local. No trouble expected.

One thing which Cello emphasized was that the musicians want nabe houses, now running one or two nights, to take over variety for three nights instead of one. Warners, which operates the Earle, controls a number of such spots.

Fox had very fine big Friday (30), first stage-less day. Pic is 'Steamboat Round the Bend.' Earle, on other hand, was some under normal. Pic is Joe E. Brown's 'Bright Lights.'

Theatre observations on double-orchestra idea on basis that it means two rehearsals for incoming stage shows. Philly has had double stage crews for some time.

Musicians' union here claims the Fox and Earle theatre management refused to negotiate further. The Earle claims houses retaliated against increased demands by dismissing bands, although the Fox contract had a week and Earle two days to run.

Original house proposals were for 13 men for Earle and 18 for Fox, although musicians employed 13 and 25 men, respectively, last season. Union says it wants two bands of 20 men each and leader for each house, offering a \$10 scale instead of \$7.50. Neither side is offering a concession, though musicians are willing to meet for a discussion (Which they claim management refused).

Each side says next move is up to the other. There's little likelihood of the maintaining of the operators joining the musicians.

STRAIGHT VAUDE SET IN 3 SPOTS

Alhambra and Olympia Joining ABC; Last Year's Sole House—Also Several Vaudfilers Likely

BREAK FOR ACTS

Paris, Aug. 25. Big vaudeville battle is on here for the season about to open, with acts (American and otherwise), the only ones likely to benefit. In a field where last year there was just one downtown straight vaude theatre, seating scarcely more than 1,000, plus a 2,000 seater vaudeville house, there now seems likely to be three spots showing straight variety, plus a few vaudeville houses.

In addition to that there will be the regular uninterrupted circuses, principally Medrano and Cirque d'Etiver, to increase the fun.

This means there will be plenty of demand for talent. American acts for Paris almost always book through London, and French impresarios will be on the lookout for them as they hit Britain from now on.

Big new addition to the vaude field is the Alhambra, a nice 2,500-seater in the east end of town, which has always had tough going because it's badly situated and a cold house. Belonging to same people who have the Alhambra in London (Gaumont-British) it has changed local exploiters constantly, also switching policy with the wind. Never any luck.

Until the close of last season it was operated by the Halkin brothers, Gaumont-British here, but it has now been taken over by a pair named Y. Blizos and C. Robitchek, who, until now, have been working for Rottenburg and Goldin, last year's vaude kings of Paris. Blizos and Robitchek have decided that the game is good and are going in for themselves.

They are turning on a heavy public (Continued on page 52)

Joe Brown for \$2,500 Now Only A Dream to B&K

Chicago, Sept. 3. Balaban & Katz thought it was a pretty good deal last week when they received a wire offering Joe E. Brown for \$2,500. Only hitch in the proceeding was the request of Brown for the simultaneous closing of the Maxellos, with whom he had a personal arrangement for the Warner picture, 'Bright Lights.' Maxellos, however, were working on the Coast and weren't so anxious to flip all the way to Chicago in one week. B. & K. expressed a willingness to pay the round-trip ticket fare for Brown and his family, wouldn't make the jump for the act however, and the Maxellos asked for plane fare back to Coast. This stumped B. & K. until finally Brown wired that he would take care of the boys' plane fare himself.

Finally everything was straightened out. Balaban & Katz wired Brown's agent that the firm accepted the Ervin personnel at the price mentioned in the original wire, \$2,500. Back came a frantic telegram stating that the firm must have made a mistake. The price for Brown was originally intended as \$7,500.

So Joe E. Brown is not going to play the Chicago theatre after all.

Vaude Production at Standstill Because of Dwindling Playtime

SHEILA BARRETT'S THROAT

Withdraws from Palladium Show—Back to N. Y. for Operation

London, Sept. 3. Sheila Barrett, booked for a repertory in the new Palladium show after scoring a big hit at the Cafe de Paris here several months ago, opened successfully but withdrew after one week, claiming a bad throat.

She's sailing back to New York tomorrow (4) for an operation. Replaced on the Palladium bill by the Three Swifts.

Loew Returns to Vaude for Holtz, Baker, B&S Unit

Loew resumes vaude in one of its recently instituted straight picture houses Sept. 13, but only for one week, to repeat the Lou Holtz, Belle Baker and Block and Sully show at the Metropolitan, Brooklyn. Five-net bill, also including Moore and Sully, Moore and Revel, getting taken over by Holtz under William Morris office management.

Under the new terms with Holtz, show plays the Met and other theatres at a \$10,000 guarantee and percentage of the net profits. Under the previous contract, Holtz received \$4,000 weekly; Block and Sully, \$2,500; Belle Baker, \$2,500, and the two other acts split the remaining \$1,000. Moore and Revel, getting most of it. There was no percentage split, though the contract did call for a cut in the headlines' salaries in the event grosses dipped below certain figures.

Besides the Met, the triple-headliner show repeats at Loew's State, New York, the week of Oct. 4, also on the new terms. Week prior to the State date, layout plays for Loew's Washington.

Week of Oct. 11, the Holtz-Baker-Block and Sully bill will play opposition to Loew's Century, Baltimore, when it expects to open.

So far, no other time has been set for the show.

Vallee at \$12,500

Chicago, Sept. 3. RKO's Palace, Cleveland, gets its highest priced stage show in years the week of Sept. 20, when Rudy Vallee's cork goes in at \$12,500. The agency set the deal in New York.

Vallee plays Cleveland as a stop-over on his way to the Coast.

News' Ballroom Winners In State at \$100 Per

Milton Berle, on a direct booking, goes into Loew's State, New York, Friday (5) at \$2,500.

Also on the show will be the five individual team winners in the N.Y. Daily News' 'Harvest Moon' ballroom contest, each to get \$100 for the week, and the all-around champion team, which nicks the State for \$250.

TYROS OPEN LOUISVILLE

Louisville, Sept. 3. Fourth Ave. Amusement Co.'s Billie also theatre here is to resume stage shows Sept. 20 with Major Bowes amateur unit No. 4.

Unit goes in at \$3,500 guarantee plus a percentage.

Vaude production in New York is now at a complete standstill, producers having curtailed their activities almost entirely because of the dwindled break time and the unpromising break-in situation for new acts, flashes especially. In previous years at this time vaude production was at its height for the new season.

According to indications around the city, rehearsal halls have been hit especially hard. Chief source of revenue for dozens of such places was the new vaude acts because of the two or three weeks necessary to whip them in shape. That's now out.

What little production is going on in New York at the present time comprises small units for the cheap end of the business. They represent too much of a gamble for the vaude producers in view of the present. The end of the major circuit vaude time.

Larger \$3,000-\$4,000 units of the past seasons are most conspicuous now by their absence on the list of future activities. They represent too much of a gamble for the vaude producers in view of the present. The end of the major circuit vaude time.

PAR-RIO NAME BATTLE IN BOSTON

RKO's Kipling, on high priced shows at Perth, Boston, will get some opposition from Paramount's Metropolitan there. Latter is starting to lay in a series of money attractions to contest the RKO line.

Casa Loma orchestra, at \$7,500 net, goes into the Met Friday (6) as an opposition to the second week of 'Follies Bergere,' which gets \$8,500 net plus extras at Keith's. Second show at the Met will be a Major Bowes' amateur unit at \$5,000 guarantee against a 50-50 split of the profits. Keith show that week will be headlined by Vincent Lopez' band at \$4,500 week and Sophie Tucker at \$2,500.

Morton Downey will be the Met's topper the week of Sept. 16. RKO not having a name set for that week as yet.

SCALE IS UPPED, SO OAKLEY-MUGS SQUAWK

Baltimore, Sept. 3. Loew's vaudeville Century last week upped vaudeville rate top to \$50 from 40c. All complaints were checked, member of staff hovering constantly near door tabling squawks.

At one time, a complaint revealed that most of the yappers were ones coming in on newspaper and advertising salaries. Squawks from those who were asked to cough up 50 government tax on each oakley outnumbered the paying patrons, who had to lay out 15c more per head.

Beacon, Newark, Opens

Newark, Sept. 3. The Beacon, the remodeled Shubert opens Friday (6) with films and five acts of vaude. Pix will be independent of the vaude and come from Arthur Fisher, N. Y. booker. Tariff will be 15c-40c.

Remodeling has taken in about everything but the seats, which will be the old ones.

VODE SPURTS IN LONDON

London, Sept. 3. There has been a sudden vaudeville spurt here, with Sir Oswald Stoll, the latest remodeled theatre, showing the Ambassadors theatre. Understood Stoll is looking for novelties for mid-October opening.

Phoenix theatre is also getting ready for a vaudeville launching, with Lucien Sammet, who formerly operated vaude at the house, returning to his old post.

With the Piccadilly also going vaude under Henry Sedal and Charles Clore sometime toward the end of this month, it looks like the West End will have at least five houses playing acts in the next couple of months.

Significance of the situation is supposed to be keyed by the fact that Val Parnell, General Theatres booker, sails for America Sept. 12 and will remain 10 weeks making an exhaustive tour for novelties.

BUTTERFIELD TIME IS BEING REVIVED

Detroit, Sept. 3. Vaudeville in Michigan appears due for a rosy season, plans of Butterfield theatre, which operates 70 variety spots in the state, indicate.

While only a few weeks of vaude were played last year, at least eight houses, in the larger towns, will have continuous attraction through the coming winter season. Shows will start Oct. 1, with Boyle Wolf, of Chicago, doing the booking.

Stanley's Pic Names

Stanley, Pittsburgh, jointly booked by Loew and Warners on a pooling deal, gets an all-film personality vaude show Friday (6).

Acts will include Roscoe Ates, Stanley Cohen. Roby, again goes for one of the latter the week of Sept. 27.

Ina Ray Hutton's girl-band will comprise the entire stage fare.

New Haven's Now 'n' Thener

New Haven, Sept. 3. Paramount theatre here, in straight pictures except for occasional stage shows, again goes for one of the latter the week of Sept. 27.

Ina Ray Hutton's girl-band will comprise the entire stage fare.

A RECORD BOX-OFFICE FOR THE SEASON '34-'35
TO BE DUPLICATED THE COMING YEAR—1935-1936

DAVE APOLLON

AND HIS
"INTERNATIONAL VARIETIES"

WITH 40 ARTISTS

Re-opening after a much needed rest for RETURN ENGAGEMENT at the MICHIGAN THEATRE, DETROIT—Week of SEPTEMBER 6th—Following with CHICAGO THEATRE, CHICAGO; PALACE, MILWAUKEE; PALACE, CINCINNATI, AND OTHER PRINCIPAL CITIES. A REVUE ALIVE WITH GORGEOUS GIRLS, FAST TEMPO, PULSE-QUICKENING DANCES ALL WRAPPED IN ELABORATE SCENERY—with COSTUMES by BROOKS.

NEW YORK AMERICAN

O. O. McIntyre

Dave Apollon has the best entertainment in vaudeville.

TIMES-HERALD, Dallas, Texas

REVUE IS BEST OF THE SEASON

This reviewer has seen and touted so many good stage shows at the Majestic in the last few weeks that it is with hesitancy that Dave Apollon's Int. revue is described as "the best of them all."

Saturday's audience raised the roof.
Jimmy Lovell.

THE PRESS-SCIMITAR, Memphis, Tenn.

APOLLON'S REVUE IS BEST STAGE SHOW OF YEAR

ORPHEUM ACT IS SENSATIONAL HIT

By Jack Bryan

Bigger and better superlatives are needed to do justice to Dave Apollon's revue on the Orpheum stage this week. If Memphis has ever had a more beautiful, high-class or richly-entertaining stage attraction, it has never been brought to my notice.

WASHINGTON HERALD

Mabelle Jennings

Dream of High Price Picture House Entertainment

On the stage Dave Apollon and his "International Varieties" make up the dream of a high-priced picture presentation-house-revue-manager come true. Apollon, incidentally, is a new type of master of ceremonies. His every line is funny, and he makes a handsome figure.

HOUSTON PRESS, Houston, Texas

Sat., June 8, 1935

Dave Apollon's Stage Show Is Among Brightest

By Hubert Roussel

One of the best bargains I have ever caught in a Houston theatre is furnished at the Metropolitan in the combination of Dave Apollon's peppery stage revue, "International Varieties." It's a little shorter, of course, than the Earl Carroll revue or the so-called "Ziegfeld's Follies" which were briefly in town last winter, but I feel safe in reporting you will find it more enjoyable.

Direction

BERNARD BURKE

Curtis & Allen

RKO Bldg.—Rockefeller Centre
New York City

VAUDEVILLE

Vaude Revival

(Continued from page 51)

llicity stream, announcing all the big names in France, including a flock that never appeared in vaude before, plus all the international acts they can get their hands on. Spectacles

Insiders, however, are skeptical because the vaude biz here last year was not really the gold mine it looked like on the surface. Big spot was the A.B.C. run by Rottembourg and Goldin. Place seats only a little over 7,000, and was almost always full.

To keep to capacity, however, the A.B.C. had to do heavy advertising and play expensive programs. This could be done, according to the local vaude doctors, only because Rottembourg and Goldin had a deal for the house, which omitted one of the biggest items in running a theatre, the rent.

A.B.C. together with Bobino and others of a chain including native houses, were owned by Pathe-Natan interests. The owners, on a profit-sharing basis, and the Nathan crowd, realizing it couldn't run vaude theatres, turned out the privilege to Rottembourg and Goldin, on another percentage deal. R. and G. thus had only cut to pay in lieu of rent, and the present state of the Pathe concern doesn't indicate that the cut reaching the company's treasury was very heavy.

Background

Whether a bigger house like the Alhambra will be able to make the grade seems doubtful. Other experience of last year was the Empire, also a Pathe house operated by the Goldin crowd. This, on a vaude-film basis, looked good at first, but how much profit it made is for the Pathe judicial administrators to determine. Second Pathe vaudeville spot, Moulin Rouge, couldn't stand the gilt even in appearance. Looks now as if neither Empire nor Moulin would reopen on same basis.

Reorg. of the Gaumont-Halk theatre is being out in the Olympia. Halk house, during past years' run for films with a small stage show. In the old Paris this was a celebrated variety theatre.

Gaumont-Halk liquidation threw this spot back on the owners, Mrs. Dumlen, and she is now reported ready to reopen with variety. Deal is not all set yet, but if it goes, booking and maybe publicity will be handled by the people who do these jobs for the Medrano.

This will make Paris one of the most active vaude markets in the world, second only to London.

Saranac Lake

By Chris Hagedorn

Mrs. William (Mother) Morris and her friends were without parade and gave the first "authorized" performance at the village, with John Stetson. Two other companies had given N. Y. shows, and it was being planned to crown of road troupes, but the imports faded all the others.

Boys and girls here were all sorry to hear that Bobby Graham, Toronto Star's dramatic critic, is in St. Michael's hospital there with several compound fractures received from a reckless driver.

Mrs. Lotquest and daughter left for home in New York after spending a week visiting pay.

Dr. Joseph Plummer, now house physician, has plenty of sick-room work.

Dr. Arrippa Roberts left here to join the staff of the Philadelphia General hospital. Mr. Harold Kasanjan left for N. Y. after a week's stay with his brother Willie, who is one of the lak technicians.

Garry Sigreaves has been gaining so rapidly that the tailor is a steady customer for a two weeks' vacation on Broadway.

Jack Phillips, comedian, has quit show business and is now running a boarding house on upper Broadway, Saranac Lake.

Mrs. Oscar Davis spent a few days with her husband at the Lodge. Oscar is due to swing his dancing act shortly.

Tommy Kern's sister, Mrs. Charles Parcell, and his cousin, Miss Alice Kern, spent a week visiting with him.

Kate Smith and Mr. and Mrs. Ted Collins have taken a camp in Lake Placid for a month.

Mr. and Mrs. John Loudon are back at the Lodge after spending two weeks in New Jersey. Mrs. Loudon is Saranac housekeeper.

Write to those you know in Saranac.

15 YEARS AGO

(Continued from page 50)

coin than the locals would have paid. One act tentatively booked for \$575 drew \$625 when the N. Y. contracts came in.

Upped railroad rates bothering vaudeville and burlesque. It cost \$1,200 to move one musical from N. Y. to Chi.

Columbia theatre, N. Y. burlesque house, up to \$2 top Sat. and Sun. Added acts the excuse for the hoist. Was \$1.50 other days.

Street car strike in Brooklyn was tough on Coney Island with Mardi Gras due.

Avory Hopwood had four plays in for B'way runs. One was 'The Gold Diggers.'

Eddie Cantor and Flo Ziegfeld split. Cantor to go out in a musical for \$1,250 and 10% of all over \$1,500 a week.

Al Woods produced 'Come Up in the Arms' at the Belmont. Another of his bedroom farces.

Jewish Art theatre opened in the Garden at 5th theatre in the old Madison Sq. Garden.

Equity's closed shop threat scaring members out of Fidelity.

50 YEARS AGO

(From Clippings)

Bradford, Pa., closed the season with a clean record. Had four circuses through the summer and not one had been able to announce the concert. Local custom in which they took pride.

Only show doing business in Boston was a miniature. Minstrelsy close to the exit, but still a potent draw.

Smallpox in Canada was making trouble for the theatres, with the season just opening. Talk of shutting everything, including the Barnum show.

Managers glad the circus season was nearing its end. Had been poor in practically all parts of the country, due to the financial panic. Shows were broken even regarded themselves as fortunate.

McNish Johnson & Shavin minstrels formed a ball troupe. Meet locals for ballyhoo. Kidding stuff that played the yokels.

O'Day Carte slipped a 'Mikado' troupe over here without parade and gave the first "authorized" performance at the village, with John Stetson. Two other companies had given N. Y. shows, and it was being planned to crown of road troupes, but the imports faded all the others.

Trouble over 'The World' Drury Lane was what Ave. had been very profitable over here. Samuel Colville, owner of the American rights, was seeking to enjoin J. Z. Little from using either play or title. Little rejoined that the English drama was a complete swipe from his play, various known as 'Roving Jack.' 'Against the World' and 'Little' had been used in 1632. No decision.

Abe Erlanger, who in his later years rather fancied himself an amateur, took a beating from C. H. Leonard, husband of Louise Baile. He was displaced at the arrangement for his wife's tour under Dr. Havlin & Erlanger.

Minnie French replaced Jennie Yeaman as Jennie's understudy in 'Evans & Hooey's A Parlor Match.' Played it until she retired, giving place to Clara Thropp, but not for several seasons. She married Evans while her sister, Helen, married Hooey.

Troupes heading for Texas where the crops were good. Too many.

Walls of the Park theatre, Brooklyn, done over in the new patent process known as stippling. Many houses still used wall paper.

O'Brien's circus was charging only a dime admission, but the reserves were two bits extra, which is where the money came from.

Hustler was advertising a troupe of Sioux Indians with hair down to their walrus. Playing the museums.

EQUITY'S NEW CONTRACT DRAFTED

Final draft of Equity's new contract, which establishes new policies, principally that of rehearsal pay and double pay for Sundays, was adopted by the Council after two special sessions last week. When phrased by the legal department, the contract will be turned over to the Theatre League, so that managers may look it over. That is a courtesy not heretofore extended the managers by Equity, since the passing of the 10-year basic agreement, which started in 1924 and was abandoned before expiration. Showmen requested that they be given a chance to look over the contract, so that suggestions or changes might be adopted before it be finally issued and in use. Equity conceded that privilege but in virtually certain that there will be no change in the Sunday status and rehearsal pay requirements. Doubtful if any but minor changes will be considered by Equity until or unless it is proven that its new rules are inimical to the theatre. More than 200 clauses in the contract were passed on by Equity. Not all the rules will be set forth in the new and more concise but the contract will be subject to regulations which will be separately printed and given the managers for guidance.

Negroes Barred from Theatre, Sue for \$2,000

Los Angeles, Sept. 3. Because they were barred from participation to performance of "The Drunkard" (Miss) Burnett Bush and Armand Kimbrough, colored, filed suit for \$2,000 damages in Municipal Court here against Theatre Mart. Complaint says pair were in line at door, after buying tickets, on evening of Aug. 11, when they were refused admittance. Contesting the suit, Theatre Mart has set up defenses that it cannot be a theatre proper, to which admittance can be had only through possession of a membership card as well as a ticket. Answer also maintains that Miss Bush and Kimbrough had been denied club membership prior to Aug. 11.

Boyes Stays On

Lincoln, Sept. 3. Chick Boyes, whose number one tent show has been doing a good job over the last 16 weeks, will stay on until next weather. Boyes has started a No. 2 outfit, which is in its third week and also clipping off next bit in the surrounding territory. Spot here can only tag the gate a dime and reserves another dime, but the territorial weather, Boyes has three day-stands in smaller towns, most dates in conjunction with play and country fair dates, to clip to 25c at the trot door and an extra dime for the select seats.

Omaha Fixing Up

Omaha, Sept. 3. Board of the Omaha Community Theatrehouse has made arrangements to reseat the house early in October. Loan from Junior League of \$600 and check just received from Henry Fonda, film player, makes the total needed for the new opera style seats. Fonda is an Omaha boy, who got his start in the title role of "Merton of the Movies" at the Playhouse in 1929.

Alvord with Rose

Ned Alvord has quit the Marcus show and returned to New York to handle promotional work for the show being put on by Billy Rose's Jumbo. Only agent sporting a cutaway coat laid out the billing campaign, for the show early in the summer, but returned Marcus, saying he would rather hit the road than stay in New York. Rose may will handle the newspaper end of Jumbo.

THUMBS UP! TO START BALTO LEGIT SEASON

Baltimore, Sept. 2. Wheels are beginning to turn again on the local legit outlook. Current season curtain-lifter looks like Eddie Dowling's revue, "Thumbs Up!", pencilled into UBO Ford's week of Sept. 21. A fortnight later Schwab & Mandel's production of the new Sigmund Romberg operetta, "Beloved Rogue," plays a week at the same house prior to its Broadway debut. Tentatively inked in at Ford's are "Damm Deborah," Oct. 28, and Eva Le Gallienne, Nov. 1. Latter has announced the start of her season's road tour here. "Deborah" is a new play which will be produced by Carl Henry. Harry Hankel, manager of Ford's, will go to Manhattan late this week to see Jules Murray, UBO booker. Hopes to bring back with him several other bookings for his house. Meanwhile the indie Maryland has Raymond Moore's play in with a new company for six weeks' season starting Oct. 14.

'Doc Lincoln' on Coast

Los Angeles, Sept. 3. "Doc Lincoln," American folk-play by Harold Daniels and Leo Levy, opens Sept. 10 at Pasadena Community Theatre, with Henry Kolker and Clarence Muse tops. "Lincoln" cast includes Maurice Cass, Roger Seay and Bernice Pilot.

ENGAGEMENTS

Ruth Lee, Saul Z. Martell, "Three Men on a Horse" (Chicago company). Margie Curzon, Margaret Rawlings, Elsie Shannon, "Parnell." Claudia Morgan, "On Stage." Clelie Loftus, "Jumbo." John H. Harrington, George Calne, Lawrence Grossmith, "A Slight Case of Murder." Newcombe, Kathleen Kilder, John Hammond Dalley, Keenan Wynn, Grant Mills, Jane Seymour, Frankie Brown, George Calne, Bruce Branning, Russell Harlow, "Remember The Day." Lou Calhoun, Joe G. Carroll, Jay Fasset, Ivy Troutman, Bruce Cardigan, "Agatha Calving." Edith Eichel, "The Girl." Barbara Robbins, Nicholas Joy, P. W. Wilson, Frothingham Lyons, Sheila Hume, Norman, Fred Stang, David Self, Oscar Sterling, Wyllie Adams, Estelle Mitchell, "The Ascending Dragon." Richard Bennett, Burgess Meredith, Eduardo Cinnelli, "T is E." Ara Gerald, Alma Kruger, Mary Hone, Gertrude Malland, Lida Norman, "The Girl." Alva, Charlotte Goff, "Few Are Chosen." Gracie Barrie, "Scandals." Howard Chamberlain, Jack Harling, "Achilles Had a Heart." Jack Roosevelt, William Harrigan, Myron McCormick, Lida Baker, Ferns Cowan, George Tobias, Roland Drew, Harold Moffat, Ann Dere, in "Paths of Glory." Roy Hargrave, George Courtois, George Warren, "The Girl." Mabel Montgomery, Albert G. West, Edna Ramsey in "Crack-Up." Phil Stoughton, "The Girl." Ruth Chorpensing, Don Shelton, Philip Hutton, Dorothy Blackburn, Campbell, Fred Stang, David Self, Hawley, Forrest Orr, Edward Seay, "The Girl." Doyle, Albert Farbell, Emily Davis, Al. Wilderstein, "Cape Playhouse." Lillian Potter, Earl McDonald, June Blossom, Peggy Bates, Willis Brown, "The Girl." William Dorbin, Frank Weir King, "The Girl." "Immortal Shorty." Stony Creek theatre, Stony Creek, Conn. Eugene Darnley, "The Girl." Stony Dorothy Bernard, Frank Wilcox, Owen Davis, Jr., Grant Mills, Shirley Gibbs, Rose Winter, "The Girl." Skowhegan, Me. Irving Mitchell, "The Drunkard." Winifred Theatre, Provincetown, Mass. Helen Ford, "Patience." Westchester Playhouse, Mt. Kisco, N. Y. Katharine LaSalle, "Shining Hour." Milbrook theatre, Milbrook, N. Y. Hildegarde Rice, "The Girl." "Great Expectations." Rice Playhouse, Old Tuffery, N. Y. Brenda Dahlen, Sally Fitzpatrick, Little Barry, Edward P. Goodnow, Francis G. Cleveland, Philip Ensign, Hilda Gable, Barnstorne, Tamworth, N. H. Eugene Strain, "Body Beautiful." Agnes Kohn, "Sketch Book." Robert Deland, "The Girl." Hyson, Diana Campbell, "Most of the Game."

Shows in Rehearsal

"Scandals"—George White, "Horses Are Born"—Joe Harris. "A Dash of Brimstone" ("All Bow Down to Gold"). "Remember the Day"—Philip Dunning. "The Bridge"—Guthrie McClintic. "Jubilee"—Sam H. Harris and Max Gordon. "Most of the Game"—Dwight Deere Wiman. "Porgy and Bess"—Theatre Guild. "Night of January 16"—A. H. Woods. "Dear Ident"—Irving Cooper. "Taming of the Shrew"—Theatre Guild. "Crack-Up"—James R. Ullman. "Paths of Glory"—Arthur Hopkins. "Jumbo"—Billy Rose. "Slight Case of Murder"—Howard Lindsay. "Shakespeare's Repertory"—Crosby Gage, Hubert. "If This Be Treason"—Theatre Guild. "Few Are Chosen"—N. M. Lawlor. "Squaring the Circle"—Tril Art.

'JUMBO' WILL COST \$250,000

Biggest production of the season will be 'Jumbo', to be presented by Billy Rose with the backing of J. P. Whitney at the Hippodrome, N. Y., on or before Oct. 4. Estimated cost of production is \$250,000, about \$100,000 over the original figure. 'Jumbo' will therefore exceed the outlay for 'The Great Waltz' last season, not counting the structural changes at the Center. With production activities about 70% in motion, Rose expects to begin dress rehearsals in some form or other on Sept. 20. Rehearsals are proceeding all over the lot. J. P. Murray Anderson is working with the chorus at the Hipp. George Abbott has been using the former Johnson's for the principals and Allen K. Foster is working his acrobatic girl dancers in Brooklyn, where 30 horses to be used in the show are quartered. Some numbers have the girls stride. Rose states that the show will use 1,200 animals, mostly aged, in 'Jumbo'. Animals will be quartered in the basement of the Hipp, but some are to be used in a circus parade which will be part of the performance.

UTAH-IDAHO LEGIT

Shows into Salt Lake Public House at \$2 Top Salt Lake City, Sept. 3. Harry David, general manager of Utah-Idaho Legit, and operators of eight houses in Utah and Idaho, outlined a policy in regards to legit productions, which will be put into effect. David believes that legit shows should be used in this hinterland, but price must be oke all around. Shows under consideration to be brought into his houses are "Three Men on a Horse," "Anything Goes" and "Little Begins at 8:40." Recent presentation of "Tobacco Road" was a complete sell-out over the three shows. Top seats sold for \$2.24. Similar price will be in effect for future road shows, says David.

Sold Stars in N. O.

New Orleans, Sept. 3. Bernard Sold took over his duties as new director at the Little theatre here Wednesday (Sept. 28). Sold, who succeeded Arthur Richardson, came to the city from Omaha, Neb., where he was director of the Omaha Community Playhouse for six years. Sold officially becomes director here on Sept. 15, but he came to get a workshop in production, which he could look over the actors with whom he will work.

Inside Stuff—Legit

Recent bankruptcy of Edgar B. Davis' North & South Development Co. concerns the man who spent more than \$1,000,000 trying to make a reluctant public accept "The Ladder" because he believed in the idea of reincarnation and because he wanted to help his friend, J. Frank Davis (no relation), who wrote it. Out of the \$1,000,000 he received from Magnolia Petroleum Co. to which he sold his former holdings, he gave away more than half in charity. He sank \$1,300,000 in "The Ladder." Most of the remainder went into dry wells.

Mark A. Luescher and Thomas J. Relly have contacted the League of New York Theatres with a plan whereby they claim it is possible to attract new or increased audiences to Broadway theatres. It is a publicity campaign idea which they do not care to divulge, saying if the managers fail to buy it someone else may cop it. A plan's sponsors have so far not gotten to first base because they insist on being guaranteed a certain amount of coin; but the plan into operation. Managers refused to go on the nut for four or five G's without knowing what it's all about. Understood the proposition has to do with the suburbs. Luescher, formerly pa. at the Hippodrome and for RKO theatres, agented the O'Doyl Carte opera outfit last season when the British outfit visited this site. Relly has been on the promotional end of banquets and similar affairs at big New York hotels.

Rated as one of the most successful of straight summer stocks is that at Suffern, N. Y., where the season started early and ends late. House is a 300-seater built by Robert Cutler on his estate. His interest in theatre has been growing since he began to produce his own plays in ensembles of "Good News," "Of This I Sing" and other musicals. It is the second season at Suffern. Last week Helen Hayes made her sole summer stock appearance, playing the lead in "Cleopatra and Cleopatra" with Joseph Logan and Brentagne Windust are the Suffern Players' directors.

Story on summer theatres in Town and Country (monthly), just prior to the summer season, mentioned that Malcolm Pearson, Donald Baruch and A. Brady, Jr., proposed to produce eight new plays in eight weeks at Asbury Park and predicted that it couldn't be done. Young managers don't relish the comment and have started suit. Venture at the resort quiet after a while. Action is against Styvessant Co., Inc., publishers of the magazine, a Hearst owned publication. Otis Chatfield Taylor, who wrote the yarn, is not mentioned in the complaint.

Some of those present at the premiere of Ivor Novello's "Full House" at the Haymarket, London, claim the best part of the evening's entertainment was Leslie Henson's curtain speech, when he received a call for leaving the theatre to produce his own plays. Henson was playing the lead in his "Glamorous Night" at Drury Lane. Henson gave an imitation of Novello that was an uncanny caricature.

Tom Naughton, long in the Fifth avenue, or original Tyson's ticket agent, has withdrawn. His son, Everett, also resigned. They will establish their own agency early in the fall. One of those theatre managers who abandoned 42nd street when burlesque and grind pictures virtually eliminated legit from that thoroughfare. John McNamee is continuing the agency.

Clare Cartleton has been chosen to play the lead in "The Body Beautiful," written by Robert Roason, which Sidney Harmon will present. She was chosen after nearly 200 actresses had either given a reading of the script or been interviewed for the part. Miss Cartleton appeared in "The Great Magoo."

William Liebling has been granted a legit agency permit by Equity. It is a renewal, after having formerly held a permit which he allowed to lapse when associated with other agencies. Qualified for the permit by re-establishing his own offices.

NO PHILLY PERAS SET

Ambitious Symphony Schedule Includes Ballet

Philadelphia, Sept. 3. For its 36th season beginning Oct. 4, the Philadelphia (symphony) orchestra schedules 14 pairs of concerts, 10 extra Tuesday concerts and 3 youth concerts. Leopold Stokowski will conduct 18 pairs and 6 Tuesday concerts. Other conductors include Hans Kindler, Vladimir Goltschmann, Alexander Smalens, Leopold Stokowski, Thomas J. Barnardo Molinari, Werner Jansen, Jose Turbi and Eugene Ormandy. Soloists so far engaged include Fritz Kreisler, Joseph Knitzer and Nathan Milstein, violinists; Sergei Prokofiev, pianist; and John J. Jeppson and Charles Kullman, vocalists. The Monte Carl. Ballet Russes will also appear for a series of three performances, out of town appearances for the orchestra include eight concerts in New York of which Stokowski will conduct five. No opera will be given this season. Prices range from \$600 for parquette boxes (seating 85) to \$25 for amphitheatre (3d balcony) for season tickets for the 28 Friday afternoon concerts, \$450 to \$25 for the Saturday night concerts, and from \$150 down for the same seats for the 10 Tuesday night concerts. Single seats range from \$250 for boxes to \$25 for seats for amphitheatre unreserved. Local concerts are all given in the Academy of Music.

LULRIC PLAY STARTS PHILLY LEGIT SEASON

Philadelphia, Sept. 3. The Broad opened its legit season last night (Monday) with "Portuguese Gal" (Wes and Leventhal tryout, in for two weeks. Samuel Nixon-Nordling, indie director of house, kept his promise by emphasizing in all ads that no tryout-ing would be used. First show has a \$2 top. Advance sale was negligible. "The Old Maid" not surprising at this time of year in Philly. Most of the city doesn't get back in town until after Labor Day. Two Shubert-UBO houses are scheduled to bow in on Sept. 16, but there's plenty of doubt about one of them. The Forrest, who's "At Home Abroad" is still mentioned. Other stories have it that the Shubert would open the season direct into New York. Chestnut has the Lunt in "The Taming of the Shrew" on two weeks' AMS subscription. Broad gets "The Girl" on subscription. "Squaring the Circle" on the same date. One week only. On Sept. 30, "The Old Maid" comes to the Forrest, also on subscription. "Blossom Time" to the Chestnut and the Groppe Theatre to the Broad to do the two Clifford Odeon plays, "Waiting for Lefty" and "Awake and Sing."

Katharine Cornell comes to the Forrest, who's "Home and Juliet," with the Chestnut housing "Midsummer Night's Dream" (WB) first. These three weeks starting Oct. 14.

"If This Be Treason," drama by John Hayes Holmes, directed by Lawrence, which was tried out at the Westport Summer Theatre, will open Sept. 21 at Guild theatre, N. Y. Theatre Guild producing.

“GODS” REFLECT

Frank Allworth Dies on Stage In Philly at Ulic Premiere

Philadelphia, Sept. 3.—Opening of Philly's legit season tonight at the Broad Street theatre, was marked by an on-stage tragedy when Frank Allworth, playing the role of Steve, a policeman, in the James Hagan-Joseph Victor play, "Portuguese Gal," dropped dead in the middle of a dramatic scene with Lenore Ulic, the star, about half-way through the second act.

Performance had been very sketchy and fumbling from the beginning with prompter working hard from the wings, and the scene between Allworth and Miss Ulic, which led up to the tragedy had been particularly shaky. Some was supposed to reach its climax in Allworth leading Miss Ulic through a hot dance number. The lines of a radio until something makes him suspicious of her. Dance last night was far from hot, with Allworth staggering at the start. Finally he collapsed to his knees and then to a prone position, his hand still gripping Miss Ulic, who could not release herself.

Not quite realizing what was the matter, star tried, with her back to the audience, to get him to his feet. Seeing it was hopeless, she had to make several gestures to the wings before getting the curtain down.

James Hagan, one of the authors, came out to a moment and asked the audience to be patient. After a few minutes he reappeared, whereupon Allworth was "out cold" and that the play would go on from the reappearance of the skipper. When the curtain did go up, however, it was with Edward Hartford, show's director, in the part of Steve, taking up the action where Allworth had left off.

Hartford, with the script in his hand, but seldom using it, got a desperate hand.

Different reports circulated in the lobby between Act II and Act III, but at the end of the play Hagan appeared again, with Miss Ulic, thanked the audience for their courtesy and referred to the tragedy and the "passing away" of Allworth. Allworth had been taken to his dressing room immediately at the first fall of the curtain and had been removed from there to the hospital during the intermission. He died shortly after. Heart attack was given as the malady. His home was in Bayville, N. J., where he had a wife and children. He had played here in several Wee and Leventhal productions last season.

Audience was told that they could get seats for a later performance.

Allworth appeared in a number of Broadway productions for A. H. Woods and the Selwyns. His most recent appearance was a revival of "Booth and Perimeter" last spring at the Cosmopolitan (Park). Columbus Circle, N. Y. Heart ailment caused him momentarily to collapse last in one day in New York. He recently he dropped over while waiting from a taxi in front of the Lambs Club.

Equity's Quarterly Meet

Equity's regular quarterly general meeting will be held next Monday (9) at the Astor hotel, N. Y. Further changes in policy, other than those in the new constitution, are not anticipated, although further proposals may be made by the young group, the "Young Men."

Council started its regular weekly meetings yesterday (2). During the summer the sessions were postponed, except for special purposes.

ALBRIGHT IN 'SHREW'

Hollywood, Sept. 3.—Hendie Albright flew east last week for a part in the Twentieth Guild presentation of "Taming of the Shrew."

Play co-stars Alfred Lunt and Lynn Fontanne.

Warners B.R.'s Another

Hollywood, Sept. 3.—Warners will finance Lew Cantor and Max Shagrin, Coast agents, in their stage production of "Gloria's Child" in New York the coming season. Play, by Judith Kendall, will co-star Judith Woods and Sam Wren, with Jo Graham staging. Cantor and Miss Woods leave for New York next week to start rehearsals.

TALK TICKET BUYS AGAIN; ROSE 1ST?

Although ticket buys by agencies are expected to be made for Broadway productions, no deals have been concluded and only one showman has approached the brokers with that end in view. Billy Rose, who is reading "Jumbo," to debut at the Hippodrome, N. Y., late this month or early October, huddled with a dozen agency men last week, but arrived at no decision. If a buy is made for "Jumbo" it will probably be a modification of Rose's proposal—that the agencies guarantee to dispose of 1,250 tickets nightly for eight weeks. No deal of such proportions has been considered heretofore. Size of the Hipp opened the way for Rose to express his idea.

Fact that the legit code is obsolete permits the return of the buy-out system, which was the bunt of ticket men's complaints when accused of charging excess prices on tickets. Brokers claimed that under the buy system they were forced to take losses and could only recoup by making rates higher on tickets they can dispose of. Several managers, stated the brokers, were inclined to now believe that they were not so badly off under the code, which prohibited buys. Still the specs did insist of squabbling about the code's ticket control system, even though those regulations never actually worked nor were put to a thorough test. Possibility of buys will have the brokers going out of town to view the most important ticket market. First show which will attract them is "At Home Abroad," which opened in Boston Monday (2). Understood, however, that the Shuberters may not seek a buy on this show. Harry Kaufman, ticket man who is closely associated with the Shuberters, is known to be opposed to buys.

Maurice Barber to Prod 'Love on Dole' in N. Y.

Paris, Aug. 25.—Maurice Barber, husband of screen writer, Dorothy Farnham, and former agent for a number of stage and screen enterprises in the United States, will enter the producing field on Broadway next season with "Love on the Dole," current hit in London. Barber and his wife live in France.

Barber wants to bring the London star, Woolfy Lill, to New York to head his cast, together with four or five others from the English production, and therefore is waiting for the London run to wear out before bringing the play to this country. Play is by Walter Greenwood and Roland Goad, and played for months in the British stiles before anyone dared bring it to London.

GOVT TO EXPAND SHOW PROJECTS

1,000 More Persons to Be Employed in Relief Units—Includes Vaude and Circus Performers Throughout U. S.—Will Take In Separate FERA Setups

400 MORE ACTORS

Much more federal relief coin is in sight for the continuance and increase in legit shows and vaudeville units in Civilian Conservation Camps and institutions. Around \$20,000,000 is the sum stated to be allocated to such purposes for the entire country.

Fund is believed to include the \$1,400,000 already set aside for CCC free shows and something like \$15,000 for vaude and circus relief units. Another 1,000 persons will be employed in the expanded relief shows, about 400 of them to be actors, the balance made up of directors of the varied departments of the drama project and office workers. Money is to be made available soon and admitted travel from Washington.

Halle Flanagan has been appointed head of the theatre or drama bureau of the Federal Emergency Relief Bureau. Country has been mapped out in eight zones. Local stage relief agencies will be continued, but the activity will be enlarged with the idea of giving employment to the approximately 17,000 persons enrolled for the relief claim to be in some department of the theatre.

Hopkins' Idea

General plan is credited to Harry Hopkins in charge of the FERA administration. Miss Flanagan has consulted with the chairman for advice as to its workings, theatre men evidencing no interest because of the relief nature of the project, which would deal in distress, from indigent playwrights to the doorman. Plan includes training of amateurs and that division has already started functioning.

Miss Flanagan was instructor of dramatists at Vassar, women's college near Poughkeepsie, N. Y. She is said to be a devotee of Franklin Roosevelt, favouring especially close to Anna Roosevelt Dain Boettger, President's daughter. Miss Flanagan will establish offices at the capitol, the relief shows operated from New York by Col. Earle Browder, who is in charge. The CCC camp shows are included in the latter division, interlocking with the units playing in the metropolitan district.

Office politics are said to have disconcerted the drama project staff in New York recently, mostly traceable to executives who have been working in the theatre. Flanagan is the daughter of the theatre. Faith Davis, daughter of a missionary and heretofore identified as an art student, is directed toward Broadway. She is understood to have the authority to increase the wages of people employed in the drama projects or reject applications.

Politics

Another assistant, said to have been a candy maker, is reported having authority over applications for home relief, all help required to qualify for that classification before going on the drama project's relief rolls.

Comments and criticisms from camp commandants against the show units are regarded more or less routine, but it is reported that some requests have been made eliminated.

(Continued on page 57)

Chorus to Get Brunt of Economy Moves by Managers to Counteract Added Expense of Rehearsal Pay

Everything Included

Reported grant of \$20,000,000 for drama, recreational and stage instructional projects by the government is regarded as Washington's final disposition of all proposals which sought federal money to aid or revive show business.

RADICAL LINE GAL FACTION —ALMOST

Squawk of chorus girls over Equity's concession permitting "The Great Waltz" to lay off three weeks between its closing date the Center, N. Y., Sept. 14 and the Boston road start, caused reports that a radical faction within the chorus ranks is making demands for "reforms." Understood, however, that when the time for a showdown came, girls decided there was nothing to talk about.

One militant chorister in "Waltz" who attended meetings of the opposition group within Equity known as the Actors Forum sought to corral fellow ensembles, but most of the latter did not care to bother.

"Waltz" in shutting down so that the production can be made to conform with average stage requirements, did not necessarily have to put the matter before Equity because there will be a change in management. Max Gordon taking over the show on his own. Associated with him in the original production were the Rockefeller interests.

New contracts will be issued to the entire company.

BRITISH EQUITY CABLES DISAVOWAL OF SACHS

British Equity has a cable from Actors Equity to the effect that "I. L. Sachs, producer in London, is not certified" by the latter organization.

Sachs is about to produce "Royal Exchange," a musical, in London. He has hired Ramon Novarro and Morris Kern, among others. Both of them are already in London. Novarro booked through the William Morris office and Miss Kern was through Arch Selwyn. Both received cash advances and their fares over.

Figured in New York that nothing can be done about it, and that it is probably a momentary disagreement in London.

'Goes' Moves

"Anything Goes" is slated to move to the 46th St. theatre, N. Y., from the Alvin, continuing the run about four weeks at reduced prices. Because of the tentative Jan. 15 release date of the film version, it was expected that "Goes" would take to the road, playing several key cities only.

Understood, however, that the contract for the picture rights stipulates that the film will not be exhibited in Chicago so long as "Goes" is playing there. Loop date will be the final stand out for the show.

It is indicated that the chorus will feel the brunt of expected managerial moves to counteract added pay for rehearsal utility. Although chorines voted almost solidly for that measure, as many complaints are now expected from them as Equity expects from its members. Tendency to reduce the size of ensembles or slice the salaries, or both, is already in evidence.

Choruses of those shows in rehearsal will receive \$15 weekly starting this week until the date of opening. No musical with the exception of "At Home Abroad" will dodge the rehearsal pay and the latter attraction is current in Boston. Girls not on positive contracts as a rule until the second week of rehearsal, so the ensembles of "Porgy" and "Bess" and those girls going into the road companies of "Waltz," "Life Begins at 8:40" and "Anything Goes" are included in the rehearsal pay rule.

Discussion arose over the chorus of "Porgy" in relation to the rehearsal regulation. Theatre Guild, produced the show, claimed that the ensemble, which was called early in the month, was merely being rehearsed for the first time, having started last week. Understood that the issue was not pressed because the chorus would automatically be paid the weekly starting from Monday (2).

Cast is colored, and while Equity does not insist on all players, most of the "Porgy" chorus was in "The Green Pastures," one of the exceptions among colored troupes, all members having joined the association.

Chorus of "Jumbo" will not come under the rehearsal pay regulation, show being ruled outside the jurisdiction of Equity. That ensemble has been rehearsing for the past month, but, unless the management voluntarily pays them from now until the opening, the "Jumbo" people will not be paid.

FIGHT ON RIGHTS TO 'MARIE' OUT OF COURT

Legal contest over the stage rights to "Rose Marie" is out of court. The Associated Theatricals, representing Mrs. Cecelia Breuer, withdrawing action whereby she hoped to secure sanction of an offer of \$400,000 made by the Shuberters to revive the operetta. No explanation of the discontinuance was made, but it was denied that Mrs. Breuer, who bought in the rights at bankruptcy, was connected in any way with the Shuberters. The latter, however, are said to be further legal proceedings may follow.

Charles H. Kline, Driscoll & Raftery contends that the stock and repertory rights reverted to the authors when Arthur Hammerstein, producer of "Marie," defaulted in royalties. Manager plans reviving the show first and with the authors, provided they can get further legal entanglements. Purchase of stock and rep rights did not involve the picture rights, sold in 1928 for \$200,000.

"Marie" is now being filmed in Hollywood by Metro but Hammerstein, who was advised it would not be released for a year. In that event plans for the revival will proceed.

Child Shall Lead Them

Hollywood, Sept. 3.—Vine Street relaunches next Sunday (8) with Coast premiere of Hale Hamilton's mystical kindom play, "The King of Kings," featuring Jack Moran in the title. Actor-playwright is staging.

Cast includes Esther Howard, Vernon Steele, Joan Gale, Lynton Brent, Muelock McQuarrie, Ron Steele, Willis Stock, Roy Watson and Walter Worsack.

Course on Screen-Writing
Courses in screen writing to be given by the Division of General Education of New York University, to begin Sept. 25. Will be conducted by Robert C. Graessle, instructor in English at the institution, and a writer for the screen.

Graessle has arranged with a number of picture producers to lecture, including Sidney Howard, Jake Wilk, John Howard Lawson and Hanna Tamm.

Course will attempt to acquaint the student with the technique of the screen play, and to direct those who are writers in the creation of a scenario. Study will be made of screen adaptations, and successful pictures will be analyzed.

Dodge Starts Sept. 9
Dodge Publishing Co., new affiliate of Robert M. McBride, gets started Sept. 9 with the publication of "Murder on the Way," by Theodore Roscoe. Will be the first of a series of mystery books which will be issued under the classification of Blue Streak Mysteries.

Extensive list of books lined up, both fiction and non-fiction, for publication between now and Christmas.
Originally the Dodge Co. used to put out greeting cards, calendars and the like. Now will pursue the same policy as that of the parent organization, McBride.

Odham's Strong Standing
Odham's Press, one of London's giant publishing houses, which turns out the Daily Herald, with a circulation of 2,000,000 daily, and the People, with 2,000,000 Sundays, evidently stands pretty well in the investment world.
It recently formed a separate company for a new printing plant with the latest color printing machinery, and went to the new plant with a stock issue of \$2,500,000. It was oversubscribed 20 times.

Two Mags Combine
Golden Book will be merged with Fiction Parade beginning with the October number, the combined mag to be known as Fiction Parade and Golden Book.
Policy of Fiction Parade, which has been reputation for a long time and recent outstanding fiction, will continue. Golden Book policy was the reprint of fiction classics of the past.

Merger of the two mags effected by Francis Bellamy, who started Fiction Parade in the spring.

Enlarging New Talent
New Talent, the mag devoted to the short story, and the recent type. After two years in mimeographed, it has received sufficient management to go into print with its next issue.

Still quarterly, but, if further encouraged, the mag will be published monthly. It is owned by Arnold and David Bernstein, founder, still at the helm.

Expanding After Reorg.
With the reorganization of the book firm of Dingwall-Rock under the new presidency of Clark Hark, firm will extend its activities to include the original publication of both fiction and non-fiction. Since its inception, and the recent death of Adam Dingwall, company had gone in for subscription and mail order books.
New head of Dingwall-Rock is perhaps the youngest to hold such a position in the book publishing industry. Hark is 24, and was formerly a college prof.

Democracy-Controversy Merge
New Democracy, published in New York, and Controversy, issued from San Francisco, having found themselves of the same type, are merging. Titles of the two periodicals will be combined for the merged mag, with headquarters in New York.
New editorial set-up has Gorchum Munson and Lawrence Morris as joint editors, and Elliott Taylor as associate editor.

Ex-Gov's Republican Mag
Sam R. McElvick, ex-Governor of Nebraska, and publisher of the Nebraska Farmer, launching a new political mag to espouse the Republican cause. Called "The Farmer Mag." Will be published from Lincoln, Neb., from where the Nebraska Farmer also emanates.

L. A. Examiner Retenches
Los Angeles Examiner is on another retrenchment drive. Publication has gone back to six days a week. To make the change, couple of reporters and photographers were off the payroll.

Cobb in Rogers' Spot

Los Angeles, Sept. 3.
Irvin S. Cobb has taken Will Rogers' old front page position as a daily contributor to the Los Angeles Times.

Cobb's first "ort" appeared in the Sunday (25) edition, launched with the humorist's recognition that he would be accused of seeking to step into Rogers' place. If I do put the man's best old "cowboy boots," Cobb wrote, "they'll probably have to take sound-bite to find me. But what a noble ambition for any American writer, man, even though he fails, than trying to follow in Will's footsteps!"

New feature syndicated by North American Newspaper Alliance. Rogers' column was released by McNaught Syndicate.

Record Book Price
Last book written by the late T. E. Lawrence (Lawrence of Arabia), and called "The Mint," will be priced at the highest of \$100,000. It was sold immediately after its printing, and probably the biggest figure for any book of any kind at any time. "The Mint" will be priced at \$500,000 a copy, and not a penny less.

Doubleday, Doran, which has the American rights, will print only 12 copies of the book. With two to go to Washington for copyright, only 10 will be sold. The book is 700 and 70,000 words in length and is reputedly critical of Britain for what it does and for to do-for-Anglo after the war.

Doubleday, Doran doesn't expect to sell any copies of the book at \$100,000 a copy, but it is a good advance baitfish for a moderately priced edition to follow.

Coast Firm Moves to N. Y.
Tracy-Lane, the West Coast book publishing house, transferring its headquarters to New York, taken quarters in the Grand Central zone, with Billy Bell in charge. Organization's heads will come east later.

Future publishing plans not altogether set as yet. Have a novel, "The Gentlemen on Harkback," by Bernard McConville, to be published from N. Y. this month.

'Nether Radio Fan Mag
Edwin W. Lederman and Clarence W. Emerson, who organized the Manton Publishing Corp. some time ago, adding to their book publishing properties. It is All-Wave Radio, a monthly, and is for the radio listener and experimenter.

All-Wave Radio is but one of a number of new mags in the radio field. Radio Today, another new one, comes in soon.

CHATTER

H. L. Davis quits Mexico, soon to go to the Coast.
Aldous Huxley will remain on the Radio in fiction, but will leave Sixty years in the publishing biz for J. Bertram Lippincott.

Edmund Leamy, in Provincetown, will move to New York. Richard Aldington extending his stay on this side until well into the fall.

John Cowper Powys is writing his next novel about the Thomas Hardy country.
Sinclair Lewis worked seven days a week to get that new novel ready for October publication.

George Seldes writes Billy Barnes-Flyer novels which S. & S. issues monthly in mag form.
Guy de Maupassant, "President of the Press" finally appears this week after numerous postponements.

Leviticus Friede thinks so well of John Steinbeck that he will sign to a seven-year contract.
Ray Van Dine, L. A. Examiner's long-time editor, joining team of health buildup. Warden Woodard sitting in.

Robert P. T. Coffin the latest of the poets to try his hand at a novel. Calls it "Red Sky in the Morning," and Macmillan will publish.
Harry Reid, of that New York publications, married Mary Boyle in New York, Aug. 25. Pair sailed for honeymoon in London.

John Willatch sets Esquire article on Richard Le Gallienne and back, containing the idea Dieckel got to put into his book on Nietzsche.
Gregory Baxter, editor of "Cantamity Games of Arcs," is the joint author of a new book by J. K. McElvick, with Roger Delin, en-

titled "The Cowboy Humorist," and which he got it off the press early in October.

John J. McCarthy, who recently contributed an article in Esquire of Joe Breer, of the Hays office, has written one on Damon de Valera for Vanity Fair.

Ericksen received checks same day from Blue Book and Top-notch mags. Will give up farming in Dutchess County, N. Y., and France exclusively.

Winner of the New Masses-John Day Co. prize contest for the best novel on a proletarian theme is Clara Weatherwax, of Oakland, Cal., with "Marching, Marching!" Price is \$750.

306-Allied

(Continued from page 7)

there have been some bomb disturbances, latest at the Audubon, a Brandt house, and a number of serious clashes between 306 and Allied members have occurred, resulting in arrests, beatings and riot. Charges have been brought, including assault, rioting, and other offenses, and last week seven suits were filed against 306 by Harry Brandt and Rudolph Sanders, alleging damages aggregating \$700,000. The 306 local will have until around the middle of September to make answer. Mayor Joseph D. Baason, president, is minimizing their value, having told the 306 membership at an all-night meeting during the week that these suits were indications that Brandt is being licked.

Brandt's Suits
Six of the seven suits filed are by Brandt, seventh by Sanders. Brandt charges losses at the Globe and other houses which have received the full brunt of 306 picketing, while Sanders asks \$100,000, claiming 306 is responsible for stretching of one of his Brooklyn houses. Brandt estimates losses at the Globe at \$75,000. Milton C. Weidman, counsel for the KOPA and Allied, is quoted as believing common sense will determine responsibility for the suits, but he has no other damage. Sources in 306 point out that if a judgment is obtained, all members will have to be sued individually, and the suit contends that if 306 has no money with which to pay off a judgment, then it will be out of business and they won't care.

Theatre and union observers cannot promise how far the 306-Allied hostilities will go. The 306 has been negotiating for 306 for a contract with the major circuits and indies not presently accepting Allied terms. Importance. What's major in the minds of theatre operators is that, if the 306-Allied fight goes on, or 306, the battle between the two unions for supremacy is going to be fought on a far beyond the 306-Allied. This condition, with cross-picketing and disturbance, strikes at the box office, confuses the public mind and alarms those who are safety-minded. Another complaint will go to Mayor LaGuardia if the situation again becomes damaged. It is hinted in major picture quarters.

A strike by 306, calling its men out of major circuit houses, all of which have struck to 306, is entirely unlooked for. Neither the 306 union nor the parent organization, I. A. T. U. E. S. U., want to start now, attitude suggesting every desire to get together amicably with the management. This agreement was all night meeting Wednesday (28), when 306 decided to inform the entire membership of the strike. At that point, reading of wage scale offer of managers and scale as 306 had set up. The reference was that the manager had been set for that day, and a compromise was looked for, since not much lending seemed possible. The agreement, but 306 first wanted to sound out its members. Managers had offered a sliding scale from \$140 to \$145 an hour. Scale from which to parley offered by 306 was from \$150 to \$250 an hour. The 306 scale was for de luxe houses on type of Radio City Music Hall, Capitol and Paramount.

Proposed Scales
While the membership, hearing what the managers proposed as basis for uniting, was not entirely satisfied, they rejected the offer, this was accepted largely as a matter of form, to permit the 306-Allied fight to continue. The 306-Allied fight authorized this negotiation to continue rather than consider a strike. As a result, 306 immediately looked for a favorable settlement, granting that all 306 would give in a little here and there. The minimum under the two unions of the 306-Allied is the top differs by 80c. For theatres of the RICO-Leew-Skouras class, in importance just under the de luxers,

Best Sellers

Best Sellers for the week ending Aug. 31, as reported by the American News Co., Inc.

Fiction

"Lucy Gayerhart" (\$2.00) By Willa Cather
"Green Light" (\$2.50) By Lloyd C. Douglas
"Honey in the Horn" (\$2.50) By H. L. Wells
"The Day After Tomorrow" (\$2.50) By E. V. Rieu
"Inquisitor" (\$3.00) By Hugh Walpole
"Voice of Bugle Ann" (\$1.25) By Mackinley Kantor

Non-Fiction

"North to the Orient" (\$2.50) By Anne Mervin Lindbergh
"Life With Father" (\$2.00) By Clarence Day
"Mary, Queen of Scotland, and the Isles" (\$3.50) By Stefan Zweig
"King Lear and the Gilded Age" (\$3.00) By Elizabeth Drexel Leach
"Asylum" (\$2.00) By William Seabrook
"Woman's Best Years" (\$2.50) By W. Bran Wolfe, M. D.

Book Reviews

Real Fols

Thyra Samter Winslow calls her new book "My Own, My Native Land" (Doubleday, Doran, \$3.00), which covers too much territory. It's strictly home-town stuff—her home town—building up on 12 of her stories from the New York Times, 1910, all etchings that will be recognized as the McCoy by any small town, but none the less interesting to the urbanite.

Offers a varied selection of types, with most of them of real interest. There's his humor in the cowardly who is less glamorous off the range and excuses himself after a visit because he has to take someone else's hired girl to the picture, and in contrast the story of Ruby Moon, leader of the redlight district down by the river, some are purely character studies of a single type, but many reflect the humdrum existence of the small town with rare skill. Something to be read through once and then kept on the library table for occasional idle moments.

Surprisingly Pure

An amably pleasant novel is "Saturday Island," by Hugh Brooke (Doubleday, Doran, \$2.00). You'd likely to remember it, but those who read it will enjoy it.
Has to do with a British barmaid who gets wrecked on an unknown island with a precocious 14-year-old boy. They have lots of fun discovering and naming things for a couple of years and then are rescued. It's funny, some of it, and all of it is clean. A swell present for a kid, but not likely film material.

The managers offer \$150 an hour, which 306 counters with demand of \$2. Present scale is \$212½ an hour for such houses, 306's offer meaning a decrease even if circuits bent over backward to accept it. The final figure arrived at for this class of theatre (such as Palace and first run houses) is \$150 an hour. The 306 was the figure around which prior negotiations were proceeding. The 306 has been offering houses mag somewhere around \$225 an hour. De luxers have been paying \$61 for a four-day week, while RKO and Loew's have been paying \$64 for a five-day week, or \$212½ an hour.

In negotiations during the past year, the 306 has been offering a 10-year contract, but not expected they will push for such a term. A two-year contract is desired by the 306 and hinted that, if it wanted to sign up for longer, the IATSE under the by-laws may not permit it. It is too long a term, but what will happen more than two years from now, manager desire for a 10-year agreement is largely a matter of hope. Hopes for a scale now which will be a good gamble in the face of an uncertain future.

Pending conclusion of negotiations, 306 operators are getting their present scale of \$150 for four days in de luxers and \$64 for five days in other houses. Those notices of a 4½ cut, which originally were to have gone to the 306-Allied operators were to walk, sent by RKO, Loew and Skouras, have been forgotten about. Force of this is that 306-Allied cut notice strategy was minimized by the fact that other theatres, particularly de luxers, were agreed to go along with RKO, Loew and Skouras in declaring cuts for a united front against 306.

Force of this is that the Palace and State, Broadway's only vaudeville houses, have received two weeks' contract extension. This has been given as protection in case anything happens under which managements would want to drop stage hands. The 306-Allied fight is similar to conditional negotiations ordinarily went on approach of summer.

Forced Emigration

For some time the subject of deportation, as handled by the American government, has intrigued writers. There have been strange tales and books on the subject. Newest is a novel, "Strange Passage," by Theodore Irwin (Smith & Son, \$3). It's pretty good. There are several incidents in the novel similar to those in the play on the same subject produced at Broadway last year, "Garbage Express." Also the handling is similar in the first part of the play and the book. Irwin, however, has done a better job on his novel. The book is a well-knit story, full of striking characters and scenes that live and sear. It could be used as the basis of a film, although the subject has come close to filming several times before and always been adestepted.

More important than the novel is Irwin as a future writer, if he can repeat and improve.

A New World

James O'Neill is a new Irish writer who, in his first novel, "A New World," shows all the attributes of the best scribblers from Erin; he has imagination plus a facile pen. His book is "A New World" (Simon & Schuster, \$2). There will be some who won't get beyond the first chapter or two, but you can read the book without giving O'Neill credit for splendid imaginative writing.

One of the joys of a lad who discovers a new world in the interior of the earth. Men there are sheer automatons; their minds have been "cleansed" for efficiency's sake. They think and know only the one thing they are best fitted for from a work standpoint; nothing else. They can't love, they can't love, they can't love, and beautifully written as it is, it isn't destined for the average reader.

Another Hospital

Kathleen Wallace has along new angle in her "Madam, I'll Give You a Valentine" (Doubleday, Doran, \$2), though the idea suggests that she might have patterned it after "Private Worlds." At any rate, she couples the locale rather than the subject matter. Title derived from an old English song, "Madam, I'll give you the Keys to Heaven," which is a bit far fetched.

"Most" of the story lies in a private hospital founded by the mother of one of the "valentines" over a scene. She seeks the rehabilitation of those suffering from their war hurts. Jenny, a young society dress, is the heroine. Her life is a service when the staff is curtailed by an epidemic of the flu. She finds no rest in the hospital, but two other women are deftly written into the narrative.

Something different from the yarn and interesting, even powerful, is "A New World" of origin and locale. Moral angle ban it as a picture.

Familiar Pattern

Appearing serially in Liberty as "Right to the Heart," Reita Lambert's story of the stammer and the socialite becomes a book (Doubleday, Doran, \$2); between covers.

It's the familiar pattern, with not much new in it. The story is about the pugilistic husband among the old admirer who seeks to regain his former standing with the wife. Too structured, too predictable, but probably of appeal to library patrons.
Nothing for pictures, and little for the intelligent reader.

THE TIMES SQUARE

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. Values taken on credit for these news items; each has been rewritten from a daily paper.

East

Yankee ball club gets a rehearing on the city excise tax case. Contends it cannot be assessed by city for out-of-town takings.

W. B. Bourne films comedies Joan Lowell's suit for an accounting with the contestants, that her inept actors cost the company \$300,000.

Fair Haven (N. J.) judge rules that these days 'hell and damn' are purely conversational and not sufficient grounds for a profanity charge.

Norma Shearer in town looking for a Romeo. Just for the Green Helen Hays off to London today (Wed.) to discuss 'Victoria Regina' with Gilbert Miller.

H. Kay Minsky elected pres of Eastern Yiddish Assn.

Police at 24 Ave. have first legal Sunday show Sept. 8. Will drop Mickey Pennington.

British censors slide a page from 'Time' because of a suspected insult to the royal family.

Rumbas, tangos and fox trots frowned on by Soviet as threat to Russian youth.

Louis Borsellino, 30, of the casting office of the Four Pears at the Palace N. Y., missed his last truck Monday night (26) and was released of 18 feet. Not a bad case, but he fell outside the net.

Carl Darcy, 30, badly hurt at the Hippodrome. N. Y. natly hurt Monday when he dropped off a fire escape, falling 30 feet to the roof of an adjoining building. Slitting out his lunch hour when the floor of the escape gave way.

Phoneme Fitzgerald, a companion, clung to the edge and ended the fall.

Lucille MacIntyre to Maxwell Anderson's 'The Bridge' at the Marthe.

New York State and federal tax bureaus to lay off Jimmy Walker in the matter of his income taxes. Reported he'll be home before Thanksgiving.

Bill Brady and Grace George back from Skowhegan. Miss George will produce 'Kind Lady,' but Brady has no plans—yet.

Brock Pemberton on the board of trustees of Ithaca College. To represent drama.

Grace Moore received officially by the mayor on her return from Europe.

On assurance that Magistrate Capshaw would adjourn their cases, 24 members of Projectionists' local 101 withdrew from the court.

Obtained from Justice Steurer prohibiting the magistrate from trying their cases. They claimed he was biased.

Stokowski to conduct five of the eight concerts to be given by the Philadelphia Symphony in N. Y. Starts Sept. 16, with 1000. To represent April 7 to follow. Leader will do 47 concerts in 13 weeks.

Samuelson and Rosen posed on the ledge of the Rockefeller building for press purposes last week.

Charles Chaplin to appear in N. Y. federal court for doping of 'Should Be Dead' and 'Modern Times'.

McGouff Bros. Electrical Corp. and McGouff Bros. have been selling unauthorized pictures of Sam Grisman spreading out. In addition to two 'Tobacco Road' comedies, he'll do the 'Homburg'—Hays back musical, 'Lady in the Window'—Jackie Kirkland—'The Girl in the Maiden'—and perhaps Scott Fitzgerald's 'Tender is the Night,' if he can get a satisfactory price.

Frederick Jackson, who straw-hatted nine of his plays, will bring back them to Broadway with 'The King's Messenger,' 'Backward,' 'Road to Paradise' and 'Corrigan'.

Two others may be done. Max Reinhardt has abandoned 'Salshour' for a Broadway play and will do 'Backward' next month.

Camille Nickerson elected pres of the National Association of Actors. Will meet in Detroit next year.

William Frand and John V. Springer have taken the Park Lane theatre, First Ave. at 69th St., on a 10-year lease.

Two men, announcing themselves as agents, found and engaged Janine Peterson, actress, and her guests in her apartment, 22 E. 49th St., Saturday (29), before they were paid about \$4,000 in jewelry and cash.

B. S. Moss finally signs lease for

the new theatre on the Criterion site. To seat 1,800 and have a stage suitable for drama in case play later out. Lease runs 42 years and will total over \$3,000,000 in rentals.

Town will start off with 10 Yiddish houses, including Brooklyn square.

Walter Hampden assembling his cast for 'Achilles Had a Hime!' Edith Van Cleeve back in the cast of 'Three Men on a Horse.' She's associate director and took time out to jazz up the road show.

(Continued on page 62)

BARYTONE JAKE TAKES TENOR JACK IN FIRST BY JACK PULASKI

Jack Doyle (Dert) to Dan Parker and Dile to the Tavern waiters, made good the prediction of the sports writers by going floppo at Maxine's Square Garden, Thursday (29) in the first frame of a carded six-rounder with Jacob (Buddy) Baer, Max's overgrown kid brother.

The alleged champ of Ireland looked good for about one minute, then Jake tagged him and he started going horizontal.

Match may have ended sooner, for right after the bell Doyle went to his knees grasping his groin. Some observers declare he was distinctly fouled, others that it was a fair play in the midriff. However, the spasm quickly evaporated and Doyle squared off. He landed several hard rights to Baer's kisser. Kid didn't seem to mind but the guys taking the short end of three to one coin had fleeting visions of nicking the lawyer.

Doyle didn't bother to take a count on the first knockdown, but leisurely rose. Second descent came when Baer swarmed all over him—the kid weighed in at 238 pounds as against 204 for the warbling Irishman. Time kepted out to save for Doyle, who after Jake cuffed him and Doyle was wallowing on the ropes, the referee called it no dice.

Victor was not wrothy when it was all over. Somebody yelled: 'Why don't you sing?' From his record, that the singer endeavor must be more in Jack's line. Broth of a lad has been snatched under plenty before this, but never battered like most pure day-day fighters with having kayped several never-will-be-scrappers and kidded by the boys when one opponent went down from an invincible punch.

Re Buddy

As for young Baer, he too has been hit too tough guys in his brief professional career. Yet the Atlantic City firemen will be staged in the resort's Boardwalk auditorium Oct. 3, show to be supplied from New York. It is expected to be an annual affair. Those to appear include John Fogarty, Arren and Broderick, Gaudin, Brothers, Harris and Howell, Johnny Woods and Jimmy Caruso's orchestra.

Show was booked by William J. Sullivan, formerly of the Keith office.

On the horizon

Geo. Raft-Alice Faye

Play-Bill-Bill Vaydelle's show

First try for Broadway

In Person-MILTON BERLE

MARRIAGES

Dolly Newmire, beauty contest winner, to Earl Snyder, assistant film director, Aug. 25, in Yuma, Ariz.

Second try for Broadway

Estelle Brody, actress, to Oscar Alexander, New York broker, at Calmar, Cal., Aug. 31.

Neville Reay, of the Paramount studio publicity department, to Vina Jean Curtis, dancer, in Los Angeles, Aug. 21.

Second try for Broadway

Luith Vonnegut to Lt. Daniel Lynn Carroll, Jr., U. S. N., in San Diego, Aug. 31. Bride is step-daughter of a film director.

Betz Deltan, actress-daughter of Kenneth C. Benton (KCB), syndicated columnist, to Professor Stein, Aug. 21, in Los Angeles.

May Arldott to Charles Barwin in Las Vegas, Nev. Both stand-ins for film players.

Concessions Looking Forward to Mardi Gras So They Can Close—Luna Park Reflects Depress

3c-5c RIDES

By EYES W. SARGENT

Coney Island is galloping down the home stretch. Some of the stores will be open for a couple months more, others will operate on Saturdays and Sundays, but the end of Mardi Gras marks officially the end of the season and plenty of concessionaires will go home with the babies whose parade marks the last day of the festa. And glad of it.

Opinion generally is that it's been a great season for Coney. Most week ends were hot and clear. There were several weeks of exceedingly hot weather which drove Sunday crowds to the beaches in mid-week. One Sunday saw over 1,000,000 people swarming around, but it all adds up to a dime. The crowds were there, but not the coin.

Hot dog stands, beer joints and even the better class eating places like the Feldman's did business, with more eating hot dogs and chowder than more substantial foods. The dogs were uniformly priced at a nickel. Beer, of the special brew some hop manipulators turn out and which is sold only at the beaches in Coney, was sold for a nickel. I could weather, sold for a nickel. Standard brew could be had in large glasses and small collars for a dime. Moon of the food stands probably are in the black, though few handsomely so.

But that about ends the story of prosperity and black ink. Most of the spots suffered.

The season started off with a bang. The mark, closed for years, was reopened. But it was not the old Luna. The skyride was there, so were the scenic railways, but most of the old-time amusements were rides with a small nut, and there was only one flesh show. Some of the old spots were boarded up ap-

(Continued on page 63)

Times Sq. Today a Medley of Cheap Rackets That Drives Legit Biz Away

'Times Square today unlooses move small-time human prey of various kind than any gille show or other small time sawdust troupe in their heyday. Only a scattering few of these are held to be native New Yorkers.

The square is the world's greatest caravansary for open-air cheats. They are hurting the legitimate gaiety of the district and ruining whatever flavor the Square may have had for natives or tourists.

Today, along the Square groups of colored children in curbside dance positions beg for pennies. At night is to see an army of peddlars take possession of the cross-street corners. These peddlars sell everything from penny caps to wearing apparel. These added to the rapidly increasing fruit juice emporiums on the main stem and the frankfurter stands. Times Square is more to more a No. 2 Coney Island without the surf.

There are barkers of all kinds, from theatres to dance hall cries. The mixture of loud street cries to be heard in the Times Square district, consequently, is a veritable babel.

Most of the speakeasy spots are now wide-open saloons. Class of the town is falling miserably into the hands of these saloons are only the headquarters for other rackets.

All kinds of moochers are likely to trip a pedestrian along the 'Times Square area. The more, particularly beggar generally has his regular, station where he taps only selective persons.

Creep-Joint Shills

Dance hall shills fill the main stem along out free ducat come-ons to the males. This type of creep-joint has other, less savory adjuncts via the pseudo dance hostesses.

Like the scores of kelters and tripod salesmen who complement the pushcart peddlars to drive legitimate business from the area, the dance hall shills form a chain up and down Broadway and 7th avenue.

Phores of bootblacks, ranging from 10 years to men past middle age, flood the district day and night. At the daytime they creep on the office buildings and places of business as they rush in to solicit trade, regardless of anything.

At night, the same situation has been going on since legitimate places of gaiety, catering to an in-

formed and better clientele, were driven out by the illegitimate speak-easy. Repeat brought a cleanup which sent this clientele homeward or eastward of Sixth and Fifth avenues.

The tripod birds that work the main stem, with their shills, sell anything from stain remover to phony static silencers. For the static silencers the lads even carry a radio set on wheels. Some also park in an automobile and transact business from the car, demonstration and all.

Gamblers and bookies congregate openly in the side streets, flogging

(Continued on page 62)

New Show Biz Club

Chicago, Sept. 3. First show biz club to be organized in this town in several years is the new Professional Men's Pleasure Club, in the Woods Theatre Bldg. Primarily designed for the boys in the sheet music field, it will nevertheless expand to take in everybody in local show biz.

Club is being managed by Eddie Lewis, former sheet music publisher and rep.

DOPEY NAGS

Tacoma, Wash., Sept. 3. Doping of ponies at long races came to a head with a third suspension of one of the trainers.

lot of the boys who have been playing the horses are now wondering if they can recover on their bets.

BIRTHS

Mr. and Mrs. John Dullam, daughter, Aug. 24, in Hollywood. Father is sound engineer at Metro.

Mr. and Mrs. Jack Kay, son, Aug. 24, in Los Angeles. Father is radio performer.

Mr. and Mrs. Murray Rann, son, Sept. 30, in New York. Father is in business department of Vanuxem.

Mr. and Mrs. Cal Kuhl, daughter, Aug. 28, in Hollywood. Father is motion picture producer for J. Walter Thompson ad agency.

Mr. and Mrs. Arthur J. Leonard, daughter, in N. Y., Aug. 31. Father is in the Paramount h.o. accounting department.

Mr. and Mrs. William S. Gill, daughter, Aug. 31, in Los Angeles. Father is former agent. Mother, nee Janet Snowden, Standard Oil heiress.

New York Theatres

CAPITOL

86th St. at Lexington

Sept. 4-6
GUY KIBER
"GOING TO THE SUN"
"THE LITTLE RASCALS"
"THE LITTLE RASCALS"

RKO THEATRES

81st St. at Broadway

Sept. 4-6
SYLVIA
"THE LITTLE RASCALS"
"THE LITTLE RASCALS"

STATE

4th St. at Broadway

Sept. 4-6
Geo. Raft-Alice Faye
"THE LITTLE RASCALS"
"THE LITTLE RASCALS"

PARAMOUNT

Times Square

Sept. 4-6
BING CROSBY
JOAN BENNETT
"Two for Tonight"

ROXY

25th St. at 3rd Ave.

Sept. 4-6
"Diamond Jim"

RADIO CITY

Rockefeller Center

Sept. 4-6
"The Great Waltz"

Hollywood

Howard Lang on his own. George Stone raising a beard. Rick injury lay up Dore Schary. The Ring Crossbys in from the east.

Samuel Goldwyn celebrated a birthday.

Victor McLaglen beat court rap for \$6,350.

W. K. Cragg new proxy of MGM Studio Club.

Ernest Van Pelt p. a'ing Vine Street light.

August Lieberman, German scenarist, in town.

W. W. Eskimo actor, now Ray Mala, legally.

Dick Powell now a San Fernando valley rancher.

Howard Wookley heading Mascot's art department.

Joe Karna autoed north for two-week vacash.

Ralph Sauter starting his fifth year at Warners.

Arthur Klein resigned as Republic talent scout.

Claude Binyon away in his car for a two-week trip.

Alan Chin in look over her real estate holdings.

Ben Bernstein back after two weeks rest in L. A.

Irving Cummings sharpened pencil for 'King of Burlesque'.

Tay Lastoford out New York for a two-week business trip.

Tay Morrison scored last Sept. 15 for the Bear-Louis fight.

Alfred Kosteletzky back to New York via San Francisco.

Academy directors branch tossed feed for Alexander Korda.

Flanagan may leave New York after resting here a month.

Edward Ellis returned from Michigan and N. Y.

Mrs. Luis Alberni in Santa Monica with health.

Vessie Farrell under observation at Good Samaritan hospital.

Harold Ford and other cast mates of Harold Lloyd at Paramount.

Paul Hammond motoring east for Walter Hampden's play.

Robert and Everett Riskin feed account mother's illness.

Major John, director, and Alan Burkan trained in from N. Y.

S. Van Dyke, director, kids swimming party at his home.

Jack Lewis, former, Hays office, back to work.

Frank Peterson again peddling film for Selected Pictures here.

Tay Lastoford back in picture. Screen Actors Guild to 1 in 12 innings.

Arthur Ripley directing Robert Benchley in two shorts at Metro.

Elizabeth Allen sailing for England next month.

Joane Costello back in picture drawing part in 'Riff Raff' at Metro.

Bill Heinenman and Al O'Keefe weekendend in the San Francisco bay area.

Joe Thomas out of Par's publicity department, into studio's production dept.

Paramount used electric organ for background music in 'Tale of Two Cities'.

William Morin returns to Hollywood trick on news and features for Hearst.

B. De Mille, Harold Lamb and Bill Pine in from eastern 'Crusades' premiere.

Norman Westwood, manager of Universal's Shanghai branch, sailing.

Mother and sister of Wendy Barrie making permanent home in Hollywood.

Ernest Vajda returned to Metro writing staff after stretch with Paramount.

Tom DeVane transferred from Warners p. a. staff to Radio to handle titles.

Robert Montgomery due in this week from vacation spent in the eastern fair.

John Golden trying to get Paul Kelly for an unnamed part in New York this fall.

Sam Berger, traveling exec for Metro, in from east via plane and out for Orient.

Joe Marx, Metro prop man, goes grease paint for acting try in 'Perfect Gentleman'.

Red Fox resigned as p. a. for the Graham and Eagle attractions at the 'San Diego Expo'.

Gaumont-British negotiating with Robert Armstrong for lead in 'Sisters Three'.

Eddie Cantor voted honorary police chief at convention of New York police club.

Lambert Hillier nursing broken toe, smashed when his kayak overboarded in rough water.

Eddie Cantor rehearsing for Los Angeles Comstock street inaugural talk at Billmore hotel.

M. A. Greenwood, Metro business manager, off on a summer vacation through Canada.

Gene Fowler back in town with Universal on his 'Sutter's Gold' script.

Red Webster negotiating business career with studios' local during vacash at Catalina.

Harold Lloyd agrees to killing game, refused to hang deer head trophy left in his home.

Benjamin 'out' from two Memphis-busy contest winners, spotted in Paramount's 'College'.

Louise Glauco reported her Play-

house with Doty Hobart's comedy drama, 'Every Thursday'.

Clara Ryan and M. J. Stiller, co-first and second prizes in Warner Camera Club photo contest.

Louise Henry plans to New York to be with her father, Dr. Jesse Strauss Helman, reported ill.

Metro will use the Father Finn Paulist Choristers for background music in 'Tale of Two Cities'.

After taking assistant director spot at 20th-Fox, Gus Shy got out dance offers from studios.

Eleanor Whitney, new Par' contractee from the east, gets assignment in studio's 'Millions in the Air'.

Charles Blake, Chicago newspaper man, to work on original background of Dr. Alan Dafeo for 20th-Fox.

Wally Ross, formerly with Ruth Collier-Webster-Todd agency, joined Rinaldo-Tausig agency as associate.

Dudley Digges finished his last scene in 'Mutiny on the Bounty' and then to hospital for appendectomy.

Fox-West Coast sending out checks aggregating \$1,600 to winners in recent circuit business trip.

Waldemar Young, who took time out for a fortnight from Par, has been given an extra week by the studio.

Milton B. Arthur planning out for his trip to test as a stunt actor against Warners and other majors.

Leo Lurie down from Frisco on financial conferences with Sol Lesser. They're partners in English Pictures.

Claudette Colbert nixed English offers of amount commitments here running till end of the year.

Rayne Harman and Byron Russell, brought from N. Y. for Metro's 'Mutiny on the Bounty', returned last week.

Cecil B. DeMille, Henry Wilcoxon, Harold Lamb and Bill Pine came back from 'Crusades' premiere in New York.

Edythe Dike, Metro prop department head, in London getting furniture and equipment for Romeo and Juliet.

Billy Reiter, for 17 years an assistant director, returned to Metro in town with his wife after a year in a French farm.

Joe Louis first flint to bet on Joe Louis against Max Baer putting up \$4,000 against \$2,000 at present odds.

Harold Barstford, eastern actor, returned to Warners last week, back with Carl Lesserman, western sales manager.

Freddie Dixon, feature writer for Chicago Herald-Examiner, working at Warners for week as extra on Sambo's road to buyout.

Freddie March and his wife, Florence Eldridge off to New York, Europe for two months.

They've adopted an infant boy. Three phone calls from the new's and Grauman's Chinese discontinue, with incoming calls now coming through P. W. H. Hays.

Den Levin, Dr. G. W. English, John M. Bond and Jack O'Connell made some kind of all-marine record landing time, big swordfish from same boat at same time.

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Panama

By Bea Drew

Hotel Astor has reopened.

Joseph Ehrman gave a concert in Colon.

Hayplanned closed for two weeks; remodeled.

Colon radio station to broadcast church services.

A new dance hall opens in Colon soon, Tico Claridge.

Special afternoon shows at the Balboa theatre for kids.

Saint Malo, violinist, gave a concert at National theatre.

Col. Slater, owner of the old Lobby Artaret, is dead.

Bolly Avelin and husband have returned from Hot Springs, Ark.

New Breeding, Hollywood dancer, now makes her home in the Canal Zone.

Dickson and Belgium, entertainers at the Atlas Garden, left for N. Y.

Thelma Robertson, beauty-contest winner, a visitor en route to Hollywood.

Maria Vidame of the Moulou Rouge cabaret went swimming last night.

Mazie Kemp in the hospital for an eye operation, thought to be a result of measles.

New show just arrived for the United States.

Leo Marchosky, mgr. of the theatre, will visit Panama.

A local girl, Maria Morales, 'Panama radio fans are kicking' piece over the local stations butting in on States' programs.

David Smith, mgr. of a concert at the Casa del Maestro before sailing for N. Y. to continue her studies at National theatre.

Harry Moskowit, official of Loew Theatres, has been in the territory of National theatre.

An open-air night club is being added to the rear of Kelley's Ritz.

John Smith, mgr. of the theatre, will visit Panama.

Plenty dough to bet that Betty McGinnis will be elected Sheriff of Kings County.

Charles Follack, Eagle's drama critic, returned from motor trip across the continent.

Harry Hines, party anchored off Gravesend Bay and went swimming on Surf avenue.

James-Union executive, renominated for County Clerk on Democratic ticket.

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San Francisco

By Claude LaBalle

Jack Benny hosted dramatic and radio news at luncheon here.

Norman Taurog, par director; Barney Glazer, par scrib, and Max Gordon, composer, sailed.

Jess Lendelshon has taken producer job for 'Sint Millard at Capitola'.

Newlyweds had their first dance this week.

Ira Edmundson, assistant manager at the Palace, leaves for Europe.

Michael Roche to Marie Castagne, film player, in town to see opening of 'Diamond Jim' at Orpheum.

Motored down from Lake Tahoe, he had had a few days' rest.

Newlyweds given banquet by film row on eve of 'reparture for berth as manager in Warner Bros.' district.

Leaves for Mount Exchange here.

Virginia Donham, accompanied by mother, has come to Atlantic City to try for Miss America prize.

Girl, who won the title of Miss America, won Miss California title recently.

Threat is paying expenses etc.

Des Moines

By R. W. Moorhead

Jequeville Navran of Kansas City visiting the R. W. Moorhead.

'Review park had a farmers' day picnic and furnished free roast corn and coffee.

Paramount's first stage show in Des Moines.

Rec'd de Faree of 1938.

University of Iowa's community college students.

\$100,000, to open by November 1.

State auditor, to open by November 1.

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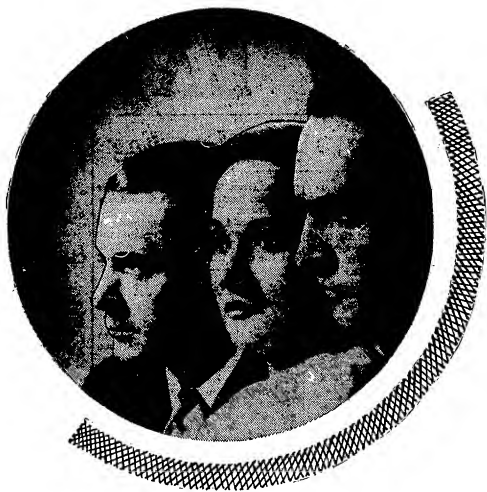
State auditor, to open by November 1.

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State auditor, to open by



Tomorrow

the world premiere of the most eagerly awaited film success of the new season will take place at the Rivoli Theatre, N.Y. It is a love story so heart-stirring in its emotional power, so enchanting in its elusive beauty that it seems destined to win screen immortality as one of the ten best pictures of the year! *Samuel Goldwyn's finest achievement . . .*

**FREDRIC MARCH
MERLE OBERON
HERBERT MARSHALL**

in THE DARK ANGEL

From the play by Guy Bolton, Directed by SIDNEY FRANKLIN creator of "Smilin' Thru" and "The Barretts of Wimpole Street"

Released thru **UNITED ARTISTS**

VARIETY

PRICE
15¢

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64 PAGES

REFORMERS' AIR VICTORY

Theatre Shortage on Broadway; 47 Houses Available, All Booked

There are 47 theatres on Broadway available for legit bookings—rooms, little theatres and houses committed to grind films and stock burlesques being automatically off the list. Indications are that a house shortage will exist next month, when the bulk of the late season's first shows are dated to arrive.

For the first time in a number of seasons operators of theatres are demanding guarantees from producers of shows. That condition exists because of the number of shows seeking bookings. There was a steady decline in the number of productions during the deprehs and since 1932 there has always been a list of unlighted houses.

Situation is now being reversed, with the theatres in the position of again dictating terms, by seeking guarantees against loss in the event their share of the takings is insufficient. How long the house shortage will last is not definite, but figuring the normal percentage of production failures, there should be theatres available during Nov. However, virtually every legit spot will be occupied some time during the coming month.

Looks like Broadway is not over-theated at present, legit group having dropped, a score of houses changing policy in the last three or four seasons. Last fall the Center (Radio City) went legit, as did the Hollywood. Both will revert to pictures. This fall will see the return of the Hippodrome and Manhattan Opera Houses to the legit group.

What is to be the case in November after the hits, runs and errors are tallied, is something else again. But so far it looks like over-seating goes up until the October schedule.

FORD'S WORLDS SERIES, BUICK'S FIGHT B'DCAST

Henry Ford will make no move to tie up the World Series this year until assured that time can be cleared for the broadcasts over one of the national hookups. With the sale of daytime advertising among local stations the heaviest that it has ever been, the question arises as to whether the broadcasters could, if they wanted to, make room for the series pickups next month.

Price for the broadcast rights to the games is still \$100,000. Buick will backfill the blow-by-blow broadcast of the Max Baer-Joe Louis bout at the Yankee Stadium Sept. 24 over an NBC hookup that will take in both the red (WEAF) and blue (WJZ) networks plus Canada and Honolulu.

It will be the first time that an auto concern has tied itself up with a prizefight broadcast of national proportions. "NBC" entered negotiations for the event with eight different advertisers before Buick.

Kate Mayhew's Show

Kate Mayhew, who is 82, has the lead in "Please Mr. President" due at the Mansfield, N. Y., late next week. Part calls for 75 aids of script.

Miss Mayhew made her stage debut at the old Museum theatre, Chicago, with her sister Anne in 1862 and says she still likes to act. Anne is 87, retired for some time.

CREDIT ASTAIRE IN B. R. TEAMS' COMEBACK

Dance teams in the U. S. and abroad are free in their curlicues to Fred Astaire for reviving general interest in ballroom dancing. Since the passing of Maurice Mouvet, the exhibition terps have felt the sag in public interest.

Repeal for a while indicated a renewed impetus to ballroomology as effective, yet inexpensive, featuring for cafes, hotels and the like. But not until the success of the Fred Astaire musicals, aver the professional ballroomers, topped now by the vigorous managerial interest in their talents for fall and winter engagements, have they come back into anything "approaching previous prestige.

The click of "Top Hat" nationally, is already being felt by the ballroomers and their agents through the demand for terp teams. Even before their fall bookings are set, the smarter dance teams are lined up for winter engagements in Florida.

Mike Fright Pills Almost Kill Girl

Dallas, Sept. 10. Victim of mike fright before she even left home for a tryout to enter Eddie Duchin's Texaco Fire Chief finale, a 25-year-old woman almost committed suicide Wednesday (4). "I was afraid to even try," the girl told emergency docs who pumped poison out of her stomach. Friends said her voice is good, but that she has fumbled several mike efforts. Girl, who was a trained nurse, had been using bottles of "nerve" medicine and sedatives found in her room, evidently trying to prepare for the ordeal.

KID AND LIQUOR SHOWS BOTH OFF

Women's Clubs Scare Away Sponsors of Children's Programs—Drys, Through Government, Discourage Liquor Advertising

STATIONS NIX

Reformers have apparently had their way as far as the kid shows on the networks are concerned. Agitation from women club and parents and teachers association sources which reached its height last season has succeeded in making the advertiser wary of bankrolling any juvenile entertainment that might even suggest excitement. Clients, say ad agencies, have taken the attitude that the safest way to avert reformer opprobrium is to tie up with no child program unless it has an educational angle. But so far this season no advertiser has elected to try to sell his produce to kids through education.

Pounding by the reformer element against blood and thunder fare for the adolescents is reflected in the sharp drop in advertiser-backed adventures. NBC, which had six shows of this classification last season, now has only "The Adventures of Tom Mix" (Halston Purina), "Little Orphan Annie" (Ovaltine) and "Poppy, the Sailor" (Wheatena). First two are holdovers from last season. Columbia, which early in the summer declared itself as pledged to maintain a better standard in children's programs with the assistance of an eminent child-psychologist (yet to be named), has listed for the current season only four holdovers. They are "Bobby Benson" (Hecker), "Buck Rogers" (Cocomalt), "Jack Armstrong" (Wheatena) and "Ox, Son of Fire" (Libby, McNeill, Libby).

While the furor over reform quarters was at a crescendo last year NBC announced that it had retained

Show-Minded

hildadelphia, Sept. 10. Universal Artist Bureau last week was solicited to book midgets. Manny Sacks, bureau director, replied he didn't have any midgets on call, but might be able to get some. "What kind of show are you running?" he asked. "I don't want them for a show," inquirer came back. "This is a window cleaning company, and I want them for a cleaning job on an air conditioning system. Some of the air ducts are too small for our regular men to get into."

Less Gross but More Net, So Arliss Renounces American Pix Forever

Conservative

Coming out of a private New York screening of a forthcoming musical, a home office exec was asked, "How's it?" "Well," he said, "let's be conservative. I won't say it's terrific, colossal or sensational. I'll just say it'll make 'Top Hat' look like a short."

STOKOWSKI AS WAGNER IN FILM?

Leopold Stokowski, conductor of the Philadelphia Symphony Orchestra, has been undercover negotiating with Metro-Goldwyn-Mayer to make a motion picture based on the life of Richard Wagner with Stokowski to play Wagner. Nothing set.

While on the Coast during the summer at his Santa Barbara home, Philadelphia conductor made several visits to the M-G-M studio, where he experimented with costumes and make-up. Musician has never done any acting except on the podiums of symphony auditoriums. He has the reputation of being the number one showman of the philharmonic world, having specialized in bawling out Philadelphia audiences for rustling programs and other stunts in that vein.

Silent Stars to Tour With 'Drunkard' Film

Hollywood, Sept. 10. Louis Weiss, who has been here past four months producing "The Drunkard" and a serial, "Custer's Last Stand," leaves for New York Sept. 15. He will arrange the roughshod of "The Drunkard" film. Clara Kimball Young, Bryant Washburn, Ben Turpin and other screen names of silent days, who are in cast of "Drunkard," will go on tour with the pic, making personal appearances.

Moliere in Vaude

Paris, Sept. 10. Moliere will break into vaudeville for the first time at the Alhambra, local straight policy house. Cecile Sorel, formerly of the Comedie Francaise, will play Celleneuve, from "Misanthrope," and comedian Tramel will play Oronte, another Moliere character. In a vaude sketch by Rene Dorin.

London, 10. George Arliss is reported having no intention of making future pictures in the U. S. He figures that making American pictures costs him double tax and prefers to stay home and earn more net, though getting less gross.

For his final picture on his current Gaumont-British contract, Arliss will do an Edgar Wallace detective story, the first of this type he has done either on stage or screen. G-B has discarded "Cagliostro" and "Diary of Mr. Poppys" in favor of the thriller.

Arliss was to have started on his final film chore under the present contract Sept. 16 but allowed the company to set it back until Oct. 14. He will be a free agent after this one but will probably re-sign with G-B for the next two years.

Government Record Of the 'New Deal' Via Film Cameras

Federal government, under the direction of the Works Progress Administration, is making what is described as a camera record of the New Deal. All phases of the Deal's operation are being recorded by expert cameramen, many of them unemployed union lense experts. Sidney MacKean is editor in charge of the complete operation.

Latest phase of "snooting" developments in the rehabilitation program was the dispatching of Fred Fordham to Alaska where he will "shoot" scenes in that vast government development. Another cameraman is engaged in taking scenes in and about Chicago. Five grinders are being used in all.

Bridging the Gap

Detroit, Sept. 10. Detroit's vet wrestling promoter, Nick London, has named his talents to a lotter form of art, concerts. His opening presentation on Oct. 4 at Orchestra Hall will be Tito Scola, Metropolitan Opera Co, tenor. London predicts he will have them going from wrestling to concerts and back again.

24-HR. GRIND ON 'WAY

Irvin Shapiro and Archie Mayers have leased the Westminster theatre, off Broadway, and take over immediately. House has been operated by William Lee for the past year, mostly with British and Italian pics. Shapiro and Mayers will rename the house to the World and may change its policy to a 24-hour grind,

Television's B.O. Possibilities Too Much in the Future, Maybe O.K. As News Novelty; Home Receivers

Only chance of television crashing into picture theatres will be televisual broadcasts of important news, or of outstanding national events such as inauguration of the president. And then it will be used only as a novelty, with extremely dubious entertainment value unless unheard of strides are taken in the next five or six years.

Experts familiar with motion picture operations, the radio field and the development of television can visualize the new discovery as being set for home use almost exclusively. They expect television to follow much the same course as radio, which means that televisual sets for the home will be costly and comparatively rudimentary in projected results.

Aside from costliness of operating a television news broadcast in a picture house, two vital factors now stand in the way of adequate projection.

First of these is the matter of illumination.

Technical experts realize that tele pictures will have to be extremely brilliant for satisfactory projection on a theatre screen. Many describe a television picture as being nothing more than a flying dot, making it necessary to have complete darkness in order to get even half-way successful results.

Second factor is the size of a televisual picture, researchers being extremely doubtful of the effects obtained by "blowing up" the tele broadcast scenes. Most of the early television screens now carry for a picture only 5 x 7 and 8 x 10 inches in dimension. Normal detail is not possible much above the latter size.

Attempting to increase the size of a television picture would result similar to that obtained when a newspaper halftone only two inches is "blown up" to an image four to six times the original specification. This would result in lack of definition in the televisual picture and cause details for the enlarged televisual broadcast on the screen.

Consequently, any television production.

(Continued on page 38)

Par Counts Fire Loss At \$200,000; Antiques, Drapes Go, Pix Held Up

Hollywood, Sept. 10. Paramount counted damage by fire last Tuesday (3) to the studio drapery and prop building at \$200,000. In addition to the loss of velvet draperies and antique furniture and props, company was forced to hold up releases on "So Red the Rose" and "Peter Ibbetson" until duplicate furnishings could be secured to replace those destroyed.

A second fire upset the lot two days later, when film on the transparency stage took fire. Automatic sprinkler extinguished blaze with little damage, but alarm system brought five engine companies through the studio gates.

'Easy Living's' Borrowed Director and Principals

Hollywood, Sept. 10. William A. Selter has been borrowed from Radio by Paramount to direct "Easy Living."

Jean Arthur loaned by Columbia. Patsy Kelly, Roach loanout, and Adolphe Menjou are in cast.

WINNER'S PIC PACT

olymood, Sept. 20. Charles Winniger has signed a term contract with 20th-Fox. Stage and radio play is due at the studio after his air commitments are concluded.

3 After Mary Ellis

Hollywood, Sept. 10. Both Metro and Radio are over-throwing Paramount for a loan of Mary Ellis.

Haley's Operatic Comedy

Hollywood, Sept. 10. Jack Haley draws the feature part in Paramount's "Give Us This Night," co-starring for Gladys Swarthout and Jan Kiepura. Now winding up in "Coronado."

Agency Claims Pact Jumped, Asks \$28,105; S-J Vs. Tuchok, Lukas

Los Angeles, Sept. 10. Charging that Edward Norris broke contractual obligations same day he was handed five-year contract cash premium and commissions in Superior court here for \$28,105 damages by Gilbert F. Nelson, assignee for Bernard & Melkheiser.

Complaint said Norris entered agreement with agency last Aug. 7 and that he discharged agents on Aug. 9 when Metro ticket was signed. He will receive \$280,150 in five years from studio, complaint charges.

Two Scientific-Ampe clients, Wanda Tuchok and Paul Lukas, are being sued in Superior court here. Complaint against writer asks \$12,375 and \$1,500 attorney fees. She is charged with "wrongfully discharging Selznick-Joyce as her representative on April 11, 1934. Suit asks for damages for wrongful discharge.

Lukas, complaint against player alleges, agreed on July 14, 1933, to be charged with "wrongfully discharging Selznick-Joyce as her representative at time mutual agreement was reached for him to break agency contract. He is asked for \$2,050 and \$500 attorney fees.

DR. DAFOE MAY TECH ADVISE ON FILM PROD.

Hollywood, Sept. 10. Charles Blake, scripting "Country Doctor" at 20th-Fox is back from Toronto, where he planned Sept. 7 to confer with Dr. Dafoe for an appearance in the picture. Blake was told by Dr. Dafoe that he would not appear in the picture but would come to Hollywood to act as technical advisor without fee as a favor to Blake.

Dr. Dafoe also has many radio offers with Canadian Radio Commission delegated to handle all offers in that direction. No possibility of getting the Dionne quintuplets for picture as tied up exclusively under Pathe agreement. In case available for pictures, they can't be removed from the Callander (Can.) home.

Brendel's Vaudfilm Tab

Hollywood, Sept. 10. After finishing a "short" at Warner's, El Brendel goes on tour with a show built around a name band now being negotiated.

Will also line up other acts for picture house presentations.

MARY PICKFORD TO EUROPE

Mary Pickford is expected in New York from the Coast next Thursday (19) enroute to Europe. Jesse L. Lasky, associated with her, is already over there. While in N. Y., Miss Pickford will probably consult on the complaint against Metro for allegedly signing Ernestine Schumann-Heink while still under contract to Lasky.

Miss Pickford will remain abroad a couple of weeks.

Mayfair at Pierre, N. Y.

The Mayfair resumes at the Hotel Pierre, New York, in October, and runs every Saturday night as before when at the Ritz-Carlton. This is the first season at the Pierre.

Allen is due back Sept. 20 to start fall broadcasts.



WILL MAHONEY

The Glasgow Herald said: "Although he is in the city barely three months ago, Will Mahoney is evidently one of those artists of whom Glasgow music-hall audiences cannot get too much. The welcome accorded the popular clowning dancer in the Empire Theatre last night was every bit as enthusiastic as that which he received earlier in the year. But here is at least one instance where familiarity has not lessened the entertainment value."

Direction.
WM. MORRIS AGENCY
Mayfair Theatre Building
New York City

MAYER EAST TO ACCEPT CUP AS FRENCH BURN

The Mussolini Cup, which was awarded to "Anna Karenina" (MG) at the international picture contest in Venice, will be shipped to Washington, and there awarded to Louis B. Mayer.

The Italian Ambassador will make the presentation at a special ceremony. David O. Selznick produced the pic.

Rome, Sept. 10.

"Anna Karenina" (MG) was awarded the Mussolini Cup for the best foreign film of the past year at the third annual Venice picture exhibit in Venice. All companies from all countries of the world were invited to compete and most of them were represented.

Fascist Party's prize for the most artistic foreign film goes to "Boys of Paul Street" ("No Greater Glory") (Coi).

Walt Disney again won a prize for the best animated cartoon, gold medal going to him for "Band Concert."

Governmental cup for the best director was awarded to King Vidor, whose only picture during the past year, "Our Daily Bread" was screened also.

A special prize for the best color film went to Radio for "Becky Sharp."

Paris, Sept. 1.

French officials are sore at the showing made by the native film industry at the Venice expo. "Crime and Punishment" is reported here as the only local made which got a hand.

Fine Arts Ministry, which made the selections, is blamed for the choice of pic.

Gang Up on 'Tony'

Hollywood, Sept. 10. Hollywood and Los Angeles book stalls and rental libraries have been swept clean of "Anthony Adverse" by actors pirating up on the 78 speaking roles which Warners is casting for the Fredric March starring vehicle. Casting director Max Arnow has had to call off all phone applications for tests.

Deluge of requests came in after studio announcement that two months would be devoted to exhaustive tests for greatest number of parts yet slated for a picture.

Fred Allen's Pic Bid

Hollywood, Sept. 10. Twentieth Century-Fox is new contract ready for Fred Allen, but comedian won't sign until after the preview of his current picture, "Thanks a Million."

Allen is due back Sept. 20 to start fall broadcasts.

Bulls Toss, So Do Stomachs of Film Mob as Mex Lads Flag Down Bovines

Oakie, Par May Part

Hollywood, Sept. 10.

Final option on Jack Oakie's contract with Paramount has been taken and he is expected to leave the comedian will remain with the studio after his contract expires in December.

Current contract has been running for three years with the final salary \$2,000 weekly.

Lasky Charges MG Cut in on S-Heink Deal; Hays Appeal

olymood,

Charges that Metro had interfered with his contract negotiations and agreement for series of pictures with Madame Ernestine Schumann-Heink, Jesse L. Lasky has filed complaint with the Hays office for adjudication and settlement.

Lasky was the first producer to use the singer in a picture, signing her for a part in "Here's to Romance," and getting an option for additional pictures, according to statement of a spokesman for the producer. Ten days ago, statement was issued that the artist's contract had been renewed and she would appear in a group of pictures for the newly-formed Pickford-Lasky Corp. during the coming year.

In a wireless to his office from a Europe-bound steamer Friday (6), Lasky stated: "I cannot reconcile the action by Metro and Mr. Hays in interfering with my negotiations and agreement with the artist, in the light of past industry ethics in matters of this sort. A full review of all facts by Mr. Hays will establish the Pickford-Lasky Corp. rights to produce pictures with Madame Schumann-Heink, and protect our company and artists from future interferences of this kind."

TOBY TAKES WING ON PITT STAGE DATE

Pittsburgh, Sept. 10.

Failure of Toby Wing, booked as one of stars in Stanley's "Hollywood on Parade" attraction, to show up for opening on Friday (6) had management burning up wires from coast to coast trying to locate flake ingenuer. Performance was held up an hour, but when she must have been delayed, but at last reports she was back in Hollywood following a film assignment in Montreal.

No explanation forthcoming and Warners were still trying to find a reason as late as next day. Booked through Loew office, boys in New York didn't know anything about it, figuring she was in Pittsburgh. Replacement made following day (7) with Tip, Tap and Toe coming in to fill the Wingspot.

Loew's is entering suit against Toby Wing for \$1,050 actual damages, plus reimbursement for loss of good will and advertising expenses, as a result of her failure to appear at the Stanley Pitt, Friday (6) per contract for a week's booking. Miss Wing failed to notify the theatre and show played with but four acts the first day, Tip, Tap and Toe, forced hoofers, substituting on Saturday.

Suit will be for Miss Wing's stage salary, \$750, the \$350 salary of Tip, Tap and Toe, and the \$50 tr. fare necessary to rush the trio to Pittsburgh. Miss Wing was in Toronto when the stage date was set, a telegram from her confirming acceptance. Loew's is entering suit as having booked Miss Wing, though the theatre is now jointly operated by Loew's and Warners in a pooling arrangement.

Metro's Kent Smith's Pact

Kent Smith, actor who's been in several Broadway shows, has been signed by Metro.

Deal handled through Zeppo Marx agency.

Hollywood celebs hied to Tia Juana last Sunday to get a load of some real bull fighting which is replacing gambling at the Mexican resort as a tourist draw. They came, they saw and they became ill. Treaders were a lot of lads whose previous bull-killing endeavors had been confined to an abattoir. They managed to cut the bull to pieces before they put the finishing blow to the animal. One of the bulls had to be shot, which gives an indication of the prowess of the bull fighters.

About 5,000 people went across the border, paid \$2 for the privilege of sitting still in the hot sun while their stomachs, did nip-ups. Mexican tried to add a little American color to the affair by selling hot dogs. They grossed about two pesos which didn't pay for the mustard.

Bull fights are scheduled to be held again but it is doubtful it will go on again. When the fights started, arena was half packed. By the time the third bull was sent to the ring, about the only spectators left were a few pesos and a company of Mexican soldiers. Later, make up most of the audience at anything held in Tia Juana.

LOY TAKES UP AT MG WHERE SHE LEFT OFF

Hollywood, Sept. 10.

Conferences last week between Louis B. Mayer and Myrna Loy resulted in Mayer's issuing a formal statement declaring that differences between the player and Metro had been adjusted and that she would be back on the studio payroll under the same status as when she left some time ago.

First assignment for the player, will spot opposite William Powell in "After the Thin Man" which will be produced by Hunt Stromberg. Picture will not start for at least two months, as director W. S. Van Dyke started production yesterday (9) on "Rose Marie" and will have to complete the latter before doing "Thin Man" sequel.

Hecht & MacArthur start "Book the Rich" at the Paramount Astoria, L. I., studio around Oct. 15, earlier than first anticipated.

MacArthur was to have sailed Wednesday (4) with Helen Hayes ("MacArthur") for London, where Miss Hayes will co-star in the "Queen Victoria" play which she is to do this fall for Gilbert Miller, but he remained here.

New Academy Writer Pact Set for Look-See

Hollywood, Sept. 10.

Academy writer-producer code renewal negotiators expect to have the revised pact, which embodies first standard writers contract form in history of films, ready for submission to the writers' and producers' branches this week.

Pact, which has been given considerable revision and amendment, is now at the comma-changing stage, with committeemen and attorneys giving it the final o.k.

First writer-producer code, under Academy auspices was adopted for a two-year period in April, 1932. It was renewed in April of last year.

SAILINGS

Sept. 23 (New York to Paris), Clifford C. Brundage (Commander).
Sept. 19 (New York to London), Alexander Korda, Sir Connop Guthrie, Etienne Pallos, Maurice Silverstone (Benegrana).

Sept. 12 (New York to London), Sir Malcolm Campbell, Henry Hall, Jimmy Phillips, Peter Maurice, Leslie McDonough (Majestic).

Sept. 6 (Los Angeles to Honolulu), Henry King, Donald Meek (Lurline).

ARRIVALS

Simone Simon, Jan Kiepura, Huey Brent.

U.S. AMUS. TAXES, \$15,379,297

GUILDS TALK MERGE, WOULD CUT 10% COM.

Hollywood, Sept. 10. Screen Actors and Writers Guilds have revived their interest in the agency business, reported as an important factor in Guilds' strategy toward enforcing formal recognition from major companies of the talent organizations bargaining rights under the Wagner Labor Bill.

With filing of a secret report by a joint writer-actor committee on the agency situation, last week, Guilds, it was learned, are bringing up again dormant idea of contractual agreements between the agents and talent Guilds.

Guilds-agent agreement almost had the ink flowing two years ago, but was tabled when NRA came in, with all parties scrambling for code protection. Writers Guild secretly negotiated a three-year agreement with a committee of representative percenters, covering mutual rules and regulations plus an arbitration setup, but the scheme stymied on clause calling for a majority of important agencies signing before it became effective.

Big stick behind the Guilds-agent negotiations—two years ago then as today is the threat of Guilds establishing their own agency, similar to the method in which American Society of Cinematographers gets jobs for its members, rotating work whenever possible. Also there's the milder threat that the Guilds would follow Equity's system of franchising agents, with agents not getting the nod out in the cold as far as Guilds' members are concerned. Guilders also are said to have a strong yen for putting agents' commissions under the traditional 10%.

Guilds' campaign to regulate the agents is said to be much stronger on so-called creative talent rights than was the Academy's attempt along similar lines three years ago. Bigger agents are saying nothing officially so far, holding off until the Guilds start leading their cards toward some sort of negotiations.

Berkeley's Auto Crash Shifts Connolly to WB

Hollywood, Sept. 10. Injured in triple auto crash, which cost the lives of tow and injured six others, Busby Berkeley has been replaced at Warners by Bobby Connolly in directing the dance numbers for "Stars Over Broadway." Connolly also does two production numbers for "Broadway Hostess."

Berkeley's injuries are not serious. Blame for accident will be fixed by coroner's jury.

Films 3 Foreigners

Hollywood gets a new load of foreign imports this week, with three different studios welcoming new talent from abroad.

First to come in was Marta Eggerth (Hungarian), late last week, for Universal. Her husband, Jan Kiepura (Polish), arrives today (Tuesday), for Paramount. Simone Simon (French), is due today for Fox.

LANDI, COL LOSERS

Hollywood, Sept. 10. Ellissa Landi and Columbia studios lost out last week on appeal cases in the California courts. Miss Landi's L. A. judgment for \$1,550 against Schulberg-Feldman agency was ordered back for retrial by the appellate court.

State supreme court put a final seal on Constance Cummings successful action for declaratory relief from Columbia contract.

Uncharmed

Hollywood, Sept. 10. Claiming that the assignment was too insignificant, Peggy Hopkins Joyce has cancelled her deal to appear in Paramount's "Collegiate." Miss Joyce was set to appear as the teacher in charm school sequence of the picture.

ZINN, 5 OTHERS DEPART 20-FOX

Hollywood, Sept. 10. Resignations turned in at 20th Century-Fox last week included John Zinn, who leaves as soon as a successor is selected. He had been with the studio for the past three years as assistant plant manager under J. J. Gahn.

Jack Otterson, supervising art director for the past two years, handed in his resignation to become effective when he finishes present picture assignments. Others moving out via resignation route are Louis Witte, head of the special effects department; O. C. Stratton, in charge of props and rentals; and Ben Wirtzel, chief of the construction department.

Stanley Garvey, assistant to Julian Johnson in the story department also elected to depart, being replaced by Karl Tunberg.

MITCHELL, DURANT SPLIT UP AS TEAM

Hollywood, Sept. 10. Mitchell and Durant, in pictures for the past two years, have dissolved partnership following the washup of their Fox contract last week.

Pormer vaude team feels both can get farther as individuals but will work as a team in pictures whenever occasion demands.

Al Rocketts Back Home

Al Rockett, accompanied by Mrs. Rockett, returned to New York Monday (9) after an eight months' round-the-world cruise.

Back to the Coast after a brief stopover in New York.

SUTHERLAND'S VACASH

Edward Sutherland, who directed "Diamond Jim" for Universal, may get his postponed vacation in Europe this month. He arrived from Hollywood last Saturday (7) and is considering sailing this week. Sutherland came east a month or two ago intending to go abroad but serious illness at time of his wife, Thomas McElhann, prevented his taking journey.

Sextet from Chaplin

Comedian Will Direct All, Appear in Two, Star Paulette Goddard

Hollywood, Sept. 10. Charles Chaplin is planning an extensive production schedule for the next two years that will entail the turning out of six feature

Two will star hi and Paulette Goddard, two will star Miss Goddard and a male player and the remaining two will have all star casts.

Chaplin will direct all the pictures which will be released through United Artists. The two Chaplin starring pictures will be speechless with Chaplin deciding that without dialog his pictures are better at

GAIN OF \$413,618 OVER PREVIOUS YEAR

Better Biz in General but N. Y., Chi and Philly, Paradoxically, Show Declines—Pacific Coast and New England Up

NITERIES BULLISH

Washington, Sept. 10. Evidence of substantial improvement in theatre business from July, 1934, to July, 1935, was supplied Monday (9) by preliminary report on admissions tax collections during the fiscal year ended June 30.

Reflecting better grosses, Treasury statistics showed Uncle Sam's take from box office transactions amounted to \$13,757,235, a gain of \$413,618 over the previous fiscal period. Government income from all admissions, including cabarets and miscellaneous amusements, reached \$15,379,297, an increase of \$765,932.

Ten percent pot brought in exactly \$739,397 more than figure-jugglers had expected, as the treasury's midwinter estimate of the year's receipts, based on six-month figures, was a flat \$15,000,000.

Drop in the use of throwaways, Annie Oakleys, and other cut-rate duets, as well as decline in volume of legit business handled by speculators, was indicated in the analysis of receipts. Report showed that the government's revenues from the tax on free and cut-rate admissions—with the 10% applying to established rather than actual prices—added \$4,537. Payments by brokers, who are subject to 10% of the difference between the sale and the box office price, likewise dropped, decline being \$11,282.

The total receipts from the admissions levy were broken up as follows: From the straight box office impost, on all sales over 40c, \$13,757,235; from the tax on cut rates and gratis admissions, \$509,353; from leases of boxes or seats, \$42,208; from excess prices charged by box offices, \$22,173; from brokers, \$94,595; from roof gardens, cabarets, and other hoop palaces, \$953,799.

While the amusement business nationally was showing a healthier condition, government figures gave evidence of a decline in three of the major entertainment centers, New York, Chicago, and Philadelphia, which the Pacific Coast and New England reflected bigger grosses.

Receipts in the third New York district, which comprises the heart of Gotham, dove \$99,529, while the Chicago office reported a drop of \$43,004 and the Philly office showed a decline of \$29,581.

Offsetting these decreases Los Angeles headquarters had a total (Continued on page 46)

S.S. Dixie Survivors Eclipse Merle's N. Y. Arrival but Norma's Neighborly

H'wood's B'way Beauts

Typical roadway stage type chorus girls are being sought by Metro for its "Great Ziegfeld." Al Altman, M-G's talent executive east, has issued a call for chorines, with preference to musical comedy trained girls. Will pick 10 for actual appearance in the picture.

Only silent tests will be given. Idea of using eastern beauts is that they typify variety of girls used in recent Ziegfeld shows.

BILL ROBINSON GOES DRAMATIC FOR FOX

Bill Robinson will essay a serious part for the first time in his 35-year career in Fox-20th's "Abraham Lincoln, Jr." Part requires Bojangles to play straight without hoofing.

"Lincoln" will be Robinson's second of a new four-picture deal arranged with the studio last week by Marty Forkins. His first will be in support of Shirley Temple in "Little Rebel." Robinson left for the Coast, Sunday (8) to start on the new pact.

Lengyel's Dietrich Pic

Hollywood, Sept. 10. Paramount has signed Melchior Lengyel, who was a writer with Alexander Korda's London Films. His first script for Par will be "Invitation to Happiness," a Marlene Dietrich starrer.

Metrotone's Exclusive On Confession Killers

After grabbing exclusive newsreel talking pic of four youths confessing to participation in subway killing, Hearst-Metrotone newsreel held off releasing reel for four or five days. Metrotone incorporated this dramatic feature in regular newsreel release hitting theatres yesterday (Tuesday). Gave eight Low houses chance to carry special ad space on reel.

With an exclusive on the confession, Metro decided to hold pictures for regular pic released first of this week. Saw no reason for adding to expense by making it a "special," and it offered company sufficient time to do some extra ballyhoo about the "scop."

H'wood Fight Special

Hollywood, Sept. 10. A Hollywood fight special planes east Sept. 19. In party of 14 are included James Dunn, Ralph G. Farnum, Leo Morrison, Robert Woolsey, Mr. and Mrs. Eddie Mannix, William Frawley, George Raft, Mack Gray and Al Kingston.

LEDERER'S PERSONALS

Hollywood, Sept. 10. Francis Lederer, under film contract to Jesse Lasky, is on tap for a series of stage personals at a reported \$3,500 weekly. Understood the Paramount on Broadway among other houses listed for the Lederer showing.

empster's Stage Chore

Westport, Conn., Sept. 10. Carol Dempster, former film star, came out of retirement to appear in sketches written by Philip Dunne and John Cecil Holm for the local Pitman's Theatre, a benefit. First time Miss Dempster has appeared on the stage.

Married and living on a farm near here, Miss Dempster has no plans for returning to the theatre.

It isn't so often these days—that with predatory planes swooping down over Hollywood and snatching up its choice bits of cargo—that the Century comes to town with as precious a patron as Merle Oberon. But it happened that Miss Oberon, who works for Samuel Goldwyn and minds him, was departing Hollywood after a preview of "The Dark Angel" that was memorable even in Hollywood for its stunning effect—whereupon Mr. Goldwyn found he was loathe to let Miss Oberon journey by any means less cozy than strong steel rails over solid ground.

So on Saturday morning, very proudly, the Century rolled into Grand Central Station and disgorged its charming baggage. Also on that Saturday morning, over at the Pennsylvania Terminal, other trains were pulling in and discharging survivors of the S. S. Dixie.

Now, while it is true that tributes to Miss Oberon had brightened the dailies on Friday morning after the premiere of "The Dark Angel" at the theatre the preceding Thursday night—these tributes had been incorporated in the picture reviews which are printed, unjustly or no, on the inside pages. Also all week long the front pages had been screaming reports of the motley flock around the Dixie, in stories not written by picture reviewers. And so where was all the hullabaloo and everybody? At Penn Station. The Century was mortified. A station bare save for a handful of U. A. press agents and some second-string photographers.

The O' S. A. Miss Oberon herself, however, was cheerful. So too the photographers, when after reaching Miss Oberon a-top some trunk, etc., and acknowledging her to wave, they squinted into their finders.

But now Miss Oberon, her pictures taken and her undeservedly skinny wallet over, must lie head over to a suite at the Waldorf, there (Continued on page 36)

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INDEX

Bills.....	53
Chatter.....	60-61
Exploitation.....	25
15 and 50 Years Ago.....	52
Film Reviews.....	17
House Reviews.....	17
Inside—Legit.....	54
Inside—Pictures.....	6
Inside—Radio.....	42
International News.....	12-13
Legitimate.....	54-57
Literati.....	58
Music.....	-50
New Acts.....	58
News from the Dailies.....	59
Nite Clubs.....	48
Obituary.....	62
Outdoors.....	63
Pictures.....	2-36
Radio.....	37-47
Radio—Chatter.....	42
Radio—New Business.....	45
Radio—Reports.....	47
Radio—Showman.....	48
Times Square.....	62
Units.....	52
Vaudeville.....	51-52

Consolidated Lab 30% Price Slash Seen as Move to Dominate Film Biz

Hollywood, Sept. 10. Consolidated Film Laboratories has started an aggressive drive to line up the bulk of film processing among the lesser independent producers on the Coast. Present move, which is reported to involve price cuts up to 30% below standard prices through concessions, is also reported by observers as a campaign to eliminate competition from the field.

Surprise move of Consolidated in making concessions for new business is reported as a flat-rate deal to producers per picture. One offer of \$750 would include developing of at least 20,000 feet of picture and sound track negative; daily prints of large portion of footage shot; 15 laps and 18 dissolves; supplying of main title, parts titles and end titles; and delivery of a master print.

Concession is secured through the inclusion of the laps, dissolves and titles, on practically gratis basis to the producer. It was stated, as Consolidated has to maintain regular prices on processing of negative and supplying of prints in order not to jeopardize big accounts whose contracts provide for equal concessions given to any other customers.

A price slashing campaign was expected several months ago when it was announced that International Cinema would open a new lab to go head business. Key through inability to offer partial financing of pictures or long term credit, was forced to suspend his laboratory business Saturday (7) after 20 years in the field.

Consolidated's price cutting is not confined to the film processing end. Columbia Phonograph (a Consolidated affiliate) has started cutting prices on radio transcriptions and record processing in an effort to secure a portion of the business here in that field. Major competitor is Allied Phonograph and Record, which is said to be doing 70% of the record pressing business in

Scrubs Ready 18 Yarns at 20th For Early Prod.

Hollywood, Sept. 10. Writing activity is hot at 20th Century-Fox with 18 stories now in the process of construction and another 12 awaiting writer assignments. All will go into production as soon as possible. Most of them replace Fox stories tossed out following the merger.

Yarns and their writers are 'Country Doctor,' Charles Blake and Greta O'Brien; 'City God,' Gene Fowler; 'Little Rebel,' Edwin Burke; 'Buccanner,' Frances Hyland; 'Wooden Crosses,' Stephen Avery; untitled Shirley Temple story by Sam Duncan; 'Professional Soldier,' Herbert Smith and George Jessel; 'Your Uncle Dudley,' Dore Schary, Joseph Hoffman and Allan Rivkin.

Maude Fulton after a two-year rest resumes work scripting 'Song and Dance Man,' W. P. Lipscomb is working on 'A Message to Garcia'; 'I Had to Happen,' Kathryn Scola; '14th Street,' Sam Heiman and Gladys Lehman; 'Bess Meredyth' has two assignments, 'Under Two Flags' and 'Earthbound.' 'Nile Patrol,' Harold Long; 'Gentle Julia,' Lamar Trotti; 'Country Beyond,' Ray Schrock, and an untitled circus story by William Lurlibert.

All stories currently in work are expected to be out of the typewriter by the end of November.

Radio Takes 'Ivanhoe'

Hollywood, Sept. 10. Darryl Zanuck has decided to forego production of 'Ivanhoe' and has had the adaptation to Radio, Roland Lee directs.

Robert Lee, who did the adapting of the classic while under contract to 20th Century, will also do the screen play.

Metro Test for Hulbert While Calling on Mate

Hollywood, Sept. 10. Jack Hulbert, English screen star and husband of Cicely Courtneidge, due here this week to visit his wife who is in making 'The Great Ziegfeld' for Metro, will be tested by the studio for a one picture deal.

Hulbert has had several English pictures released in this country this year and Metro figures he should prove a draw.

SEE EARLY 100% REORG. OF PAR SUBSIDS

With the Eitelstein & Ruben branch of Paramount on its own once again with William Hamm, Jr. under a short-term contract as operator for Par, and a plan imminent for discharge of Olympia Theatre, Inc. (New England) from its receivership, reorganization of Par theatres will shortly be complete. The Olympia company, controlling New England Par theatres, has been in receivership since the spring of 1933, with Martin Mullin and Samuel Pfanck as operators.

A reorganization plan for this large and important subsidiary of Par is declared imminent by attorneys following approval of the mortgage foreclosures of G. B. Theatre, Inc., which figures in the reorganization. Under the mortgage foreclosure, the bondholders of GB (Goldstein Bros.) bought in the group of 12 theatres for 50% of the mortgage which amounted to \$575,000. This is the most important step looking to the complete reorganization of New England Par for and discharge of Olympia from receivership. The properties of GB were owned by Olympia subject to the \$575,000 mortgage.

Various tentative drafts of a final reorg plan are being worked on by attorneys and the theatre advisory reorganization committee headed by A. S. Lynch. Latter's job on reorganization which brought him into Par in the summer of 1933 will be complete when plan is arrived at and court approval obtained.

The northwestern F. & R. reorganization is rated next to Olympia in important subsidiaries which were thrown into receivership. Both groups representing a large number of theatres. In the northwest, Hamm, who was appointed receiver, once held a mortgage of \$3,000,000 on the F&R chain. This has been reduced to \$500,000.

Cantor Shoots 'Chutes' Sept. 17, Airing from L.A.

Hollywood, Sept. 10. Production on 'Shoot the Chutes,' Eddie Cantor Picture, starts Sept. 17 at the United Artists studio.

Cantor, in the meantime, figures he will be three weeks ahead in shooting his picture on the radio casting program, which starts from here Oct. 6.

With Ethel Merman at Paramount for 'Anything Goes' for the fall season, the start of Sam Goldwyn's 'Shoot the Chutes' has been stalled. Miss Merman has the femme lead in the Eddie Cantor picture. Initial shooting will be around the F&R chain.

Cantor opera has had about the lengthiest preparation schedule of any picture in several years. Writers are still working on the yarn which first hit the typewriters 40 weeks ago.

LOSES FATHER

Hollywood, Sept. 10. Louise Heury, accompanied by her mother, Jane, to New York today (Tuesday) to attend the funeral of her father, Dr. Jesse Hyman, who died there Sept. 8.

Dr. Hyman was Carl Laemmle's physician for years, once going abroad to operate upon the film man.

Nat'l First Runs

PARAMOUNT
'Peter Ibbotson,' Newman, KC. Oct. 11; Denham, Denver, Orph. St. L., 25.
'Two for Tonight,' Met., Boston, Sept. 13; Met., Houston, 13; Denham, Denver, 13; State, Cleveland, 13; Pal, Dallas, 21; Metro, San Antonio, 21.
'Accent on Youth,' lanta, 13.
'Big Broadcast of '36,' Par, N. Y., Sept. 13; Mich., Det., 20; Orph. St. L., 20; Denham, Denver, 20.
'Little America,' Denham, Denver, Oct. 4; Rialto, St. L., 25.
'Without Regret,' Met., Wash., Sept. 20.
'Gettin' Smart,' Oct. 18.

COLUMBIA

'Girl Friend,' Met., Washington, Sept. 13.
'She Married Her Boss,' Harmon, Albany, Sept. 13; Palace, Cincy, 20; Orph. St. F., 27; Hipp, Cleveland, 28.
'Feather in Her Hat,' Jackson, Tenn., Oct. 14.
'Super Speed,' Rex, Jackson, Mich., Sept. 29.
'Atlantic Adventure,' State, Winston-Salem, Sept. 27; Strand, Hot Springs, Ark., Oct. 20.

WARNER BROS.

'Special Agent,' Worth, Ft. Worth, Sept. 11; Mary Anderson, L'ville, 15; Palace, Cleveland, 15.
'Goose and Gander,' Victory, Dayton, Sept. 14; Palace, Cleveland, 20.
'Anna Karenina,' Par, New York, Sept. 13; Spenger, Mobile, 13.

UNIVERSAL

'Diamond Jim,' Lafayette, Buff. Sept. 12; Keith, Wash., 13; Roxy, Springfield, Ill., 14; Keith, Boston, 20; Rialto, Butte, 22.

RADI

'Last Days of Pompeii,' America, Casper, Wyo., Sept. 15.
'Old Man Rhythm,' Princess, Nashville, Sept. 20; Georgia, Atlanta, 20; Texas, San Antonio, 21; Egypt, Ogdin, 22; Coral Gables, Miami, 23; Royal, Hot Springs, Oct. 20.
'Top Hat,' Main, Lafayette, Ind., Sept. 15; Pal, St. P., 15; Hipp, Cleveland, 15; Albee, Cincy, 15; Minn., 20.
'Hot Tip,' Pal, Canton, O., Sept. 17; Par., Cheyenne, 25; Strand, Wilkes B., 30; Coral Gables, Coral Gables, Fla., Oct. 1.

UNITED ARTISTS

'Dark Angel,' Chinese and State, L. A., Sept. 12; United Artists, Chi., 12; State, N. O., 13; Denver, Denver, 13; Orph. Omaha, 13; Penn. Pitts, 14; Orph. Salt L. C., 15; Des Moines, Des M., 15.
'Barbery Coast,' Denv. Sept. 28.
'Red Salute,' St. L., Sept. 20.

DOUBLES TROUBLE

Metro's Difficulties—Trying to Find Duples of Ziegfeld Stars

Hollywood, Sept. 10. Locating doubles for famous stage personalities who at one time worked for Florenz Ziegfeld is causing Metro numerous headaches. So far studio has spotted only Nat Pendleton, who will play Sandow in 'The Great Ziegfeld.'

Others needed for the picture are doubles for W. C. Fields, Bert Williams, Marilyn Miller, Marion Davies, Will Rogers, Joseph Urban, Nat Wills, John Stee, Eddie Cantor and Van and Schenck. Studio was hunting for a double for Ann Pennington until it was discovered that Miss Pennington is accompanying Patsy Brice to the Coast. Miss Brice is set for the picture. Miss Pennington will be tested and probably play herself.

Muni No Napoleon

Hollywood, Sept. 10. Paul Muni couldn't see himself as Napoleon so Warner's is looking around for a name player to essay role in picture of that title.

After 'Good Earth,' his next, Muni goes abroad for a vacation.

Distrib's Show-Me Attitude on 2,000 Ft. Reels; Will Saving Be Worth It?

'City' to Be Special, Beery, Raft Toppers

Hollywood, Sept. 10. Darryl Zanuck plans to make a special of 'City That God Forgave,' film version of 'Men Among the Ruins,' by Sam Engel and Paul Berger.

Wallace Beery and George Raft will be co-starred in the production. Raft being borrowed from Paramount and Beery drawing the part under his one year contract with 20th-Fox.

PAR, RKO AND FD MEET, BUT NOT MUCH HAPPENS

Paramount, RKO and First Division held their usual board meetings last week, each reporting that such meetings were only routine affairs.

At Paramount John E. Otterson made a perfunctory report on what he accomplished on the Coast. It is understood that no matters of policy were discussed or voted at this meeting, and that the board members had already previously been aware of what the meeting would tell them.

Nothing particularly informative for the trade from the RKO board session or the directors' meeting at First Division held on Thursday (6).

N. Y. Music Guild's 'Faust' Film to Be Prod. In Color on Coast

New York Music Guild has decided to make 'Faust,' its first film, in Hollywood. Technicolor will be used for the entire film, with studio work to start about November.

G. W. Pabst, who will direct the film, is now in New York working with George Antheil, who is writing an entire new score. And J. Phillips, who is doing the screen story.

Guild has purchased world rights to Gounod's 'Faust' from the heirs of the composer in France, and registered at the Hays office, doing away with the possibility of Max Reinhardt producing it for Warners, as reported.

Guild is additionally radio talent right and left for leading roles in 'Faust.' Within past two weeks a big group of NBC warblers have been tested, company feeling that either now affords best hunting ground for choice singers. Several more hearings are also scheduled this week.

Femme singers auditioned include: Jean Dickinson, Lillian Clark, Lucille Manners, Lucy Monroe, Vera Osborne, Leona Turner. Males include: Walter Cassel, Mario Cozzi, John Herrick, Phil Dwyer and Ben Klassen.

Lucky 7 Pix for 2

Hollywood, Sept. 10. Paramounts two busiest players, Gail Patrick and Roscoe Karns, had their options taken up.

Each was in seven pictures this year.

IT'S GRETA NATZLER AGAIN

Hollywood, Sept. 10. Greta Natzler, Paramount's Vienna import, has been twitted back to her original moniker after being known cinematically as Roma Gabriel.

CO-ED MAKES GOOD

Hollywood, Sept. 10. Frances Farmer, University of Washington co-ed, scouted at the Pasadena Playhouse by Paramount this summer, has been given a one-year contract.

Despite the fact that the Academy of Motion Picture Arts and Sciences already has approved the 2,000-foot reel, in major film circles, notably from the Motion Picture Producers' Association, the fight is expected to develop over the actual cost to the exchanges of making changes to handle the larger reels, definite proof of saving and assurance that no union trouble will result. At least two big distributors are revealed as being anxious to be shown facts and figures on what it will cost to enlarge their reels, and to have the cost of a client 2,000-foot reel, reel cases, rewind equipment, and the added cost of inspection service. At present the Academy and numerous exchange chiefs appear to be at wide variance on these points.

Distributor officials in recent weeks have been demanding actual breakdown of figures purporting to effect a big saving in film cutting operations. Reason for this is that so far they are inclined to be skeptical and want to learn if the alleged saving is sufficient to justify a tangible expense out of \$150,000 to the trouble required to change over in every exchange in the country.

Conservative estimates compiled by various distributors last week indicate that it will require an outlay of close to \$1,000,000 to effect a physical lay-out necessary to handle the 2,000-foot reels. The larger reels are supposed to effect a saving of \$225,000 for the same nine distributing companies, with the major leaders dubious as to whether this amount actually will be saved.

One official estimated that it would cost the nine distributors approximately \$944,000 to equip exchanges for handling the 2,000-footers. In the sessions conducted this week via the Hays office, heated arguments are expected to be over the weight and size of the new reels. Academy is reported favoring an enlarged model of the present 1,000-foot reel, but some exchange officials claim the light grade metal will not stand up under (Continued on page 5)

FRANK MASTROLY ASKS RULING ON U STATUS

Los Angeles, Sept. 10. Request that local superior court determine 'Is legal rights has been made here again by Frank R. Mastrolly with the filing of a supplemental declaratory judgment for relief against Universal Pictures Corp.

Mastrolly complaint says he entered into two-year contract with Universal as executive manager on June 2, 1934, a contract which gave him optional right to extend for a third year at \$600 per week. Last April he was ordered to New York, where he is editing and writing dialog for newreels and travelogues.

He is demanding that studio pay his higher living expenses in New York and is asking court to determine what Universal is violating contract by having him work in 4. writing rather than managerial capacity.

Court approval has been given contract between Bobby Brown, 7, and Sol Lesser, which gives boy \$150 per week for four months and options extended for five years. Salary under options ranges up to \$500 weekly.

Included also in contract are agreements for lad to get 10% of profits from each picture in which he plays; 33 1/3% of figure paid Lesser on loan-outs.

Lesser-Breen Tie Legal

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LASTFOLG BACK TO L. A.

Abe Lastofog of the William Morris office returns to Hollywood (Tuesday) after a quick trip to New York. He's been in town for a week.

Lastofog's schedule now keeps him on the Coast about eight months a year.

HOW IT'S OVERSEATING

Senator Reed's Sister's Death Postpones St. Louis Trial to Oct. 1

St. Louis, Sept. 10. Because of the absence of former U. S. Senator James A. Reed chief counsel for Warner Bros. and affiliates, who is attending the funeral of his sister, Mary E. Reed, in Portland, Ore., the U. S. injunction case trial, set for today (Tuesday), in U. S. Judge George E. Moore's court, was continued until Oct. 1. Continuance was ordered after the judge announced that all costs of summoning witnesses again, a sum involving between \$4,000 and \$5,000, must be borne by the defendant companies. Order was issued over the strenuous objections of Russell Hardy, Special Assistant U. S. Attorney-General, who pointed out to the court that there was sufficient counsel here to start the case. Hardy said the case probably would require five days to try, but Sam Jeffries, of the defense staff, insisted that four or five weeks would be necessary, pointing out that the Government had 40 witnesses to call.

During the hearing today, it developed that the Government is not presented as yet a bill of particulars in the indictment case against nine picture companies and affiliates. The case is set for Sept. 30. Hardy said that this bill will be handed to the defense counsel tomorrow (Wednesday).

Present line-up now calls for the criminal case to begin on Sept. 30, with the injunction case coming up the following day.

Court room today was filled with picture company executives and legal lights, with the likelihood that the injunction action probably would have gone to bat except for Sen. Reed's absence.

Changes that lessens and others (Continued on page 11)

LYNCH AS LIAISON ON PAR THEATRE OP.

In future S. A. Lynch, who headed the theatre reorganization advisory committee for the Par trustees under bankruptcy and reorganization, will devote full time and attention to matters bearing on theatre administration as an advisor to John E. Otterson. Under the setup, Y. Frank Freeman, who with Lynch for years in the south, will be in active operating charge. He was informed during the past week by Otterson that he will manage operation.

Freeman is v.p. of Famous Theatres Corp., the principal theatre holding subsidiary of Par which was given birth when Public Enterprises, previous largest holding company, was discharged from bankruptcy. At that time Famous bought close to 300 P.E. theatre properties on liquidation, with company finally taking in all other Par theatre holdings. George J. Schaefer, who held the title of president of Famous but, as with all principal subsidiaries in Par, the v.p. has carried actual operating duties. In past, Adolph Zukor has held the title of president over producing, distributing and other branches, the v.p.'s being actually in charge.

Par Cold on 'Garibaldi'

Hollywood, Sept. 10. Paramount has shelved "Garibaldi," story of the Italian poet-soldier.

Studio fears the political angle.

EPRI'S 4,000TH INSTALLATION

Epri equipment is now in 4,000 theatres throughout the world. Figure was brought to an even four grand on signing of a contract to install a new theatre in Rancagua, Chile.

'Beethoven' Goes as Special at Warners

Hollywood, Sept. 10. Warners will make "The Life of Beethoven" as one of its heavy budget pictures for the coming season. William Dieterle will direct, and Erich Wolfgang Korngold, Viennese composer, brought out here to arrange the Mendelssohn score for "Midsummer Night's Dream," will arrange for the musical sequences.

Writers not yet assigned.

BRISKIN QUILTS COL, HAS 3 BIDS

Hollywood, Sept. 10. Sam Briskin is out as general manager at Columbia Pictures Oct. 15. Though his resignation was tendered and accepted early last week, the Columbia general manager and Harry Cohn, pres. got together of the week to try to adjust the situation which caused the withdrawal of Briskin.

Company had offered Briskin a 10-year deal in two five-year sections which provided for \$2,000 a week first five years and \$3,500 a week second five years. Besides, Briskin was to get a batch of stock as a bonus.

It was on the problem of the stock delivery that the deal was called off by Briskin. Toward end of last week it was figured that the proposition could be worked out, but after two days conferring it was decided by both parties to call quits Oct. 15.

Briskin, though he has not decided on his future plans, has had an offer from Radio Pictures to do a minimum of 10 pictures yearly, building up Metro, besides figuring that he might go in on his own and produce independently with distribution possibly through United Artists.

However, he will not decide on his future connections for another week at least. Upon completing his task at Columbia, where he has been for 14 years working his way up from a bookkeeper in the New York office, Briskin will take a vacation until the end of the year.

With Sam Briskin going out, Harry Cohn is taking over the production reins and elevating Bobby North to a general executive position besides handling his own production unit. North, in addition to his own pictures, will supervise the making of a large quantity of company product by other producers.

William Perlberg, casting director, is being elevated to the post of assistant to Cohn, with his office adjacent that of the Columbia chieftain. Perlberg continues supervision of casting office.

Sheehans in Paris

Paris, Sept. 10. Winfield Sheehan and his bride, the former Maria Jeritza, are stopping here, preliminary to a honeymoon tour of France and Mrs. Sheehan's native Austria.

They'll land in London in about a month, and Sheehan expects to return to America in Oct. and resume picture producing in Nov.

WILL HAYS EAST

Hollywood, Sept. 10. Will Hays departed today (Tuesday) for New York after spending two months on the Coast.

He will sit the Leslee Lasky complaint against Metro in signing Ernest Schumann-Heink when he gets east.

TOO FEW RATHER THAN TOO MANY

Recovery the Reason—Building Halted, Certain Sectors Now Feel Dearth of Theatre Capacities

FARMERS UP

Overseating, a condition which annoyed the industry for the last three or four years, is rapidly being supplanted by an under-seated problem in picture houses as 1933 draws near its close. This is truer in some sectors than others.

While some communities manifest an acute desire for further theatre building, the trade in general hopes that this optimistic manifestation will reflect itself in admission scales being brought up. Severe price-cutting in recent years still has the general average quite a bit below par.

Surveys made by representative trade organizations in key cities in the last four or five months shows that the ratio of seats to theatre-attending population has grown from about 1 to 5 up to approximately 1 to 8. Which is taken to mean that, compared with two or three years ago, nearly twice as many people are paying their way into virtually the same houses. The result is that theatres which played to 50% and 75% of capacity three and four years ago, now are dusting off the SRO sign.

This under-seating situation is attributed to the following:

- (1) Absence of any general theatre construction program in the last four or five years.
- (2) More prosperous times.
- (3) Doubling of farming population's income in the last two years.
- (4) Pick-up in industrial activity.
- (5) Providing cash for those on relief.

Since the first of the year, the number of open and operating picture theatres has been steadily increasing, but this as well as the building of new theatres has not kept pace with the growth of patrons having money for admittance coupons.

Return to more normal times, with many people having additional money to spend, has been noted for more than a year. Revival of business is best seen in improved earnings statements of big industry companies and the increased pace of representative trade indices.

The Farm Bolt

Great portion of this resumption of business is traced to betterment of the farmers. Annual income of the farming population has been virtually doubled in about two years' time. Beneficial effect this has had on box office is best comprehended when it is realized that half of the nation's income is represented by the farmer class.

With the farmer having considerably more to expend this spending is reflected not only in territory and business advice on the farm bolt, but all through the industrial world. Fact that those on relief now are being paid cash instead of being granted food, clothing and lodging is putting more money into circulation, with the theatres getting a proportionate share of this coin.

Detroit is coming to be recognized as one of the most underseated communities. Wave of more prosperous times was felt in the center of automobile production, which has been in the fore of the recovery movement.

Old Film for Archives

Hollywood, Sept. 10. Over 2,000,000 feet of old film, the celluloid history of Hollywood, has been taken back to the archives of the Museum of Modern Art Film Library in New York by John Abbott.

General manager of the library spent several months collecting the material.

Korda's London Films to Produce Six Pix as Partner with United Artists

'Husk' Waits on Names

Hollywood, Sept. 10. Start of Radio's "Husk" is being held up due to casting difficulties with the studio being unable to find strong names for the leads and supporting parts. So far only Preston Foster has been cast. Margaret Callahan has been pencilled in as the femme lead.

James Flood, who will direct, has been on the lot marking time for the past month.

NW CAN'T FIND ANY THEATRE FOR SALE

Minneapolis, Sept. 10.

Exchanges here report that for the first time since 1929 there are no theatres for sale in the territory. Improved business and a very favorable outlook for the fall and winter, due to the generally better trade conditions, increasing employment and greater farm buying power are causing exhibitors to hold on to their houses and actually have been a factor in the construction and reopening of more than 25 additional theatres during the past year.

R. H. Wagner, who recently sold his Capitol and Royal theatres, Sioux Falls, S. D., to the Eddie Ruben circuit, states that he has secured the territory in vain in an effort to purchase a theatre. He says he has been unable to find a single one for sale.

METRO GIVES BENNY PIC \$100,000 BUILDUP

Hollywood, Sept. 10.

Metro has decided to spend another \$100,000 on added sequences for Jack Benny's second starring picture for that company, "Let Freedom Ring." Excess generated enthusiasm for the picture at a sneak preview out of town last week and figured the added expenditure would swing the feature into higher percentage brackets when released.

New sequences and the finish are being worked out by Chuck Reisner and Lew Lipton. Reisner handled the picture as producer-director and Lipton collaborated with Byron Morgan on the original and script.

Benny is driving back from Seattle and the added sequences are expected to get under way next week.

Week-to-Week Supers

Hollywood, Sept. 10.

Douglas MacLean and Charles R. Rogers are working on a week to week basis as Paramount producers. Contracts expired last month.

LEE MARCUS DUE IN N. Y.

Hollywood, Sept. 10. Lee Marcus, Radio producer, planes to New York Sept. 21 for a three-day visit with his mother to celebrate her birthday.

On his return, Marcus starts production of the next Wheeler-Woolsey pic, "The Wild West."

L. B. MAYER BEDDED

Hollywood, Sept. 10. Louis B. Mayer contracted a nasal infection at the etre picnic Sunday (8), which caused doctors to order him to bed for a couple of days.

Hollywood, Sept. 10.

With London Films as a partner in United Artists the Fortington group heavily interested in Paramount, English money is firmly entrenched in motion pictures. Influx of British coin in pictures has been rare since a Glasgow syndicate financed F.B.O.

Alexander Korda and Sir Connop Guthrie—latter in addition to being U. S. director is also representing Prudential Insurance of England, who financed London Films—closed the U. A. partnership deal last week. London Films bought one unit of U. A., still leaves a single unit in the company unsubscribed. Other unit holders are Goldwyn, Mary Pickford, Chaplin and Fairbanks.

According to the deal, London Films will produce six features for U. A. Both companies will interchange players and directors. Douglas Fairbanks will produce one in England for LF, but will not appear in the picture. Mrs. Pickford and Leslee Lasky will do likewise. LF will send Merle Oberon to U. A. for additional pictures and will probably split its two picture deal with Charles Laughton with its American affiliate.

LF will construct a new studio at Denham, 25 miles outside of London. It will also build a laboratory and a technical plant. New studio will cost around \$1,500,000.

Following the closing of the deal on Saturday (7), Nathan Burkan, who handled the legal end, Mrs. Burkan and Mrs. Maurice Silverstone left for New York by train. Korda, Sir Connop and Etienne Pallos, also an LF official, leave by plane tomorrow (Wed.).

Discussions for the establishing of a British film organization patterned along the lines of the Academy of Motion Picture Arts and Sciences were held by Alexander Korda last week with leaders of the Academy here.

Korda was tendered an informal dinner by the directors' branch of the Academy during his trip to the coast last week, and said that many members of the British film colony were interested in establishing an Academy in England.

Korda, Sir Guthrie and Pallos, of London Fil sail Sept. 19 for London.

Otterson's Academic And Trade Quiz on Paramount Personnel

John E. Otterson wants to know the academic background as well as the picture experience of men and women in Paramount. Personnel must detail this information for him on orders of department heads, who in turn have received orders from the Par president.

When anyone is taken into Par, it is customary to make out an application blank, giving the usual data as to education, experience, Max. Figure and that Otterson wants a more detailed record as to past experience.

WURTZEL GIVEN NEW TERMER AT 20TH-FOX

Hollywood, Sept. 10.

Although his present contract still has a year to go, 20th-Fox has handed Sol Wurtzel a long-term pact that becomes operative upon expiration of the old one.

THALBERG STILL EAST

Hollywood, Sept. 10.

Irving Thalberg is due to remain east another week. The studio placed him a rough cut of the Max. Figure and that Otterson wants a further work on the picture until authorized by him.

Amusements Reach New Top Levels; Nine New Peaks Marked Up in Surge

IKE WEAR

Stock market held firm yesterday (Tuesday) in another 2,000,000-share day, with important industrial hitting new highs. This upsurge pushed several in amusement stock list to highest ground this year. These included American seating, at 13 1/2; Eastman Kodak, at 15 1/2, an advance of 4 points for the day; General Electric, 34 1/2; and Westinghouse, at 7 1/2. Radio B rallied more than a point to 6 1/2, while Trans-Lux equalled its previous 1935 top at 3 1/2. Picture company issues were unchanged to fractionally lower.

A resumption of the advance, led by industrial favorites, carried the Amusement Group to highest levels of the year in last week's stock market. Group went to about 36 1/2 and showed the remarkable advance of 0.729 of a point as measured by the average for 12 representative issues.

Most pleasing feature of strength in amusements was that the Amusement Group went up on heavy volume. More than 953,000 shares changed hands in the group, making highest volume of the year. Vast amount of trading naturally was in issues recently placed on the big board, but others also joined in the activity.

This upsurge and increased interest in picture and radio stocks found reflection in 15 new 1935 highs for stocks and nine new peaks for amusement issues. Eastman Kodak common and Westinghouse common were greatest gainers, latter being up 7 1/2 points and Eastman four points.

Manner in which high-priced blue-chip stocks pushed forward was heartening to traders. With many leading industrials forging into new high territory it was to be expected that the Dow Jones industrial averages would hit a new peak for the year. New high was 233.36. Averages finished at 232.45, up 4.59 points on the week. Rail and utility averages lagged in comparison, neither group getting to high ground reached months ago.

Highest 1935 prices were reached by American Seating, 13 1/2; Eastman Kodak, 15 1/2; Jewell's common, 44 1/2; General Electric, 34 1/2; Madison Square Garden, 10 1/2; Paramount common, 11; Paramount first pfd., 9 1/2; Radio, 6 1/2; RKO, 4 1/2; 20th Century-Fox common, 47 1/2; Warner Bros. common, 6 1/2; pfd., 4 1/2; and Westinghouse common, 7 1/2.

Amusement bonds which made new peaks were General Theatre Investment Bonds and certain 6% deposit for same, both at 16; Paramount-Famous-Lasky 6s and certificates of same, both at 106; Paramount-Public 5 1/2s, at 108, and certificates at 107 1/2; RKO debentures 6s at 96 1/2; RKO debentures, 6s, and Warner Bros. 6s, at 82 1/2.

Steady improvement in business as shown by various trade indices together with optimistic outlook of street took of Roosevelt's statement that he was through experimenting (Continued on page 24)

Merritt Crawford's Film

Alliance Advisory B'd

Film Alliance, headed by Merritt Crawford, has already lined up a flock of advisors in its production schemes. Among those named are Herman Shumlin, Albert Zelt, John Gassner, Andre Bennwald, Richard Watts, Jr., Thornton Dehanty, William Boehnel, Evelyn Gereis, Olin Ferguson, William Atter, G. W. Pabst, Robert Gassner, John Howard Lawson, Albert Maltz and George Sklar, all to act on the advisory board. This list includes Shelley Hamilton, up of the National Board of Review. Irving Browning is listed on the board of directors.

Group is not only concerned with 16 mm. enthusiasts, but primarily in standard 35 mm. films.

Scott on 'C a Minute'

John Hollywood, Sept. 10. Aubrey H. Scott has been signed at Mascot by Al Leroy to direct 'A Minute', starring Roger Pryor.

Picture, first Marcell feature for Republic release, is slated to shoot off Sept. 17. Vince Barnett prominently in.

Yesterday's Prices

Sales	High	Low	Net
600 Col. Pict. 65% 100% 100%			
500 East. K. 130 132 150			
2,700 Gen. El. 94 95 95			
2,700 Gen. El. 94 95 95			
1,400 Par. new 100 100 100			
2,700 RKO 17 17 17			
2,700 Pathe, new 0% 0% 0%			
4,000 Radio B. 6 1/2 6 1/2 6 1/2			
4,000 RKO 17 17 17			
1,200 20th Cen. 13 1/2 13 1/2 13 1/2			
9,000 W. B. 100 100 100			
700 Tech. 20% 10% 10%			
200 Trans-L. 3% 3% 3%			
1,000 Gen. 10 15 10			
1,000 Gen. 10 15 10			
1,000 Par. new 50% 50% 50%			
60,000 Par. new 50% 50% 50%			
8,000 RKO 17 17 17			
35,000 W. B. 82 1/2 81 1/2 81 1/2			

WAMPAS NO MORE

Its Potency, Gone, P.A.s Group to Lose Identity in Masques

Hollywood, Sept. 10. The once potent Wampas will lose its identity some time this year when the remaining members merge with the Masques or withdraw from the affiliation, receiving an amount equal to the Masques membership fee.

With some \$6,500 in the treasury in cash and dues payable, the amount will be turned over to the Masques to pay for the membership fee.

Wampas has suffered a gradual decline since the forming of the Hays organization. Previous to that time, Wampas as an organization of studio and free lance press agents dictated policies, was a regulatory body for the craft. With the founding of the Hays organization, duties of the Wampas as an organization were usurped and it became a more or less impotent social club, an excuse for a weekly gathering of p.a.s.

Studios three years ago refused to cooperate with the Wampas on its annual selection of Baby Stars, the Wampas annual ballroom. Club went out and corralled 12 free lance players as Baby stars but lacking major studio co-operation the selections meant nothing. For the past two years, membership has dwindled to a handful.

Split Up Assignments

Hollywood, Sept. 10. Assignments for Kenneth Macgowan at RKO before he jumped over to 20th Century-Fox as a producer have been taken to Zlon Meyers and Dave Hemsstead. Former gets 'Two O'Clock Luck' and 'The Great Impostor' has been given 'Long Ago Ladies'.

L. A. to N. Y.

Louise Henry, Irene Lee, Jane Dixon, E. C. Potter, George Haight, Addison Bailey, Ed Davis, Harry M. Warner, Margot, Frank Craven, Louis Weiss, Nat Dorfman, Arthur Shadr, Alexander Korda, Sir Sinop Gubrie, Etienne Galtier, Marshall Nye, Read Kendall, Gladys Swarthout, Will Hays, Gertrude Niesen, Gene Autry, Henry Armetta, Eddie Sutherland, Herbert Marshall, Nathan Burkan, Maurice Silverstone.

N. Y. to L. A.

Pat Ballard, Maria Eggerth, John LeRoy, John Van Kiepen, Bill Robinson, Simone Simon, Dixie Dunbar, Abe Lustig, David O. Selznick, John E. Otterson, Johnny Green, Lennie Hayton.

Universal Will Produce Gilbert-Bernard Shorts

Hollywood, Sept. 10.

L. Wolfe Gilbert and Felix Bernard have sold Universal three two-reel shorts, written for three more by the studio. Sam Van Runkel will produce. Gilbert-Bernard team supply lyrics and songs. First two will be 'The Cut In' and 'Quintuplets on Parade.'

Fla. Coast Guard Steps Into News Reels' Competish

Battle of five newsreel companies to obtain first prints of the hurricane-stricken Florida region and the S.S. Dixie, aground off the coast, as taken from a coast guard plane, reached a climax last week, when U. S. officials stepped in. Protests of Fox Movietone to the coast guard commandant in Washington that it was entitled to these shots proved unavailing. Result was that Universal, Pathe and Metrotrone were the only companies to get these plane views, first of the stranded steamer and the initial motion pictures of the storm havoc off the shoals. Paramount got other plane shots.

Universal, Metrotrone, and Pathe sent James Lyons, cameraman, by plane to Jacksonville Tuesday. Made remainder of journey to Miami over water-gated highways by auto.

When coast guard plane was ordered on flight over the hurricane-swept keys country Wednesday to learn extent of damages and ascertain if anybody had lived through the storm, Lyons and his cameraman to make trip. He obtained pictures of the Dixie and the desolate region, being the first to see the wrecked Conservation Corps camp. Camera also shows wrecked train and manner in which roadbed was carried away.

The three companies representations to the coast guard were that they were so entitled to the film because they alone made application for the pictures, before the flight was made. They informed the coast guard commandant that on this basis prints were withheld from Paramount and Fox, with coast guard later admitting correctness of claim made by Pathe, Universal and Metrotrone.

After being on duty for more than 48 hours the storm and part of the time flying over the ocean and flooded region in the coast guard plane, Lyons collapsed shortly after phoning N. Y. film editors of scenes obtained. This and delays in shipping prevented negatives from reaching New York city until Friday (6) afternoon. Result was that these reels did not hit Broadway houses until Saturday morning. Paramount got into the houses same morning with other plane views of boat and storm.

Universal, Pathe and Metrotrone shot out these plane views by express Saturday (7) morning and caught boats for Europe same day. Importance attached to obtaining these films was seen when it was reported in industry circles that at least one of the two newest companies would demand an investigation of the affair by the house military ways and means committee.

Doob's Sec, Anna Elmer

1 of S.S. Dixie Survivors

Anna D. Elmer, secretary to Oscar Doob, Loeu publicity chief, was on board the S. Dixie returning from a Canadian Rockies vacation when it went on the Florida reefs last week. She returned to N. Y. City Saturday (7) with plenty of stories of happenings in the storm.

Miss Elmer had been in Banff, Canada, and returned via California and New Orleans.

REGAL GETS GOING

Hollywood, Sept. 10.

George Hirlman is reading first of his scheduled eight Magnacolor features under the Regal Productions label at Tallman studios, while negotiating major release for his product.

Roger Whately has been assigned to script the first yarn, 'The Rescuer,' a Foreign Legion Drama.

Inside Stuff—Pictures

Falling to exercise transfer rights by Aug. 30, when such transfer rights expired, many persons are holding old Paramount Public certificates as well as warrants. Included among the investors are Paramount employees who bought the old stock six years ago and have been holding it since.

Those who failed to exercise transfer rights by Aug. 30 state they paid no attention to notice calling their attention to this necessity because they received so many notices under the bankruptcy and reorganization, they stopped paying attention to them, only to wake up too late.

While Warner Bros. and RKO are having difficulty getting together on a product deal this year to cover the Greater New York area, with situation reducing itself down to pressure from WB in selling away to RKO opposition theatres in some sections, an RKO partner, Mort Singer, has signed for Warner pictures.

Singer's deal covers Orpheum houses which he operates in Minneapolis, New Orleans, Omaha, Davenport, and Cedar Rapids. Contract is for Warner 100%.

As major distributing company officials this week go into confabs on possible adoption of a 2,000-foot reel, there is considerable apparent resentment in some quarters over the fact that this Academy idea was approved in Hollywood by Coast officials. Company chieftains claim that some of home office members were not even consulted before placing an okay on the larger reel. One company claims the whole scheme was officially approved by their Hollywood representative before the N. Y. office was advised.

Previewed and soundly panned by Coast critics, result on a major studio's picture is being blamed on the director who permitted his wife to sit on the set throughout the picture, change dialog, business, camera setups and situation at will.

Star of the film protested but got nowhere and was finally sold by the lady that she was giving the picture 'clashes.'

Director's wife produced a single reel which received acclaim from the army mob.

More space is being devoted to motion pictures by newspapers than ever before, and there is an increasing demand for both art photos and copy on the part of the large dailies around the country.

This information was uncovered at a meeting of the studio publicity committee of the Hays organization by several studio press agents who had made recent swings through the midwest and east for their companies.

Demand has grown for experienced advertising-publicity-exploitation men with the arrival of the new show season. A number of men have been or are being put to work on roadshow engagements of pictures and as associate exploiters on new films on regular release. Fox is using some on 'Crusades,' while Columbia has put on a bunch for 'She Married Her Boss' dates. United Artists is also contributing to the employment of advance men.

Los Angeles city proper, which for past several months has had less than half a dozen straight single bill first run houses, recently had 12 first runs soloing. Two of total United Artists and Egyptian, are continued first run of Fox's 'Steamboat 'Round the Bend.' Other houses soloing are Chinese, Warners Hollywood, Pantages, Four Star, Paramount, Loew's State, Warner's Downtown, RKO Hillstreet, Filmmate and Grand International, latter two housing foreign pix.

Walkout of Rian James on his Gaumont' British contract was on the advice of Martin Gang, his attorney, upon arrival of the contract which was said not to be in accordance with original negotiations.

Contract, while it stipulated 30 weeks at \$1,500 weekly, gave GE the right to cancel at the end of any week and also called for James to make personal appearances and write ad copy. Latter two items were not in the original deal, it is claimed.

Several financial houses last week awakened to the possibilities of amusement stocks, as a result of the Labor Day week Broadway grosses. This is the time of the year that many amusement issues begin reflecting the uptrend in box office receipts of the winter months.

Some brokerage establishments are preparing pamphlets covering the situation with a few making specific recommendations.

Figuring to cash in on any prestige Michael Bartlett may garner when replacing Frank Parker on the Jack Benny Jello air program, starting Sept. 29, Fanchon & Marco is setting back play dates of 'She Married Her Boss' (Col.) in both Los Angeles and San Francisco until sometime in October. Bartlett is one of the leads in the pic and F&M, with Columbia agreeing, wants to get full value of any breaks.

Report is that Paramount has spent around \$20,000 redecorating John Otterson's suite of offices on the ninth floor of the Paramount building, N. Y.

Among items installed in the suite is a kitchen. At present most of the office space in Otterson's suite, which occupies around a half floor, is unoccupied.

Afraid he might be misquoted by any newspaper men on arrival from Europe Monday (9), Jan Kiepura, Polish actor over here for Paramount, instructed Par to bring a couple stenographers along on the cutter meeting in. He wanted the shorthand writers so they could take down everything.

Loew's State, the Paramount and the Lyceum (left) in New York are making use of the opening now available across the Criterion block, since the latter house and the old New York theatre are torn down, by hanging valances and large cloth streamers on their properties adjacent to the Criterion-New York lot.

Flock of picture names in California are miffed at a star who manages to get the cream of publicity on charitable affairs, but when the event rolls around the star is never to be found.

Other players have been showing up to do their bit but they are now qualifying their acceptance with the proviso 'I'll show up if you do.'

Los Angeles territory subsequent run houses are threatened with a shortage of feature product breaks during next few weeks, due to current holdover of three pictures being day-dated in total of six houses. 'Situation expected to continue, more or less, during season due to the three Los Angeles day-date pools on six of the local nine first runs.

Graham McNamee, called to Universal's lab after midnight Friday (6) to do the newsreel commentary on the Florida hurricane, became so house that he finally gave up on one scene. Clip is in but no chatter from McNamee.

While burlesque houses were closed a few days last week because of the strike, and absence of legit shows, Fox Brooklyn held the distinction of being the only house in Brooklyn with stage show.

36-ALLED MEECKER LOOMS

Chi Palace Nixes 'Diamond Jim' H. O. Despite Wow 1st Wk. Gross

Chicago, Sept. 10. One of the worst jams in the history of the RKO-Universal tie-up here occurred last week when RKO general manager Nate H. Blumberg ordered the Universal picture, 'Diamond Jim', out of the RKO Palace after one week despite the fact that the picture is estimated to have finished to better than \$27,000, biggest gross the house has seen in months.

'Diamond Jim' was pushed out because of the insistence of the RKO-Radio distributing organization for the house to make a simultaneous opening of 'Top Hat' (Radio). Officials of both RKO and Universal urged Blumberg not to yank a picture which was doing such profitable biz.

WANGER SPREADS ON SCRIBS, 14 NEW HIGH

Hollywood, Sept. 10. Walter Wanger went on a writers spree last week, adding four to bring his staff to a new high of 14. Scriveners added are Dorothy Parker and Alan Campbell, her husband, who were brought over from Paramount to write additional dialog for the Sylvia Sydney picture, 'Mars Burns, Fugitive'. Adele Comandant, assigned to scrip on 'Brazen', and Dore Schary, who will do treatment on 'Her Master's Voice'.

Dream' Not Going Into Center; 75c Vaudfilm

Deal between Warner Bros. and Rockefeller-Radio City to reopen the Center, N. Y., as a picture house with 'Midsummer Night's Dream' on a two-a-day basis, is reported off. 'Dream' into the house at a \$2 top would nullify during the past week. This leaves 'Dream' going into WB's Hollywood on Broadway Oct. 9, simultaneous with its premiere in London, Paris, Rome and Buenos Aires the same day.

Center is scheduled to go into a picture and stage show policy Oct. 2 at a probable 75c top. Exact nature of the stage shows has not been decided, nor is it known which picture will be the opener.

Once before the Center played pictures and stage shows, for a time dropping stage shows in favor of straight picture policy. It housed 'Great Waltz' last season. 'Waltz' goes out Saturday (14).

Denver Lass Lands

Hollywood, Sept. 10. Adrienne Madden auditioned in from Denver last week to start her term deal with Paramount.

Player, tabbed by Paramount scouts while playing ingenue roles with Elitch stock company, is slated to draw a part in 'Millions in the Air' as her first under contract.

BIP's Talent Hunt

Hollywood, Sept. 10. Arthur Woods, director of British International Prod., is lining up talent for his next picture, an untitled musical spectacle.

Has been conferring with Buddy Rogers, who will handle a lead spot.

MONTGOMERY'S PLAY

On returning from a European vacation in about a month, Douglas Montgomery will go into a play. Montgomery sailed last Wednesday (4).

ikes Wendy's Work

Hollywood, Sept. 10. Impressed by her work in 'Big Broadcast', previewed yesterday (Monday), Paramount handed Wendy Barrie the lead in 'Millions in the Air'.

Hall on Par Tuner

Hollywood, Sept. 10. Alexander Hall will direct 'Song of the Night' for Paramount. Picture will have Jan Kiepura and Gladys Swarthout in top roles.

Feature is down for production start on Sept. 23, with William Le Baron handling the filmusical.

EXHIB'S SUIT VS. PAR MUST GO TO TRIAL

St. Louis, Sept. 10. A demurrer of the Foxcourt Pictures Dist. Co., Inc., seeking dismissal of the suit filed against it last February by the Abraham Lincoln Amus. Co., which operated a theatre in the Odeon building, recently destroyed by fire, was overruled by U. S. District Judge Davis on Saturday (7). The suit seeks \$8,750 damages. Defending plaintiff was forced to close theatre Dec. 12, 1934, because of inability to get first-run films from Par under a contract. Defendant company contends suit failed to state a cause of action in its demurrer.

Under a contract with Paramount the Lincoln company opened its theatre on Nov. 2, 1934, and had gross receipts totaling \$4,184 in the first four weeks. It was said. The contract with Paramount, entered the previous August, was for a year's supply of films of certain classifications, according to the petition.

Conway Closes 'Life,' Van Dyke to 'Rose Marie'

Hollywood, Sept. 10. Jack Conway stepped in to take over direction of the Joan Crawford starrer at Metro, 'I Live My Life', replacing W. S. Van Dyke to clean up the last four days of the picture.

Switch was necessary to allow Van Dyke time for preparations and casting of the filmusical, 'Rose Marie', which got before the cameras Monday (9) at location near Lake Tahoe. Unit will return to the studio in about four weeks.

PAR-FWC IMPASSE

Subsequent Run Bookings in L. A., S. F. Not Set

Los Angeles, Sept. 10. Subsequent run bookings on the new Paramount product are held up here and in Price due to inability of Fox West Coast and Par to get together on a product buy. Outside competitive spots are also being denied dates until pictures are set with the circuit.

Films held up are 'Every Night at Eight', 'Annapolis Farewell', 'Here Comes Cookie'. Out of town houses are also penalized by sales impasse. Paramount only major lineup not contracted by Fox West Coast. L. A. exchange is under orders to set no bookings until the chain deal is disposed of.

WB's Curwood Remakes

Hollywood, Sept. 10. Warners will make J. O. Curwood's 'God's Country' and 'The Woman' with Bette Davis and George Brent in leads.

Film rights acquired through WB's Cosmopolitan tieup.

PAR'S 'FLORIDA SPECIAL'

Hollywood, Sept. 10. Clarence Buddington Kelland's Satepost serial, 'Recreation Car', has been purchased by Paramount. It will be retitled 'Florida Special'. Al George-Horn production.

LOOKED 100% OFF, NOW VERY LIKELY

Brandt-306 Truce—Means Working Agreement Between the Two, and Probable Ultimate Alliance

NEGOTIATIONS

The New York Operators (Local 306)-Allied Operators merger, which has looked for a month ago, when the BKO-Low-Stein crewlets sought to push 306 into a position on arbitrary 41% salary cuts in booths, now looms for the future with Harry Brandt and 306 having reached a truce Monday night (3). A week ago it was deemed 100% cold. While the truce reached points the way to a working agreement between the two, with negotiations to work out its provisions, expectation is that the two unions will combine at some later date.

Frank Tichenor, publisher, appointed mediator in union troubles by New York's Mayor LaGuardia several months ago, when cross-picketing brought complaints from theatre operators, is declared to have been instrumental in getting Brandt together with Joseph D. Basson, president of 306, and will be in charge of negotiations looking to a permanent agreement upon the armistice reached Monday night (3). All picketing ended that night with both sides agreeable to peace parleying.

While neither side is issuing any statements, it is said that one of the provisions of the peace pact will be agreement that 306 will not attempt to win over any of the booths occupied by Allied operators and vice versa. Allied ops are in the (Continued on page 24)

Fox-WC, Metro Sneak Up On L. A. Zoning with 'Seas'

Hollywood, Sept. 10. Metro and Fox-West Coast are taking a poke at the recently inaugurated zoning agreement protection by allowing 'China Seas' to go into the subsequent run houses 10 days ahead of the protection time. Picture opens at the Wilshire 12 days after it closes on the Chicago State first run. Ten days after the Wilshire closing, it goes into 12 neighborhood houses. Protection is 21 days in the case of the nabes.

Pathe Stockholder Comm.

Awaits Hilbert Decision
Organization of a committee of common stockholders of Pathe is in progress. Purpose of this committee will be to advise Pathe shareholders to withhold their consent to the presently proposed reorganization plan of that company, until the court action by Ben Hilbert, a stockholder, now pending before the Appellate Division of the N. Y. Supreme Court, is disposed of. Hilbert's suit is not expected to be tried until the October session. In the meantime, however, a motion by Pat Casey to examine the Pathe officials before trial, is pending before N. Y. Supreme Court. Justice Charles B. McLaughlin. This motion is to be heard on Sept. 16.

FRED METZLER TO 20-FOX

Hollywood, Sept. 10. Resigning as Fox-West Coast treasurer, which position he held for three years, Fred L. Metzler swings over to 20th-Fox studio in the same capacity, succeeding George Bagnall.

George Bagnall, circuit's chief accountant for 10 years, gets Metzler's spot.

Warners on Studio Construction Spree, Up Budget \$500,000 for Theatre, Stages

Stenched Pickets

The latest in labor circles is the stenched-picking of pickets. A couple New York Operators (Local 306) boys carrying the signs in front of the Liberty, on 42nd street, were stenched-bombed during the past week, someone tossing one of the smeller-uppers into them as they paraded up and down in front of the theatre.

Pickets were driven out of a tailor shop when wanting to get their suits dry-cleaned and buried the suit instead.

TECHNICOLOR'S \$500,000 ENGLISH LABORATORY

oilywood, Sept. 10. Erection of a new \$500,000 Technicolor plant adjoining London Films plant at Denham, England, will be under the supervision of Frank R. Oates, v.p. and plant manager of Technicolor, who departs shortly for England. Plant, to be put into operation in nine months, will have a capacity of 2,000,000 feet.

Now on the ground is Arthur Ball, v.p. and head technical expert of the color company, who is supervising plans and early construction of the British laboratory. Prudential Insurance Co. of England will handle the financing in addition to having 50% interest in the operation of the company, which is to be known as Technicolor, Ltd.

Chairman of board is Dr. Herbert T. Kalmus, with operating control resting with the parent company, which also has an interest in the enterprise.

Half of London Films' next season's output will be tinted, nine already being scheduled. Plant will also handle color work for other producers on continent.

Setting, Shelving

Hollywood, Sept. 10. Fred Stone, Henry Fonda and Elizabeth Patterson are set for the leads in 'Fend' Walter Wanger remake of 'Trail of the Lonesome Pine', Paramount release. Picture will probably start in three weeks.

'Study' wants the director for 'The New Divorce', obtained by Par from Warners in a trade for 'Doctor Socrates' (Muni).

D'Arrast's Par Remake

Hollywood, Sept. 10. Harry D'Arrast is negotiating with Paramount for a remake of 'Laughter' made seven years ago. Studio wants the director for 'The New Divorce', obtained by Par from Warners in a trade for 'Doctor Socrates' (Muni).

WALLIS AIDE OPTIONED

Hollywood, Sept. 10. Warners has picked up another year's option on Walter McEwen, assistant to Hal Wallis, stretching his tenure to sixth year.

Started as a reader and became story editor before moving in as Wallis' right hand.

GOLDEN PROD. BOSS

Hollywood, Sept. 10. Max Golden has been installed as production manager at the 20th Century-Fox studio on Western avenue.

Luffy Hutt is new studio manager

oilywood, Sept. 10. Warners is starting its studio expansion program with an additional \$500,000 budgeted, adding jobs for another 1,500 to the 5,000 now employed on the Burbank lot building program. Previously a \$2,000,000 program had been under way.

Highlight of new work is a 1,600-seat theatre on the lot, matching facilities with country's smartest de luxe houses but specially designed as part of studio's production facilities.

Studio theatre will have a proscenium 100 ft. wide and 90 ft. high with a 100-ft. deep stage and special concealed camera spots every 40 feet of the stage on both sides, plus special arrangements for cameras in the auditorium.

Active construction on the vast improvement program is being done mostly at night, with workmen rushing three new buildings, a 6-story executive office building and a modern crafts building to replace the old back lot.

Expressing the conviction that their expansion plans are not only an improvement of production facilities but a challenge to calamity howlers, Harry M. Warner, in a statement announcing the additional work just before leaving for N. Y. last week, said the company is not waiting for prosperity to round the corner, but is hurrying it along and believes the industry in general should do the same.

Five new stages and an air conditioning plant will be constructed immediately on the 20th-Fox Westwood lot for total expenditure of \$1,500,000.

Joseph M. Schenck returned from the east last week with okay for the appropriation to provide necessary space for the heavy production program outlined by the company for the coming six months.

LASKY STAFF MOVES INTO UA LOT SPACE

Hollywood, Sept. 10. Jesse Lasky unit took formal possession of a group of offices on the United Artists lot Saturday (7).

Producers' staff moving in included Phil Friedman, executive assistant to Lasky; Maurice Hanline, story editor; Randolph Rogers, producer's assistant; Max Parker, art director, and Linc Quarberg, director of publicity.

'Shark Island' First Ford Direction at 20-Fox

Hollywood, Sept. 10.

First assignment for John Ford on his new 20th Century-Fox contract will be the direction of 'Shark Island', story based on the biography of Dr. S. A. Mudd, civil war surgeon, who was accused of being an accomplice in the murder of Lincoln. Fredric March will be starred.

Hawks Pilots 'Ceiling 0'

Hollywood, Sept. 10. Howard Hawks will direct 'Ceiling Zero' for Warners, with James Cagney and Pat O'Brien in top brace for the screening of the Frank Weda play.

Hawks came over from Samuel Goldwyn where he has just finished 'Barbary Coast'.

Lennon Ups to Scrib

Hollywood, Sept. 10. Tom Lennon, in the Radio studio publicity department for more than a year, joins the ranks of acousticians on the lot this week.

His first assignment will be to script 'The Wild West', next Wheeler and Wolsey story.

'and 'Regret' (Par), dual, \$5,400.
 'Scollar' (M&P) (2,700; 25-35-40)—
 'Steamboat' (Fox), and 'Irish in Us
 WB), 2d run, dual. Looks strong,
 \$9,500, bid in month. Rogers slim
 direct from Par and Penney run.
 Last week very good \$7,000 on
 'Dante's Inferno' and 'Evening Night
 at Eight' (Par), both second run.
 Holiday weekend the big reason.

**Those 2 Kiddies,* 'Jim'
And 'Anna,' Take Port'd
For 8½G and 8G Respec.**

Estimates for This Week
Broadway (Parker) (2,000; 25-40)
—Diamond Jim (U). Answering to the biggest exploitation campaign in history of the 'Bogie and Great \$8-500. Last week 'Burnie' Scotland (MG) and 'Smilin' Thru' (MG). Revival, did nicely, getting \$25,000.
—Heavily Expensive Artists (Parker) (1,000; 25-40) **Anna Karenina (MG).** (MG). Heavily exploited as opening Greater Show Season and getting great \$8,000; will hold over. Last week 'China Seas' (MG), third week, closed and closed fair \$3,800. Last two weeks totaled a great \$13,300.
Parmartone (Evergreen) (3,000;

(25-40) - "Steamboat" (Fox) (2d week). Going strong for good \$1,500. First week knocked "em for a big \$3,300.

(25-40) - "Hamrick-Evergreen" (2,000: 25-40) - Page Miss Glory" (WB). Getting a mild play only against strong opposition for disappointing \$4,000. Last week Alice Adams' (Radio) held for nine days but not for \$10,000. Expected to be disappointing and disappointing at \$6,800.

(25-40) - "Mayfair (Parker-Evergreen) (1,400: 25-40) - "Alice Adams' (Radio). Moved over from the Orph. pool, good \$2,000. Last week, "Smart Girl" (Far) and "Raven" (U). Just started \$2,000, getting fair results around \$2,800.

'HARMONY LANE' OKAY \$4.500 IN SEATTLE

Seattle, Sept. 10.
(Best Exploitation: Orpheum)
Run for 'China Seas' going beyond expectations to nice taking and good word-of-mouth for the crop, 'Diamond Jim' at Orpheum looks town's top.
Best exploitation at Orpheum with couple of jewelry stores, rail roads, bringing out RR material; angle: best individual gag a scene: 'Diamond Jim' at Orpheum. Papers, under female and male salesmen wanted, the lines running through the city. The salesman ran \$50 into \$12,000,000.
Estimates for This Week
Blue Moose (Hamrick) (.550; 27-42) - 'China Seas' (MG) (41-42) - 'Diamond Jim' (MG) (41-42) - 'Diamond Jim' (MG) (41-42) on its eight-day windup, good. Las. week, \$5,300, corking, close to 2nd week.
Coliseum (Evergreen) (1,800; 21-32) - 'No More Ladies' (MG) and 'Black Sheep' (Fox) dual. At \$3,000.

[illegible]

Comparative Grosses for August

Total estimated grosses during
previously reported weekly.

NEW YORK

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
CAPITOL (4-20) 22-43-75-80	Murder Man \$54,000 (Holtz, Baker, Block and Sully)	Flying Trapeze \$49,000 (Holtz, Baker and Sully)	China Sea \$54,000	Sea \$38,000 (2d wk)
High..\$110,400 Low.. 10,000				
PARA- MOUNT (5-20) 25-30-73	Shanghai \$14,000 (2d wk)	Every Nite at 8 \$20,000	Accent on Youth \$21,200	Accent \$16,000 (2d wk)
High..\$95,000 Low.. 10,800				
MUSIC HALL (5-20) 40-46-88	She \$58,800 (Stage Show)	Curly Top \$32,000	Farmers Takes \$72,500	Alice Adams \$51,500
High..\$134,800 Low.. 44,000				
ROXY (5-20) 20-30-53	Arizona \$28,000 (Stage Show)	Mad Love \$24,500	Orchids to Boos \$26,600	Keeper of Bees \$27,100
High..\$165,500 Low.. 5,200				
STRAND (2-20) 40-50-60	B'way Gondolier \$17,900 (2d wk)	Irish in Lia \$31,700	Irish \$27,700 (2d wk)	Bright Lights \$12,400
High..\$81,200 Low.. 6,500				

CHICAGO

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
CHICAGO	Escapade \$35,000-40,000 (Stage Show)	Shanghai \$35,000-40,000 (Rudy Vallee)	B'way Gopher \$32,500 (Sally Rand)	Curly Gopher \$38,000
High... \$75,000				
Low... 18,500				
PALACE	Paris in Spring (2,300-3,500)	Head Hats \$14,100 (Vaude)	Lady Tedes \$22,700	Allice Adams \$24,600
High... \$34,700				
Low... 7,000				
UNITED ARTISTS	Call of Wild \$15,800	Call \$9,800 (24 week)	Farmer Takes Wife \$14,500 (10 days)	China Seas \$24,000
(1,700; 25-35)				
High... \$43,500				
Low... 3,300				

LOS ANGELES

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
DOWNTOWN	Becky Sharp	Chasing Vesty and the Old Man	B'way Gondolier	Black Room and
(1,300; 25-40-45)	(Repeat)	\$2,000	\$4,200	\$4,900
High. \$38,500		\$2,100		
Low. 1,700				
HOLLYWOOD	She	B'way Gondolier	Irish in the	Irish
(2,700; 25-35-40)	\$5,000	\$7,500	\$7,200	\$5,400
High. \$37,800				(\$ 6 days)
Low. 2,400				
PARAMOUNT	Shanghai	Paris in Spring	Every Night	Account on Youth
(1,300; 30-40-55)	\$15,000 (tag Show)	\$33,850 (Eddie Cantor)	\$12,700	\$16,000 (Eddie Peabody)
High. \$57,286				
Low. 5,600				
STATE	Call of Wild and Silk Hat Kid	Call and Kid	Farmer Takes Wife and Murder Man	Curly Top
(2,024; 30-40-55)	\$16,000	\$9,100 (2d wk)	\$10,000	\$21,000 (10 days)
High. \$18,000				
Low. 4,900				

BROOKLYN

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
FOX (4,000; 23-35-40) High. \$48,600 Low... 8,900	Love Me Forever \$20,000 (Stage Show)	Love Me Forever \$13,500 (2d wk)	Love Me Forever \$10,000 (3d wk)	Black Rock \$11,000
ALBEE (3,000; 23-35-30) High. \$45,000 Low... 2,500	Hecory for Love \$7,000	Ginger Love \$5,000	She Takes (New Record Low)	Curly Toes \$5,000
PARA- MOUNT (4,000; 23-35-30) High. \$57,800 Low... 1,600	B'way Goodies \$11,000	Shanghai Girl \$11,000	Irish in the \$10,000	Every Night at 8 \$15,000
METRO POLITAN (4,400; 23-35-35) High. \$39,000 Low... 12,000	Murder Man \$12,000 (Stage Show)	Mad Love \$11,500	Woman Wanted \$11,000	Flying Trapeze, etc. \$12,000
STRAND (2,000; 23-25-30) High. \$28,500 Low... 1,000	Paris in Spring and Alibi like \$12,000	Don't Bet on Blondes and Little Men	Arizonian and Lady Tubbs	After the Smart Girl

BOSTON

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
KEITH MEMORIAL (2,000; 25-35-60)	Lady Tubbs and Old Man Rhythm	39 Steps and \$10.100	Jaina \$10,000 (6 days)	Alice Adams \$14,900
High. \$45,000 Low.. 4,000	\$5,800			
STATE (8,000; 25-30-40 85)	Murder Man and Party Wire	Woman Wanted and The Black Room	Smilin' Thru and After the Dance	China Seas \$13,500
High. \$29,000 Low.. 4,000	\$10,300	\$11,000	\$11,000	
METRO- POLITAN (4,200; 25-30-45)	B'way Gondolier	Curly Top	Every Nite at 8	Irish in Lie (Leo Carrillo)
High. \$67,000 Low.. 11,500	\$22,500 (Fred Allen Amateur) (State Show)	\$27,000	\$22,000	\$21,000

MINNEAPOLIS

STATE	Aug. 1	Aug. 8	Aug. 15	Aug. 22
(13-15; 23-25) High, \$23,000 Low, 2,500	Call of Wild \$10,000	Call \$6,000 (2nd Week)	B'way Gondolier \$7,600	Shanghai \$5,000
ORPHEUM (25-27; 23-25-40) High, \$25,000 Low, 2,000	She \$4,000	Girl 10th Ave. \$5,000	Irish in U.S. \$7,600	Arizonian \$6,000
LYRIC (1-20; 20-25) High, \$17,000 Low, 1,200	Men Without Names \$2,400	Chan in Egypt \$2,200	Don't Bet on Blondes \$900 (5th Week)	Sanders \$1,000

(Continued on page 20)

'Glory' \$7,000, 'China Seas' Smashing \$12,000; Joe E. Brown \$5,500 in Mpls.

Minneapolis, Sept. 10. (Best Exploitation: Century) 'China Seas' is leaving the rest of the pack far behind this week. Its screen opus is negligible and the town hasn't a single vaudeville show to give it a battling chance. But the picture has a few superlatives over the Harlow-Gable-Berry opus, either, but the starring combo in itself seems strong enough to entice the shekels in a big way. As usual, the State has a comfortable edge over all competitors and fairly sprouts prosperity.

Buttered by the new Dionne short, 'Bright Lights,' is doing well and promises to keep the Orpheum in the winning column. Joe E. Brown hasn't been anything like a power for the A houses, but better times apparently are here and the lesser, summary lighter and ordinary program pictures seem to be in for box-office breaks.

'Page Miss Glory,' at the Century, also is giving a pretty good box-office account of itself, despite the fact that it has been a little spelled anything but box-office in this burgh during the past several semesters. 'Escape Me Not,' after it has departed from the World after its sensational nine weeks' run and, in its place, 'The Runaway Queen,' is in for a big week, previous bookings precluding a longer run, according to ad announcements.

The Century landed first exploitation place by giving 'Glory' into the Dick Powell-Manson David broadcast, and also by having Postal Telegraph insert dodgers with all telegrams.

Estimates for This Week: Century (Publix) (1,600; 25-35-40)—'Page Miss Glory' (WB). They started coming to this one right from the outset. Manager David Kaplan's good publicity campaign helped. No race, but customers seem to like it. En route to big week, 'Last week, 'Every Night' (Par), \$6,700, big.

Orpheum (Singer) (2,800; 25-35-40)—'Bright Lights' (FBN) and Dionne short. Not much to bring 'em in here. Joe E. Brown not too local card, but picture is better rated very ordinary. However, initial outpourings not to be sneezed at by longshot and, even though close to \$5,000, good, everything considered. Last week, 'Hot Tip' (Radio), and Olsen and Johnson on stage, with latter ending responsible for enormous \$15,000 for six days.

'China Seas' (2,400; 25-35-40)—'China Seas' (MG). Sure-fire box-office with Harlow, Gable and Berry. Has a few superlatives, but it is traveling along at smashing pace. Expected to boost the ante to \$5c for this one, but to close at last (Hulton) picture sure to remain a second week. Should soar above \$12,000 for initial seven days, but ending responsible for enormous \$15,000 for six days.

World (Steffes) (350; 25-35-40-55)—'Runaway Queen' (UA) and 'March of Time.' Spotted for a single week and very poor. Last week, 'Escape Me Not' (WB) (UA), ninth and last week of sensational and highly successful run, \$1,600, big.

Lyric (Publix) (1,300; 25-35-40)—'Bright Lights' (FBN). Well-liked picture and Joan Blondell a draw at this house. Around \$2,000 indicated, pretty good. Last week, 'Runaway Queen' (UA), \$1,600, fair.

Uptown (Publix) (1,200; 25-35-40)—'China Seas' (MG). 'China Seas' (MG). Par. Split. Looks like pretty good \$2,800. Last week, 'China Seas' (MG), \$2,800, fair.

Grand (Publix) (1,100; 15-25)—'Escape Me Not' (WB), second loop run. Headed for pretty good \$1,500. Last week, 'Alibi King' (WB), second loop run, \$1,600, fair.

Aster (Publix) (900; 15-25)—'Ole Butts' (WB). Fair. Last week, 'Ole Butts' (WB), \$900, fair.

First run, split. Good for \$1,700. Last week, 'Ole Butts' (WB), \$1,700, fair.

fourth week. With vacation time for kiddies here biz should mount.

Bills include 'The Scoundrel' (Par), 'Ole Butts' (WB), 'China Seas' (MG), 'Pampas Moon' (Fox), 'Brown on Resolution' (G-B), 'Buildup Jack' (G-B), 'Times Square Lady' (M-G), 'Winning Ticket' (G-B), 'Breaker's Millions' (B-D), 'Informor' (Radio), and 'Right to Happiness' (E).

New Zealand, Aug. Trade is very good here, with 'Break of Hearts' (Radio), 'Our Little Girl' (Enter), 'Madame' (Par), 'Naughty Marietta' (M-G), 'Sander's of the River' (UA) and 'Mississippi' (Par).

'Redheads' Parades \$7,500 Into Indpls. B.O.; 'Jim' Good \$6,000

Indianapolis, Sept. 10.

'Diamond Jim' (U). Circle with a probable \$6,000 and the good hold-over biz of 'Steamboat' at the Apollo with an indicated \$6,700 are the pace-setters for the week in the downtown houses. 'Redheads on Parade' and vaude is okay at the Lyric with a likely take of \$7,500, while Loew's is fairly mild at \$4,000 on a dual card 'Bonnie Scotland' and 'Black Room.' Nothing of moment in exploitation by the dealers.

Estimates for This Week: Apollo (Fourth Ave) (1,100; 25-40)—'Steamboat' (Fox). Will Rogers always big here, and in his second week, 'Steamboat' is doing well. It is not up to his record mark on previous films, but same pic last week in its initial stands, did his best with a smashing \$7,500.

Circle (Katz-Feld) (2,800; 25-40)—'Diamond Jim' (U). Favorable reviews and word-of-mouth is aiding this one to a good \$6,000. Last week 'Allice Adams' (Radio) fair at \$4,000.

Loew's (Loew's) (2,800; 25-40)—'Bonnie Scotland' (MG) and 'Black Room' (G-B). Double bills no attraction downtown here and this one is ho-hum at \$4,000. Last week 'Anna Karenina' (MG) slipped away after strong opening day to a very moderate \$5,100.

Lyric (Olsen) (2,000; 25-30-40)—'Redheads on Parade' (FBN) and vaude. Latter played up with Frankie Farish, former local tenor. Last week, 'Redheads on Parade' (FBN) and 'Platinum Blonde' stage unit finished strong due to Fair weather. Double bills no attraction, wishing to see 'fish' entertainment; register read \$10,000, socko.

'Diamond Jim' Day-Date Disappoints in St. L., 22G

St. Louis, Sept. 10.

(Best Exploit: Fox-Ambassador) First day and date policy of Fox and Ambassador up to expectations, with Rogers in 'Steamboat' getting \$34,000 between them, phenomenal business, and grossing more than if the pic had played one theatre. An extended run. However, second week, when same policy was tried with 'Diamond Jim,' both houses didn't get up to a good start. Just an average of finest advertising campaigns ever launched in city business, but failing to live up to expectations for second time since P. & M. came into town in 1933; in fact, same boards out on 'Diamond Jim' three weeks ago, and preparations were made to handle crowds bigger than for Rogers, but natives didn't break doors down. Just an other opening. Looks like 'Diamond Jim,' better known in N.Y. and other eastern cities, but the romantic appeal for this burgh.

Kingling Bros.-Barnum & Bailey circus invaded downtown for days and Sun. and slowed down its patronage a bit.

Loew's State, after advertising 'Call of the Wild' to replace 'Anna Karenina' on silver sheet, changed mind and figured Garbo strong enough for a third week. 'Anna Karenina' may have tough sledding, Orpheum (WB) third big downtown house, is offering 'Spot on the Tail' and 'The Big Shot' and this may hurt 'Anna' a bit.

Estimates for This Week: Fox (F&M) (5,038; 25-35-55)—'Diamond Jim' (U). Fair. Last week, 'Diamond Jim' (U), \$5,038, fair. Last week, 'Diamond Jim' (U), \$5,038, fair.

boat Round the Bend' (Fox) and 'Dressed to Thrill' (Fox). A swell week, exceeding fondest hopes, and closed with \$13,600.

'Diamond Jim' (U). Gave Garbo a spirited fight and should gross \$5,000. Last week, 'Diamond Jim' (U), \$5,038, fair.

'Racket Smasher' (MG) and 'Clairvoyant' (GB), dual. Doesn't look so hot and seems destined for a mere \$5,300. Last week 'The 39 Steps' (GB) and 'Society Fever' (Jud), 'Don't Prove a Good Law' and a close to watch—he probably was responsible for the \$7,200 week, good.

'Special Agent' (WB) (1,715; 25-35)—'Special Agent' (WB) and 'Here Comes Cookie' (Par). Off to slow start, but night business picking up and should finish run with a fair \$7,800. Last week 'Annapolis Forever' (Par) and 'Hot Tip' (Radio) never made much of a head. Enter, 'Madame' (Par) and 'Rogers at Fox' and grossed \$6,250 for disappointing week.

Orpheum (WB) (1,950; 25-35-55)—'Diamond Jim' (U). Fair. Last week, 'Diamond Jim' (U), \$5,038, fair. Last week, 'Diamond Jim' (U), \$5,038, fair.

Loew's State (Loew's) (1,183; 25-35-55)—'Anna Karenina' (MG) (2d wk). 'Anna Karenina' (MG) (2d wk) for second week and may make it if business and weather remains good. Last week was a wow \$17,500.

San Francisco, Sept. 10. The Golden Gate leads the box office parade this week with 'Top Hat' and the picture is doing well. It is not up to his record mark on previous films, but same pic last week in its initial stands, did his best with a smashing \$7,500.

Circle (Katz-Feld) (2,800; 25-40)—'Diamond Jim' (U). Favorable reviews and word-of-mouth is aiding this one to a good \$6,000. Last week 'Allice Adams' (Radio) fair at \$4,000.

Loew's (Loew's) (2,800; 25-40)—'Bonnie Scotland' (MG) and 'Black Room' (G-B). Double bills no attraction downtown here and this one is ho-hum at \$4,000. Last week 'Anna Karenina' (MG) slipped away after strong opening day to a very moderate \$5,100.

Lyric (Olsen) (2,000; 25-30-40)—'Redheads on Parade' (FBN) and vaude. Latter played up with Frankie Farish, former local tenor. Last week, 'Redheads on Parade' (FBN) and 'Platinum Blonde' stage unit finished strong due to Fair weather. Double bills no attraction, wishing to see 'fish' entertainment; register read \$10,000, socko.

'Diamond Jim' Day-Date Disappoints in St. L., 22G

St. Louis, Sept. 10.

(Best Exploit: Fox-Ambassador) First day and date policy of Fox and Ambassador up to expectations, with Rogers in 'Steamboat' getting \$34,000 between them, phenomenal business, and grossing more than if the pic had played one theatre. An extended run. However, second week, when same policy was tried with 'Diamond Jim,' both houses didn't get up to a good start. Just an average of finest advertising campaigns ever launched in city business, but failing to live up to expectations for second time since P. & M. came into town in 1933; in fact, same boards out on 'Diamond Jim' three weeks ago, and preparations were made to handle crowds bigger than for Rogers, but natives didn't break doors down. Just an other opening. Looks like 'Diamond Jim,' better known in N.Y. and other eastern cities, but the romantic appeal for this burgh.

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Air Philly Holdovers Strong, Top Hat Rousing \$23,000, 'Band' Mild 12G

(Par) built to a fair enough \$5,700. (Pol) (Loew's) (3,400; 35-50). 'Top Hat' (Radio) (2d wk) day records topped like trees in that Florida hurricane. Set for heavy sugar around \$15,500. Last week 'Anna Karenina' (MG) and 'Girl Friend' (Col) drew a swell \$10,100.

Roger Sherman (WB) (2,200; 35-60). 'Roger Sherman' (WB) (2,200; 35-60). 'Roger Sherman' (WB) (2,200; 35-60). 'Roger Sherman' (WB) (2,200; 35-60).

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Acadia (1,600; 25-40-50)—'Every Night at Eight' (Par). Second run, looks just fair, \$1,900 if staying a second week. Last week, 'Every Night at Eight' (Par), \$1,900, fair.

Boyd (2,400; 40-55)—'Anna Karenina' (MG) (2d wk). First week, \$2,400, fair. Last week, 'Anna Karenina' (MG), \$2,400, fair.

Earle (2,000; 25-40-50)—'Here Comes Cookie' (Par). Doesn't look so very hot this week with vaude, undoubtedly hurting some. Last week, 'Here Comes Cookie' (Par), \$2,000, fair.

Keith's (2,800; 30-40-50)—'Page Miss Glory' (WB). First week, \$2,800, fair. Last week, 'Page Miss Glory' (WB), \$2,800, fair.

Palace (RKO) (2,600; 35-42)—'Anna Karenina' (MG). Garbo and Harlow picture, but picture is doing well. Last week 'Steamboat' (Fox), nine days, increased momentum right along and built up to \$22,000; biggest week at this theatre for baucoup months.

Shubert (RKO) (2,150; 35-55)—'Top Hat' (Radio) and Olsen and Johnson troupe. Hotcha notices. A slap-bang \$13,000. Last week 'Lady Tubbs' (U) and Cab Calloway (WB), \$13,000, fair.

Capitol (RKO) (2,000; 35-42)—'Steamboat' (Fox) (2d wk). At \$2,500, good. Last week 'Paris in Spring' (Par), \$3,000, miserable.

Keith's (Lybil) (1,600; 30-40)—'Lady Tubbs' (U). Have run for weeks on Lybil Jasso. An average \$4,200 in sight. Last week 'Page Miss Glory' (WB), \$5,000.

Lyric (Olsen) (2,000; 25-30-40)—'Bonnie Scotland' (MG). All right fun trade at \$5,000. Last week 'Top Hat' (Radio), \$5,000, fair.

'Allice Adams' (Radio) (2d wk.). At \$2,500, poor. Last week 'Curly Top' (WB), \$2,500, fair.

Philadelphia, Sept. 10. With flock of repeats occupying most of the downtown film houses this week, central attention will almost certainly center on 'Top Hat' at the Stanley. Second week's a clinch and a third quite possible. Around \$25,000 looks like a surety with an extra grand or two if the weather breaks continue good.

Hold-overs are all healthy with 'Steamboat' figured for \$15,000 or \$17,000 at the Fox, 'Call of the Wild' rating around \$12,000 in its second week at the Aldine and 'Anna Karenina' doped at a grand or so better at the Boyd.

Earle won't do a great deal with 'Top Hat' (Radio). Philly will probably find the compish, even of the hold-overs, a little too heavy. Give the first-named \$2,400 and the other \$4,700.

Last week, despite five days of rain, found sensational big most 'Steamboat' at the Fox. Atlantic City Labor Day brought cheers to local boys. Bile upped to high water mark at \$22,000. All week 'Steamboat' led the procession with a wallowing \$22,000, just under estimated figure. On the other hand, 'Top Hat' (Radio) with \$14,000, was a grand and a half better than figured at the Stanley.

In all, Philly's remarkable week considering that Philly was getting a shot of Page Pa weather all the time.

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NIGHT' INTO 9TH MO.; ANTIPODES BIZ OKAY

Sydney, Aug. 21. Trade is okay here, with 'One Night of Love' (Col) swinging into its ninth month. 'Naughty Marietta' (M-G) goes out after a good run, with 'David Copperfield' (M-G) replacing. 'Call of the Wild' (UA) is a surprise hit and swings into its

fourth week. With vacation time for kiddies here biz should mount.

German Agents Want Exclusive Booking Deal; Religious Question

Berlin, Aug. 21. With 90% of all big-time bookings in German vaude handled through London and Paris agents, local group is registering a strong protest with the newly created Nazi org. of vaude actors. Now see their chance to cut out this foreign competition.

All labor permits for foreign acts booked in Germany are to go exclusively through German agents instead of through big time managers as heretofore. This would automatically force these managers to book foreign talent through the home agents only, they contend.

Up to now, German bookers, because of lack of connection, were unable to procure such foreign talent as needed by leading houses like Scala and Wintergarten, Berlin.

Another angle is an alleged kick-back to German managers because of the 10% commission on foreign agents here, while the commission for German agents is set at 6%.

Which question in foreign booking is also tackled by the new Nazi org. In future all applications for foreign labor permits must state the religion of performer, another new rule, enabling the Nazi group to refuse per its on religious grounds.

Sydney Quota Almost Set to Start; Victoria About to Follow Suit

Sydney, Aug. 21. Quota Advisory Board held its first meeting last week to formulate plans under which the local quota will operate. Board comprises F. W. Marks, chairman; Creswell O'Reilly, and E. Harkness. Board will meet again in two or three weeks, when the quota will come into active operation.

First pic completed under the quota is 'The Bella,' which Harry Southwell produced for Film Picta at Chesnut. Pic carries no known manager names for overseas trade. Other producers are sitting tight waiting for the quota to come into force.

Melbourne, Aug. 21. Victorian government is just about set to pass a quota law on lines similar to that in New York. Fight is on, however, concerning a proposed 25% right of rejection. Industry wants this out and may be successful.

F. W. Thring (Ettie) is still undecided whether to move to N. S. Wales or stay put here. Thring has jumped out of the legit and pic producing field and is in the exhibiting end. Stuart Doyle, Chicago, a definitely stated that his organization will produce pic in Melbourne in the very near future.

SWITZERLAND STUDIES PIC, NEWSREEL QUOTAS

Berne, Sept. 2. Quota is threatened by the Swiss government on foreign films imported to this country. Swiss authorities have sent out a questionnaire to all in the trade to sound opinion on the subject, and asking exhibitors how many films are needed yearly for programs.

Heavy tax on projection of foreign films is understood to be contemplated, proceeds to be used for development of the industry to make Swiss film and to export them all over the world.

Gov't likewise is reported trying to figure out means of making newsreels operating in this territory carry a minimum of 10% of Swiss subjects in exported reels. Object: propaganda.

Guitry's Tryout

Paris, Sept. 3. New Sacha Guitry play, 'End of the World,' will have a trial opening at Villeneuve-sur-Yonne, and, as inauguration of a 300-seat theatre built and endowed by the widow of Georges Leygues, magnate and minister.

Playhouse is built on site of city rison, torn down to make room for

We Want Jobs

Paris, Sept. 2. Unemployed of Epinay, Paris suburb, where Trotsky has his French studio, marched en-masse on the studio last week and demanded jobs as extras. Studio authorities only succeeded in chasing them when they explained that there is lots of unemployment among the professional extras already. Jobless, nevertheless, made lot of noise, interfering temporarily with production.

No Paper in Berlin For Show Biz; Nazis Order Matz Arrest

Berlin. Confiscation of Das Programm, German show mag of 34 years existence, by the Secret State Police, has resulted in great consternation among vaudevilleans, managers and agents in Central Europe, all depending on its information, route list and ads. Substitutus was promised by newly founded artists' organization, but has not materialized.

Meanwhile a new paper, Organ, is being published in Zurich, Switzerland, with similar make-up as Programm containing its entire route list of acts and agents' addresses, as formerly printed by Programm, for years its outstanding feature.

New Nazi organization, badly alarmed over this rival sheet, has demanded immediate arrest of Programm editor Matz, who allegedly is exercising control of the Zurich paper from Berlin and is supplying it with lists and cuts, as well as financial aid. Warrant for his arrest is out.

GFPA REORG STILL UPSET; TARGE WALKS

Paris, Sept. 1. Mysterious upsets are going on in the Gaumont-Franco Film-Art reorganization, with the latest unexplained development being the withdrawal of General Targe from the board of directors. Targe was the government's rep supervising liquidation before the new board was named.

Georges Ricou, former manager of the Opera Comique, is carrying on the current business of GFPA as manager, temporarily. He also represents the government.

Stockholders of the company are convoked for a special meeting next week, but a general clearing up of the situation is expected at that time, for the agenda includes only a suppression of the double voting rights of B stock, unification of the two types of stock and revision of the charter to bring it in accord with the law.

Emperor of Ethiopia Orders Sound Outfits

Berlin, Sept. 1. Kiangfi, Germany's leading firm of sound apparatus, shipped 300 four-talker outfits to the Emperor of Ethiopia by Royal Command. Entire country, although much larger in area than Germany, has only 26 film houses.

Capital city, Addis Ababa, with a population of over 200,000, has three cinemas. Most films shown are in the French language.

Eldest son of the emperor, Prince Makonnen, is an enthusiastic film fan.

Military authorities, too, are getting interested in talkies and choose such films as they consider good for 'atmosphere' in rousing the population to patriotism.

'39 Steps' Pre-Releases

London, Sept. 10. 'Thirty-nine Steps' (G-B) is the first picture ever accorded four West End preview screenings. Picture played four weeks at the New Gallery, then nine at the Marble Arch Pavillion. One week followed at the Dominion and now the picture goes into the Capitol for a run.

Cliff Fischer Bidding for Moulin, Paris, If Pathe-Natan Pulls Out

Indie Exhibitors Win

Hungarian Ass'n Fight

Budapest, Aug. 31. After a big fight in the Hungarian Exhibitors' Assn., enhanced by stormy meetings, press campaigns, and duels, former president Kálmán Balogh has resigned and Gabriel Bornemisz takes his place.

Issue at stake was the small exhibitors' resistance against the attempts of Istvan Gero, owner of six important Budapest picture theatres, to enlarge his chain and dictate to them in the matter of distributing and release of pictures. Former president Balogh, allied with Gero, was pro-ust, but the small exhibitors won and elected a new president who, it appears, is all in favor of the indie exhibit interests.

More Bids Stall Esdaile-Clore Deal For London Pic'ly

London, Sept. 10. The Esdaile-Clore deal to acquire the Piccadilly theatre for vaudeville is temporarily cold. Understood proposal was for one year at \$1,000 weekly with an option to purchase for \$400,000.

House is in the hands of an official receiver, with all offers subject to confirmation by court. Story of the deal broke before this confirmation, which resulted in several better offers, including one from Payne, Jennings and Killick.

The court is sitting again Friday (13), when all sealed offers submitted will be opened and the best one accepted.

Esdaile-Clore's proposed vaudeville policy for the house, due to start Sept. 23, is now postponed indef.

INT'L PLAY LINEUP SET FOR THE HAGUE

The Hague, Aug. 31. Hofstad Tooneel, leading legit co. in Holland, which is the only group which has weathered the storm here and was able to maintain payment of its actors, has lined up its program of new plays for the coming season.

Rather an international bag. From Austria will come 'Ping Pong' by Hans Jarry and 'Engel Unter Uns' (Angel Under Us) by Frantisek Langer; from France 'Le Bonheur' (Joy) by Henri Bernstein, 'Do moi' by Paul Gervais, 'Rouge' (Red) by Henri Duvernois and 'Y' Avait un Prisonnier' (There Once Was a Prisoner) by Jean Anouilh; from Hungary Molnar's 'Das Unbekannte Maedchen' ('The Unknown Girl'); from England 'Village Wooling' by G. B. Shaw, 'Can the Leopard?' by Ronald Jeans and John van Druten's 'Behold We Live'; from Germany 'Das Blaue vom Himmel' ('The Blue from Heaven') by Hans Chlumberg and 'Elfen' (Elves) by Hans 'Sonne' Renate' ('Son for Renate') and from America 'Gentlemen' by Sidney Phillips.

No new Dutch plays are billed.

London Phoenix Sold

London, Sept. 1. The Phoenix theatre, on Charing Cross Road, which was built for Sidney Bernstein and conducted as a legit house, afterwards trying various other policies, including continuous variety and revues, has been sold. It will be operated by Louis J. Seymour as a combination of films and vaudeville.

House will continue to be available for trade shows in the mornings.

FRENCH MIX RUSS PIC

Paris, Sept. 1. French film censor refuses to pass 'Chapman,' Soviet picture showing violent episodes of Russian civil war. Censor's sensitive about filming of street rioting. Picture, however, has been shown privately in a number of meetings in France.

Paris, Sept. 1. Moulin Rouge, famous Paris theatre, may return to revues under American auspices in the spring. Clifford Fischer, who is now in New York with his act, troops put on French Casino may take over the Moulin for one of his productions.

Moulin is still under contract to Pathe-Natan, which last season used it for a white vaudeville house and, when that flopped, for a dual film program. This season Pathe is in a jam, and it cannot yet be told whether it will hold the contract.

House might thus fall back to the corp. formed by the Foucort family, owners. Fischer has an in with the Foucorts through Georges Boronka, his agent. Boronka shows this spring at the Ambassadeurs, which alterity is now run by the Foucort scion. Fischer and the Foucorts have been dickering, in case Natan pulls out of production.

Other plans for Fischer to break into Paris production is with 'Three Men on a Horse,' French rights to which he owns. Adaptation to the show has been finished by M. de Latraz, and Boronka is now dickering with several theatres for production.

It is now evident that Pathe-Natan will have to drop the Fournier chain of theatres, which formed one of the main bases of its theatre-operating subsidiary, the Societe de France. Fournier is already talking over the houses, to operate itself next season, although on what basis is not yet known.

Fournier houses include some of the biggest in Paris, the Fath chain, including the Empire, but not the Moulin Rouge. Pathe just can't fulfill the contract by which it took them over. Includes large name houses such as the Royal, Barbes, St. Marcel and Lutetia, and the vaude houses Bobine and A.B.C. Latter two, however, were turned over by Pathe to a sub-deal to Mitty Goldin and Rotterdam who, so far, are slated to continue operation.

Pathe concern, under M. Ploton, judicial administration, will start the season with the Moulin Rouge, Marignan and the other houses which it previously operated outside of the Fournier deal.

Hungarians Make Up Own Titles and Ban U. S. Gangster Films

Budapest, Sept. 10. Censors here have gone on another rampage against gangster films, with four American pictures getting the ban. Among them are 'Mark of the Vampire' (MG), 'Public Hero No. 1' (MG), 'Chicago, 1935' (WB) and 'Stream Scandal' (WB).

Warners in New York didn't recognize the titles of the two pictures mentioned, but thinks it probable that the first is 'G Men' and the second 'The Upper World.'

METRO'S TWICKENHAM PRODUCT FOR U. K.

London, Sept. 10. Sam Eekman, Jr., head of Metro in England, is on the verge of closing a contract with Twickenham Film to release the latter's entire product in the United Kingdom. Deal comprises about 15 pictures annually. Those in course of production now are a remake of 'Broken Blossoms,' a remake of 'Private Secretary,' Jack Hyde's pic, and a film wound around Flanagan and Allen, local faves.

Deal includes the abandonment of Twickenham's idea of establishing its own distribution organization.

Withers in 'Dwelling'

London, Sept. 1. Margaret Withers has been engaged to appear in Alice Campbell's new play, 'Two Share a Dwelling,' now in rehearsal. This is the play which Grete Mosheim and Helen Hay are in. Play was produced by Leontine Sagan in Glasgow, before coming to the West End.

GB-BIP Talk Counter Move Vs.

Oscar Deutsch in Theatre Battle

London, Sept. 10.
Gaumont-British and British International are discussing possible reprieves against Oscar Deutsch, one of the most important indie theatre owners here, for quietly acquiring sites to build de luxe houses in a number of GB and BIP spots.

Deutsch's building plans include theatres in Peckham, Lewisham, Acton, New Cross, Clapham Junction and Camdentown.

Understood John Maxwell, BIP proxy, and Arthur Jarrett, G-B speaking chief, met on several occasions to formulate a counter move, details of which are being kept secret.

Deutsch's expansion and entry into London proper is entirely due to his alliance with Jos. M. Schenck and friendliness with Metro, so that he now feels sure he can secure sufficient product. Also his chances along that line are figured strengthened by creation of the London chain.

Princess theatre, which has been sold to Deutsch for conversion into a de luxe house, is valued at \$200,000. He now becomes the first important indie owning a West End site.

When he's through building and changing around he is figured to have 60 theatres and will go to the public with stock issue of \$2,000,000.

Deutsch also purchased the Palace, Reading, a 1,300-seater, which has been operating as a vaudeville house for several months, with Gerard Heath as the booker. Understood the deal, which involves adjoining car park, involves \$300,000. It is intended to erect a super cinema to seat 2,000 on the car park space without interfering with the vaudeville.

Negotiations are now pending between Deutsch and a group of London vaudeville adherents to lease the Palace at an annual rental of \$50,000 with the vaudeville policy to continue.

INT'L FILM CHAMBER FORMED; BERLIN HDQ.

Rome, Aug. 31.

Final formulation of the International Film Chamber took place here last week. Delegates from Italy, Germany, France, Poland, England, Belgium, Spain, Czechoslovakia, Hungary, Austria, Sweden, Switzerland and Holland gathered in Rome for the formation of the organization. Headquarters will be in Berlin until 1937.

Objective of the organization is to promote inter-company cooperation between the various nations included. Secondary aim improve the artistic and technical value of films. Information will be disseminated to members from the central body. Brand and the U. S. have consistently refused to join.

Paris, Sept. 1.
Broad representation of French film interests on the board of the International Film Chamber was assured at the formal creation of that body in Venice.

Raymond Lussey, friend of U. S. is returned to the chamber to represent French exhibitors. G. Loursau, president of distributive syndicate to which American firms in France belong, will represent his branch of the trade, and Charles de la Chapelle, president of the Chambre Syndicale, will take care of the interests of French producers. Latter appointment is in spite of fact that Loursau and Lussey sponsor independent producers' organization which rivals the Chambre Syndicale.

Flash Opening and 10 Wks. for 'Dream'

London, Sept. 10.

Largest opening ever attempted here by Warner Bros. will be given 'Midsummer Night's Dream' when it starts off at the Adelphi Nov. 9. Sam Morris, Warner's publicity chief, and Max Miller, local boss, signed the house for 10 weeks with options. A special symphony orchestra will be installed for the entire run.

Negotiations are on by which the entire first night receipts will be devoted to some big charity.

EXCHANGE

Dutchman Banned by Nazi Replaces German in Hague

The Hague, Aug. 31.
First measure, forced by the government to stimulate employment of Dutch artists in relief. Inventor used money lent him by his friends, and had no other technical aid than that of his assistant, Pierre de Cuyver and a cameraman from the studios of Nicolson Films, at St. Laurent du Var, on French Riviera. Lumiere has got little jack out of his inventing of the motion picture, and he therefore intends to exploit his new discovery himself. Picture, which was taken with a two-lensed stereoscopic camera, is called 'Ami le Moniteur' ('The Gentleman's Friend'). It's 1,200 meters long, and will be the first part of a relief program that Lumiere will sell as a unit. Feature film, which will have full standard 2,800 meter length, will be started soon. Scenario has been written, but title not yet chosen.

LUMIERE ENDS 3-DIMENSION FILM

Paris, Sept. 1.

Louis Lumiere, in great secrecy, has finished the production of the first talking film in relief. Inventor used money lent him by his friends, and had no other technical aid than that of his assistant, Pierre de Cuyver and a cameraman from the studios of Nicolson Films, at St. Laurent du Var, on French Riviera. Lumiere has got little jack out of his inventing of the motion picture, and he therefore intends to exploit his new discovery himself. Picture, which was taken with a two-lensed stereoscopic camera, is called 'Ami le Moniteur' ('The Gentleman's Friend'). It's 1,200 meters long, and will be the first part of a relief program that Lumiere will sell as a unit. Feature film, which will have full standard 2,800 meter length, will be started soon. Scenario has been written, but title not yet chosen.

Program will get its start at Paris Opera during the Lumiere Jubilee which will take place there in Nov. and Dec.

SNIDER QUILTS HOYT; MAY GO INDIE EXHIB

Sydney, Aug. 21.

Sam Snider, resident manager for Hoyts, has resigned. Understood that a cash settlement had been agreed. Snider may enter into the exhibiting end, joining with Alberts (music publishers) and George Dean, who controls a name and country chain. Alex Alberts is already interested in the pic biz, holding a parcel of stock in Film Distributors Ltd., controllers of Monogram in Australia.

Would the Snider-Alberts-Dean hookup go through and the contemplated break between Greater Union and Hoyts occur, the former group will probably link up with G.U.T., thus giving both a big hold against Hoyts in the nabes field.

Snider was one of those responsible for arranging the Fox buy-in with Hoyts at a time when the chain was in low straits financially.

UA Sues Buda Rep on Embezzlement Charge

Budapest, Aug. 30.

United Artists, through its Budapest lawyers, has foreclosed on all available property of its local representative, Sandor Winter, president of the bankrupt City Film Co. Charge is embezzlement. Winter, at great pains to liquidate the affairs of his company and hoping to meet all liabilities, maintains that he is not guilty. On the contrary, he says, UA still holds a cash security of him, and it was on account of difficulties caused by UA that he had to incur expenses which led to bankruptcy, he charges.

Winter is suing UA, also.

Yes or No?

London, Sept. 1.

Kessler Howes, Columbia publicity man, has signed, with British Lion, Joe Friedman, head of Col. denies it, but Sam Smith, head of British Lion, confirms.

Entire situation will probably be aired at the Kinematograph Renters' Association. Supposed to be an unwritten law here that no renter is to grab another renter's o' clai.

Yank Newsreels In Between on Paris Politics

Paris, Sept. 3.

French police, with considerable difficulty, have lately suppressed newsreels on the marriage of former Jose Laval, premier's daughter, to Count Rene de Chambrun.

Laval's intention apparently had not been to allow local release of the story at all, but he forgot to tell American companies which took pictures of him coming down the church steps with his daughter and the count, and other compromising details.

They're compromising because Laval is a former anti-clerical and socialist, and the local radicals consider he did a terrible thing in marrying his daughter to a nobleman, and in a church, at that.

Fox Movietone News innocently put out a special edition on the story, and when it got to the working class the house the audiences started roaring. Incidents were immediately reported to the Ministry of Interior, and Prefecture of Police got orders to stop the film. It took some time to get all the copies in.

Meanwhile Fox was told not to release any more, and complied, although a legal basis for the order is doubtful.

At Apollo, Warner showcases, police coming for the reel, which had already been shown four days, were stumped at first because the man in charge insisted on a written order before withdrawing the picture. This the cops wouldn't give, obviously because writing could be used politically against the Premier. Threats of fine didn't shake exhibit, but diplomacy by the local police commissaire finally won the case around to the theatre in person and explained all about it.

No objection to showing the picture abroad, where there is no prejudice against churches and counts.

New Dutch Pic

The Hague, Aug. 30.

Hugenot van der Linden and Josephson producing a new Dutch film on the island of Texel called 'Young Hearts'.

Pair also wrote the scenario.

Greater Union Ready to Split Away From Hoyts; Both Now Out of Red

Sydney, Aug. 21.

Swinging into the black after many years of red, Greater Union Theatres is about ready for a breakaway from the General Theatres Corp. Contract agreement between G.U.T. and Fox-Hoyts, Inc. is General Theatres, expires Jan. 1, 1938. Inside has it that a split will occur long before this date, and probably within a few months from now.

For some weeks now Stuart Doyle of G.U.T. and Charles Munro of Hoyts, and both co-directors of General Theatres, have been making a complete overhaul of their own respective chains and ordering every theatre brought up to the minute. Wherever Doyle has been Munro has followed and vice-versa. Each has paid strict attention to the nabes field, seeking to prevent any opposition from gaining too strong a hold.

Stuart Doyle is said preparing to spend much money in renovations on the following theatres in Sydney: Melbourne, Brisbane and Adelaide: Majestic, Empress, Melbourne, Olympia, York, State, Tivoli and Wintergarden. Theatre buildup will also

French Gov't Almost Ready to Rule Pic Biz; Doesn't Want to Hurt U. S. But Aims at Other Foreigners

BIG PARIS PROBLEM

Where to Put Bar Worri Modellers of French Theatre

Paris, Sept. 1.

Theatre Francaise, in which the Comedie Francaise holds forth, is being remodeled, and the big current problem is where to put the bar.

Ministry of Fine Arts favors putting the new drinkery in the main foyer, but actors of the cooperative state theatre object, saying that the hall contains a bust of Voltaire, which would clash with the brass rail.

Another party wants it a flight up near the roof, so, but the theatre would block a stairway, and the fire department objects.

'ACCENT,' NEW CHARLOT REV., JUST FAIR

London, Sept. 10.

'Accent on Youth' (left), opened at the Globe here Tuesday (3). It was generally praised by the press and acclaimed by first nighters but is not likely to get a big rush.

Charlotte's new revue, 'Stop-Gop', opened at the St. Marys, Wednesday (4). It stars May Brian from Hollywood. It is by no means a sensational show, although it is mildly agreeable entertainment.

'As Bad As I Am' opened at the Ambassadors, Thursday (5). It is a farce comedy with an impossible central character. More than unlikely.

NEW FRANCO-ENGLISH PIC CO. PLANS 'ROUGE'

Paris, Sept. 1.

New Franco-English hookup for production of French films announced in form of an alliance between Criterion Film Prod. Ltd. of London, and Monopole Films of Paris to turn out English and French pictures based on Stendhal's novel 'Le Rouge et Le Noir' ('Red and Black').

Maurice Tournier, who is now managing Roger Ribiche's production of 'Koenigsmat' in two languages, is slated as the director, and A. Gar-gour is production manager.

Proposed office of the Fil is aimed really at the French language, it reaches the Americans, too.

Government here does not want to sink or hurt the Americans, and that is why it is likely that, in the end, the matter will be decided up from a Yank point of view.

But an important part of the project, which probably will stay, is the definition of a French film, which will so be made as to make it tougher for the central and eastern European indies to operate. French consider that pictures are too important, as propaganda, and as exports, to be left in the hands to be run by them. They blame them for the low quality of most French films and also for the low standard of business ethics in the local trade.

WORK STARTED ON METRO'S S. A. STRING

Lima.

round was broken here last week for a new theatre to be controlled by Metro in the Plaza San Mateo. It will be a 1,500-seat house, and will be constructed by a local architect under supervision of Harry Moskowitz, who is here from the Loew home office.

Lima theatre will be the first of four new houses M-G is putting up in South America within the next few weeks. The other three will be the New 'ork h.o., left last week to relieve Moskowitz in Lima. Moskowitz then goes to Buenos Aires, where he is followed by Wiener through the continent's building activities.

Paris, Sept. 1.

Led by American distributs, French film industry is mobilized to fight the attempt at government control. Igh the cabinet, especially Minister of Public Education, Mario Roustan, is meditating.

Government depart meeting regularly to consider the decree-laws which, in their present form would create an 'Office National du Cinema' (National Cinema Department) to run the show, reducing private distribution to an auxiliary role, controlling production, and, above all, handling the cash.

Effect is a result of action all this year by groups outside of the business end of the industry to get the trade out of the hands of private enterprise. It has been helped by the extreme dissolution of private enterprise, which has obviously not been of the highest class. It has been possible to point to the Gaumont bankruptcy and the Pathé-Natan mess, and then to the mass of independents, many of them money and central or eastern European in origin.

Opposition

On the other side is a group of exhibitors, led by Raymond Lussey, who are fighting for independence, and who are allied now with the independent distributs, of whose association the National Syndicate of Americans are leading members. Together with a few indie producers, exhibs and distributs form the recent 'Comite du Film' (Film Committee).

Weakness of the distribut organization, which is the nucleus of the Film Committee, is that its president, Georges Loursau, is the local boss of the National Syndicate, and its vice prez, Henri Klarfeld, sells films for Paramount. Both foreign concerns; argument against them is too obvious.

Government's point of view, the film biz is too important to be permitted to go to pot or get into the hands of aliens. Aliens does not necessarily mean people like Loursau or Klarfeld, who are French, and whose companies, although foreign, are respected as square shooters and as producing films necessary to the French trade. It means the rather small number of producers, Russians, Poles, Germans, Austrians and what not, who turn out most of the films called French.

Govt. Angle

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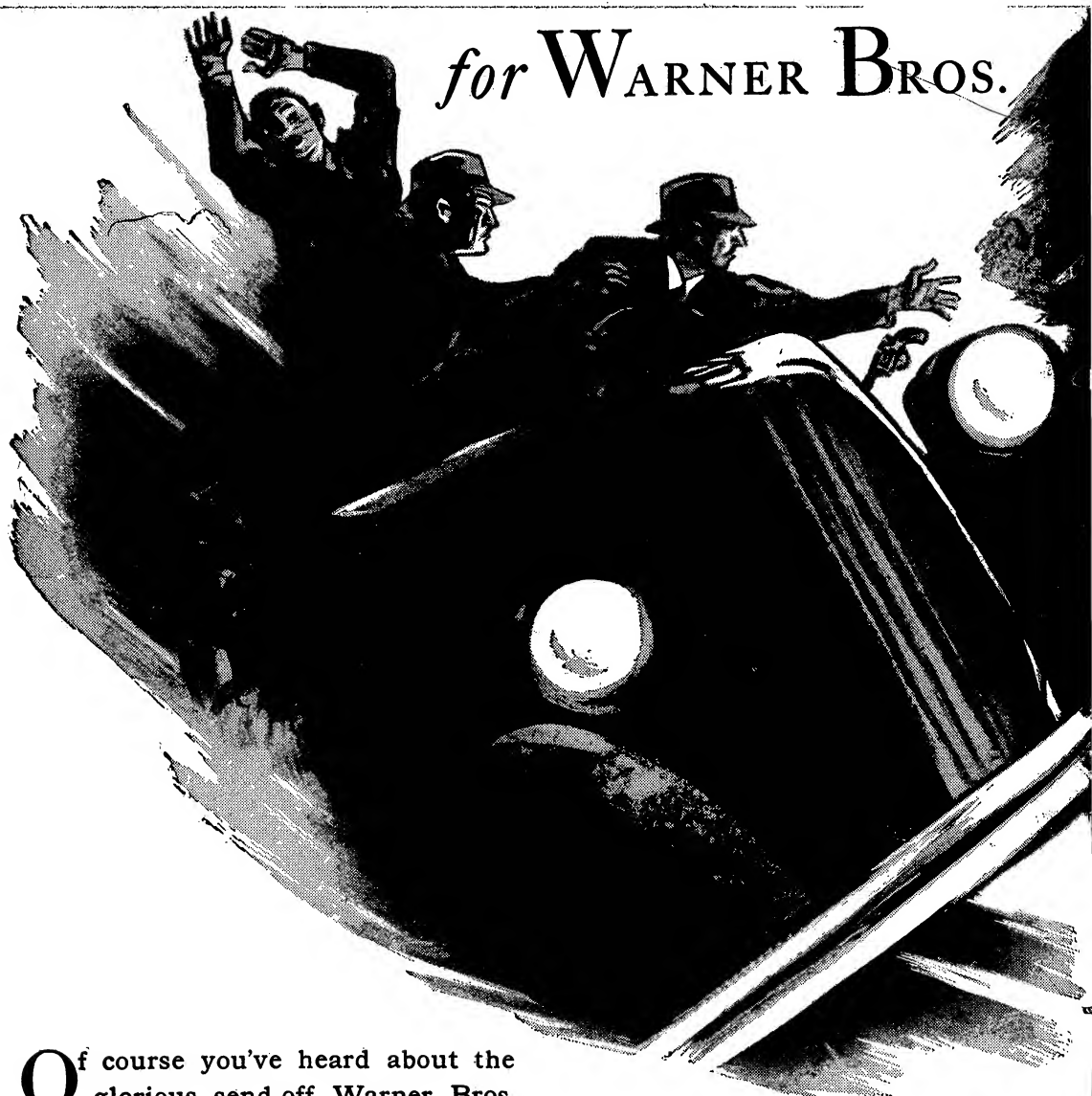
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And Now Comes
More 'GLORY'
for WARNER BROS.

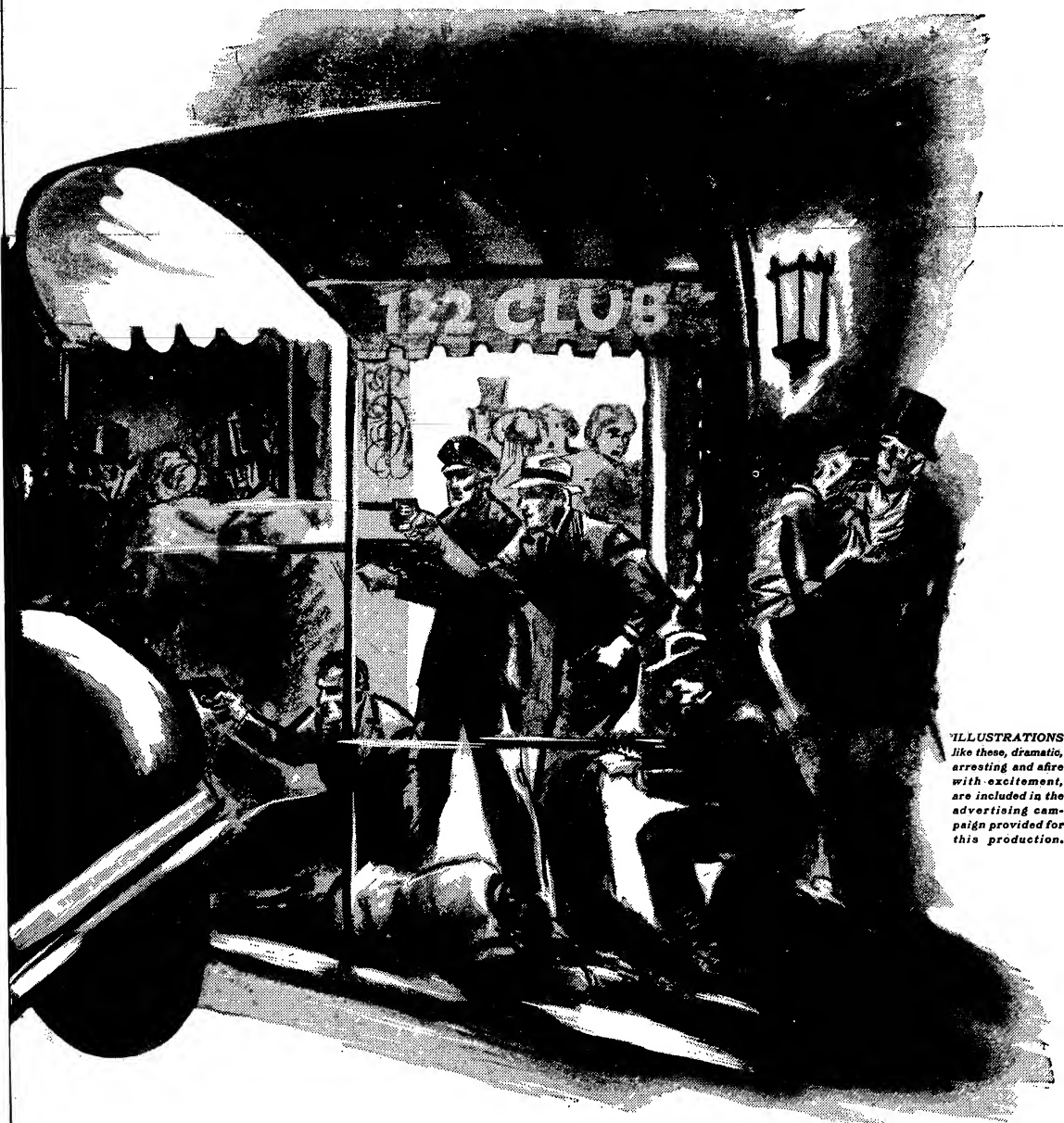


Of course you've heard about the glorious send-off Warner Bros. have given the new season with their first Marion Davies show!

Those "Page Miss Glory" records are pouring in almost hourly. Seems like it's breaking some kind of a record everywhere it plays!

And now comes the exciting news

that the Warner boys have "Glory's" running mate right on tap. It's called "Special Agent" and is ready for release September 14th. It is another Cosmopolitan Production and will be exploited and advertised on the same extensive scale as "Glory." Right now, for instance,



ILLUSTRATIONS like these, dramatic, arresting and afire, with excitement, are included in the advertising campaign provided for this production.

it is being serialized in 15 key city papers throughout the country!

"Special Agent" is the screen's first drama of the "T-Men"—Uncle Sam's heroic Treasury Department operatives who are cracking down on the monied mobsters G-Guns couldn't reach. Into it

Warner Bros. have injected all the head-long speed and shock of "G-Men"—plus the lure of a famous feminine star. Also it has the same director as "G-Men"—William Keighley.

We strongly recommend that you strongly recommend to your patrons—

'SPECIAL AGENT'

Starring BETTE DAVIS with GEORGE BRENT, Ricardo Cortez, Jack LaRue

READ TODAY'S

1A

"TO



VARIETY

FOR BOX-OFFICE

REPORTS ON ALL

PICTURES..INCLUDING

P HAT''

RKO-RADIO PICTURE

Comparative Grosses for August

(Continued from page 10)

PHILADELPHIA

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
BOYD (2,400; 25-35-40) High, \$30,300 Low, 6,100	Paris in Spring \$8,900	Sha \$7,500	Jalna \$6,500	Alice Adams \$10,000
EARLE (2,600; 25-35-40) High, \$33,000 Low, 10,500	Flying Trapeze \$15,000 (Vaude)	Smart Girl \$12,000	In the Money \$13,000 (Britton Rind)	Hot Tip \$11,500
FOX (4,053; 25-35-40) High, \$41,000 Low, 10,500	Farmer Takes Wife \$8,500 (11 days) (Stage Show)	Curly Top \$20,600	Inferno \$14,500 (2d wk)	
STANLEY (3,700; 25-35-40) High, \$48,000 Low, 7,750	B'way Gondolier \$17,500 (8 days)	Irish in Us \$12,500	Every Nite at 8 \$9,500	China Seas \$19,000

WASHINGTON

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
EARLE (2,221; 25-35-40) High, \$27,000 Low, 6,000	B'way Gondolier \$18,500 (Vaude)	Front Page Woman \$18,500 (Leo Carrillo)	Irish in Us \$18,500 (Phil Spitalny)	Miss Glory \$21,000
FOX (2,424; 25-35-40) High, \$41,000 Low, 11,000	Murder Top \$17,000 (Vaude)	Shanghai \$25,000	Flying Trapeze \$21,000	Every Nite at 8 \$16,500
KEITH'S (2,150; 25-35-40) High, \$21,000 Low, 3,000	Ginger \$8,000 (5 days)	Lady Tubbs \$6,000	Jalna \$8,500	39 Steps \$9,000
PALACE (2,600; 25-35-40) High, \$33,000 Low, 6,000	Curly Top \$17,000	Farmer Takes Wife \$14,000	China Seas \$25,000	
COLUMBIA (2,600; 25-40) High, \$19,000 Low, 1,000	Escapade \$5,500	Black Top \$2,100	Orchids to Top \$4,000	Curly Top \$5,000

PITTSBURGH

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
PENN (3,300; 25-35-40) High, \$41,000 Low, 3,750	Men Without Names \$6,200	Scoundrel \$7,700	Flying Trapeze \$6,000	China Seas \$23,000
WARNER (2,600; 25-40) High, \$29,000 Low, 2,000	Love Me Forever \$7,700 (5 days)	Front Page Woman and Hosier Schoolmaster \$4,500	Old Man Rhythm and Black Room \$4,000	We're in Money \$4,300
STANLEY (3,000; 25-35-40) High, \$18,000 Low, 3,200	B'way Gondolier \$23,000 (Little Jack Little) (Vaude)	Irish Sharp \$13,000	College Scandal \$20,000 (Major Bowes Amateurs)	

SAN FRANCISCO

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
PARA-MOUNT (2,574; 25-35-40) High, \$37,500 Low, 5,500	Flying Trapeze \$13,000	Trapeze and Ginger \$9,900 (2d wk)	We're in the Money and Welcome Home \$11,600	Inferno and Smart Girl \$13,300
GOLDEN GATE (2,830; 25-35-40) High, \$22,500 Low, 5,400	She \$10,700 (2d wk) (Stage Show)	Old Man Rhythm \$11,500	Alice Adams \$16,800	
ORPHEUM (2,002; 25-35-40) High, \$27,300 Low, 2,100	Love Me Forever \$6,900 (5d wk)	Love Me Forever \$4,000 (4th wk)	Love Me Forever \$3,500 (5th wk)	Black Room and She Got Her Man \$6,000
GARFIELD (2,600; 25-35-40) High, \$37,400 Low, 2,200	Irish in Us \$12,000 (Stage Show)	Farmer Takes Wife \$22,500	Bright Lights \$24,500	Curly Top \$26,500

DENVER

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
DENHAM (3,300; 25-35-40) High, \$16,000 Low, 1,750	Flying Trapeze \$4,000	Every Nite at 8 \$4,000	Keeper of Bees \$4,000	Without Regret \$1,750 (New Record)
DENVER (2,700; 25-35-40) High, \$27,700 Low, 5,500	Curly Top \$12,000	B'way Gondolier \$6,000	Call of Wild \$8,000 (James Band)	Farmer Takes Wife \$7,000
ORPHEUM (2,000; 25-35-40) High, \$20,000 Low, 2,000	Arizonian \$3,000	Calm Yourself \$6,000 (Victor Lopez)	Old Man Rhythm \$5,500 (Buddy Rogers Band)	China Seas \$10,500
PARA-MOUNT (2,000; 25-35-40) High, \$22,000 Low, 1,200	Alibi like \$4,500	Florentine Dagger and Mary Jane's Pa \$4,000	Ginger \$2,500	Black Room \$3,000

PROVIDENCE

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
STATE (2,300; 25-35-40) High, \$29,000 Low, 2,500	Murder Man and Smili Thru \$7,000	Woman Wanted and Black Room \$7,000	Pursuit and Girl Friend \$7,400	China Seas \$17,000
MAJESTIC (2,300; 25-35-40) High, \$17,500 Low, 2,500	Curly Top and Silks \$12,000	Curly and Kid \$8,000 (2nd Week)	Alibi like and Hard Harrigan \$7,800	Front Page Woman and Tarzan \$6,000
STRAND (2,200; 25-35-40) High, \$18,000 Low, 2,000	Shanghai and Excitement \$8,500	Flying Trap and Honey Moon \$7,500	Keeper of Bees and Dizzy Dames \$5,000	Every Nite at 8 and This Woman is Mine \$7,000
ALBEE (2,300; 25-35-40) High, \$15,000 Low, 1,900	She and Kentucky Blue Streak \$5,500	Clairvoyant \$7,000 (Fred Allen's Amateurs)	Jalna \$9,300 (Follen De Tore)	Old Man Rhythm and 39 Steps \$4,500

DETROIT

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
MICHIGAN (4,000; 25-35-55) High, \$58,100 Low, 5,600	B'way Gondolier \$20,800 (Lage Show)	Irish in Us \$20,200	Front Page Woman \$24,000	Every Nite at 8 \$20,000 (Anna May Wong)
FOX (5,000; 25-35-55) High, \$50,000 Low, 4,000	Love Me Forever \$20,000 (2d wk)	Curly Top \$33,000	Curly Top \$20,000 (2d week)	Inferno \$18,000 (Hal Kemp)
UNITED ARTISTS (2,000; 25-35-40) High, \$27,000 Low, 2,600	Call of Wild \$8,000 (2d wk)	Call of Wild \$8,000 (2d wk)	Flying Trapeze \$7,500	China Seas \$12,000

KANSAS CITY

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
MIDLAND (4,000; 25-40) High, \$35,000 Low, 5,100	Indication \$7,000	Murder Man \$6,500	Smilin' Thru \$7,100	China Seas \$24,000
MAIN-STREET (3,200; 25-40) High, \$35,000 Low, 3,500	Don't Bet on Blondes \$13,000 (French Revue)	Irish in Us \$9,400	Arizonian \$14,500 (Vincent Lopez)	Old Man Rhythm \$15,500 (Olson and Jolson Revue)
NEWMAN (1,800; 25-40) High, \$33,000 Low, 3,500	Alibi like \$5,500	B'way Gondolier \$10,500	Shanghai \$8,000	Every Nite at 8 \$10,000
UPTOWN (2,600; 25-40) High, \$9,000 Low, 1,500	Curly Top \$6,500	Curly Top \$3,900	Dante's Inferno \$5,300	Farmer Takes Wife \$4,400

CINCINNATI

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
ALBEE (3,300; 25-40) High, \$33,500 Low, 5,800	Old Man Rhythm \$5,500	Irish in Us \$11,000	Woman Wanted \$7,000	China Seas \$20,000 (9 days)
PALACE (2,000; 25-40) High, \$28,100 Low, 4,500	Irish in Us \$11,000	College Scandal \$9,000	Curly Top \$15,500	Smart Girl \$4,000
LYRIC (1,600; 25-35-40) High, \$22,800 Low, 2,500	Calm Yourself \$5,000	B'way Gondolier \$7,500	Men Without Names \$5,000	We're in Money \$5,500

INDIANAPOLIS

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
APOLLO (1,100; 25-40) High, \$15,400 Low, 1,200	Curly Top \$6,200	Curly Top \$3,500 (2d wk)	B'way Gondolier \$5,000	Farmer Takes Wife \$4,200
LYRIC (2,000; 25-35-40) High, \$15,000 Low, 1,750	Don't Bet on Blondes \$11,500 (Buddy Rogers Stage Show)	Silk Hat Kid \$6,000	Irish in Us \$10,500 (Barney Rapp Band)	We're in Money \$8,000
CIRCLE (2,400; 25-40) High, \$26,000 Low, 1,700	Front Page at 8 \$4,700 (Gene and Glenn)	Flying Trapeze \$5,000	Smart Girl at 8 (Bowes Amateurs)	Every Nite at 8 \$4,000
LOEWS (2,500; 25-40) High, \$19,000 Low, 2,000	Let Em' Have It and Calm Yourself \$3,200	Sanders and Air Hawks \$2,800	Murder Man and After the Dance \$3,000	China Seas \$10,000

BUFFALO

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
BUFFALO (3,000; 25-35-50) High, \$42,000 Low, 8,300	Curly Top \$14,000	Irish in Us \$10,400	Farmer Takes Wife \$12,000	Alice Adams \$7,700
CENTURY (2,000; 25-35-40) High, \$21,000 Low, 3,200	Mad Love and Dog of Flanders \$3,500	Murder Man and Smart Girl \$5,800	Pursuit and Edie Crave Excitement \$4,500	Old Man Rhythm and Victrola \$6,000
HIPPO-DROME (2,400; 25-35-40) High, \$22,000 Low, 5,600	Shanghai \$5,600	Curly Top \$8,200	We're in the Money \$5,000	Inferno \$7,500

SEATTLE

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
FIFTH AVE. (2,500; 25-35-40) High, \$26,000 Low, 2,500	Curly Top \$9,300	Curly Top \$7,000 (2d wk)	Farmer Takes Wife \$5,000 (6 Days)	China Seas \$14,300
PARA-MOUNT (3,100; 25-37-42) High, \$21,000 Low, 2,000	Calm Yourself and Virginian (Revival) \$16,200	College Scandal and Silk Hat Kid \$7,700	Flying Trapeze and Murder Man \$8,400	We're in Money and Welcome Home \$4,500
LIBERTY (1,100; 25-35) High, \$12,600 Low, 1,700	Love Me Forever \$8,100 (2d wk)	Love Me Forever \$8,100 (3d wk)	Love Me Forever \$3,800 (4th week)	Hard Harrigan and Champagne Breakfast \$3,500
MUSIC BOX (2,000; 25-35-40) High, \$17,000 Low, 1,700	Beck Sharp \$4,400 (2d wk)	Becky \$4,400 (2d wk)	Becky \$3,100 (2d wk)	Scoundrel \$3,300

NEW HAVEN

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
PARA-MOUNT (2,500; 25-35-40) High, \$21,000 Low, 2,500	Shanghai and Keeper of Bees \$5,700	Smart Girl and What Price Crime \$3,300	Java Head \$6,800 (Fred Allen Amateurs)	Every Nite at 8 and Symphony of Living \$4,400
POLIS (2,000; 25-35-40) High, \$20,000 Low, 4,200	Becky Sharp \$5,700	Curly Top and After the Dance \$10,500	Farmer Takes Wife and Woman Wanted \$6,500	China Seas \$10,100
SHERMAN (2,200; 25-35-40) High, \$16,000 Low, 1,500	Gondolier and Man Who Knew Much \$5,200	Lady Tubbs and Old Man Rhythm \$3,100	Irish in Us \$7,000	We're in Money and 39 Steps \$1,600

(Continued on page 34)

CAPITOL, READING, PA., IN 4-CITY LAWSUIT

Reading, Pa., Sept. 10.

A four-city piece of litigation over the Capitol here, reconstructed as a film house after many years of service as the city's first legitimate theatre, went on court records here, The Grand Opera House Co., owner of the \$400,000 property, asked for an injunction to prevent a forced sale of the house by the Reading Trust, first mortgage holder, claiming such sale would jeopardize interests of other mortgage holders. The same petition asks for a receiver to operate the theatre and protect and protect the building. The complaint, in which the Pentol Realty Co., Philadelphia and Harrisburg corporation with offices in Harrisburg, alleges that a forced sale would give the property to Wilmer & Vincent, New York, lessee of the theatre and holder of a large interest in the corporation holding it.

Although reconstructed as a picture theatre, the Capitol, approximately 2,500 seats, is equipped with a deep stage, scenery lofts and full sets of scenery and a dozen dressing rooms, as well as with a modern screen and projection on the building. The complaint, in which the Pentol Realty Co., Philadelphia and Harrisburg corporation with offices in Harrisburg, alleges that a forced sale would give the property to Wilmer & Vincent, New York, lessee of the theatre and holder of a large interest in the corporation holding it.

American Legion Hypo Puts Through Sun. Pix

Sept. 10.

By a close poll, residents of Laurel, Maryland town, midway between Baltimore and Washington, on Monday (8), voted for Sunday pictures which have always been banned. Peculiar angle is that the Laurel American Legion post will get percentage of Sunday film proceeds from exhibitors for one year; for three years and were unable to thrust through city council two ordinances calling for referendum by public pooling on Sunday films question. Then the Legion stepped in and propositioned exhibitors promising to force through referendum and produce necessary votes providing legion was out in on Sunday grosses for one year. The war vets wanted first and foremost for new clubhouse. Legionnaires agreed last month to get Sunday flickers favorably acted upon before October or deal was off. Exhibits figured they had nothing to lose as they had learned they themselves could not procure Sabbath showings unaided by outside agencies.

Deal exhibitors made with Legionnaires which at first blush appears strange is explicable when understood that theatres made unsuccessful assault upon Laurel blue law for three years and were unable to thrust through city council two ordinances calling for referendum by public pooling on Sunday films question. Then the Legion stepped in and propositioned exhibitors promising to force through referendum and produce necessary votes providing legion was out in on Sunday grosses for one year. The war vets wanted first and foremost for new clubhouse. Legionnaires agreed last month to get Sunday flickers favorably acted upon before October or deal was off. Exhibits figured they had nothing to lose as they had learned they themselves could not procure Sabbath showings unaided by outside agencies.

City of Tuscaloosa, Ala., Becomes a Par Th. Pard

Another house will be added to the Paramount string in Tuscaloosa, Ala. Bob Wilby of Kinney & Wilby, Par's southern partners, and J. C. Pierson, representing the city of Tuscaloosa, in New York last week closed the deal for building a structure which in addition to the theatre will become the new city hall of the town.

Under the deal, the city of Tuscaloosa is to build the theatre, the Par-Wilby combination leasing it for a term of 20 years at a fixed rental of approximately \$10,000 a year. Lease is to Alabama Theatres, Inc., Par-Kinney & Wilby subsidiaries in Alabama. Seating capacity of new theatre not set. There are presently three houses in Tuscaloosa, Barn, Diamond and Ritz, all Kinney & Wilby.

SUE INDIE EXCHANGE

Los Angeles, Sept. 10.

Charging that \$100 is secretly due on a written contract, S. Kaye, assignee for Regal Distribut. Corp. of New York, has filed suit in Municipal court here for that amount against All Star Features Distributors.

Suit says All Star agreed to take six films from Regal for distribution in California, Nevada, Arizona and Hawaiian Islands. Three were delivered and paid for, but All Star has refused delivery or to pay for remaining three, suit says.

CHIMP DEANS ON % ZOOM

SQUAWKS OVER CANADA'S TAXES

Toronto, Sept. 10. With Premier Hepburn's new amusement tax schedule showing a tripled revenue in the first month operation over the corresponding period prior to the tax levy, Col. John A. Cooper, president of the Motion Picture Distributors & Exhibitors of Canada and president of the newly-formed Allied Sport and Amusement Association, is leading the protest that the new tax is too remunerative to the government and too severe on the amusement industry.

The principal change in the tax was the removal of the exemption on admissions of 25c and under. It is pointed out that this imposes a hardship on children and people of moderate means, who are bearing the brunt as a revenue source, the tax on the 30c admission being an increase of 150%, while the levy on the 75c admission was raised only 50% with no increase at all on the 15c tickets. First month of operation showed the new levy totalling \$239,271, the jump in tax revenue of \$159,000 over the corresponding month for 1934 indicating that the greater proportion of the increase is coming out of the pockets of picture-goers who can only afford the 25c or 30c tariff.

The new tax was embarrassing the government because it had proved to be excessively productive and hence unduly severe upon amusement operators is the point being emphasized by Col. Cooper. The Premier had publicly announced, in levying the new amusement tax rate, that \$1,000,000 was needed from this source for unemployment relief. Under the compilation based on the first month's operation of the tax, the government will receive \$2,000,000. Theatre interests are maintaining that the theatre-goers are not only paying more than expected but that the tax is proving destructive to theatre business as well as sports.

White and Negro Ops. in St. L. Settle Differences

St. Louis, Sept. 10. John P. Nick, v.p. of the IATSE and M.P. ops. of U.S. and Canada, installed 21 negro motion picture machine operators as members of the newly chartered St. Louis Motion Picture Machine Operators Auxiliary, Local Union 143-A, last week, thus officially ending strife between negro and white operators that resulted in a number of colored houses shutting down in controversy. An ex-conv in return of a negro pix house was also arrested at the time in act of tossing away bundle of dynamite sticks.

As members of Local Union 143-A, negro machine operators will be under supervision of Local 143, white operators' union and Local 6, white stage hands' union. The negroes will be permitted to collect any dues from own membership so long as they make payments to white local and international unions. They will enjoy same working conditions and wage scale as white operators and managers of negro houses may select white or negro operators, as they see fit. Operators of Star, Strand and Criterion houses, principal houses involved in recent controversy, expected to act on selection of operators next week, with prophecy that only one house will demand hiring of negro operators.

'CRUSADES' ROAD SHOWS

Al Burks left for Cleveland Sunday (8) to handle roadshowing at Hanna of Par's "The Crusades," while Ed Cochrane will handle Washington and Pittsburgh.

"Crusades" opens in National, Washington, Sept. 29, and at Aldine, Pittsburgh, Sept. 23.

Giveawayers' Ritz

Giveaway might be spreading so rapidly in the metropolitan area that manufacturers of dishes, used as prizes on these stunts, are growing more independent daily.

The latest edict sent to exhibitors is that no allowance will be made for breakage.

MANAGERS SHIFT IN WB COAST REVAMP

Hollywood, Sept. 10. Flock of managerial shifts were made last week in Warners Fast Coast theatres zone, with setting up by zone boss Lou Halper of a new operating system.

Territory is split into three districts with Carl Warner and Ben Wallenstein joining George Weiss as district supervisors. Halper previously handled entire territory with Weiss as aide. Weiss takes the Hollywood, Downtown, L. A., and the Beverly Hills. Wallenstein gets the Huntington Park, Forum, and San Bernardino and San Pedro houses. Walker takes the three Santa Barbara houses, the Fresno, the Aberdeen, Washington and the Salem-Oregon theatres.

Other managerial shifts: Jimmie Hicks, from Hollywood to the Downtown; L. A. Mel Murphy, Downtown to Hollywood; Vic Rosen, Forum to Granada, Santa Barbara; Frank Regan, from San Pedro to Fresno; Cliff Cheliev, from Beverly Hills to Forum; Earl Good, Beverly Hills to San Pedro; Fred Klingsbury, Santa Barbara to the Keady Hills.

How Paddy Nolan Lost Out for Canadian M.P.

Ottawa, Sept. 10. Paddy Nolan had aspirations for the Federal Parliament in the general elections on Oct. 14, but he has lost out, and thereby hangs a tale.

In addition to being the mayor of Ottawa, Nolan is the owner of three local theatres. He is widely known as a good Liberal, the same as Premier M. F. Hepburn of Ontario. Hepburn put through heavy amusement tax increases last June and brought down the picture machine from exhibitors everywhere—including Nolan, who was active in organizing a protest against the destructive nature of the levy.

When nomination time for Federal candidates rolled around, the Liberals of Ottawa overlooked Nolan because he had had too much to say about the impost, it is claimed. And Nolan is still digging deeply for the tax.

Opposish from Non-Thea. Acts, Worries NW Allied

Minneapolis, Sept. 10. Northwest Allied States wants local film exchanges to stop servicing all non-theatrical accounts, including school and churches, regardless of the age of films used and regardless whether an admission is charged. At their meeting here, the governors of the independent exhibitors' organization voted to notify the exchanges that Northwest Allied "is unalterably opposed" to rental of any and all films to non-theatrical accounts of every nature.

If the independents accomplish their purpose, local public schools, as well as many churches and religious schools throughout the territory, will have their source of film supply cut off. Many of the city's high schools have been showing old releases at the noon recess period, charging a dime admission and using the proceeds for various school funds.

Northwest Allied governors declared that members have been complaining about the increasing non-theatre competition. Non-taxing institutions should not be permitted to show theatrical pictures in competition with regular showhouses, according to the governors.

DISTRIBS SEEK MORE ON PERC.

Follows Collapse of Metro Boycott by Exhibitors—Only Figure 3 Cos. for Straight Rentals

RADIO'S 15

After a lengthy and desperate battle against percentage deals, a battle which last year meant an exhibitor boycott against Metro-Goldwyn-Mayer product here, it appears that the exchanges are winning their argument for sharing management among the mid-west theatres.

Other distributors this year are seeking to break into Chicago with their own percentage demands after having for years been satisfied with straight rental arrangements in this territory.

Only three companies indicate that they will make straight rental deals in many instances. These are Paramount which has never been much of a percentage company, Columbia and Universal; the latter two vying its arrangements with each individual situation whether on straight or percentage deals.

United Artists has always had a policy of straight percentages on all of its pictures, and is assisting on the majority of its 23 releases on the coming season's program.

Other upcoming percentage askers are RKO-Banc, which has prepared a list of pictures in which 15 are figured for splits on the box-office take. On current negotiations RKO salesmen are asking for six pictures at 35% and nine pictures at 30%. Particularly are they insisting on this arrangement in the smaller towns in southern Illinois where the exhibs have been playing percentage for years.

Metro Compromi

Metro has siled its percentage demands somewhat from previous desire in order to break up the local boycott. Instead of the former requests for 13 pictures on percentage, the exchange is now requesting only nine pictures on position of the grosses receipts in the city of Chicago. However, downtown the 13 pictures are still a part of the percentage clause. Metro has also rearranged its Chicago demands for preferred playing time. No longer insisting on Saturday and Sunday date for split pictures, having allocated values to each day of the week on an exhibit can substitute two weekdays for a Saturday or three weekdays for a Sunday.

Fox-20th Century is seeking 13 pictures on percentage deals in actuality; three being a dozen pictures on the regular program and "Dante's Inferno" which is being sold as a percentage special.

There are 11 percentage features in the Warner Bros. worksheet, divided in three sections: one at a straight 60-50 split, three at 35% and seven at 30%.

BILLY JAMES STRICKEN

Columbus, Sept. 10. William M. "Billy" James, past president of Ohio Picture Theatre Owners of Ohio, and for years prominently associated with mid-west amusements, suffered an internal hemorrhage last Thursday (29) while playing golf.

His condition is reported as serious, with three transfusions made already.

Ivian Moses at Par. Tom Vivian Moses pinch-hit at Paramount on press books pro tem for three weeks.

Originally a fortnight's chore during Bob Moriarty's vacation, letters and appendices to kept him away a third week and Moses leaves Par this week with Moriarty returning Monday, (9).

Skeptics

Exhibits playing "duals" report inquiries from patrons for titles of the pictures, supplemented by. And what time does the feature that people don't want to see go on?

This, parallels the inquiries about "what dishes are being given away tonight" in houses featuring premiums.

FULTON, PITT, MAY NOT OPEN; NO PRODUCT

Pittsburgh, Sept. 10.

With continued delay in reopening of downtown Fulton, there's been some doubt expressed locally as to whether Shea-Hyde first-run title can make a go of it this season. There have been reports that house may keep shuttered due to the recent Loew-WB pool, which has left Fulton on outside in matter of product.

For last few seasons, Fulton has been paying out on Loew's damaged Aldine, in return for which it has received all stuff Metro and UA product that Penn hasn't used. Under new set-up, however, Warner has the enough to send pool looks after Aldine rental. In addition, Harris-Alvin has signed for GB output, which went to Fulton last season.

That leaves Shea-Hyde site with only one-third of Fox and half of Universal and whether this, in addition to whatever indie product that can be picked up, will be enough to put house going all season hasn't yet been determined by operators. Fulton was originally scheduled to get under way last of August, after two-month annual shutdown, but recent announcement of Loew-WB pool left Sixth avenue boys out on a limb.

Local management has heard nothing from home office of Loew and Mart Shea, who is off somewhere recuperating from a recent illness, can't be reached for any decision.

See Wave of Giveaways As Detroit Ok's Screeno

Detroit, Sept. 10.

A wave of giveaways in Detroit theatres is expected shortly, following the example of last week's holding screen as played at the Colonial. After several weeks of delay on the case, Recorder's Judge Christopher Stein dismissed the lottery charges against George Buckley and Jacob Schreiber, operators of the Colonial. He thus contradicted a recent order of Prosecutor Duncan McCrea that the games stop.

There is no lottery involved, ruled Judge Stein, as long as tickets to play the game are included in the price of admission.

The Cohen Bros., who operate five theatres here, will probably seek an extension of their Federal injunction, banning the game, before it expires Oct. 1.

Exhib Held Up in Home

Toronto, Sept. 10.

Samuel Firestone, in the owner of the Astor and Lyndhurst houses and his son, Harry, 13, were held up and robbed in the living-room of their home by an armed and dangerous man. The man was about to deposit \$401 of the theatre's take in his private safe. The thief rose from behind a chest of drawers, forcing the two to lie on the floor and be bound with wire, hands and feet.

Firestone and his son managed to break loose quickly and rushed from the house to see the masked man running down an alley and getting into a car. While they rushed toward him, their cries attracted the attention of a neighbor. He threw himself on the running-board of the moving car, and the thief lost his gun but managed to throw the three off. Car was found two hours later by police. Near it was a small sack containing \$248.

150 MASS. BILLS AFFECTING FILMS

Boston, Sept. 10. Check-up on the 1935 session of the Massachusetts legislature, recently ended, reveals that out of 3,000 bills filed, 150 directly or indirectly affected the industry in this state.

Two censorship bills filed would have prevented children from attending motion picture theatres, except those showing films of a religious or educational nature. Both defeated.

Several fibroad bills, sponsored by Governor Curley, which might have added to overhead costs of theatre operation, failed to pass, as well as a number of tax bills calling for all forms of taxation. One of these called for a tax on all admissions. In addition there were numerous sales tax bills that met defeat.

House Bill 1647 was a petition of the Massachusetts branch of the International Union of Operating Engineers for the prohibition of the Dept. of Public Safety over internal combustion engines, refrigerating apparatus and gas and steam cranes. After several stormy sessions and other employees of another important bill that met defeat was a petition that the Commissioner of Public Safety be given authorization to license stage mechanics and other employees of theatres.

Motion picture machine operators in Massachusetts have been licensed by this department for several years.

There were many hearings on various bills relative to horse and dog racing, and out of a large number of bills filed one was passed providing for a referendum at the next state election in 1936 on the question of continuing in effect the provisions of the law legalizing dog racing under the pari-mutuel system.

One of the most aggressive anti-agents on these bills was Allied Theatres of Massachusetts, usually in the person of Joseph H. Brennan, executive secretary.

FIRST 'GIVEAWAY' BOMBING PROBE

Indianapolis, Sept. 10.

Police are investigating to determine if the city had its first "giveaway" bombing in the dynamiting of Harry Dickerman's Northtown, independent neighborhood house, on the morning of the evening when it was advertising a \$700 "Jack Pot" prize in conjunction with two other Dickerman upturn ventures. Blast did \$1,000 damage.

A witness said three men drove away from the front of the theatre a moment before the bomb exploded, and obtained the first three numbers on the license plate, furnishing police a tangible clue. The bomb was thrust through the box office window. The b.o. was blown to bits and the lobby interior, directly behind, was shattered. All glass was blown out in front of the building.

Bank's Lincoln Setback

Lincoln, Sept. 10.

The first blow dealt to bank night in Nebraska happened this week when Roy Headrich's many court test of the practice backfired and the bank lost a \$700 "Jack Pot" prize in conjunction with two other Dickerman upturn ventures. Blast did \$1,000 damage.

County Attorney Towle brought the suit with several complaints of violation of the lottery law were lodged with his office. He warned Headrich first to stop the stunt, but Headrich said he wanted it tested.



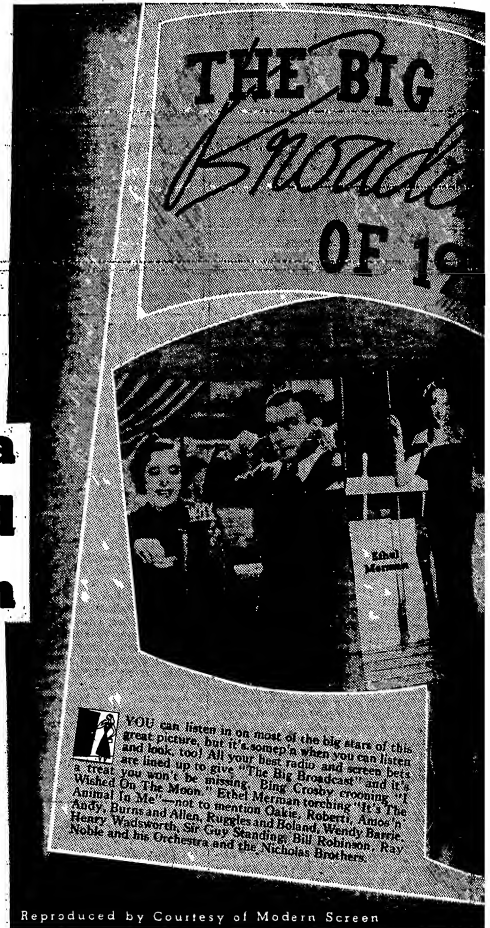
STARS fall on Alabama and the rest of the United States on September 20th

That's the day "THE BIG BROADCAST OF 1936" showers down on the grateful theatres of the United States—the most glittering constellation of entertainment to appear on the screen horizon since Paramount's first "Big Broadcast" blazed its meteoric profitable way across the country's box-offices in 1933 . . .

To drop the play on words for a moment, "THE BIG BROADCAST OF 1936" is an attraction that would have made the great Barnum, himself, turn green with envy. BECAUSE it has specialties by (1) BING CROSBY, most popular crooner on screen and radio; (2) AMOS 'n' ANDY, who hold the record for holding a daily radio



audience; (3) ETHEL MERMAN, at the height of her popularity due to her overwhelming success in "Anything Goes"

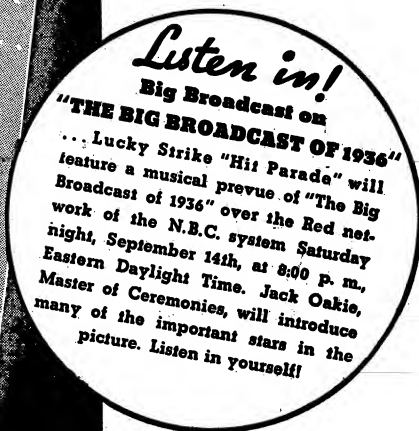
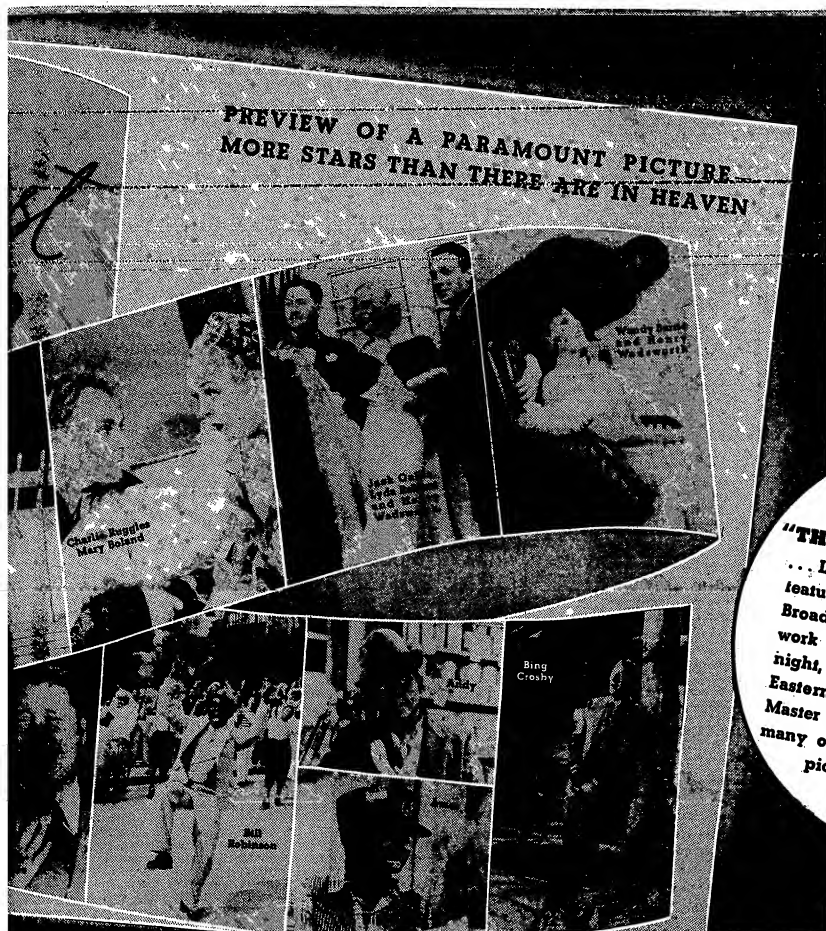


Reproduced by Courtesy of Modern Screen



and her radio programs; (4) RAY NOBLE AND ORCHESTRA, the ace band on the airwaves; (5) MARY BOLAND and CHARLIE

RUGGLES, the screen's most hilarious "Mr. and Mrs."; (6) BILL ROBINSON, kingpin dancer, whose taps have been heard 'round the world, and because it features (7) JACK OAKIE, whose characteristic roles have won him millions of admirers; (8) BURNS AND ALLEN, radio's most beloved nitwits; (9) LYDA ROBERTI, the girl who puts plenty into what she's doing.



Among the many other bright satellites who help make "THE BIG BROADCAST OF 1936" the gorgeous piece of entertain-



ment it is, are Sir Guy Standing, Wendy Barrie, Henry Wadsworth, Ina Ray Hutton and Her Melodears, Nicholas Brothers, Gail Patrick, David Holt, Virginia Weidler, Vienna Boys' Choir, Willy, West & McGinty • • Music of the spheres is by RAINGER, ROBIN & WHITING and RAY NOBLE, song-writing luminaries who contribute such heav-

enly melodies as "I Wished on the Moon," "Why Dream?," "Double Trouble," "It's the Animal in Me," "Miss Brown to You" • • • You'll thank a score or more of your most favorite stars for "THE BIG BROADCAST OF 1936," for it's got everything to make it the most profitable piece of popular entertainment of the current show season. Directed by Norman Taurog



A PARAMOUNT PICTURE



306-Allied

(Continued from page 7)
 booths of close to 100 houses, 42 of which are operated by Brandt, who all along has been held up as the actual head of the Allied union. Brandt is president of the Independent Theatre Owners' Ass'n, allegedly making Allied a company union.

"The armistice" 306 and Allied is accepted as meaning that the circuits, presently in negotiation with 306 on a new scale, cannot get operators in the event of a 500 lockout. Unconfirmed report is that the circuits have been keeping 200 Allied members under cover in event of a sudden strike. From the 306 angle, the peace pipe with Allied, means that Basson can go back into negotiations with the managers better fortified to force terms.

During the past week, two 306 pickets received 30-day sentences and one a five-day sentence from Judge Ruddleick in Brooklyn, N. Y., after being arrested on picketing activity in front of the Sanders, Brooklyn.

While expressed in union quarters that there still remains some chance of getting George Browne, president of International Alliance of Theatrical Stage Employees, to rescind his order against permission of a strike to Local 306, the operators at the \$1.50 top offered by managers. They went on this basis subject to final agreement reached, which would be retroactive, but are claimed disgruntled over having to cut to this scale while negotiations are still in progress.

Under the arrangement, the operators take the \$1.50 top an hour and give the theatres 10.0's for the amount. In other words, they do not accept this as official pay, money paid being on account if final scale is higher. If under any new contract reached, the scale is less than this, then it's a bookkeeping item for the theatres in deducting differences. Salary difference, whether in favor of bothmen or theatres, is retroactive to Friday (6).

Understood that while Brown of the IATSE did not rescind his ban against striking by 306, he has not categorically refused to change his earlier stand and the matter will be reported and discussed before a meeting of the 306 membership for this morning (Wed.).
 Inability of New York Operators.

Local 306, to get a higher scale from the managers was openly feared during the past week as result of developments in the situation, notably refusal of the International Alliance of Theatrical Stage Employees to rescind its order forbidding 306 the right to strike. When a special committee of five was sent to Washington, after the membership body of 306 had insisted on lifting of the order, George Browne, president of the IATSE, refused to give permission.

"Contention of 306" was that the local had two strikes on it in negotiations with the managers for a new scale because it did not have the right to strike, claiming this order banning a strike became a weapon in the hands of the theatres men. On the other hand, observers and insiders point out that there has been no justification for striking so far, with negotiations proceeding satisfactorily, as 306 admits, and that in the face of no discord, the IATSE may feel that permission to strike would be like waving the flag before a friendly bull.

306 Wanted Strike

The membership of 306 cried strike the minute 306's wage scale negotiating committees informed it that the union had asked for booth pay ranging from \$1.50 to \$2.50 an hour and managers had offered \$1.40 to \$1.80. At this meeting, 306 heads got authorization from its membership to continue negotiations in an effort to reach an agreement and several conferences with managers were held without making the advance expected. Managers during the past week asked Joseph D. Basson, president of 306, to get power to close a contract at best terms and membership, called into session, rejected this request and voted to try for rescinding of Browne's non-strike order in fear that the managers had the best of advantages if Basson were to sit down and close with them at any scale which could be agreed upon.

Meetings between the 306 and manager committees continued, membership body also voting that negotiations be not stopped, and Friday afternoon (6), it was agreed that operators would receive pay vouchers at manager scale ranging from \$1.40 up to \$1.80 an hour, with a 5% difference in scale retroactive to that date (5). Up to then operators had been getting \$61 a week in de luxe houses for a four-day week and \$64 in other theatres for a five-day week.

PAR-BROADWAY CORP.,
COL.'S NEW ISSUES

Listing of \$9,575,000 of new Paramount-Broadway Corp. first mortgage sinking fund loan certificates, due on Feb. 15, 1936, was approved last week by governors of the N. Y. stock exchange. Coincidental with this action, which permitted trading in the new bonds, the exchange suspended from further dealings the old bonds and certificates which were designated as 20-year 5 1/2% sinking fund loans and certificates of same, both being due Aug. 1, 1935.

The new Paramount Pictures bonds, due in 1935, were approved for trading in the previous week, virtually taking the place of the old bond issues. Exchange officials stated that the Paramount-Public-Lux 6 1/2% bonds due in 1947, and certificates of deposit for same (due same date), were suspended from dealings as of Sept. 5.

Pic Columbia is making preparations to sell 75,000 shares of \$2.75 convertible preferred stock which will supplant the present \$3 preference issue now listed on the Over-the-counter market. The new issue has been underwritten by Hemphill, Noyes & Co., a portion of the proceeds to be used to retire the present preferred stock, with the remainder to be employed as working capital.

Stockholders of company will vote on Sept. 18 regarding increasing outstanding common shares from 300,000 to 1,000,000.

Incorporations

NEW YORK

Number One Theatre, Inc.; theatres, concert gardens, music hall, etc.; capital stock, 100 shares, no par value; J. M. Albert, 205 West 34th street; Herbert A. Keller, 100 West 11th street; New York, N. Y.
 Number Two Theatre, Inc.; capital stock, 100 shares, no par value; J. M. Albert, 205 West 34th street; Herbert A. Keller, 100 West 11th street; New York, N. Y.

Number Three Theatre, Inc.; same as above.

Number Four Theatre, Inc.; same as above.

Number Five Theatre, Inc.; same as above.

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Number One Hundred-Ninety-Eight Theatre, Inc.; same as above.

Number One Hundred-Ninety-Nine Theatre, Inc.; same as above.

Number One Hundred-Two Hundred Theatre, Inc.; same as above.

COLUMBIA'S PRODUCTION

*Claudette Colbert in
She Married Her Boss*

IS TOPPING IT HAPPENED

ONE NIGHT BUSINESS BY

25 PERCENT IN ITS FIRST

FIVE TEST ENGAGEMENTS-

THAT'S HOW BIG IT IS



CALENDAR OF CURRENT RELEASES

Chesterfield

Offices: 1940 Broadway, New York, N. Y.

Incumbent Evidence. A mystery asking does circumstantial evidence convict, the innocent? Click Chandler, Shirley Grey. Dir. Charles Lamont. 67 mins. Rel. March 20.
Condemned to Live. Horror story. Ralph Morgan, Russell Gleason, Maxine Doyle. Dir. Frank Strayer. 62 mins. Rel. Aug. 15.
Society Fever. A crashing comedy. Lela Wilson, Lloyd Hughes, Hedda Hopper. Dir. Frank Strayer. 65 mins. Rel. June 20.
Synthetic Lady. Modern love story. Sidney Blackmore, Irene Ware, Russell Hopton. Dir. Charles Lamont.

Columbia

Offices: 729 Seventh Ave., New York, N. Y.

After the Dance. Romance of a night club singer who finds love after a jail-break. Nancy Carroll, Geo. Murphy. Dir. Leo Bulgakov. 60 mins. Rel. June 28. Rev. Aug. 22.
Atlantic Adventure. High crimes on the high seas. Nancy Carroll, Lloyd Nolan, Harry Langdon. Dir. Al Rogell. 70 mins. Rel. Aug. 25. Rev. Sept. 10.
Awakening of Jim Burke. Tough construction boss learns to respect his men. Jack Holt, Florence Rice, Kathleen Bruce, Jimmie Butler. Dir. Lambert Hillyer. 70 mins. Rel. May 20. Rev. May 22.
Jack Room. The mystery thriller in which Karloff's kiss is the seal of doom. Boris Karloff, Marian Marsh. Dir. Roy W. Neill. 70 mins. Rel. July 25.
Champagne for Breakfast. Penniless attorney finds a sweetheart and a fortune through a breakfast call. Mary Carlisle, Hardie Albright, Joan Marsh, Lila Lee. Dir. Melville Brown. 65 mins. Rel. June 15. Rev. July 10.
Feather in Her Hat. A. Pauline Lord, Billie Burke, Louis Hayward. Dir. Alfred Santell. Rel. Oct. 12.
Girl Friends. Comedy situations in a barn theatre. Ann Sothern, Jack Haley, Roger Pryor. Dir. Edw. Buzzell. 69 mins. Rel. Aug. 9.
Justice of the Range. Tim McCoy western. Dir. David Selman. Ina. Rel. May 25. Rev. June 12.
Lady of New York. George Murphy. In. Erie Kenton. Rel. Sept. 10.
Love Me Forever. Operatic-gamster story. Grace Moore, Leo Carrillo and Robert Allen. Dir. Victor Schertzinger. 91 mins. Rel. June 27. Rev. July 3.
on of the Hour. Story of the newswear cameramen. Richard Cromwell, Billie Seward and Vincent Price. Dir. Lambert Hillyer. 67 mins. Rel. May 15. Rev. May 15.
ing Wild. Western. Tim McCoy. Dir. David Selman. Rel. June 28.
She Married Her Boss. Claudette Colbert, elvyn Douglas, Michael Bartlett. Dir. Gregory LaCava. Rel. Sept. 19.
Supersized. Norman Foster, Mary Carlisle and Florence Rice. Dir. Lambert Hillyer. Rel. Sept. 19.
Together We Live. Domestic tragedy induced by red propaganda. Willard Mack, Ben Lyon, Esther Ralston. Dir. Willard Mack. Rel. Aug. 18.
Unknown Women. The action government agent. Richard Cromwell, Marian Marsh. Dir. Al Rogell. 67 mins. Rel. July 14. Rev. June 28.

DuWorld

Offices: 729 Seventh Ave., New York, N. Y.

raquebelle (Fr.). Drama from Anatole France yarn. In. Jasque de Baroncel. 80 mins. Rel. Dec. 1.
Dance aux Canapés (Fr.). Literal adaptation of the Dumas classic. Yvonne Printemps, Pierre Fresnay. Dir. Ferdinand Rivers. 85 mins. Rel. March 15. Rev. March 27.
Irish in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frenke. 60 mins. Rel. Oct. 1.
Kocha, Lubu, Szanuje (Polish). Young love in Poland, with music. Dir. Michael Wyzanski. 70 mins. Rel. Nov. 1.
L'Agence des Algies (Fr.). Pre-Napoleonic drama. Dir. Roger Richebé. 70 mins. Rel. Dec. 1.
Man Who Changed His Name (Irish). An old Edgar Wallace yarn revived. David Henry Edwards. 75 mins. Rel. Oct. 1. Rev. Oct. 1.
Norah O'Neale (British). Irish yarn. Dir. Desmond Hurst. 70 mins. Rel. Oct. 15. Rev. Oct. 30.
Sane Family (Fr.). Story of a boy's fight without family. Robert Lynen. Dir. Andre Moussy. 60 mins. Rel. June 1.
The Last Wilderness. Expedition animal film. In. Howard Hill. 35 mins. Rel. May 1. Rev. July 24.

First Division

Offices: R.K.O. Bldg., New York, N. Y.

Releases Also Allied, Chesterfield and Liberty.
Incumbent Evidence. Reporter takes murder in campaign against death penalty and almost goes to chair. Click Chandler, Shirley Grey, Arthur Vinton. Dir. Charles Lamont. 67 mins. Rel. March 20.
Curtain Falls. One-time famous actress uses her talents in an entirely new role; and stages one final glorious comeback. Henrietta Crosman. Dorothy Lee, Charles Lamont. 60 mins. Rel. Sept. 19.
Death from a Distance. A girl reporter and a police detective match their wits. Russell Hopton, Lila Lane, George Marion. Dir. Frank Strayer. 65 mins. Rel. Sept. 19.
Irish Who Came Back. The Chesterfield. The regeneration of a girl hopelessly involved in a vast counterfeiting plot. Sidney Blackmer, Shirley Grey, Noel Madison. 65 mins. Rel. Sept. 19.
Java Head (Associated). An adaptation of the Joseph Hergesheimer prize-winning novel also serialized in the Statepost, a gripping drama of the battles of the border and the struggle for the soul of a young girl. Edmund Gwenn, John Davidson. Dir. J. Walter Ruben. 70 mins. Rel. Sept. 1. Rev. Aug. 7.
Public Opinion. Journalists separates loving couple who are brought together by their child's deathly illness and realize they still love each other. Lila Wilson, Clara Wilson, Shirley Grey. Dir. Frank Strayer. 65 mins. Rel. July 15.
Rainbow's End. Western. A black sheep goes west, makes good and shows up father's partner as a crook. Hoot Gibson, June Gale. Dir. Norman Sponcer. 65 mins. Rel. July 17. Rev. July 17.
Shot in the Dark. From the novel and 'College Humor' story 'The Dartmouth Murders' by Clifford Orr. Charles Starrett, Robert Warwick, Marion Shilling. Dir. Charles Lamont. 60 mins. Rel. Aug. 15.
Society Fever (Invincible). mad, merry saga of the zany Protits. Lila Wilson, Lloyd Hughes, Grant Williams, Hedda Hopper, Guinn Williams, Marion Shilling, George Irving, Sheila Terry. Dir. Frank Strayer. 65 mins. Rel. Sept. 15.
Symphony of Living. (Invincible). Boy violin prodigy buffeted between warring parents. Evelyn Brent, Al Shean, John Darrow. Dir. Frank Strayer. 62 mins. Rel. July 3.

First National

321 W. 46th St., New York, N. Y.

Irish from 10th Avenue. The adventures of a young ship girl who accidentally marries a society derrick and then makes a man of him. Bette Davis. In. Hunter, Colin Clive. Dir. Alfred E. Green. 69 mins. Rel. June 1. Rev. May 29.
In Caliente. Musical spectacle of famous Mexican resort. Pat O'Brien, Dolores Del Rio. Edw. Sedgwick. The DeLarcos. In. Lloyd Bacon. 84 mins. Rel. May 25. Rev. July 3.
Irish in Us. The Three brothers of Irish extraction with Cagney leading in the mischief. Charles McGraw, Pat O'Brien, Olivia De Havilland, Frank McHugh. Dir. Lloyd Bacon. 84 mins. Rel. Aug. 3. Rev. Aug. 7.
Il for the Lamps of China. Pat O'Brien, Josephine Hutchinson, Jean Muir. Dir. Mervyn LeRoy. 70 mins. Rel. Sept. 19.
Traveling Saleslady. One of those Joan Blondell-Glenda Farrell romps. In. Ray Enright. 62 mins. Rel. April 6. Rev. April 3.
While the Pattern Sleeps. Mystery in a military plot. Gordon. Guy Kibbee. Alvin McManis. Dir. Ray Enright. 66 mins. Rel. March 9. Rev. March 6.

Fox

444 West 56th St., New York, N. Y.

Jack Sheep. Edmundo Lowe, Claire Trevor. 70 mins. Rel. June 14. Rev. July 3.
Charles Chan in Egypt. Further adventures of the Honolulu Chinaman. Warner Oland, Mary Brian. In. Louis Seiler. 72 mins. Rel. June 21. Rev. June 25.
Cowboy Millionaire. George O'Brien western. Dir. Edw. Rel. May 10. Rev. June 4.

These 'substitutions' are compiled from information supplied by the various production companies and checked up as soon as possible after release. Listing is given when release dates are definitely set. Titles are given in the order in which they appear who receive service subsequent to that period should preserve a copy of the calendar for reference.

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

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

Studio Placements

Hollywood, Sept. 10.

John Bright, Robert Tasker, scripting 'A Son Comes Home', Par. Donald Meek, 'Bride Comes Home', Par.
Michael, Nina O'Day, 20th-Fox. 'Paddy Damned', Col.
Will Stanton, 'Monte Carlo', 20th-Fox.
Sam Adams, Marilyn Knowlden, 'Metropolitan', 20th-Fox.
John Blondell, Glenda Farrell, Hugh Herbert, Allen Lamont, 'Bright, Enright, directing, 'Miss Pacific Fleet', W.B.
Jerry Mandy, Barry Norton, Richard Strayer directing, 'Murder at Glen Athol', Chesterfield.
Betty Burbridge, Leslie Swabacker, John Kraft, adapting 'Along Came a Woman', Republic.
Edgar Norton, 'Love Song', Radio. William Davidson, 'Public Property', Radio.
Monte Collins, Kitty McHugh, Edgar Norton, 'Radio'.
George Regas, 'Rose Marie', Metro. Russell Simpson, 'The Immigrant', 20th-Fox.
Brook Cabot, Warren Hymer, 'Snatched', 20th-Fox.
Lola Lane, 'His Night Out', U. I. W. Walters, 'Condemned', U. I. Sheen, Thurston Hall, Herbert Biberman directing, 'One Way Ticket', Col. Elmer Harris, continuity, 'Song of Joe', U. I.
Julie Haydon, 'End of the World', Par.
Quart Anthony, screen play, untitled Jane Grey story, Par.
Richard Dix, Cyril Hume, adapting 'The Green Hills of America', Dorothy Peterson, William McGann directing, 'Country Boy', W.B. A. S. Byron, 'Collegiate', Par.
Roger Wood, 'The Boy', Jack Williams, Harry Cording, Tully Sanford, Ted Oliver, 'The Bouncer', Par. In. Korm, William, Jack, English directing, 'His Fighting Blood', Ambassador.
Roger Pryor, 'Thousand Dollars A Minute', Republic.
Inez Palanca, Col.
Brook Nattford, Ialre Church, writing original, 'Invincible'. Selmer Jackson, Patty O'Dea, 20th-Fox.
Harry Bradley, 20th-Fox.
Billy Gilbert, 'Coronado', Par. Leonard Snegoff, 'Monte Carlo', 20th-Fox.
Reginald Sheffield, Torben Meyer, 'Splendor', Goldwyn.
Lambert Hillyer directing 'ible Ray', U. I.
Jerry Chodorov, Wellyn Tolman, screen play, 'The Leathernecks Have Landed', Republic.
Roger Pryor, screen play, 'The Rescue', Regal.
Jack Kirkland scripting 'Sutter's Gold', U. I.
In. Stolf directing 'Two O'Clock Courage', Radio.
Barbara Cummings, Ray McGarry directing, 'Millions in the Air', Par.
Gene Towne, Graham Baker, writing original for 'Charles Boyer', Wanger.
Julian Josephson, writing original for Edgar Guest, U. I.
Bretherton, Jessie Ralph, 'Mother Love', Radio.
William Slavens McNutt, James Gray, adapting 'Big Brown Eyes', Wanger.
Anthony Coloway writing original, W.B.
Paul Kelly, Claire Trevor; George

(Continued on

Early Top. Shirley Temple story. Shirley Temple, John Boles, Rochette Hudson. Dir. Irving Cummings. 75 mins. Rel. July 26. Rev. Aug. 7.
Dante's Inferno. New version of an old thriller. Spencer Tracy, Claire Trevor, Edward G. Robinson. Dir. Henry Leckman. 90 mins. Rel. Aug. 21. Rev. Aug. 7.

Daring Young Man. The. James Dunn, In. Wm. A.
Doubting Thomas. Flynn. George Kelly's 'stage play'. 'The Torch Bearer'. Will Rogers, Billie Burke, Alison Skipworth. Dir. David Butler. 78 mins. Rel. July 17.
Dressed to Thrill. Tutta Rolf, Olive Brock. Dir. Harry Leckman. Rel. Aug. 23.
Farmer Takes a Wife. The. rom the stage play of the old canal days. Janet Gaynor, Henry Fonda, Chas. Bickford. Dir. Victor Fleming. 94 mins. Rel. Aug. 2. Rev. Aug. 12.

Gay Deception. The. Francis Lederer, Beata Tinsley, Frances Dee. Wm. Wyler. Rel. Aug. 9.

Gingy Daria Withers as a not-so-good little girl. With O. P. Heggie, Jackie Searle. Dir. Louis Seiler. 80 mins. Rel. July 6. Rev. July 6.
Hard Rock Harrigan. Rivalry on a tunnel job. Geo. O'Brien, Irene Harvey. Dir. David Howard. 60 mins. Rel. July 10. Rev. July 3.
Ladies Love Danger. From a story by Ilya Zorn. Mona Barrie, Roland. Dir. H. Bruce Humphreys. Rel. May 3.
Orchids to You. John Boles, Jean Muir, Chas. Butterworth. Dir. Wm. A. Seiler. 74 mins. Rel. July 12. Rev. Aug. 14.

Our Little Girl. From the story 'Heaven's Gate', by Florence I. Pfalzgraf. With circus angles. Shirley Temple, Rosemary Ames, Joel McCrea. Dir. John Robertson. 64 mins. Rel. May 17. Rev. June 12.
Redheads on Parade. Picture making and hair dye. John Boles, Dir. Norman McLeod. 78 mins. Rel. July 13. Rev. Sept. 4.
Silk High. Is Settlement house against club a bad mix. Loy Ayres, Mae Clarke, Paul Kelly. Dir. H. B. Humphreys. 70 mins. Rel. June 19. Rev. Aug. 14.
Ten Dollars a Week. Edward Everett Horton, Karen Morley. Rel. May 15. Rev. April 6. Rev. May 8.
Under the Pampas Moon. Mac, story. Warner. Dir. Jas. P. Sullivan. 70 mins. Rel. May 15. Rev. May 15.

Welcome Home. Jamica Dunn as a confidence man. Judge. Dir. Jas. Tinnin. 72 mins. Rel. Aug. 9.

G-B

Clairvoyant. The. Chiller. Claude Rains, Fay Wray. 74 mins. Rel. July 15. Rev. June 13.
Loaves of Dictator. The. Strong. Historical costume drama. Clive Brook, Madeleine Carroll. Dir. Victor Saville. 83 mins. Rel. June 15. Rev. June 15.
Man Who Knew Too Much. Realistic underworld drama in the Alps and London. Peter Lore, Leslie Banks, Edna Best. Dir. Alfred Hitchcock. 75 mins. Rel. March 15. Rev. April 3.
My Heart Cried. Romantic musical. Jan Klepura, Martha Eggerth. Dir. Carmine Gallone. 70 mins. Rel. April 1. Rev. April 17.
My Song for You. Romance in the opera house. Jan Klepura, Dir. Maurice Elvey. 70 mins. Rel. June 15. Rev. June 25.

Liberty

1776 Broadway, New York, N. Y.

Born to Gamble. Four sons inherit a grandfather's talent. Deane Stevens. H. B. Warner, Maxine Doody, Ethel Linden, Lola Wilson. Dir. Phil Rosen. Rel. July 10.
Dizzy Dandies. Musical. Theatrical boarding house locale. Marjorie Rameau, Florine McKinley, Lawrence Gray. Dir. William Nigh. Rel. May 15.
Old Homestead. The. Suggested by the play. Six musical numbers. Mary McLeod Bethune, Dorothy Lee, Willard Robertson. Dir. William Nigh. Rel. Aug. 10.

Majestic

1776 Broadway, New York, N. Y.

Motive for Revenge. Thrilling adventure resulting from desire to satisfy wife's craving for luxury. Donald Cook, Irene Hervey. Dir. Burt Linnwood. Rel. May 17.
Mutiny Ahead. Stark drama. Adventure! Romance! On the high seas. Nell Laury, Charles Bickford, Tommy Atkins. Rel. May 17.
Reckless Road. Comedy-drama of two throughbreds, a girl and a horse. Judith Allen, Remy Tomney, Lloyd Hughes, Dir. Burt Linnwood. 66 mins. Rel. July 1.

Masoc

1776 Broadway, New York, N. Y.

Harmony Lane. Life and songs of Stephen Foster. Douglas Montgomery, Helen Hayes, Gladys Vengay. William Frawley. Rel. Aug. 21.
Headline Woman. Strange romance develops when a beautiful society girl is forced to live with a wine-cracking reporter to save her reputation. Dorothy Lee, Roger Pryor. Dir. William Nigh. 75 mins. Rel. May 15. Rev. June 25.
Ladies Crave Excitement. Sparkling action romance with newswear backdrop. Helen Hayes, Charles Bickford, Edw. Linden, Esther Ralston. Dir. Nick Grinde. 65 mins. Rel. June 22. Rev. July 24.
One Frightened Night. Nutty millionaire who distributes his fortune on a cable. Charles Chaplin, Charles Chaplin, Mary Carlisle, Regis Toomey. Dir. Christy Cabanne. 64 mins. Rel. May 1.
Streamline Express. Story of a girl who eloped to baptize a train and marry a millionaire. Victor Jory, Evelyn Venable. Dir. Leonard Fields. Rel. Aug. 27.

Waterfront Lady. Ann Rutherford, Frank Albertson. Rel. Sept. 20.

Metro

Offices: 1640 Broadway, New York, N. Y.

Age of Indiscretion. Divorced couple's child problem. Paul Lukas, Madge Evans, David Jack Holt. Dir. Edw. Ludwig. 77 mins. Rel. May 10. Rev. May 25.
Anna Karenina. Tolstoy's famous novel of a woman's struggle for love. Oreta Garbo, Fredric March, Basil Rathbone. Dir. Clarence Brown. 65 mins. Rel. Sept. 6. Rev. Sept. 4.
Bishop Misbehaves. Cleric imposed into duty as a detective. Edmund Gwenn, Maureen O'Sullivan, Norman Foster. Dir. E. A. Dupont. Rel. Sept. 12.
Bonnie Scotland. A farcical romp through the Highlands. Dir. James W. Horne. 82 mins. Rel. Aug. 23. Rev. Aug. 23.
Broadway Melody of 1936. Big song and dance show. Charles Fox, Robert Powell, Buddy and Vilma Shoon. Rel. Sept. 20.
Capt Yourself. From a magazine story. Madge Evans. Dir. Geo. B. Seitz. 70 mins. Rel. July 17. Rev. July 17.
Calm of Tarzan. New jungle thriller. Ivan. Dir. James Meloy.
China Seas. Intensive drama with a locale of a Chinese tramp steamer. Clark Gable, Jean Harlow, Wallace Reid. 89 mins. Rel. Aug. 16.
Escapade. 'Love and Innocence in Vienna with a new star'. Wm. Powell, Frank Morgan, Virginia Bruce. Dir. Robt. Rel. July 6. Rev. July 6.
Flame Within. The woman doctor becomes enmeshed with a mental patient. Ann Harding, Herbert Marshall, Maureen O'Sullivan. Dir. Ed. Ford. Rel. July 12. Rev. July 12.
Here Comes the Band. An ambitious song writer and a stolen melody. Ted Lewis and his band. Virginia Bruce, Ted Healy. Dir. Paul Sloane. Rel. Sept. 12.
Let Freedom Ring. High pressure comedy with wistfulness setting. Jack Benny, Ann Mergal, Conrad Mitchell, Mary Carlisle. Dir. Charles Hlesner. Rel. Sept. 12.
Mad Love. Thriller of a mad surgeon who takes unique revenge. From 'The Islands of Greece'. Peter Lorre, Frances Drake, Colin Clive. Dir. Karl Freund. Rel. July 12. Rev. July 12.
Maia. Love story of the South Seas. Ina. of 'Bibi'. Dir. Richard Thorpe.
Mark of the Vampire. order more. Elizabeth Allen. Ina. April 20. Rev. May 8.
Mutiny on the Bounty. Based on famous historical subject. Charles Laughton, Charles Laughton, Franchot Tone. Rel. Oct. 15.
Murder Man. Newspaper reporter who specializes in murder. Virginia Bruce, Laurel Atwell. Rel. Oct. 15. Rev. Oct. 15.
Murder in the Fleet. Vastly better a bit of a thriller. Hott. Rev. Dir. Edw. Seigwick. 70 mins. Rel. May 24. Rev. May 24.

(Continued on page 23)



1935-36 MARCHES ON!

The sensational success of GARBO'S "ANNA KARENINA" establishes the 2nd Giant hit of M-G-M's Mightiest Year!

- ★ Great business everywhere. It even tops the famed record-holder "China Seas" in many spots (for instance, Boston, Bridgeport, Harrisburgh, New Haven, New York, Pittsburgh, Reading, Springfield, Philadelphia).
- ★ Four Year Attendance Record, Capitol, N.Y. Held Over 3rd Week!
- ★ Happy hold-overs from Coast to Coast.
- ★ Acclaimed by critics over the entire nation as Garbo's Greatest!
- ★ And now, gentlemen of the motion picture industry, wait and watch for M-G-M's "BROADWAY MELODY of 1936"

All praise to them! Greta Garbo, Fredric March, Freddie Bartholomew in Clarence Brown's production of "ANNA KARENINA" With Maureen O'Sullivan, May Robson, Basil Rathbone. Produced by David O. Selznick.

Studio Placements

Studio Placements

(Continued from page 27)

rechauband directing." 19th-Fox.

Edmund Ludwig directing: Sam Rintell, Barry Trivers, screen play, "Prisoners At The Peak"; "The Plain And The Valley"; "The Par," Edward Keane, "It Never Rains," etc.

Republic.

Admission.

James Carson, "Coronado," Par.

Herbert Mundin, "Secret, 20th-Fox."

Sam Ash, "Monte Carlo," 20th-Fox.

Eddie Chandler, "Broadway Hosiery," 20th-Fox.

Raymond Hatton, "Arthur Stone, Harvey Stephens, Orville Alderson, "On The Desert," etc. shot.

George Glavin, "The Immigrant,"

Gene Raymond; Robert Presnell,
Green play, 'Goodbye to Yesterday', Radio.
Vince Barnett, 'Thousand Dollars Minute', Republic.
James Cagney, Pat
Frank Wood; adaptation,
Jero, WB.
Wm. S. McNutt adapting '
Jero', Wanger.
Robert Brenner, Robert Bryan,
Screen play, 'Adventures of Jimmy
Allen', Par.
Sons of the Pioneers,
Schuchert, WB.
Kirby and
ut, U.
Charles Middleton, 'Frisco Kid',
Schuchert, WB.
Betty Blythe, 'Murder at
toli', Inville.
Elburn Stone, 'His Night Out',
Chutes, Goldwyn.
Herbert Heywood,
Par, WB.
Adele Comandini,

Paul Gaultier, 'One Way Ticket',
Col.
Elizabeth Friedberger, Lambert
H. W. Arlington, Harrison Gray
Robert Alford, 'Buccaneer', 20th-
Fox.
Elizabeth Meehan adapting 'Hitch
Hickory Lady', Republic.
Albert DeMont, screen play,
'The Sign of the Cross', Republic.
George Raft, untitled picture,
20th-Fox.
Betty Jane Cooper, 'Collegiate',
Par.
William Frawley,
Rocklake, Par.
Henry Bartlett, 'Millions in the
Air', Par.
Arthur Ripley, directing Robert
Adams, short, Metro.
Joseph Sawyer, Joseph Crehan,
Alma Lloyd, 'Stars Over Broadway',
Metro.
Byron Morgan, Arthur Beck,
screen play, 'Adventures of Jimmy
Hale', Metro.
Charles Ray, Ann Gray, Eddie
Dugent, Snub Pollard, Quentin
Trotter, John Roche, Lee Prather,
Robert Montgomery, 'The Three
Musketeers', Metro.
Mamie Handley, Henry Roquemore, Robert
Farrar, Lillian Elliott, Paul Weigel,
James J. Luck, 'New Century',
Metro.

CONTRACTS

Hollywood, Sept. 19.
Frank Butler back at Paramount
under contract as writer after year
on the story side.
Metro.
Louis King signed one picture
under contract with Warner Bros.
Radio exercised options on Lucille
Ball, Maxine Jennings, Jane Hamil-
ton, and George Raft.
Helen Ericson, recently in 'As
Thousands Cheer', given term con-
tract by Warner Bros.
Walter A. Dyer, signed Eddie Acuff,
dance comic, for another six months.
Walter Abel and Bernard New-
man, comedians, optioned for another
year at Radio.
Noah Deery, Jr., safe at Universal
for another six months.

Title Changes

[illegible]

Beverly Hills, California,
September 9th, 1935.

To the Staff of the Fox Film Corporation
Theatre Owners
and Others Who May Be Interested

I wish to express my grateful thanks and appreciation for the support and cooperation rendered to me in the exhibition, distribution and the studio's efficient contribution in the motion pictures produced by me. It has been a friendly association which has been mutually profitable.

I regret parting company with old and loyal friends with whom I have been associated for the past 20 years in the Fox Film Corporation throughout the world. These many friendships I am sure will endure.

I have made no plans or commitments for my future picture productions. Upon completing my vacation, about November 1st next, I will announce my new production activities and affiliation. I will produce pictures in Los Angeles, California.

Winfield Sheehan
Beverly Hills, California.

Current releases

Curly Top, with Shirley Temple, John Boles, and Rochelle Hudson.

The Farmer Takes a Wife, with Janet Gaynor and Henry Fonda.

Way Down East, (all star cast).

PRESS AND PUBLIC APPLAUD

The Seasons Newest Hit

It's a real thrill to watch the record-breaking Rivoli crowds enjoy this emotional, heart-throbbing screen triumph!

"The Dark Angel" is about as full and satisfactory an afternoon or evening as you could hope to spend in the cinema. Beautiful, heart-warming and completely satisfying."

—William Boehnel
New York World-Telegram

"Plumbs the depths of audience sympathy, reaching always for the heartstrings of emotion and playing upon them with great skill."

—Regina Crewe
New York American

"The Dark Angel" is an excellently acted and romantic drama, absorbing and expertly handled in every detail."

—Rose Peliswick
New York Evening Journal

"It reaches virtual perfection. The most honest and effective sentimental drama of the season . . . masterpiece."

—Richard Watts, Jr.
New York Herald-Tribune

"A happy adventure and sentimental romance. It promises to be one of the popular pictures of the season."

—Andre Senwald
New York Times

"Skilled performances will wring tears from all the women. Miss Oberon takes her place beside the Hollywood stars."

—Bland Johanson
New York Daily Mirror

"A strong appeal to the emotions . . . an enormous success. An entirely sentimental film that has been produced and directed with care."

—Kate Cameron
New York Daily News

"One of the loveliest films ever put on the screen."

—Lowella O. Parsons
Universal Service

"Not only has Goldwyn got a box-office picture but an artistic triumph as well."

—Hollywood Reporter

"Rank this as one of the most finely acted pictures of any season."

—Film Daily

"You can always depend upon Samuel Goldwyn for a good picture. 'The Dark Angel' is a typical Goldwyn product."

—Jim Crow
Hollywood Citizen-News

"A picture of solid worth and a heavy box-office indications!"

—Daily Variety

"One of the outstanding products of the 1935 Season."

—Eleanor Barnes
Los Angeles Illustrated News

"A picture you will never forget!"

—Mollie Merrick
North American Newspaper Alliance

"One of the finest romantic studies yet given to the . . . will unquestionably be remembered as a great picture."

—Edwin Schallert
Los Angeles Times

"One of those exceptional productions that by sheer artistry and concentration upon an objective make themselves memorable. It ought to be big at the box-office."

—Motion Picture Daily

"Rivoli audience last night enjoyed it hugely. One of the year's most polished productions will probably be one of the year's biggest hits as well."

—Eileen Creehm
New York Sun

Samuel Goldwyn
PRESENTS



**FREDRIC MARCH
MERLE OBERON
HERBERT MARSHALL**

in

The Dark Angel

From the play by Guy Bolton Directed by SIDNEY FRANKLIN creator of "Smilin' Thru" and "The Barretts of Wimpole Street."

Released thru
UNITED ARTISTS

No More Free Extras

French Army Decides to Nix Filmers—Extras Form Union in Paris

When a local film company wants to parade a group of soldiers in uniform in its picture, or otherwise, it will have to hire extras hereafter for the jobs. Can't count on the French army any more.

Swiss the tenor of the announcement by Jean Fabry, minister of war, following an unofficial statement that the Fourth Hussars, light cavalry regiment, would be lent to Roger Richebé to supply atmosphere for the English version of "Koenigsmarkt," starring Elissa Landi. No soap, says Fabry.

'Because of the unemployment which so sorely afflicts actors, and particularly extras,' says the minister, 'I have issued instructions that the aid of the army was no longer to be given to film companies.'

Other ministers are not so tough. Minister of the Navy Petiot, following the recent photo-photography for film "Vieilles d'armes" ("Armed Watchfulness"). Only condition Petiot made was that he himself wouldn't get into the pic. Fabry punts, however, has given encouragement to the downtrodden class of French extras, who thereupon formed an association called Professional Syndicate of Defense for Complimentary, Utility and Extra Film Actors. Union is intended to serve as an official employment agency, competing with agents who now cop half of the extras' pay in return for getting jobs.

Association welcomes as true professionals all those who have been in pictures for three years or more. Younger extras get protection, too, but only as apprentices. Each applicant for membership has to be backed by four persons, who guarantee his honesty and professional past.

Foreigners can have only 10% of the jobs found by the association. Initiation fee is 35c, with 20c dues a month.

Outfit will make a collective labor contract with the syndicate, and distribute, just as the exhibitors and distributors are making uniform contracts among themselves.

FLOOD OF NEW PIX COS. IN ITALY

Rome, Aug. 31.

Observers are alarmed at the rapidity with which producing and distributing firms are springing up here. There is an epidemic of speculation of new companies in the local film industry.

Already set among the newbies are Victoria Film, to produce and distribute, Superba Film, formed at Genoa, is another, at present listed only for production. Saturnia Film, long distributors, has decided to enter production and has created the Society and Industry Cinematographica for that purpose. It also increased the Saturnia capital from \$12,500 to \$41,660.

In Rome, Astra Film has been set up and will produce, in association with Panta-Horus and Sascha Tobis of Vienna, German and Italian version films. Has already embarked on a schedule, with "Oscar" Bachtelzweiff in the works. Two more will follow. To avoid difficulties in exporting movies Astra will produce alternately in the two countries. Idea has been approved by the Ministry for Press and Propaganda.

Italian distributors are advertising 65 films for the market, equipped with American importations, listed at approximately 150.

Clyde Beatty's Serial

Hollywood, Sept. 10.

Clyde Beatty, animal trainer, will be featured in "Ark Contient," a Republic serial from Mascot, following completion of "The Fighting Mariner," last of the Mascot chapter pic. "Mariner" hits cameras around Sept. 25.

Barney Sarecky produces both.

PARIS RED TAPE

How to Screen a Pic. Under Bond Is a Write's Novel

Paris, Sept. 1.

Used to be possible to bring films into Paris under bond, without paying duty, and show them to customers in private projection rooms. Ruling of customs department in effect since Aug. 29 has stopped this, putting a kibosh on the business of several American majors which used to do this.

Pictures in bond now can only be screened in projection room of the customs house. You have to taxi the customer over there.

In order make possible this handicap to the Paris film market, authorities spent \$13,000 wiring the one projection room the customs house owns. But they forgot, at the same time, to modernize the place by installing a telephone. So no one can call up to make a date to show state.

Procedure now is for American importing firm to telephone to its shipping agent to ask for screening. Agent sends boy to customs house, who learns when time is free, and then agent phoned back importer, who phones the customer. It's easier to go to London or Berlin to see the picture.

ANZAC BIZ 50% OFF SINCE 1930

Sydney, Aug. 21.

Figures just released concerning operations of American distributors in Australia over the past five years disclose some highly distressing information. Distributors refused to are in the group comprising Motion Picture Distributors of Australia.

Gross Australian pic rentals from \$18,810,545 in 1930 to \$7,309,030 in 1934. Drop, prices and price costs amounted to \$1,548,800 in 1930, and \$1,607,815 in 1934. Operating expenses locally, excepting salaries and taxation, were \$1,206,770 in 1930 and \$1,039,400 in 1934. Net profit, excluding lost on exchange, amounted to \$1,059,950 in 1930 and \$405,250 in 1934.

From time to time the outcry has been heard that Yankee pic producers have taken too much money out of Australia. Such a huge drop in four years should give proof that this is not so.

Facts prove that the pic industry, both on a district and exhibit angle, can probably be put down to the combine of Greater Union and Hoyts into General Theatres, and also the lack of weekly-change theatres. Both Doyle and Munro of G. T. know what they had to pay for pic when in opposition. As biz men they sought to get their product at the lowest possible figure when combining.

Drop in rentals, outside of the tax angle, can probably be put down to the combine of Greater Union and Hoyts into General Theatres, and also the lack of weekly-change theatres. Both Doyle and Munro of G. T. know what they had to pay for pic when in opposition. As biz men they sought to get their product at the lowest possible figure when combining.

George Regan and Eddie Siltan head the new Lido outfit.

Regent Picts, New Indie

Hollywood, Sept. 10.

Regent Pictures starts production this week at Mascot studios. First feature for state-right market has Ralph Graves in the lead, with Al Herman directing.

George Regan and Eddie Siltan head the new Lido outfit.

NEW MEX CINEMA

excito City, Sept. 1.

Interests headed by Manuel Cava, who controls the Cine Maxima, a 4,000-seater, are arranging to build a deluxe cinema in the downtown area.

House will be the only cinema in the city specially equipped for stage shows.

RALPH STAUD OUT OF WB

Hollywood, Sept. 10.

Is contract with Warner, exploring next month, Ralph Staud, shorts producer and director, leaves the studio after two years.

Behind the Keys

(Continued from page 25)

the Warner theatre, Youngstown, is assistant manager of the Warner Strand in Akron. He succeeds Gratian Johnston, assigned to the management of a Portsmouth, O., theatre by the Warner.

Major Lou Lazar of the Schlino circuit is making his headquarters in Bellefontaine. Here for the purpose is reported in increasing the Schlino circuit in Ohio.

Campaign to legalize Sunday movies has been under way in Washington, Pa. for several months. Simulations are being made. A score or more of western Pennsylvania towns and cities.

Knoxville.

Lyric theatre here was purchased today by the R. B. Wilby chain in an outright purchase by Holston Enterprises, Inc., new Paramount subsidiary in the south. Price was \$40,000.

Dubuque, Ia.

C. J. (Jack) Neary, advertising director of the Orpheum, Davenport, comes to the Mort H. Singer Orpheum house here as manager, succeeding Nels Jensen, who went to Waterloo to enter show biz with two uncles, Jake and Lew, both prominent in films throughout the state.

Lincoln.

Jim Schoonover, Aurora, Neb., operator of two houses, has been named the acting mayor of his town.

Rivoli, West Point, Neb., was closed in honor of the Cumming county fair last week.

Los Angeles.

United Artists (downtown) after a single week policy reversed to duals. Egyptian, F.W.C. Hollywood house, back to duals, subsequent runs, after one week of continued first run of "Steamboat Round the Bend."

Tacoma.

Moore's Rialto theater undergoing overhauling. New downtown house, located directly across the alley from Hamrick Music Box, largest dealer, has been playing ancient duals at 10 and 15. It is understood the house will open with a 25 and 35 cent seats and Paramount first runs have already been signed with a chance of maybe Fox-20th-Cen. and Columbia in the picture.

Omaha.

Louise Cotter of the Brandels theatre advertising department on a weekly trip visiting friends and the legit show in Chicago. Assistant Manager John Quinlan looked after things.

Cecil B. DeMille stopped off here on his way west after addressing the annual convention of A. H. Blank-Tel-States Co. managers and advertising directors in Des Moines. Omaha delegates to the convention, District Manager Evans, and Orpheum Manager Bill Miskel and Omaha Manager Ted Emerson, and Charlie Schaffer of the advertising office at Union Station. DeMille told the Omaha folks about it over the KOIL set-up.

Charlotte, N. C.

While the Carolina, State and Colonial theatres, at Winston-Salem are celebrating their Movie Week, U. K. Rice, manager of the Carolina, is celebrating his 25th into the theatre business 23 years ago. During the first week of September, 1907, Rice became a combination owner and rewind boy in the projection booth at the Orpheum theatre, Paducah, Ky.

Bridgeport.

Don Rosa, from Hartford, managing Globe (Loew-Poll). Ed Dolan switching from latter house to re-opened Lyric.

Sam Badamo, after summer managing ballroom at Pleasure Beach park, has become the assistant to Manager Morris Rosenthal at Al-Jestic. Jack Sidney leaves Majestic for post in Hartford.

Two-year agreement signed last week by theatre managements and the operators union. No trouble was had in getting the parties together. Downtown theatres have separate agreement with the ops with the nabes coming in for another signature. Stagehand and managers signed a one year paper.

Working for the theatres were Howard Feigley, Rivoli; Col. Howard Long, Lyric; and Henry Stuckemeyer, Paramount. Mart Smith and Clarence Fleischmann negotiate for the nabes, Larry Aubrey and Edward Boze representing the ops.

Worcester.

Gallahad Amusement Co., which operates Plymouth theatre (vaude

Comparative Grosses for August

(Continued from page 20)

MONTREAL

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
PALACE	Becky Sharp \$3,000	Becky Sharp \$3,000 (2d wk)	Ging and Goe High-Brow \$6,000	Curly Top \$7,000
CARLTON	My Heart Is Calling and College Scandal \$6,000	Murder in the Streets and Calm Yourself \$6,000	Shanghai and Paris in Spring \$7,000	Shanghai and Bet on Ons \$8,000
PRINCESS	Call of Wild and Swell Head \$6,000	Call of Wild and Swell Head \$6,000	Evansons and Fighting Stock \$5,000	Ons Woman's Life and On Man \$5,000

BIRMINGHAM

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
ALABAMA	Curly Top \$6,500	Call of Wild \$6,900	Farmer Takes Wife \$6,000	Every Night at 8 \$5,100
BROADWAY	Men Without Names \$1,200	Calm Yourself \$1,200	Call of Wild \$2,500	Flying Trapeze \$2,600
EMPIRE	From Page Woman \$3,500	Paris in Spring \$2,400	Hooray for Love \$2,000	Scarlet Pimpernel \$2,600

PORTLAND, ORE.

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
BROADWAY	Calm Yourself and Chinatown Squad \$3,800	Irish in Us \$6,800	Irish \$6,800 (2d wk)	Mad Love and She Got Her Man \$4,000
UNITED ARTISTS	Call of Wild \$7,300	Call \$2,800 (2nd Week)	Sanders \$4,500	China Seas \$7,500
PARA-MOUNT	Love Me Forever \$7,700	Curly Top \$7,200	Curly \$9,800	Farmer Takes Wife \$7,000 (10 Days)

TACOMA

	Aug. 1	Aug. 8	Aug. 15	Aug. 22
MUSIC BOX	Call of Wild and People Will Talk \$5,800	Becky Sharp and College Scandal \$4,500	Front Page Woman \$4,800 (Myrt and Margo) Flying Trapeze and Girl 10th Ave. \$1,600 (Split week)	B'way Gondolier and I See Key \$4,400
ROXY	Vampire and Winning Chan in Egypt and In Spite of Danger (Split Duals) \$3,900	Love Me Forever \$1,100 (8 Days)	No More Ladies \$4,300	Escapade \$2,100 (10 Days) Air Hawks and Unknown Woman \$1,700 (Split-wk)

and pix) here has taken over Regent, with resultant shakeup in managerial situation. John Brown, formerly assistant to William J. Ryan, Plymouth manager, was sent to Regent as head man and will be assisted by Richard Owen, who has been chief usher at Plymouth. Ryan's new assistant is Harold Caballero who comes here from Coast where he was connected with the Paramount at Los Angeles and Orpheum in Frisco. Caballero is the son of C. A. Caballero, Galahad executive.

Albany. Regent, small down-town Albany film, has been reopened by Sidney Dwyer, owner of the Cameo and Palace in Schenectady.

W. J. Friar is managing the Strand, Hine, and Palace, recently taken over by the Schine chain.

Chattanooga.

The Riviera, neighborhood house (800 capacity) recently built in North Chattanooga by Independent Theatres corporation, opened last week.

Columbus, O.

Larry Thompson, who left Broad management three weeks to go to K. C. for tummy slicing, back in town in the shape of Charlie Katz, brought as sub, wondering where he's going, but W. A. Finney, Loew division boss, hasn't indicated.

Minneapolis.

Robert McEvoy, manager of the Lyric here and for 10 years with Public Northwest circuit, has returned to enter the life insurance field.

Milt Troehler has been appointed assistant manager of the Orpheum (Singer circuit) here, succeeding Charles Reed, resigned. William Sears, manager of the Singer Dayton, Ia. theatre for eight years, recently was appointed manager of the Orpheum to succeed Jack Hur-

ford who returned to the Fox, Detroit.

Seattle.

Carl Mahney, former mgr. of Egyptian (Evergreen) now mgr. that house plus Neptune (Evergreen) both nabors in U. district. Leonard Ratz, ex-mgr Neptune, resigned, and position ended.

Neptune closes for three weeks for overhauling.

Boston. John Buckley, asst. mgr. of the Warren Theatre, Roxbury, thwarted a \$500. holdup in broad daylight when he knosed gun out of bandit's hand. Thugs were seeking holiday receipts of the house, escaped.

Atlanta, Ga. Willis J. Davis and W. C. Coart, operators of the Buckhead Theatre, have sold their lease to Terry McDaniel, of Montgomery, Ala.

1st Int'l Picts Setup

First International Picture, Inc., new holding company for First Division, will be dominated by a group of officers and directors now interested in welfare for Pathe Film. That became known yesterday (Tuesday) as the date for meeting, at which the president and perhaps other officials will be chosen approaches. Reported in official circles that First International chieftain and possibly directorate will be picked this week.

With Pathe interests controlling the operations of International, this setup is viewed as enabling Pathe Film to have decisive voice in the future affairs of First Division. As presently constituted, the holding company control by First International will in numerous respects make FD virtually a subsidiary of the new corporation.

Thanks!



TO THE NATION'S LEADING
CIRCUITS AND FIRST RUNS

For Your CONFIDENCE and Faith in the
New REPUBLIC PICTURES Organization
By Booking Its Initial Program!

LOCAL CIRCUITS BOOKED TO PLAY REPUBLIC

NEW YORK.....RKO Metropolitan Circuit
Loew Metropolitan Circuit

DALLAS.....Jefferson Amusement Co.
Interstate Circuit
Robb & Rowley
Hall Circuit
Rubin Frels' Circuit
Hodge Circuit

CHARLOTTE.....Publix-Kinney
Anderson Circuit

COLORADO.....Griffith

BUFFALO.....Schine Circuit
ALBANY.....Benton Circuit

ATLANTA.....Publix-Wilby
Hill Circuit
Orr Circuit
All Amusement Co.
Neely Circuit

NEW ORLEANS.....Bailey Circuit

MILWAUKEE.....Warner's Circuit

PORTLAND.....George Hunt Circuit

SAN FRANCISCO.....Redwood Circuit
Franklin Theatrical Enter-
prises, Hawaii

ST LOUIS.....St. Louis Amusement Co.

DES MOINES.....Finkelstein Circuit
OMAHA.....Central States Circuit

MINNEAPOLIS.....Berger Circuit

NEW ENGLAND.....E. M. Loew-
Morse Circuit
Sharby Circuit

INDIANAPOLIS.....U. V. Young Circuit

CHICAGO.....Alger Circuit

KANSAS CITY.....Commonwealth Amuse. Co.

OKLAHOMA.....Southwestern Theatres

KEY RUNS BOOKED TO PLAY REPUBLIC

Fox and Strand, Brooklyn
Paramount, Montgomery, Ala.
Savannah, Savannah, Ga.
Rialto, Chattanooga, Tenn.
Keith or Boston, Boston, Mass.
Union Sq. and Cameo, Pittsfield, Mass.
LeRoy, Pawtucket, R. I.
Albee, Providence, R. I.
Strand, Providence, R. I.
Strand, Gloucester, Mass.
Opera House, Newport, R. I.
Rialto and Laurier, Woonsocket, R. I.
Loew's, Hartford, Conn.
Richmond, North Adams, Mass.
Capitol, Lynn, Mass.
Bijou, Springfield, Mass.
Opera House, Waterville, Me.
Keith, Lowell, Mass.
Capitol, Elmira, N. Y.
State, Rockford, Ill.
LaPorte, LaPorte, Ind.
Liberty, Zanesville, Ohio
Midland, Newark, Ohio
State, Sandusky, Ohio
Ohio, Lorain, Ohio
Palace, Marion, Ohio
Morrison, Alliance, Ohio
Princess, Toledo, Ohio
Jean, Laurel, Miss.
Alberta, Meridian, Miss.
Crescent, Mobile, Ala.
State, Jackson, Miss.
Strand, Vicksburg, Miss.
Lyric, Tulsa, Okla.
Loop, Sioux City, Neb.

Liberty, Council Bluffs, Ia.
Regent, Beaver Falls, Pa.
Nelson, Fairmont, West Va.
Gable, Sharon, Pa.
Colonial, Erie, Pa.
Penn, Uniontown, Pa.
Capitol, Globe and Liberty, McKeesport, Pa.
Liberty, Kelso, Wash.
Clarick, Baker, Oregon
Astor and Hollywood, Atlantic City, N. J.
Broad, Harrisburg, Pa.
Park, Reading, Pa.
Academy, Lebanon, Pa.
Hollywood, Mt. Carmel, Pa.
Victor, Meadville, Pa.
Majestic, Shamokin, Pa.
Rialto, Highpoint, N. C.
Royal or Bijou, Wilmington, Del.
Criterion, Greensboro, N. C.
Lyric, Gastonia, N. C.
Criterion, Durham, N. C.
Carolina, Anderson, S. C.
Plaza, Asheville, N. C.
Garden, Charleston, S. C.
State, Waterloo, Ia.
Amusu, Muscatine, Ia.
Cozy, Pittsburgh, Kan.
Star, Arkansas City, Kan.
Beldorf, Independence, Mo.
Orpheum, Parsons, Kan.
State, Hot Springs, Arkansas
Park, Huntington Park
Star, Jamestown, N. Dakota
Roxey, Mitchell, S. Dakota
Time, Chisholm, Minn.

Palace, San Antonio, Tex.
Paramount, Amarillo, Tex.
Palace, Dallas, Tex.
Paramount, Abilene, Tex.
Paramount, Austin, Tex.
Plaza, El Paso, Tex.
Worth, Fort Worth, Tex.
Queen, Galveston, Tex.
Majestic, San Antonio, Tex.
Olympic, Utica, N. Y.
Regent, Springfield, Ohio
Royal, Chillicothe, Ohio
Liberty, Lancaster, Ohio
Washington, Bay City, Michigan
RKO Downtown, Detroit
Riverside, Milwaukee, Wisconsin
Antlers, Helena, Montana
New Bijou, Aberdeen, Washington
Post Street, Spokane, Washington
Liberty, Lewiston, Idaho
Washington, Granite City, Ill.
Academy, Lynchburg, Va.
Virginia, Danville, Va.
Byrd, Norfolk, Va.
Rivoli, Baltimore, Md.
American, Roanoke, Va.
Hardy, Fresno, Calif.
California, Stockton, Calif.
Mission, San Jose, Calif.
Newhouse, Vallejo, Calif.
Golden Gate, San Francisco
State or Strand, Flint, Mich.
Michigan, Muskegon, Mich.
Mcon, Vincennes, Ind.
Rivoli, Muncie, Ind.

GENTLEMEN, IT'S A PLEASURE

SCENERY FOR PROGRAMS

Chain Income from Time Sales

NBC				
	1934	1933	1932	
January	\$2,894,767	\$2,287,127	\$1,869,885	\$2,835,457
February	2,757,475	2,197,297	1,742,784	2,571,009
March	2,971,321	2,473,400	1,997,463	2,864,783
April	2,692,073	2,358,118	1,590,177	2,549,392
May	2,691,531	2,472,594	1,652,887	2,305,448
June	2,380,845	2,182,742	1,512,339	2,081,466
July	2,208,935	1,864,420	1,370,993	1,825,433
August	(Unreported)	1,735,555	1,407,843	1,745,338
	\$17,681,253	\$13,254,171	\$10,679,416	

CBS				
	1935	1934	1933	1932
January	\$1,768,949	\$1,405,048	\$941,465	\$1,348,842
February	1,638,421	1,387,823	884,977	1,319,414
March	1,819,553	1,524,934	1,016,102	1,433,050
April	1,597,283	1,371,601	775,487	1,384,592
May	1,287,455	1,238,887	625,056	1,326,394
June	1,066,729	956,939	553,056	915,830
July	910,470	620,290	445,414	591,183
August	879,031	513,315	499,638	540,542
	\$10,987,891	\$9,004,807	\$5,740,395	\$8,830,447

Columbia August Time Sales 71% 71% Over 1934; Gathers \$879,031

Columbia last month not only established a new August record for time sales but garnered 71% more than it did for the same lunar period in 1934. Gross for last month was \$879,031, while the tally for August, 1934, was \$513,315. CBS achieved its previous August high in 1931 with a gross of \$774,518. Margin between the latter figure and last month's total is 13.7%.

In August, '35, the billings for time came to \$499,638, while for the parallel month in '32 it was \$240,542. Largely responsible for Columbia's showing last month was the daytime business that it had built up this summer.

While NBC's figure for the past month were not available at press time (Tuesday) it was estimated that the web would show a boost of at least 20% over the August, '34, level. For the latter period NBC grossed \$1,735,555. NBC's record for August was in 1931, when the billings amounted to \$1,892,427.

DAVID BROWN QUITS AGENCY

David Brown has resigned from McCann-Erickson where he had functioned for three years as special service executive and radio director of the Beechnut account. Working independent of the agency's radio department, Brown had also at one time been the client contact on U. S. Tobacco and Standard Oil of New Jersey's air interests.

Before coming to the McC-E-B as assistant to Vice-President Harry Dwight Smith, Brown and director of the Geyer agency. As account executive for General Electric in Lord, Thomas & Logan was among the first agency men to make use of network broadcasting.

Don Albert Sponsored

Don Albert's first commercial over WJIN, New York, will be Elmo (comedian) starting Sept. 25, five times weekly, including a Sunday spread, for a period of 13 weeks. Program will be labeled Beauty's Court, with vocalists a part of the cast.

Sundays it will broadcast at 1.30 p.m., but Monday, Wednesday, Thursday, Friday will be at 7 p.m., and Tuesdays at 9.30.

Handled through Phelps, Engel, Phelps, Inc., Chicago.

JACK BENNY'S MISHAP

Seri Imost-Accidents Near Seattle

Seattle, Sept. 10. Accidents in Washington last week came near to claiming the lives of two radio performers. Jack Benny escaped death when the yacht on which he was pleasure cruising on Puget Sound caught fire and was totally demolished. Ken Stuart, KOL announcer and sports commentator, had a narrow one when the airplane in which he was flying over the Cascades went dead and a forced landing followed.

Benny, visiting friends in Seattle, his wife's home town, gave an impromptu comedy performance to quiet fellow passengers' fear, as the fire-racked yacht on which they were being cruised was rushed toward shore before gasoline tanks would explode. When the boat was grounded, Benny and his friends leaped into the water and waded ashore.

Stuart was with John C. Stevenson, King county commissioner, in the latter's plane when their flying mishap took place. Stevenson avoided what might have been a tragic crackup in the mountains by skilful handling of the plane. He finally brought it down in a grain field. The county commissioner, himself, is a well known radio personality—his daily political talks having been a KOL feature for a number of years.

Sir Malcolm at \$1,000

Mr Malcolm Campbell gets \$1,000 for his appearance on the Thursday (13) Fleischmann-Vallee show. The auto racer sails for London right after the broadcast. Radio date was set for him by Curtis & Allen.

McMurtrie Lumber Boat Trek from Los Angeles

Burt McMurtrie came in from the west coast Sept. 2. Reported negotiating with British Broadcasting for spot over there.

After the breakup of his production agency on the coast, McMurtrie boarded a slow lumber boat to return east, arriving here 35 days after sailing.

LIFE SAVERS, CAMELS START

Specialty Constructed Atmospheric Investiture Adopted by Network Accounts

SHOWMANSHIP

NBC has granted permission to the Topping & Lloyd agency on behalf of Life Savers to build and install special program scenery in studio 3-A at Radio City. Columbia will try a similar stunt for Camels.

Arne Lundborg, theatrical scene designer, is building backdrop, wings and props to create the environment of a night club in which the Life Saver program is represented as taking place. Scenery must be portable so as not to tie up the studio beyond the day of broadcast. Understood Life Savers is spending about \$2,000 for this showmanly stunt.

Phil Ducey, Jane Williams, Men About Town and Aldo Ricci orchestra, are the talent. Except for the orchestra, which will be in a shell at the interludes, the talent will sit at tables throughout the broadcast. Program built by Ed East's Radio Script Mart, Inc.

Playhouse for Camels Camel cigarettes will have a special set for its broadcasts at the CBS 45th street Playhouse. Program resumes on a twice weekly schedule Oct. 1.

Set, which will consist of a painted backdrop, wings, valances and traveler, in the meantime may be used by the Casa Loma band on its theatre dates. If the big account consents to the latter proposal, it will be the first time that a theatrical band has doubled a special studio set into theatres.

Standard Oil of New Jersey's broadcasts with Guy Lombardo, which the same time at the 45th street house, also has a special set.

Muzak Enters Library Competition

John Shepard Contracts for Yankee Web— Only Available in Certain Areas

Wired Radio, Inc., Muzak, proposes to make available its recordings to radio stations in those spots where its parent corporation, the North American Co., does not control the local electric power works. First deal involving the Muzak disc library will be closed with John Shepard, 34, on the Yankee Network as soon as Muzak has obtained a modification of its ERIPI license. Contract with the electrical combine as it now stands does not provide for the sale of Muzak recordings to radio stations.

After deciding to go into the business of transcription selling as a sideline, Wired Music found that its license with the Music Publishers Protective Association did not include the station angle. The MPPA last week overcame this situation by agreeing to broaden the authority of its license so as to allow Muzak to use its own recordings over wired facilities, to sell the discs to broadcasters, or to dispose of them to commercial phonograph companies. To the last right was attached the proviso that an additional 2% royalty be paid on

Network of All NBC-Owned Stations Cold; Fear Ire of Affiliates, Bad Precedents

Doc Levy to Rescue

Philadelphia, Sept. 10. While four committee members representing musicians union were meeting with Dr. Leon Levy, WCAU and KYW prexy, in latter's office last Friday (6) about dispute over studio hands, police towing car impounded auto of Johnny Arthur, one of committee, for illegal parking.

N. A. B. WILL HEAR FROM NBC

NBC will by Oct. 1 decide on what policy it will take toward the proposed establishment by the National Association of Broadcasters of a Bureau for Agency Recognition. An NBC official declared last week that the only reason that N. A. B. hasn't heard from the network on the subject is because the NBC execs concerned haven't been able, due to vacations, to meet and agree on what part the network will play in the bureau.

Among the departments interests in the credit bureau project are those concerned with the selling and management of NBC owned and operated stations. Also the treasurer's office.

Leo Boulett and Bill Ivernon, WEBR Buffalo aplers, m.c'd Eric County Democratic outing Saturday (7) in Hamburg Fairgrounds via amplifiers.

NBC has given up the idea of creating a special evening hookup of the stations it owns and operates in the east and midwest and making this link available to advertisers during the two half-hour periods which have been allocated to affiliated stations for their own use. Had the proposal gone through it would have been the first step of its kind in direct competition with the Mutual Network.

Under the new NBC station contract the network is restricted from selling on a regular hookup basis the 6.30 to 7 p. m. and the 7.30 to 8 p. m. stretches. With practically all the choice evening time being sold, it occurred to the NBC sales department that an appreciable bit of additional revenue might be garnered by linking up NBC's own outlets and putting them on the market at the regular network rate. What chilled the proposition was the precedent it might establish and the resentment that the competitive situation might arouse among affiliated stations. Once such hookup were made available sponsors might insist on getting the same set of stations at other times of the day.

Stations that NBC could furnish for one of these special links are WEAU or WJZ, New York, WGY, Schenectady, KDKA, Pittsburgh, WMAJ, or WGB, Washington, WTAM, Cleveland, WZB, WZBZ, Boston-Springfield, and WMAQ or WENR, Chicago. Most of them are 50,000-watters.

BOY SCOUTS AS SURVEY TAKERS

Philadelphia, Sept. 10.

Philly's "battle of surveys" recent skirmishes of which included Polk "If you are going to advertise" census and WFIL's about-to-be-issued comparison of locally sponsored accounts over WCAU, KYW and WFIL goes to its next round in the WCAU tabulating "listening habits" of 5,000 local dial twisters.

Compilation, which will cost about \$5,000, will be made by Boy Scouts, using questions suggested by WCAU staff members. Primary object of survey is to learn listener preference for different general types of programs, different listening hours and whether it's papa, mama or little Junior who decides choice of program. Incidental questions will include stations most frequently tuned. Results are to be tabulated by public accounting firm, Dr. Leon Levy, station pr-ry, declared.

Visiting New York

Jack Gross, KWKK KTSS, Sheepsport.
Fred Lal, Ambus, O.
Lee Ar work.

Albert Swin ky, KRLD, Houston.
Robertson, WBB.
Don D vis, WJIN, Kansas.
R. P. Jordan, WJIN, Kansas.
Charles Wheeler, WTRC, Houston.
Alfred Walters, WBB, Rochester.
Richard Shatto, WNOX, Knoxville.
Tom Lyons, W.
Jhal Burnett, WB

Variety's Fall Radio Business Forecast

NEXT WEEK (SEPT. 18)

NEW YORK RADIO PARADE

By Nellie Revell

High-Priced Musicians

Top-price-ever paid to musicians go to the four men Lennie Hayton is taking to the coast as the nucleus of his orchestra for the Lucky Strike broadcasts. Boys left Sunday eve and will air from coast for next 2 1/2 months. The sponsor is paying transportation both ways for men and their wives. Also the musicians are guaranteed against loss of jobs on return to N. Y. Boys were afraid they'd lose contacts while away. They are promised a minimum salary on return until their pay checks reach the pre-journey salary.

Charles Margulies, trumpeter, is top man drawing \$500 per week. Frank Signarelli, piano; Jack Jenney, trombone and Harry Bluestone, violin complete the quartet. The latter three men will receive pay checks ranging from \$250 to \$350.

These men are just the nucleus of the broadcast—each week—these men are not being featured as soloists, they will be members of the aggregation. One of first instances where a maestro and sponsor admitted that individual musicians are an integral portion of a program.

Charles Margulies when told he is highest paid trumpeter, ever, in the biz, answered, "And I hope I don't wake up."

Seeks Arrangement Copyright

Maurice Spelzer, attorney for National Association of Performing Artists, has made recordings of the Fred Waring-Ford broadcasts and taken same to Washington, D. C., in an attempt to get a copyright. NAPA, if successful will use this method of protecting its 104 members against piracy.

Difficulty will come in getting an okay to copyright the songs used on broadcasts since there is once copyrighted. Original radio scripts have been protected, there is no attempt to protect the material but what will be the reaction to attempting to include tidbits. Waring angle is that music publisher gives him okay to use tune. He in turn spends money, time, thought, to produce a special arrangement and offer a special lyric. He wants to protect his own presentation ideas and technique.

Prima Donna Stuff in Washington

Chevrolet is shopping for a new program to replace their present 'G' Men series. Handicapped from the start by official politics and production troubles the program opened behind the eight. Production men by Washington must not be changed even if short. The two days before broadcasting the complete program must be wired to Washington for another okay. Political jealousies hinge about request from big official for the removal of part of J. Edgar Hoover, 'G' Men head, from program. Supposedly the Secret Service agency uses a script at least once played by Washington. Part of J. E. Hoover was clipped three weeks back. Sleuth never actually acted role. Matt Crowley staff actor has been Hoover. Meantime Chevy unable to cancel time looks for a new show and Hoover may be offered to sponsors on his own program.

One Idea—Two Sponsors

New Gulf Gas-Phil Baker program will be built in style of a fictitious auto tour of the country with airings from towns en route. Meantime the new Atlantic Gas-Frank Parker show takes to the air two weeks earlier and this also will be a fictitious auto tour. Smacks of the Maxwell and Uncle Charlie Test shows feud.

Lodge Brothers

Two weeks back the Radio Rodeo program featured a mess of puns. One of the puns centered about a grand piano with the name Baldwin. One being used by the show, the pun was Ayer had a beef from Stelwain Plano Co. Ayer is Ad Agent for both Ford and Stelwain with Stelwain squawking since their ad agents plug an opposish ivory maker. Just a minor slip.

Modern Show Business

Charles Henderson, will again be the vocal coach of the choir on the Chesterfield program. On the side he is reading a group of 32 male voices for Billy Rose's 'Jumbo'. These are the Billy Rose Requirements: all just six feet tall; young and good looking; read lines; robust; ride a horse; and all on a chorus boy salary. They don't have to provide horses.

Dorsey's Divide Sept. 21

Dorsey Bros. ork does not split officially until they close at Glen Island Casino which event takes place on the 21st of this month. Until then the name of the show is 'The Dorsey Family'. New show may be now signed by Arthur Michael of the CBS Artist Bureau. Brother Jimmy will stay under the banner of Rockwell-O'Keefe.

The Right Way

John Barlow was a legit actor at back. When hunger became one of the thespian requisites for a thespian he looked about for another angle. He wound up with the cigar stand in the lobby of the CBS Building and doing very well. Now John Barlow has turned actor again, this time on a CBS program. But he still holds on to the cigar stand.

Ray Noble's London Quickie

Al Donahue ork replaces Ray Noble at the Rainbow Room on the 12th Noble folds on Coty tonight, the 11th, and takes a fast hop to London and back. On return goes back to Rainbow Room and into a new commercial dealing with 'The London Show'. New show may be Coca-Cola. He auditioned at CBS for this sponsor. Coty time contract will keep it on air until November.

Scribbled Notes

Mrs. Ashenhurst, radio chick at Blackett-Sample-Hummert has been Mrs. Hummert for the past three weeks. Texaco dickering with Downer to take the Wynn spot. Rubuff will not air on the Cantor show. Guest conductors will be used. Welcome Lewis is back from the Coast and sponsor shopping. The probing pages have returned to haunt visitors on the third floor at NBC. All eyes the song pluggers are banned once again. Al Goodman ork takes the Ludden program. Once weekly for 15 minutes. Frank Sinatra is still very much in radio. Fletcher & Ellis may get the General Electric Radio Division account. They have an original script by Jerry Cadiz titled, 'Mary, Queen of Scots', to air for GE. No cast as yet. Waring program on the 17th will air from Detroit. Ford musical in the air. Kathleen Wells back from Saratoga where she warbled with the Jolly Coburn ork. Starts an NBC sustainer on Friday eve. Shirley Wynne Jr., son of ex-NY City Health commissar, has a cocktail lounge on Madison Ave. that gets a big play from radioites. Frank Novak, the Wizard of Oz radio program creator, is readying a new musical program with original tunes. 'Garcia Grande' account switched from Lawrence Fertig to Rock Agency. 'Love, Ahoy' is new Carl Bixby script. He created the 'Dangerous Paradise' script. Frank Rendick is playing the lead. Bixby and Hendrick co-directed. Cleve B. Chase is agency. Eight trios and five quartets auditioned for the new Gulf show. They were wiped to Pitta.

Short Shots

Fidelitone Recorder, a new recording apparatus, is now on the market. Manufacturer claims gimmick is bestest and lowest price. Edith Melser who did the Sherlock Holmes script is author of the new Helen Hayes program. The yarn runs 13 weeks with a sequel already accepted for

Agency Poker

Curious situation over the radio end of the Buick account has developed since the arrival of H. Kuder announced that he was withdrawing from E. W. Wasey & Co. to establish his own agency. Kuder handled the Buick business and in connection with the Wasey outfit has several weeks to go. On hand for placement is a Buick minute announcement campaign.

LOUIS K. SIDNEY IN

WHN PEPPER-UPPER

Entire staff of WHN, New York, with Louis K. Sidney, station director, for the first time since his joining the outfit some six months ago, last Friday night (6). Purpose was to outline fall programs and stimulate staff.

Station has sold several major commercial hours since Sidney's direct affiliation, and has several new ones lined up which begin this week on a fall and winter schedule. Sophie Tucker will be back on her Music Hall spread late next month.

Chi Hockey to WGN

Chicago, Sept. 10. Tie-up between Blackhawks hockey team of Chicago and WGN, the Tribune station here, has been renewed for another year on an exclusive basis. WGN will pick up the final part of the game each Sunday night from 9:45 to 10:30 p. m. for the 26 weeks of the hockey season. Tussles will be described by Bob Elson, with Jack Burnett assisting.

Broadcasters at Capital

Washington, Sept. 10. W. W. Geaghe, WMBC, Detroit. Fred J. Hart, KGMB, Honolulu. Fred A. Palmer, WENS, Columbus. T. Wooten, WMBC, Detroit. Purnell Gould, WEBB, Baltimore. Milton H. Meyers, WATR, Waterbury, Conn.

the second 13. Norman White-Dana Blackman Radio Production Agency handled. Daniel Hammett, for radio. They spotted Gracie Palmer on WOR for five fifteen-minute spots weekly. Also have Peter de Rose preparing a new half hour program. Titled 'The Story Behind the Songs' with original tidbits weekly and a dramatized version of inspiration of tune. David Dixon, son of the Peter Dixons, aged eight, made his radio debut on the Bobby Benson show at CBS. Fred Waring's daughter, Dixie has birthday No. 1 on Friday, 13th. Kel Keen will announce the Life Saver program. This is the Aldo Ricci ork which airs on 18 at NBC. Jane Williams is set for program. She won Campbell Show at CBS under name of Rovena. Tony Wons returns from vacas. Chamberlain Brown is the new manager and expects to spot him in legit. Harry Salter has his ork rehearsing for the first Low Cabaret broadcast and its all two weeks off. Nat Shilkret returned Friday past. Evelyn MacGregor contralto, is no longer a CBS artist. Larry Taylor... of WOR Artist Bureau and now under wing of Ed Wolfe... Abe Glazer shifted from Harms to Remick. One of Benton and Boyers' clients has bought a new show. Mrs. Benay in from casual to full time. Benay... A. M. Pippin is the name of actor playing role of Popeye on air. Sgt. Carborg is new character on Buck Rogers show. Played by Julian Noe, not the ark man.

Advertisers Chuckle as Troubles Beset Consumers' Research Group

WCKY TOWER STARTS

Will Be Largest Wooden Sender in United States

Cincinnati, Sept. 10. L. B. Wicks, prez and gen. mgr. of WCKY, last week approved plans for the new 600-foot wooden tower which will replace the station's present twin steel transmitting towers. Bids for the job are being accepted and construction will start within a month.

Tower, which will be the highest wooden structure in the country, is figured to increase by four times the power of WCKY's 5,000-watt signal.

6 NEWSPAPERS SERVED BY TRANSADIO

Transradio Press' campaign to crash the newspaper field last week found the service allied with a total of six newspapers. Transradio's switch of policy was primarily prompted by the entry of the United Press and the International News Service into the field of broadcast news selling.

Newspapers now being fed with publishing matter by Transradio are the Harrisburg, Pa. Telegraph, which also owns WHP; the San Francisco Morning Post, the Springfield, Mass., Journal, the Tulsa, Okla., Post, the Burlington, Ia., Post and the Athens, Ga., Times. Transradio last week added to its station list, in addition to WHP, WHEC, Canton, O., and WCFL, Chicago.

Serious threats to the prestige and membership of Consumers Research, gaddy to advertisers for the past eight years with its system of rating products—produced for 50,000 subscribers—occurred last week when a strike by 41 recently unemployed employees shut down the plant harbored in an old foundry in Washington.

Squawk of the employees is that labor who want the outfit so high that only half a dozen workers have been able to hold their jobs for as long as two years. The union, organized as the Technical, Editorial and Office Assistants Union A. F. of L. No. 20055, further charges that F. J. Schlink, guiding light of CR, canned three of its members when he learned of activities and ousted director Dewey H. Palmer for refusing to sign a statement damning the union.

Arbitration of the flare-up has failed, and the union is picketing the premises with the help of a host of workers union located in the same building. It's also charged that Schlink has definitely split with his literary side-kick Arthur Kallet. ("100,000 Guinea Pigs"), secretary of CR, who is sympathetic to the union demand. Schlink says he fired the employees for incompetence, and that the whole affair is Communist engineered. The union denies this, claiming Schlink uses automatic firing for labor relations, once discharging an employee for personal reasons a sample of the objections being that he took both milk and coffee for lunch in the CR lunchroom, and that he ordered three pieces of toast and ate only one.

Papers Play It Up

All the New York met papers are playing up the fracas, and Transradio Press has issued at least one flash. Advertisers are gleefully rubbing their hands over the news, which always hinted its pro-labor attitude has now brought the house down on its own front yard. New York's 'World' has dropped their CR subscriptions.

In addition to its system of rating products, CR has also been prominent in the Food & Drug bill hearings, and has sponsored such best sellers as 'Skin Deep', 'Partners in Plunder', 'Your Money's Worth', and '100,000 Guinea Pigs.' Schlink currently has another on the fire 'Eat, Drink and Be Merry' and his wife, Mrs. J. Phillips, is said to be contemplating a polemic against radio for the future.

K. O. CINCY TRAFFIC COURT BROADCASTS

Cincinnati, Sept. 10.

Airings of traffic court proceedings by WSAI are to halt October 1, according to a ruling by municipal court judges, upon recommendation of Cincy Safety Council. Broadcasts have been conducted by the station for a half hour each morning during the past several months. The ruling was a result of a vice-pick of the council, raised chief squawk against the radio release, claiming that they merely provide entertainment and that no court should permit that at the expense of misfortunes of people appearing before it.

It was claimed that many violations were being requested to the Court to see their cases after the broadcasting period.

Discussion of the topic by the council resulted in a lively controversy, ending with adoption of a resolution to the group approve discontinuance of the broadcast with reservation that the council might request resumption of the airings later. The matter was left to the opinion of the judges.

Inquiring Reporter, a column feature of the Post, recently used the question, 'Do you think the public in traffic court is benefiting from the traffic court broadcasts? or is it just a distraction, selected at random, received affirmative replies.

Don Isham named musical director of KOL, Seattle, replacing Ivan Dittmar who recently left for Los Angeles. Eddie Clifford now assistant organist.

Stand By

Paul Whiteman ork goes into the Jumbo show but sans all singers. Just musicians. Morton Downey does a guest star routine on the Whiteman show on Oct. 3. Shell renewed. Gary Gellis, drummer with the Abe Lyman ork and temporarily on sidelines with his right arm in cast, due to auto crash, has the Lindyars autographing his cast. Hal Kemp sent his ork vacuishing prior to their taking the Baker show. Mark Warnow will provide the tunes for the new Helen Hayes show. Joyce Constanza and Bob Robb, both of Frisco NBC, turned their vacas into a honeymoon. Michael Raffetto, Paul Barbou of 'One Man's Family' is in bed with the flu. Bert Hopck airing over CBS is 21 this week. One of the Mother Venus in from casual to full time. Benay... Arthur W. Little Jr., society and poet, two good hands and editor, will handle the mike for CBS next Sat. They are airing a description of the open polo matches at Westbury. Hal Burnett of WBBM in Chicago in NY for fast vacas. Frank Parker, Grete Stueck gold, and Virginia Mori go for Atwater Kent guest artist spots. Don Ball, cast production mgr. of CBS, hopes next two weeks with bit of illness. Jessica Dragonette's g.s. for Atwater Kent marks her first time on CBS. The Revelers sail for Europe on Sept. 27. Johnny Green is postponing his Coast trip until Friday when he will fly. Len Winston shifted to new offices.

Nemo

Emil Coleman ork getting top prize paid at St. Regis. Band takes \$3,000 weekly. Coleman contract was signed by Vincent Astor. Buddy Clark, vocalist with the Lud Glushkin ork at CBS, answered to name of Izzy Goldberg in Boston. Charles Reader, xylophonist for Davey Dix, signed to lead ork by NBC AB. Big push is on with Reader taking the spot formerly held by Dorsey Bros on Mondays at NBC. Jack Denny will be year older on 25th of the month. Carmen, frau of Javier Cugat, back from Hollywood. Nat Brasloff goes Rexall over the Coast. Nat and Vic Auden, once ace piano team, have finally decided to stay out. Ben will spend some time back in the States. Orks. Both clicked and finally decided to stay as are. Peg LaCetra back. Sam Kaufman, radio mag scribbler, in a ashup last week. Treated at Roosevelt hospital and right home. Andre Kostelanetz flew in from the Coast to see the U.S.A. Spent 24 hours in plane and saw nothing but fog and landing fields. Dangerous Paradise renewed. Paul Stewart plays Gorilla Mulla on the 'Honeymooners' renewed. An agent part on Camay; the bellhop on 'House of Glass', and will do an Italian heavy on coming Blue Coat show. Then to keep his voice in trim he does a few stints on 'March of TI'.

STARS AT BARGAIN RATES

Mutual Has Over \$1,000,000 In Biz as 2nd Year Starts

Chicago, Sept. 10.—Three more programs have been set by clients for the Mutual system for the new season's ride, all of which is adding to record high business for MBS. Though just in its second active year Mutual will have over \$1,000,000 in accounts as the season gets under way.

Mennen's is coming over the Mutual thirty 30-minute show with a twice weekly 30-minute show to plug its men's products. Originating in Cincinnati the show will center around "Famous Court Trials." Arthur is Kleesewetter of New York.

"Life of Mary Sothern," which has been on Mutual in the past for Calaspirin, is returning to the MBS klocycles for Hinds Honey and Almond cream, the show being purchased by the Lennen & Mitchell agency for the account. Will be a five-times weekly show at 3.45 CTS out of Cincinnati.

Early in October the Isham Jones orchestra will hit the Mutual wires for the United-Whelan cigar and drug stores. Will originate in New York once weekly for a 30-minute shot at 7.30 EST.

GENERAL ELECTRIC SEEKING PROGRAM

General Electric has taken an option on a Sunday matinee half-hour on the NBC red and figures on getting it occupied by the middle of October. Account has advised the competing agencies that it is not interested in a name show but what it does want is a program that will bill and sell General Electric institutionally above everything else.

Agencies that have auditioned for the Sunday spot are Young & Rubicam, Batten, Barton, Durstine & Osborne, Maxon, Fletcher & Ellis, and Foster & Davies. With the exception of F & E each of these agencies now has a piece of the GE business.

Paramount-Lucky Strike Publicity Stunt Sept. 14

Hollywood, Sept. 10.—Paramount will play a radio premiere of "Big Broadcast of 1936" over the Lucky Strike hour next Saturday (14) from the stage of the Paramount theatre in Los Angeles.

Talent will include Jack Oakie as master of ceremonies, Joe Penner, Charles Ruggles, Ethel Merman, Bennie Baker, Willie Howard, Joe Morrison, Jack Haley, Gordon and Reuel, Rainer, Robin and Whiting, and Nat Finton's orchestra of 40 pieces. Grover Jones, Paul Gerard Smith and Eddie Welch are writing the material.

Theatre will be cleared of paid patrons at 3 p.m., with the air program starting at 4 and running an hour. Exploitation stunt is being headed by Bill Fine and Bill Thomas.

Noble to Coca-Cola

Ray Noble goes on the Coca-Cola radio payroll after he completes his present contract with Coty. Spot that the beverage firm has picked for the band is the 3.30 to 4 p.m. segment on Columbia Wednesday, with Nov. 6 the likely starting date. Nobles new salary will be \$3,750 a broadcast.

Bandman's connection with the cosmetic, by way of NBC, winds up this week.

ASTAIRE'S WRITER WEST

Pat Ballard is en route to the Coast to write Fred Astaire's production numbers for the next four: Lucky Strike broadcasts from a Hollywood pick-up starting Sept. 21.

Ballard collaborated on the initial Astaire choreo for L.S. in N. Y.

Philadelphia Furrier

Backs 6 Quarter Hours

Philadelphia, Sept. 18.—After confining radio activities for past several seasons to spot announcements, Mawson-DeMany Forbes Company, furriers, this week loosened up to become WHI's best client.

Through Harry Feigenbaum agency, fur house has contracted to bankroll Betty Ray, blues singer, in fifteen-minute shows six days a week.

PHILADELPHIA ADVERTISING CHISEL

Philadelphia, Sept.

Recognized agencies here are seeking way to fight kick-back evil that has cropped up in connection with purchase of radio time by local political parties. With Republican and Democratic groups estimated planning outlay of approximately \$60,000 for primary and general campaigns, reports are rife that commission-sharers are in 'n' with several accounts. Situation said to be on up and up with Democratic party, since Frank Wellman, veteran advertising man, has charge of campaign.

But to Republicans, with three leading candidates, none of whom has an organized system in charge of experienced men, slick outsiders quote regular rate "less such-and-such percent" and politicians go for it. Boys then try to force station salesmen to cut rates.

Several stations understood to have turned thumbs down on propositions, but from reports it's difficult practice to stop unless all stations agree to deal only through recognized agencies.

Nick Kenny's Amateurs

King's Brewery begins Sept. 15 over WINS, New York, a program called "Court of the Unknown," with Nick Kenny m.c'ing. Setting is to be in the courtroom, with two singing ballads and the orchestra acting as jury. It's an amateur idea. Everyone writing in will be placed on file for appearance. None are to be turned down. Program runs for 15 weeks.

Harper also act as commercial spotler and also foot for Kenny. Program scheduled for 11 a. m. airing, to last an hour.

Thelma MacNeil Upped

Syracuse, Sept. 10.—Thelma Jean MacNeil steps up from staff pianist to assistant program director at WFBL. Shift results from the advancement of George Perkins to succeed Jack Shannon.

Later resigned to join Columbia's Artists Bureau in New York.

Grace Moore in West

Hollywood, Sept. 10.—Grace Moore indurates her Vick program from Hollywood Sept. 16.

Joseph Pasternak is tentatively set for music spot.

WORK CHEAP FOR PEACE CAUSE

Big Names Will Appear on Squibb-Peaceways Program to Further Anti-War Sentiment

OPPOSITE SHOWBOAT

World Peaceways, anti-war organization, has tossed a perfect showman's natural into the lap of E. R. Squibb by asking the drug house to underwrite a forthcoming "To Arms for Peace" series scheduled for CBS on a spot opposite the "Showboat" Thursdays, 9:30-10. Starts comes on the 19th.

Terms of the arrangement call for Squibb's bankroll of both time and talent, but the latter enters into the setup under reduced rates, the difference between regular salaries and what Squibb will pay being construed as the talent's contribution to the cause of peace. Deems Taylor is slated to lead a big name parade as m.c., with Howard Barlow directing a symphony and a chorus. Individual performers are Lucretia Bori, Jascha Heifetz, Edward Johnson, Greta Stueckgold, George Gershwin, Richard Crooks, Albert Spalding, Lotte Lehman and Richard Bonnell.

Programs are slated to include specially written dramas by Sydney Howard, Fannie Hurst, Rupert Hughes, Zoe Akins, Maxwell Anderson, Zona Gale, Humphrey Cobb, F. Scott Fitzgerald, John Erskine, Heywood Brown, and S. E. Van Dyne.

Lure to the bigtimers, of course, is the peace angle, on which score special spots will be delivered by Senators Borah and Nye, Al Smith, Dr. Glenn Frank and Wm. E. Green.

Squibb Played Down
Figuring that the best way to capitalize on its natural is to get into the swing of it, Squibb plans to ring the name of the program as unobtrusively as possible, total count never amounting to over three. Selling talk is out. Idea is to use only institutional and educational plugs stating that Squibb, too, is interested in life-saving (via its drugs). Whole business is to be high-minded and a sequence to previous publication plugging.

Series is to run for 39 weeks, after getting a sendoff with a white-tie-and-tails first night. Geyer, Corning & Newell, advertising agency, working out details for Squibb.

WJTL Sets 10 Games Of Univ. of Georgia

Atlanta, Sept.

WJTL has obtained the exclusive broadcasting rights to the 10 games the University of Georgia football team will play this season. WSD, 50,000-watter, carried the series last year.

Georgia team will be followed by wire hookup through its southern tour, with WJTL asking \$15,000 for the sponsoring of the 10 games over a link of nine Georgia outlets. Al Tiggs, chief WJTL spotler, with another announcer yet to be picked, will handle the series.

In outbidding WSB the 100-watter paid the university a new high for this part of the country.

Katzman to WINS

Louis Katzman moves into WINS, New York, as musical director Oct. 1. Alfredo Antonio, who's been held down the post for some time, remains for pianology chores.

With England as Press Agent, Hall Sees Yankee Radio Ideas World-Wide

WMCA STEPS ASIDE

Ends Conflict with WHN on Prize-fight Remotes

Jam caused by the fact that both WMCA and WHN, New York, hold the broadcast rights to prizefights at the St. Nicholas arena has been settled with the withdrawal of WMCA, WHN's contract covering the current season's bouts was made with the owner of the arena, while WMCA dealt with the Johnson Bros., promoters of the fights for the Dodgers A. C.

Donald Iamm, WMCA president, elected to step aside rather than involve itself in litigation over the broadcasts.

LOCAL ACCT'S. PRETENTIOUS SCHEDULE

Syracuse, Sept. 10.

Roy Furniture Company will buy seven programs a week, including a fifteen-minute spot daily and a half hour on Sundays from WFBL. Three of the weekly programs will advertise another store, though of the same management.

Sunday program, known as "Roy's Gang," has been on the air for five years. A 15-piece orchestra conducted by Victor Miller, a mixed class club headed by Thelma Jean MacNeil, assistant program director of WFBL, and a dramatic department to be handled by Gertrude Alderman will make up the backbone of the programs. Two regular soloists, girl and boy, will be chosen, and each week guest artists will be added to the cast. Bob Keefe, WFBL announcer, will handle all announcing.

Weekly programs to be known as "The Little Show" will consist of a combination of talent and transcriptions with male and female announcers. Edmund Leonard, of the WFBL staff, handles the program.

Wax Works

American Railway Express Co. is placing a series of dramatized news transcriptions on around 15 stations. Schedule calls for a weekly 15-minute period over a minimum period of 13 weeks. Account is being handled by the Capies Co., New York agency, and the V. Grombach, Inc., is doing the recording.

First in Canada to sign for new NBC Thesaurus are: CFAC, Calgary; CICA, Edmonton, and CIOC, Lethbridge, of Taylor, Pearson, Carson, Ltd., string.

WFBR, Baltimore, has subscribed to World Broadcasting e. service.

rausmeyer and Cohen series of electrical transcriptions are now sponsored by the Westlake Manufacturing Company, of Canastota, New York, on WFBL, Syracuse.

Federal Housing Admi. istration has awarded to Radio and Film Methods Corp. a contract for the manufacture of five masters and 100 duplicates each for placement on stations. Transcriptions will in addition to speaker contain numbers by the United States service bands.

American standards in radio music will be transplanted to Great Britain and from there fed to the entire world. This is the prediction of Henry Hatt, British Broadcasting Syndicate maestro now in New York City for the purpose of beginning the international infiltration process.

Hatt sees the American influence given its push by British Broadcasting first by long wave to most of Europe, and, secondly, by short wave to India, South Africa and the far-flung outposts of the British Empire generally. At present these lands are largely unacquainted with the characteristic zip and speed of American programs.

France is justly uninterested in modern syncopation, still harboring a love for bal musettes and hopping caprices. Germany has a jazz note, but it's cumbersome and inarticulate. Spain sticks to guitars and castenets. Italy is too wrapped up in Ethiopia and Pucinli. So, says Hatt, Britain is the radio showmanship source for Europe.

A standard British dance program lasts for 45 minutes, though it may run on steadily for an hour and a half. Vocals are heard in most all of the selections, but get little attention. Hall himself is on daily, his hand being comprised of 17 pieces, regularly.

Jimmy Phillips, general manager of Peter Maurice house, and Leslie Macdonnell, band manager, accompanied Hall to these shores. All return on the 19th.

Yes, we just heard "Truckin'" last night in ten different arrangements, and it's colossal. That's bound to be in our first one when I get back.

What sound nice coming in over the Lido, don't you think?

FORGIVENESS URGED FOR WSB, WGES, CHI

Washington, Sept. 10.

Two Chicago stations whose lives were endangered and weakened so by the government's ether clean-up campaign received a break last week when Examiner R. H. Hyde recommended that the Federal Communications Commission rescind their franchises now that offending programs have been dropped.

Transmitters are WSB and WGES, which were put on the spot for airing medical programs sponsored by Dr. Sohyman and the Pur-Eb Co. of Chicago. Criticism also was occasioned by programs advertising Dr. Michael's All-Heb Remedy and the Evans Fur Co. who have run afoul of the government before, Hyde pointed out in his report.

Assailing the Schyman programs, Examiner Hyde recalled that sponsors of the herb broadcast pleaded guilty to violation of food and drug laws and were ordered to cease using the medicine. Distribution of remedy and medical advice. The Michael program was sponsored, report noted, by an individual who was convicted of violating Illinois medical laws. Evans Fur Co. was cited by the Trans Commission for misrepresentation early this year, Hyde added.

WFIL's Exclusive

Philadelphia, Sept. 10.—Exclusive broadcast privileges at Philly Pond Fair have been obtained by WFIL, which also will have own booth and radio studio accompanying the fair. Exhibit will picture introduction of broad-casting with emphasis on station's news bureau. Bol Berger sold the contract.

Description of Film Double Contest, Kitchen Gadgets Parade, and Queen of Kitchen Contest, to be aired for public.

Fair will be held at Commercial Museum, Oct. 15 to 25, inclusive.

Marion Parsonnet of Leunen & Mitchell agency goes to the Coast shortly to begin work on Eddic Cantor's new series for Pebeco over CBS. Starting date of show is

WANAMAKER, A PIONEER, BACK

Starting Sept. 11, the John Wanamaker department store, New York, will go on the air for a five-hour period weekly over radio station W2XR in Long Island City. Program will be given daily from Monday to Friday from 10 to 11 p. m. on this outlet's high-fidelity band. Contract holds indefinitely.

Prior to this contract the station operated during its entire existence on a satisfactory basis. Flashed caption, that of Victor records advertising its class release. The station is owned by John V. L. Hogan, radio consulting engineer and inventor, credited for the single control radio dial. It operates on 1,000 watts on the 1550 kilocycle channel, and was recently given permission of the Federal Communications Commission by accept sponsored programs. Howard J. Perry is managing director.

High fidelity means, in laymen's language, the faithful reproduction and transmission of a wide range of audible sound. This requires a broadcast band double the width of ordinary stations to attain the interference-free transmission of sound frequencies wider than 5,000 cycles. This is the sole station allowed to operate on this 20 kilocycle band in the New York area. There are three other such stations widely scattered across the continent. Arthur Church of Kansas City, is interested in one out there.

Although station operates only three hours daily (recently dropped from four), it may increase time up to 24 hours if wanted, because of that free channel. Perry states that they will pick up the dropped one hour after studio alterations have been completed, and that it also plans increasing its time over the original four hours. It operates under the title of the Scientific Broadcasting Service.

Wanamaker were pioneer sponsors in the infant radio business of 15 years ago, with their own station, W2XR. This outlet presented only musical programs of the type that it will offer now over W2XR. Both live talent and recordings are used, but the latter will employ only the recordings.

N. Y. FOREIGN MARKET CHARTED BY WBNX

WBNX, Bronx is surveying the foreign language field in the metropolitan New York area, gathering data and facts on the various racial groups which comprise this distinct radio listening public. Subject has been treated casually in past surveys by WBNX, but in a complete manner with this analysis is being compiled.

Report is to show concentration of population within WBNX signal area, various racial groups, number of radios in the homes, average spending power per year, etc. Leon Goldstein in charge of survey.

Jerry Cady's Job

When Lawrence Holcomb leaves the Fletcher & Ellis agency at the end of this week to become head of the continuity department of NBC's Chicago division, sole charge of agency's radio department will fall to Jerry Cady. Assignment had previously been shared by Cady.

Before joining Fletcher & Ellis Holcomb headed the Memphis agency's radio department. His previous connection had been with NBC's continuity and production departments in New York, during which period he authored numerous, pertinent data, "Eyscrappers." This script has been aired over the network six times during the past two years.

Kapner WCAE Sales Mgr

Pittsburgh, Sept. 10. Leonard Kapner, until last winter a salesman at WCAE, has been named sales manager of the Hearst station under Ford Billings. Appointment came seven months after Kapner had left WCAE to go into general advertising work. Before he first joined station, new sales chief was connected with the advertising department of a couple of class weeklies here.

Diary of a Service

Miami, Sept. 10.

Out of WQAM's log comes the following highlights on the station's broadcast activities in connection with the Florida hurricane and the grounding-of the S.S. Dixie.

Monday

Off the air at 8 p. m. because of power failure from high winds. Announcer Ray Brock at 11 p. m. hears an SOS on his loudspeaker. Check with Naval Reserve station and Tropical Radio develops news that S.S. Dixie is grounded on reef 500 miles south of Miami. Flashed news to Transradio and stayed with ship by shortwave until 3 a. m.

Tuesday

Winds subside but still off the air until 11 p. m. First reports of Keys disaster come in. Loan short wave equipment to Red Cross for emergency relief. Broadcast began bulletin about storm area and Dixie all day and sent many to Keys.

Wednesday

Broadcast appeals for Red Cross for boats, clothing, doctors, nurses, etc., all day. Broadcast interview with veteran from FERA camp where 100 perished. Interviewed passengers from two rescue ships arriving 12:30 a. m.

Thursday

On network at noon which interviews Dixie passengers and is relayed from FERA camp. Broadcast appeal for donations to Red Cross relief.

Friday

Broadcast call for workers to rehabilitate camps in Keys, with 450 men responding in two hours. Received lots wires requesting station broadcast for missing relatives.

Radio Sets Offered in Exchange for Time; Agency 15% in Cash

Janesville, Wis., Sept. 10.

Station WOLO, through its general manager, Sidney H. Ellis, has rejected a proposition made by F. V. Cox advertising agency, Chicago, to exchange station time for Stewart-Warner radio sets. Cox suggested station accept radio sets valued at the retail price of \$57.50 for time. Bookkeeping value of sets accepted by station would be commissionable (in cash) to Cox.

Chicago, Sept. 10.

Stewart-Warner company and its regular advertising agency, Black & White, Hummer & Co., claim knowledge of the deal offered various stations in the middle west by Merle V. Cox. Local radio merchants, not Stewart-Warner, are tied into the proposition.

Cox has an electrical transcription series to spot on stations willing to accept Stewart-Warner sets. Dealer gets the plug, agency gets the commission, and the station gets the radio receivers, reported as storage battery operated. Just what the stations would do to liquidate such merchandise not reported.

Pros on Parade

Buddy Doyle's Professionals on Parade, which has on WINS, New York, for the past several months, has exited. Series was handled through Herman Bernie office, which has also severed with the station. Bernie wanted to bring smart air talent to the attention of sponsors. It was heard thrice weekly. Periods are now replaced with studio talent.

WSB Joins G.B.A.

Atlanta, Sept. 10. Station WSB has joined the Georgia Broadcasters' association organized about six weeks ago in Savannah. Lambdin Kay was unable to attend the organizational meeting due to confliction with his vacation in Florida.

NOT NBC'S OBLIGATION TO CHART AIR SHOWMANSHIP SAYS E. P. H. JAMES

WXYZ, DETROIT, HOOKS WOOD-WASH TO NBC

WXYZ, Detroit, Hooks Wood-Wash to NBC. Detroit, Sept. 10. WOOD-WASH, of Grand Rapids, will also join the NBC Sept. 29 when WXYZ, Detroit, switches to the national net. Both stations are owned by the Kinusky-Trende Broadcasters Corp., of Detroit.

W. W. Smith at Chi NBC

Chicago, Sept. 10. W. W. (Bud) Smith joining NBC organization here as assistant to Chick Showman on sales and service.

Smith, who was formerly manager for WTAM in Cleveland, has been away for several months on a physical build-up.

N.A.B. Raps Cost-Per-Inquiry; Frowns on Revival Attempts

Washington, Sept. 10. New campaign to eradicate from the broadcasting business the old headache of cost-per-inquiry accounts was launched last week by National Association of Broadcasters following reports that since the start of N.B.A. codes, attempts have been made to revive the practice on a broad scale.

Reminding membership that the revised code of ethics contains a ban on percentage and contingent accounts, James W. Baldwin, managing director, served notice through publication of correspondence with an unidentified agency that associated with the agency deals on this basis will be cited to the board of directors for possible chastisement.

Although he did not directly call any of his membership on the subject, Baldwin made the association's position plain by releasing a letter to the agency involved in which he expressed confidence that N. A. B. will not per it one bad apple to spoil the whole barrel. Force was lent to his indirect warning by a comment in the association's weekly bulletin that 'efforts are being made to learn the identity of stations that have accepted this type of business.

Campaign was launched when N. A. B. office received from one of its members a copy of a letter from the particular agency which pointed out that the Supreme Court's invalidation of compulsory codes enables any broadcaster to accept business on a contingent basis and suggested that the station 'try making an announcement every morning for a week and see for yourself just how productive it is. Offered by spot announcement, the agency invited broadcasters to experiment with the account to see 'how it is very likely to the time taken.'

Urging agencies to cooperate in cleaning up the broadcasting business, Baldwin called the agency's attention to the N. A. B. code prohibition on such deals and immediately received an explanation in which the offender weasled with the alibi that it was forced to attempt contingent arrangements to defend one of its accounts. Agency said that in the face of an attempted raid by a competitor on its client it was necessary for us to go to the net with every radio station in the

Philosophy of Network's Responsibility Explained—'Sales Begin When Programs Begin' Released—Promotion Manager Answers Critics

Cantor's Maestro List

Hollywood, Sept. 10. Musical end of Eddie Cantor's Pebecco broadcasts, starting next month, will be an alternating proposition with Gus Arnheim, Jimmy Grier, Phil Ohlman and Anson Weeks being tagged for one or more programs. George Stoll, Ted Lewis and Dave Rubinoff may also do some business for the program.

Cantor will again hold public rehearsals, to time laughs, as he did in the east. Idea is to time the laughs before actually going on the air.

Nowinson to KRNT

Chicago, Sept. 10. Dave Nowinson, former continuity chief for WIND, Gary, is hopping out to Dea Molnes to join the writing staff of the Iowa web of KSO and KRNT. Nowinson hired by Walter Preston.

E. P. H. James, director of promotion and advertising for NBC, took the occasion of his latest work on a week of his latest work on potential radio audiences to point out with this study, 'Sales Begin When Programs Begin,' the network has completed its fact-finding obligations on the subject to prospective or current advertisers. 'Sales Begin' undertakes to show how many potential listeners there are in radio homes during its peak hours of the week and also a census of occupational activity among housewives during the day.

Through this statistical compilation, avers James, the network has provided for advertisers an answer to their query as to how many listeners are reachable at a given time. The net, says James, is to determine how many listeners are actually reached at a given time, is something, opined James, that the advertiser himself would have to guess at. It is a question of how many are tuned at various periods on the clock would be a case, holds James, of measuring the circulation of every particular program. It is the individual advertiser's function to obtain this info, if he wants it, since the pulling power of the program, says James, is dependent on an advertiser's value and showmanship that the sponsor puts into it.

James admits that NBC has not gone all the way in charting the relative number of actual listeners that are available to advertisers at given periods of the day and night. He does contend that in showing how many listeners are potentially available in a given territory and how many of these can be reached at a given time the network has given the advertiser a comprehensive knowledge of what he has to shoot at. If it was to go any further and ascertain how many of these are actually listening at a given time.

Qualitative Analysis. The analysis in 'Sales Begin,' showing the number of women who are occupied with certain chores at various hours of the day is confined to a given time zone. The census is based on a survey made for NBC by the Research Corp. of America in the month of April, 1934. Among the chores listed are: preparing food, washing dishes, washing clothes, ironing clothes, tending children, dressing, toilet, general housework, eating meals, sewing, reading and writing. A portion of the book is taken up with showing what daytime programming on NBC has done for Borden Sales, the Climalene Co., Folgar Line, the General Electric Co., Stores, the Kellogg Co., Mohawk Carpet Mills, Benjamin Moore Paints and Procter & Gamble.

G-Men Show Off

Chevrolet has issued notice to Phillips Lord that it will renew his current 'G Men' script show on NBC after 13 weeks. It winds up Oct. 1.

This leaves the account open for another show. It's looking around.

Philadelphia, Sept. 10. What is thought to be first broadcast, at least locally, by G-man, will probably be aired next week by WIP when George Harvey, supervisor of Philadelphia district, Detachment of the Federal Bureau of Investigation, tells experiences. Deal not quite set, with Ben G. bel, station press, working on it.

Wired Wireless Wiz Dies

The Hague, Engineer H. W. Snyder, 52, manager of Municipal Telephone System of the Hague, died last week. He did not caddy invent wired wireless, which is used at the Hague over telephone cables, he touched up the existing invention with several improvements of his own. These proved such a success that other places adopted the system.

Radio Chatter

Iowa

Gene and Glenn arrived at WHO, Des Moines, with fanfare, including the Mayor, fire and police chiefs, Col. B. C. Palmer of Davenport, president, Central Broadcasting Co., Earl May, KMA, Shenandoah and Earl Peak, KFJB, Marshalltown, and a radio welcome on the air. Air wedding scheduled for broadcasting the first Sunday in October when Wayne Ackley, KSO announcer, takes the boys with him to Battle Creek, Mich. girl before Mayor Dwight Lewis.

Strophias, Wynna and James Mason have both bid KRNZ goodbye. Reggie Martin, program director, KSO, also named special events director for Iowa trio.

Don Thompson new addition to program department of WHO. Thompson has had announcing and script work at WOV, WBNX, WCRB and WMSG, also WMCA and WTCB.

WMT, Waterloo, carried proceedings of the state legion convention. WHO estimates between 55,000 and 70,000 visitors through the studio during the Iowa state fair.

Harold Fair, of WHO to Kansas City to pick up new show.

New radio show company of Iowa Barndance Frolic starts out for WHO Sept. 28.

Local acquisition WOC, Davenport, is Bill Hensworth from WSUI, U of Iowa station.

Minneapolis, will have 15 minute period on WDGY, Minneapolis, daily, has been guest commentator on WOC, Davenport, Iowa, for two weeks during a Ustin course.

Utah

Joe Kearns, KSL, Salt Lake, announcer and dramatist, vacating in his September.

Nora Mary Neville newest addition to KDTL staff.

Steve Love, KSL, golf commentator, described the Utah open golf meet, picked up by the KSL short-wave unit and broadcast.

Ted Rogers, KDTL, speller and news commentator, and 'Chuck' Bauer on jaunts out-of-town for a rest.

Dorothy Leonard, warbler on the KDTL Breakfast Club, now singing with Bob Young's band at the U. Hotel.

Russell Stewart, KSL, announcer, expects to return to KSL.

KLO, Ogden, Utah, 100-watt, undergoing extensive remodeling.

200-watt mobile set called the letters of the KSL.

Marie Mitchell joins KSL staff.

Indiana

Ambrose Haley, Ozark Rambler and Mary Lou on a short visit to the KIDLY, Fort Wayne, in Chicago.

Fred Tangeman, staff pianist at the WGB, will appear on a CBS morning spot.

Auditions for McKenzie Milling being held Sept. 10.

Barnsdall Oil sponsors amateur shows over WOWO, Ft. Wayne, to take additional time, and it's probable that a similar show will be held in Indiana and Michigan stations may be used.

Work started on a new 450 foot directional antenna for WOWO, Ft. Wayne.

Aaro Hershey now on press work at WOWO, Fort Wayne.

Durward Kirkby handling the mike at WFBM broadcasting booth at Indiana State fair.

Lum and Abner in Indianapolis for official opening of State fair.

Earl Lewis, WIRE engineer, off for two weeks away from the tubes.

Leo Kennett, owner of WIEBU, person, looking over, new for his 1,000-watt pending commission okay.

John Holtman, WFBM announcer, back from fishing expedition to Canada.

Morris Hicks, WIRE announcer, back after vacation in Chicago.

Florence in Peasemint master. Contest being held in Tomlinson Hall.

WFBM's new transmitter now pointing a 425 foot finger at the sky.

Georgia

Carroll Furniture Company of Atlanta recently has inaugurated one of the most extensive radio campaigns of its kind in the South over WABC.

The schedule calls for a daily morning quarter-hour (featuring Paul and John, harmony team) and a 15-minute spot on the air (Sunday nights) emphasizing old-fashioned tunes done in a modern manner.

In September, WGST will inaugurate a real, old-time southern minstrel show in behalf of Creasulda, Green B. Blair, old minstrel man, and Tom Jackson, a youngster from Mobile, will handle the show.

Jack-King, who has been associated with the Southwestern Broadcasting company and more recently with WABC, to WGST as commercial manager.

Lola Allen Wallace, musical director, has been back from vacation trip which took her to Washington, Philadelphia, Atlantic City and New York.

Many Rosenberg, of SESAC, in Atlanta ten days working on local and nearby stations. Now headed for Nashville.

John Fulton, Savannah, Ga., added to WTLT, Atlanta staff.

WSB is practically sold out for October.

John Outler, WSB advertising manager, has returned from vacation trip to Daytona Beach, Fla.

Mark Bartlett, WSB musical director, has gone to Daytona Beach, to take his place.

Close tie between WSB and Southeastern Fair will result in record daily for fall event.

Spokesman for WSB on return from session in Washington.

Minnesota

Corinne Jordan, KSTP's program director, now adding cocker spaniels to her blue-blooded collie kennel.

When Val Bjornson interviewed H. E. Anderson, chief northwest G-man, over KSTP, script had to pass J. Edgar Hoover's o.k. before it could be aired.

Tom Rishworth back from Yellowstone, with his upper lip shaved for the first time in seven years.

Ivan Flanery, formerly with KMBC and WEBC, Kansas City, now announcing for WTCN.

Six-day hike races set for WTCN airing, with two shots daily and a final gala windup of two hours.

Listeners to WTCN's Milkman's program (6-9 a.m.) hope to find a committee and throw a picnic for themselves Sunday (1) colored cork going into their second year of nightly Cotton-club broadcasts via WTCN.

The Bob de Havens moving into a new hotel.

Frank, former Northwest Airways radio operator, named chief operator of KROC, KSTP's, to start airing on Sept. 25.

Gregory Gentling will manage the baby.

Program from Iceland which NBC fed to KSTP reminded Val Bjornson of his radio debut, at Reykjavik, Iceland, years ago.

He visited Iceland for two months during 1934 and made his microphone bow with an address in the Icelandic language. Reykjavik station is government-owned and operated.

Canadian Radio Commission will bring national network stuff of Vancouver a half-hour earlier (5:30 p.m.) effective Sept. 2.

Tom Geluch, formerly of CKMO, is off to New York to study with RCA, Taking up sound engineering.

Given McDonald, staff organizer KMO, Tacoma, holidaying in Vancouver.

B. C. Radio community and fans mourning death of D. Ernest Caldwell, late owner of KXGO, Seattle, fairly dated back to early days of KXGO, now CRV. He was at one time a member of the Little Church Around the Corner, New York.

Dick Claringbull off to Jasper for two weeks of holidaying from CRV. Partly busman's holiday.

Bill announce network dance programs from there. Hope to bring some silverware from annual Totem Pole golf tournament.

Circle Bull, H. H. Housen, manager, CKCD, followed up his recent picnic success with a steamer cruise to the Gulf Islands. Boat was jammed and 400 were left on the dock.

Ray Mackness, CKMO technician-announcer, was married Sept. 5 to Edna Armitage, New Westminster, B. C.

Virginia Johnson and Alma Sheasgreen, CKMO and CRV plane team, off to San Francisco after 15 appearances over KXGO, Seattle.

Gyro Club to broadcast program from New West Inter. Sept. 19-20-21. G. H. Hassell, CKCD manager, in charge of arrangements.

Laddie Watkins, CRV secretary.

staff artist, back from holidays in California.

A. Gerhardt-Oily, Russian tenor, now on CRV's B. C. network from CRV for 15-minute period weekly.

CIAT, Trail, had one of those jittery nights last week. Five minutes before time to feed the B. C. network with 'At Grampa's House,' dramatic program, producer Merac.

Blaze was extinguished with seconds to spare. In middle of the window and the fire had started again. Lone member of cast who was through early did a solo fireman's job while the studio McLeod and crew prayed between speeches.

Pennsylvania

Joe Grafton by-lining Sunday radio column in Record.

Hugh Brooks, formerly with WJR, Detroit, new announcer at WFE, Philadelphia.

Ben Glimbel, WIP prexy, back from Maine vacation.

Horace Feyhl, WCAU production manager, arriving with Sam Moore after holiday in Atlantic City.

The Dentists Says, teeth and general health hints series, starts Sept. 15.

Louis Armstrong heard Sunday (1) over WIP from stage of Pops theatre.

Boake Carter, invited guest for Cecil Pennyfeather's gossip column, had invite withdrawn when broadcaster was 'too busy' and turned job over to secretary.

Sylvia Lennox, of WFIL, Philadelphia, publicity staff, back from Bermuda.

Violent Love taking rest after serving at Adelphi and arriving with Eddie Bonnelly's org.

Ben Greenblatt planning resumption of Piano Raminator with WCAU.

Grace Nadig, Temple University schoolmarm, back on WFIL with household hints.

Kentucky

Two WHAS, Louisville, hillbilly groups furnishing music for cowboy dance at rodeo, in progress, at American Legion, Horse Show, Dog Track, Jeffersonville, Ind. Georgia

Graduates play Monday (2nd), with Duke and the Duke's.

Mr. Louie Armstrong off doing other things.

Clark Thompson, WHAS, Louisville, announcer, now doing a Sunday morning spot 'Reading the Funnies,'

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FCC's Washington Docket

Washington, Sept.

Grants and Applications

Construction of a new transmitter, one frequency shift and one increase in power were sanctioned by the Federal Communications Commission last week, while two power increases were denied.

Application of KOOS, Marshfield, Ore., for frequency change from 1200 kc to 1390 kc was granted as the Commission upheld Examiner J. P. Brannhall, and WDRR, Hartford, Conn., was granted a day power boost from 10 to 25 kw.

Comish liked application for increase in night power, from 10 to 25 kw by KSTP, St. Paul, Minn., overruling recommendation of Examiner R. L. Walker. Daytime increase from 100 to 250 watts was denied, KGO, Los Angeles.

Only a handful of new applications were filed during the week. "Comprising mostly routine matters," the requests included two applications for new stations at Fairbanks, Alaska, and Richmond, Va. Sponsor of the Alaskan application was the Fairbanks Broadcasting Co., which desires to construct a transmitter operating on 1220 kc with 250 watts. The Virginia applicant was the Times Dispatch Publishing Co., which proposes a station operating on 1500 kc with 100 watts.

The only other significant proposals were two power increase applications. Boost from 500 watts to 1 kw was requested by WCAP, Asbury Park, while KPCB, Seattle, asked for an increase from 250 to 500 watts.

Examiners' Reports

Construction of two new broadcasting stations, one at Hartford, Conn., and the other at Muskegon, Mich., were advocated and two similar requests turned down. Examiner John P. Brannhall recommended that the application of the Oklahoma Press Publishing Co. for authority to construct a transmitter operating on 1500 kc with 100 watts be granted. Similar recommendation was made by Examiner Melvin H. Dalberg, in the case of the Hartford Times which desires to build a smallie using the same channel.

Shepard Dimmed

Hopes of John Shepard, III, of acquiring a pair of new outlets in New England for his Yankee network programs and of severing relations with Examiner Dalberg presented an adverse report on requests of the Hartford Broadcasting Co. and the Worcester Broadcasting Co. for permission to build 100-watt stations sharing the 1200 kc channel. Dalberg's objections were based on technical grounds, the report emphasizing that unless directional antennas were used considerable interference would be inevitable and that the Commission regarded favorably the idea of employing directional antennas for low-power stations.

Hartford Broadcasting Co. and Worcester Broadcasting Co. are corporations under the same management, with A. S. Moffat, owner of stations WMAA, Springfield, and WLH, Lowell, acting as president and treasurer. Evidence submitted in support of the applications disclosed that arrangements have been made to sell one-quarter of the stock in both corporations, capitalized at \$25,000 each, to Shepard who would remove his Yankee Network programs from WORC, Worcester, and WDRR, Hartford, which now carry Columbia features as well as Shepard's.

Objections to the pair of stations were registered by WKIC, Lancaster, Penn., which also uses 1200 kc, while Dalberg pointed out that if the two transmitters were built with directional antennas the probable "nulsance radius" would be so great as to prevent the allocation of any other 100-watt station in this frequency east of Detroit.

Involved in the Shepard contest, the Hartford Times won a nod for its plan to build a 100-watt station using 1200 kc by amending its original application and abandoning the desire to operate nights. Declaring the paper showed "the possibility of a wide scope of public service and usefulness," Dalberg recommended that the application be granted with the provision that the station be restricted to daytime operation.

Inside Stuff—Radio

Federal Communications Commission has explained its position on television in a letter signed by Secretary Herbert L. Petley and addressed to Leon Litt.

At the present time there is no government appropriation available for the purpose of developing television. However, extensive research is being conducted in this art by several outstanding radio engineers. The commission has encouraged the development of television as far as it is possible to do in accordance with the provisions of the communications act of 1934. At the present time there is nothing further that the commission can do to promote the development of television other than to cooperate with the various companies engaged in conducting such research.

Tele-Flash, which is selling a wired radio sports and news bulletin service to saloons, restaurants and clubs in the New York area, has run into difficulties with the American Society of Composers, Authors and Publishers. T-F outfit was informed last week that the broadcasting of music which it proposes to add to its service will be enjoined by ASCAP unless the service's clients obtain licenses from the society.

At the situation after Tele-Flash had obtained from ASCAP stepped up the radio rights to the network's transcription library, the Thesaurus. It would cost each of its clients, Tele-Flash was informed, about \$300 a year for a performing rights license.

Charis Company of Allentown, Pa., whose unique campaign of radio showmanship linked to the new CBS and Durike program series over CBS was recently reported in detail, points out that the estimate of the number of admissions achieved in house-to-house solicitation is much too high. If sales resistance was as great as reported it would be impossible to stay in business, company states. Charis' own experience is that saleswomen are admitted in about 50% of all calls where the persons are at home.

Mary Boland will be the only star or featured player in "Broadcast of 1935" to be in New York on the NBC Lucky Strike hour coverage (14). In the east rehearsing with Tubbs (left), she will do a three-minute sketch with Charlie Ruggies, whose lines will be cut in from the Coast.

Despite a disastrous fire destroying one complete hall with valuable contents (damage estimated around \$1,000,000), Berlin, Germany, Radio Exhibit was visited by more than 600,000. Nothing very startling in inventions but admittedly great improvements all-round. Big interest centered around television with an entire 'street' devoted to such exhibits.

NBC's artist bureau cost a femme name \$500 a week by stepping in recently on a booking deal when allegedly not needed. Booking for the girl for \$2,500 a week with an advertiser was practically clinched by an outside agent when NBC informed the agent it could deliver her for \$2,000. Advertiser then insisted on the NBC price and the artist had to take it.

Massachusetts

Mary Phillips, Providence singer, guest artist on Sea-Whalers program Friday (6), WNAC, Worcester.

Proceedings of the second conference of the National Association of Broadcasters, held in New York, Sept. 10, 1935, were broadcast by WEEI, Boston, from the Wentworth Hotel, Boston, on Sept. 11.

WEEI, Boston, will broadcast a program during August 11th Saturdays without any interruption due to mechanical failure. Another defect arose for the mechanical crew.

Maude's old Bob Burton, Jr., son of WEEI, Boston, production chief, made his early debut last week on a morning program.

Fancy imitations, appearing, featuring caricatures of the players in Bull Rule's vacation luggage by the prank-playing Ed Herlihy of WEEI, Boston.

'Masquerade' back on WEEI, Boston, Monday through Fridays at 4:30.

Thomas Howell supplants Earle Whedemann on the Thursday local spot, 6:35 p.m. over WEEI, Boston, B. C.

WEEI, Boston, will broadcast the 'Hi-Hat' dancing contest over WEEI, Boston 4:15, Sept. 19.

Earl Lawrence, dramatic baritone, who has just been with WACN, Boston, is rapidly building a reputation for himself.

Continued. Yankee Network announced has literary aspirations.

(Continued on page 45)

Columbia Sees Implied Slap in NBC Questionnaire to Agencies

National Broadcasting Company through its own advertising agency, Lord & Thomas, has solicited comment from various advertising agencies apropos the respective circulation data presented by both major networks to the advertising fraternity during the past broadcast season. NBC seeks guidance from the agencies for its own future endeavors in the statistical field.

Columbia broadcasting System last week was debating possible measures to offset what officials interpreted as a maneuver by NBC to influence advertising agencies through the questionnaire method. CBS professed to discern some artificiality in the NBC quiz which tended to highlight the 'serious' merits of NBC's statistical accomplishments with hints that Columbia was a bit frivolous.

Communication to the agencies went out under the signature of Raymond Soat, who this summer joined Lord & Thomas as head of the new radio business department.

"We have been asked," stated the letter, "by Mr. Edgar Kobak (v. p. in charge of NBC sales) at the National Broadcasting Co. to obtain a limited number of copies of the various opinions comparing the two publications, the 'NBC Network Areas' and the Columbia 'Day and Night Listening Areas.' Both networks honestly strive to produce objective publications that are helpful in the preparation of presentations and schedules. That is why Mr. Kobak would appreciate definite appraisal of the features of the two books so that future issues may be planned accordingly.

"If you prefer, you need not sign the attached questionnaires. In either event, your expressions will not be used in any way, directly or otherwise."

NBC Asks

The questions follow:

1. Which plan of network coverage visualization is preferable? () NBC () Columbia.

2. The average broadcast schedule comprises a basic network plus geographical blocks of stations. From the map portrayals in the two books, which better enables you to picture the average of such a schedule when finally selected? () NBC () Columbia.

3. The Columbia book lays claim to over-conservative estimates. Does this Columbia book make clear or prove this point on 'minimum coverage'?

4. As an example, the state of Iowa has a population of 2,470,000. Primary coverage of three Columbia stations in Iowa shows a total reachable audience of 1,544,000 people? Is it clear to you how, though this and similar situations exist, Columbia can claim reachability of 90 per cent of the nation?

5. Columbia claims 55.8 per cent of all radio listeners for their nighttime coverage and 92.4 per cent of all listeners for daytime coverage, a difference of only 2.8 per cent. Does this distinction of less than 3 per cent seem sufficient to serve as a basis for a completely new analytical treatment of coverage?

6. Which do you prefer, the NBC method of publishing coverage data and maps in one book and marketing and statistical data in a second book or the Columbia method where all data appear in the one publication?

7. Which of the two books better visualizes the number, location and financial status of potential listeners—NBC or Columbia?

8. Are you in a position to measure definitely the comparative strength of the three networks, Red and Blue (NBC) and Columbia, from these two studies?

9. Which book strikes you as the more comprehensive, serious and more exhaustive study? () NBC () Columbia.

10. As a manual of coverage and for schedule study with which book would you prefer to work? () NBC () Columbia.

11. The books are written in two different styles—one is serious and the other book mixes argument

Humor

Baltimore, Sept. 10. WOBM here carries daily an "Inter-City program-essentials" from WMCA, N. Y., on which Clifford Bennett reads stock market quotations and spels on latest financial trends.

Program had a trifle song, played for and aft each period. It's the pop song, "If I Had a Million Dollars."

MORE SECRET VEILS LEAGUE

National League for Decency in Radio has met and decided to move headquarters in Washington, but it still refuses to lift its mystical cloak. Representatives of this league promised news scribes opportunity to sit in at confab held last week, but first knowledge of this session was contained in mimeographed report covering the so-called joint meeting of executive and advisory councils of the organization after the alleged meeting was held.

Check-up at office of National League for Decency in Radio Tower, this week revealed that the mysterious radio organization had vacated its suite, 2515, leaving no forwarding address with renting agent. Same agent some a little hazy regarding who specifically had rented the office excepting that the individual gave a downtown hotel as place of residence. Building agent had no knowledge where league was moving to in Washington.

From the same agent, it was learned that the league officials, whether temporary or not, used of office infrequently, such usage being confined largely to calling for mail. Decency League under a bulletin stating that headquarters would be established in nation's capital as soon as offices could be chosen, reason given for shift being that "the only solution for the salvation of one of the greatest mediums for molding and forming public opinion rested in securing legislation which will insure the operation of radio in the best interests of all Americans." It was not revealed whether this was in the form of a resolution adopted at last week's meeting, also still shrouded in mystery, or the remark of one of the thus far invisible officers of the league.

Radio Institute of Audible Arts officials said they had no knowledge of this National League for Decency in Radio, although inquiries regarding it had been made in several localities where the Institute maintains contacts throughout the country. An attempt of the Radio Institute to get in touch with some official connected with the so-called Decency League was entirely unsuccessful.

Those in the industry are watching to see if the future office in Washington will be maintained and surrounded with the same secrecy as has prevailed in N. Y.

Bulletin sent out by league states that organization members stand unanimously for principles in House bill introduced by Democratic Congressman J. P. Morgan of Montana, which provides for government control and operation of all radio broadcasting stations, as well as minimum amount of advertising to make stations self-supporting.

Proclamation of league also takes a back-handed slap at financial interests operating in the picture industry.

with whimsical styles. Which style do you prefer? () NBC () Columbia.

12. Does either book apparently 'strain' for its conclusions, and if so, which one?

FRENCH TELEVISION

Steps Promised By Georges Mandel For October

Paris, Sept. 1. French will start see-hearing at home this October if present television, plans, of Georges Mandel, director of communications, Minister, go through.

Mandel has put four television circuits in phone cable which ties up new 60-120 kilowatt station at Villebon, Paris, suburb with town stations. This outlet was inaugurated this week and will be main station broadcasting unit for Paris district from now on. It's 100 per cent high power.

Television plans for immediate future are connected with Eiffel Tower, the first French station to exist and still a pioneer. At present 60 line images are broadcast from Tower once a week, for a few tens, on 200 meter wave length.

By end of September, Mandel promises, this equipment will be changed, and Tower will be able to send out 130-line wireless flickers on the 7-meter band, which promised infinitely better results.

WOR Office Shifts

WOR, New York, in state of moving offices around to handle its wider program department under Julius Seebach, including music, continuity and production; now on 23rd floor. Artists bureau under Nat Abramson, press under Johnny Johnson and engineering under Jack Poppele, are now on 24th. Studios on the 25th.

MBS sales enlarged with Fred Weber in charge. Nelson Perry, formerly with Liberty and Saturday Evening Post, new to sales department, joining this past week.

WJJD's New Music

Chicago, Sept. 10. Ralph Alass is tearing the local WJJD studios apart to enlarge quarters for the installation of a \$25,000 organ.

Studio will occupy two floors in the Trustees building under the new arrangement, which will mean the addition of three more broadcasting rooms and a two-story studio for the organ.

NBC-Bowes Asks Musicians Union To Ease Up on Its \$18 Standby Rule for the Amateur Broadcasts

IRONIC

Governor in Safety Plea—His Nephew a Victim

Denver, Sept. 10. Barely had Gov. Ed. C. Johnson of Colorado finished an action plea to the New York state to station KVED on the highways, than KPBL-KVED News Service handed the governor a bulletin, just received, that his nephew had been killed in an auto crash.

Governor had just read a proclamation setting September as safety month, the first time that a Colorado governor had personally read his own proclamation over the air.

N. Y. Political Biz

First political radio business to be contracted for this season in the New York area, goes to station WMCA. The Democratic Citizens' Committee, sponsoring William F. Geoghan, has taken three one hour and a half periods. First airing last night (Tuesday).

Geoghan aspires to the district attorneyship of Brooklyn in the forthcoming elections.

KTRH, Houston, has organized a public event and features service, to bring to radio local events and personalities. Informal interview with Danno O'Mahoney, world's champion wrestler, led off. Heavy Grier, program director, is handling the interviews.

Stations-Musicians Union in Philly Deadlock; Time Span, Commercial Fees Involved

John Dolan Killed

John H. Dolan, general manager of station WJLM, Leacock, N. H., was killed Monday night (9) in an automobile accident.

Accident occurred while he was driving near his home. Details of fatality unreported.

WCAU's Two-Act Plays

Philadelphia, Sept. 10. Series of dramatic sketches planned by WCAU for fall and winter will star Max Desmond and Frank Felder, veteran of local stage. To begin Monday (10), programs will have original two-act plays scripted by Lee Gebhart. Original plans called for adaptations of popular stage productions played by stars, but present idea was substituted.

Pair will have supporting casts of pros. Station going in heavy for scripts this fall.

WSOC Tag Dropped

Charlotte, N. C., Sept. 10. WSOC has dropped mention of McClaren Rubber Company from its station breaks. Since the station was moved to Charlotte from Gastonia two years ago every station break was "This is WSOC and the McClaren Rubber Company, in the Mecklenburg hotel, Charlotte." The McClaren company held no interest in the station, but merely bought the plug. It was WSOC's best contract, and took over McClaren, removing that concern from the tire manufacturing field. Charlotte plant was closed and the contract cancelled.

Don Norman, chief announcer for WKBB, East Dubuque, Ill., has resigned to go to Chicago, free lance.

NBC has undertaken to compromise the demand made by the New York musicians union that a standby union musician be provided for every instrumentalist who takes part in an amateur program. Similar notice has been served by Local 802 upon Columbia and the indie New York stations.

Particularly affected in the case of NBC by the union's move to enforce an old rule is Chase & Sanborn Coffee's amateur hour with Major Bowes. In acting for Bowes NBC feels that the regulation which bars any instrumentalist who does not carry a union card from broadcasting is open to interpretation and modification when it comes to amateur programs.

Under the union's rule the minimum fee for a standby is \$18, with this sum covering programs which last no more than an hour. NBC contends that the local should make special allowances for amateur programs in which the instrumental participants concern only two or three minutes each.

Soloists Exempt

Proposition that NBC has made in behalf of Major Bowes is based on the maximum number of instrumentalists that appear in a single group during the run-off of an amateur broadcast. If the largest unit contains eight musicians Bowes will pay for eight union standbys. Smaller instrumental units or soloists in the same program, according to Bowes' proposal, are exempt from the standby law.

Philadelphia, Sept. 10. After sputtering and sizzling for last few months, ticklish situation between local stations and musicians union finally busted wide open last week. It has calmed down a trifle last few days but end is far from near and matter may explode even higher before it's settled.

Dispute is over matter of studio bands. Union, with only 60% of its 2,200 membership having even part-time employment, is waging constant battle with studios to put more men to work. After last week's failure to reach even near-agreement with studios, union took every local remote dancipation off air and for several hours removed even accompanists from WIP.

By union regulations stations are divided into three classifications according to price of time to sponsors. Class A stations are required to have 11 men working not less than two hours daily for basic rate (with sliding scale) of approximately \$45 weekly. Hitch to agreement in this classification is disagreement on matter of stretch and whether stations shall be allowed to use house bands for commercials and if so under what arrangement.

Rule for Class B and C stations respectively call for eight and five men crews, with basic rate about \$35 and \$25. Number of men and rate is not in dispute in any case, point of disagreement is each station's question of stretch and use of bands for commercials.

Tough on WIP

After union was unable to reach any sort of understanding last week, every remote in Philadelphia was pulled out. That was particularly tough on WIP, with almost all (10) of local remotes on its list. But rule also hit Mary LaFolse, ailing over NBC from Arcata Restaurant, and Del Regis, pumping CBS through WCAU from Anchorage Inn. WIP was allowed, after renewed negotiations, to put back its remote pending settlement and later WCAU and KYW were likewise given remote rights.

Later two stations, with WFIL, are in best shape to hold out against union since they can live on dancapations they want from networks, but WIP, in addition to deriving good part of revenue from remotes, pumps them to rest of Inter-City group. WIP (class B station) is now working on temporary deal using eight men in studio with basic rate of \$27. Question of rate and stretch and use of band for commercials will have to be settled by Monday (16), with terms to be retroactive to Sept. 3. Any band not meeting union demands for house crew must pay \$3 a man per 15-minute network remote, or else take out remotes.

Lengths to which union will go is shown by example of Atlantic Refining, which began 52-week schedule Saturday (14) over CBS nationwide hook-up. Plan of sponsor and N. W. Ayer was to originate show in WCAU studios, first time such big show has had local origin. But when they announced they planned bringing Red Nichols here to baton program, union kicked. Although Anthony Candeloro was to be paid as pianist, Red Nichols and Nichols would not get credit, union refused to let sponsor bring him in. Musicians finally backed down when Atlantic Refining and N. W. Ayer decided to take show, which will use 22 to 30 musicians in 52-week contract, to WABC, New York. Even so, union agreement notice was received only few minutes before deadlines and then deal almost felt through and then tied to at special conditions.

Walter V. Bennett and Constance Peters added to staff of Edward Petry & Co., Inc. station rep. Bennett, formerly with Federal Advertising and Public Relations, going into sales department. Miss Peters comes from station KTHS, Hot Springs, Ark. to head research.

Don Davis, WHB, Kansas City, while in New York was cornered by the Institute of Public Relations, Jimmy Jemali of the Daily News. In 15 years Jimmy has mugged 100,000 persons.

Variety's Fall Radio Business Forecast

NEXT WEEK (SEPT. 18)

NBC Artists Service, last week spon-
sored a club program to the Police Re-
creation Association of Beverly, Mass.,
the 17th consecutive year.

Hal Kemp will furnish the dance mu-
sic for the party. The Police Re-creation
Association on the Gulf series with F.
Baker.

Perry Charles and Ward Williams
(both of 11ty, Bitty hour) will have
(Continued on page 63)

NIELA GODELLE
Singer, Piano
WJZ, New York
J. Walter Thompson

Seldom that a sponsor is able to find a songstress capable of sustaining interest and prove enjoyable for 15 minutes in a single hour. Miss Godelle is built up as former singing star of Siegfried and Rose, and last seen in a revival of "The Only Girl." She makes the grade on her own.

Describing her as a modern-type of song stylist perhaps does not adequately fit Miss Godelle for the effects as easy manner while playing her own accompaniment. Has hit to her bawling that is enhanced by clear enunciation.

"World Goes Around." "What Is There To Do" (which she mentions she did in a Folies). "It's A Lovely Day" from "Top Hat" and "Oh, Suzanna" comprises the tunes sung on premiere of this new Cutex program. Last named gave fine opportunity for her to show range of voice. Sign-off is a humming tune that's contagious. Miss Godelle did part of commercial pertaining to cash prize contest presumably to assist George Hicks, who was suffering from bad cold.

Commercial bally on intialer a bit overboard for brief program but this no doubt was because of desire to definitely set prize cash. In hands of Hicks (despite husky voice), it never became obnoxious. This new program is set for Sunday night at 5:45 o'clock. Deb of Miss Godelle Sunday over WJZ declared to mark her 25th birthday.

AL GOODMAN
And His ORCHESTRA
PALMOLIVE BEAUTY BOX
EVERY FRIDAY, WJZ
9 P.M., EDT, 130 P.M., PST, NBC

Lehn and Fink Hour
Sundays at 8 P.M., WABC-CBS
COAST-TO-COAST

ABE LINCOLN
AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST

WABC-Tuesday, 8:30 to 9 P.M., DST
(Phillips Delia)

WEAF-Friday, 9 to 9:30 P.M., DST
(Phillips Mills)

JOHNNY AUGUSTINE
+ His Music
Featured on
"MARTY-MAY-TIME"

THURSDAYS, 9:30 P.M. EDT
Coast-to-Coast Columbia Network

REED LAWTON
"The Carlsbad Cavalier"
AND HIS MUSIC
Thurs., 11-11:15 P.M.

WOR
(Sponsored)
program

Personal Representatives
E. MARION GRIMES and J. EATON
270 Park Avenue, New York

ABE LYMAN writes:
"Your recording is the best I have ever heard!"

"OFF-THE-AIR"

RECORDINGS
RADIO & FILM
METHODS CORP.
106 E. 41st St. (at Park Ave.)
Caledonia 5-7526-7531-7533

BILL ROBINSON
With Putney Dandridge
Dancing, Songs, Piano
FLEISCHMANN YEAST
WEAF, New York
J. Walter Thompson

In the old days, when dancers danced mostly with their feet, the judges of huck and wing contests would sit underneath the stage and receive their verdict by ear. In that manner the award was made for technical and rhythmic merit, with no personal bias and no personality tricks counting.

Catching Bill Robinson dancing over the radio is much like sitting under the stage. He's heard but not seen. Yet the hearing is as good as the seeing, when Robinson is in the sound with the music. His taps are clear, concise, perfectly in accord with the music. A mental picture to be drawn from the sound completes the vision of a dancer with complete control over his extremities.

Robinson on the Fleischmann-Yeast show was a decided novelty for that program and for the air. There have been dancers on before, notably Fred Astaire, but his singing and dancing were not his stepping on radio. With Robinson it's strictly dancing.

As an orchestra player on the variety program Robinson clicked as a refreshing departure. His value as a permanent entertainer for pre-recorded songs and dancing is not denied. He entertained, though unseen, on the Fleischmann show. If singing and dancing are the type of dancing as a weekly stint, while avoiding sameness, can be found, then Robinson is a possibility for commercial users.

With the dancer on the program caught was Putney Dandridge, singing songs and playing piano. He has plenty on the ball and can hold his own spot.

SUGAR CANE
With Herbert Stei
15 Mins.
JULIUS GROSSMAN SHOES
WEAF, New York
Grant Tobias

Sugar Cane (her real monicker is Annablanche Honness) on a new Sunday series over WEAF. She shares the spotlight with her manager and director, Herbert Steiner, who more than backs her up with nimble finger of the keyboard. The two get together toward the end of the quarter hour period for informal cross-fire.

Young gal, she's only 12 years of age, while previous success in her delivery, is smart in waylaying any over maturity by bringing the song lyrics within her age limit. This time, opening of school again, was used cleverly. Also she dips into character bits frequently, showing versatility. As for vocalizing, her sounds like a veteran, especially in rhythmic numbers.

Steiner, who appeared as Gerahwin in "Merely We Roll Along" last season, handles his part of the program expertly. Before signing off, a star executive spoke briefly, endeavoring to make the hour a auspicious event. It was mostly commercial copy, however. Name of Grossman is brought around smoothly in the program by the entertainers as well as the announcer. On Sundays at 12:15 p.m. EDT.

FRITZ CRISLER
With Bob Kelly, Wheaties Quartet
Football Series
15 Mins.
WHEATIES
WEAF, New York
Knox Reeves

"This is one of the very first football series to be heard on the air, with Fritz Crisler, Princeton coach, and Bob Kelly, sports reporter, doing a sort of interview job on campus activities. Series gets started early enough, so initial program had to confine itself mostly to trophies. Also Crisler went into some of his observations gleaned from summer training and cross-country journeying. However, he made it plain that he was not to be accepted as an oracle.

Series should mould itself into more definite shape as the season gets started. Closing stanzas used a flash-back, picking out last year's Minn. vs. Pittsburgh tilt for brief dramatization. It was mostly grandstand yelling, though, with Kelly supplying bluffs. Current events of the gridiron will rate attention in this part of program within the next few weeks. Wheaties quartet in another added item to the show. They sing intermittently, with organ music for a background.

Program was accompanied for a lane-up breakfast with advice to stick to a roughage diet. Crisler endorsed it several times during the quarter hour. Program is heard Monday evenings at 7:45 m. EDT.

Mark Warnow is being relieved by CBS after Sept. 25 from his routine sustaining programs so that he may concentrate on special musical stunts. Warnow will also be occupied with two NBC commercials, Bourjois "Smiling Last Paris" and Sandak's dramatic serial with Helen Hayes.

'MUSICAL FOOTNOTES'
With Vivian della Chiesa, Franz Venke, Ralph Ginsburgh
Musical Variety
15 Mins.
FOOTNOTES
WABC, New York
Aubrey, Moore, Wallace

Nice little Sunday noontime quarter-hour on WABC. Footnotes, which spotlights this "Musical Footnotes" program with spot ads gives the N.Y. local address of the show.

Vivian della Chiesa, prize winning violinist, and Franz Venke, operatic tenor, and Ralph Ginsburgh, violinist, with his string ensemble, are nicely coordinated by pleasant 15-minute interspersed by enough commercial splicing for the footyap to make it reasonable all around.

FREDDIE RICH'S PENTHOUSE PARTY
With Freddie Rich's Orchestra, Benay Venuta, Abe Lyman, Lin Murray Choir
30 Mins.
Sustaining
WABC, New York

Freddie Rich, a top flight maestro of the CBS, in a new Sunday evening (7:30-8 p.m.) series of sustainers on WABC and network radio, has the earmarks of a strong stock company idea, and in turn merits commercial sponsorship.

Freddie Rich's Penthouse Party, his "Penthouse Suite" into the show, thence into a coking orchestral of "Blow, Gabriel, Blow" from "A Midsummer Night's Dream" and "The Rose Tree" and a succession of specialties, of which Ted Husing with the Forest Hills tennisers (Kay Stammers, Fred Perry, Helen Goss, Carolyn Baskin, Donald Dodge, Gregory Manch, et al.) took up a bit to much time with talshio, sorry-you-lost good-luck-ole-man and all that sort of thing. Anyway Husing was snappy with the scores which is a surprise.

Benay Venuta rang the bell with a new torcher, "I've Got It Again," Lin Murray's Manhattan. "I Can't Believe My Eyes" were effective harmonizers, after the lovely thirty Husing barrage.

Joe Venuta, no relation to Benay who spells it different anyway) confessed a yen for steel fiddling although admitting to a hot fiddle rep. His sweet, soft, self-composition, also rang the bell. Abe Lyman for an introductory cued Rich into a medley of two waltzes as brought in Lyman, who's fast becoming typed as a waltz kid. That's because of his dreamy commercials but who do him and good when going out on dance dates.

Lyman was in nice voice and gabbed on Louis-Baer, as the intermediary of his pal Jack Dempsey, who admits both boys are good and it's tough to pick 'em. Lyman likes a suspended, and he's got with his nice address on the announcements.

Final big orchestral number was "Park Avenue Fantasy" the Matt Malneck-Frank Signorilli composition, and again permitted Maestro Rich to cut out some of the coking arrangement. Withal a coking hour long.

MARTA EGERTH
With Radio Harris
Singing, Talk
30 Mins.
COMMERCIAL
WJZ, New York

For Marta Eggerth, recently arrived from Europe to do films for Universal, the appearance on the "MGM Movie Club" last Friday evening (8) served as her introduction to American radio. Topping off an interview that was heard in Harris playing the usual line of chitchat questioning, with an operatic aria, the Hungarian actress revealed a coloratura soprano who lends herself perfectly to the home loud-speaker.

In both the chatter and the warbling episodes Miss Eggerth indicated an ease and general comfort that comes with her first time once before the mike.

BOB DRAKE
"The Jackson Family"
The Jackson Family
15 Mins.
SOUTHERN COAL & COKE
WROL, Knoxville, Tenn.

Drake is a one-man show that is building up a husky following for its sponsor, the Southern Coal & Coke Co. of Knoxville. He claims to out-Amos 'n' Andy, the Peppod boys, by taking 12 separate and distinct characters.

The spot goes on every night except Sunday from 7 to 7:15 (CST) with a wax of "Dixie" for a theme. The plot comes the life and times of the Jackson family of Negroes, living in a typical Southern town of Happyville, Tenn.

The Negro dialect is perfect and sounds legitimate to ears critical of most imitators. Drake works his own sound effects, using a high desk with bells, etc. He has a written script but seldom follows it except in spirit. Most of the stuff is improvised.

From four announcements he got 1,700 requests for pictures. It is a night by the sponsor. Which is

CONTI AMATEUR HOUR
With A. E. McIntyre
30 Mins.
CONTE PRODUCTS, I
WOR, New York
Henry J. Howland

Conti's amateur program, which started a year ago and claimed to be first, commercially sponsored broadcast in new dress and closest approach to professional classification in competition for prizes and whole idea is announced as a bid to place talent on the program in professional engagements. Claim that amateurs on this program are closely approaching professional rating but still neophytes. Initial program bears out this contention.

Amateur idea is carried out even to the announcer, who works hand in glove with A. E. McIntyre, conductor of program. Proclaimed as a brand new idea in amateur shows, it differs from others in that there is no competition for prizes and competitive slant is entirely eliminated. All artists certainly show plenty of evidence of the claimed three weeks of coaching and rehearsals. Some nine or ten on this program, some of which are combinations doing specialty and in some cases returning for other specialties. One of the whole thing has been carefully knit together, much the same fashion as other programs featuring numerous professional acts, and is coming on for next closing feature.

Four Strings, instrumental string quartet, comes off with two numbers. Mary Dugan and Harry Edwards garner real returns with "The Rose Tree" and "The Rose Tree." Fair return later for another effective warbling session. Jean Roland, contralto, and an Italian singer, Marie De La, are another happy combination. The Three Babini, collegiate trio, give out hot instrumental music. French song and lect sequence brings back the accordion-playing Roland and Marie.

George Clark, billed as the amateur announcer, takes his poke at many commercial appearances of professional spiers in serving to produce a worded contest for praise of Conti products. Though there is the usual amount of commercial wordage, it is self-peddled and presented so inconspicuously that it seldom proves irksome. Ann program, credited with A. E. McIntyre in the production. Two have done nice job.

'LICK MAN'S DARLING'
With Lick Man, Seay, Peggy Wall, Oils
Serial
15 Mins.
TWO'S TOOTH PASTE
WGN, Chicago

Blackett-Sample-Hummert The show in the mornings, dealing with the heart worries of some sweet youth thing, are beginning to run about of a kind of diminishing returns. They were well when there were three or four or five of them competing for the morning kumme and with literally dozens of these scripts jumbled through the morning hours, the morning kumme is whether many of these shows are going to get any place at all. It was perhaps pretty easy for the commercial man to ask them to listen to and remember the plots of dozens of shows, especially when these various programs follow each other one after another.

Besides that, the theme of all of these shows has become thrice as continuous use. The same hearts-and-flowers theme over and over again; the same sweet, patient woman; the central character is too much of what used to be a good thing. The reaction is beginning to set in.

Story of "Darling" is told in its title: a sweet young girl of 20 married to a millionaire of 45. She is a former newspaper woman. There is a young newspaper man in the yarn as the old flame again.

"Darling" itself is one of the poorer pieces of stage writing. It doesn't flow and doesn't build up any genuine interest. It's talky and has a habit of repeating a single thought over and over again.

"Darling" is competent enough after the radio requirements. Leading lady, Miss Block, stands out clearly from the mob and carries her own story. Has a clean-cut sincere voice which vibrates pleasantly over the loudspeaker. Gold.

not had for a town of this size. The program has run about six months. Drake worked up to radio via vaudeville, and then to radio via dancing, et al. Learned his Negro dialect in Georgia. This is his sixth year on the air, starting on WABC (Newport News) then WTAR (Norfolk) then WJLW, where he started as a radio personality. Finally to WJOL. The boy is good. Gaskill.

SEVEN STAR HEADLI
Dramatic Sketches
30 Mins.
HEARST PAPERS
WCAG, Pittsburgh

This is a commercial on a Hearst station for the local Hearst day, "Sun-Telegraph," dramatizing outstanding headlines of the past week. Sketches are neatly condensed and emphasize highlights and well-acted by an all-professional cast. Plugs for paper come in during announcer's introduction of each skit. Title comes from fact that "Sun-Tele" last edition is called the Seven-Star Final.

Half-hour program each Saturday night usually contains five or six different dramatizations. Typical is one caught, in which stand-out story of Pittsburgh chorus girl, Louise DeForest, who recently drained the front page because she refused to dance with a prince at Cannes. On same 30 minutes was a sketch fashioned from Cooney Island experiences of Ann Sibley Antioch college girl, as well as a feature yarn dealing with change in sex of an English youngster from a girl to a boy. Announcer spells the introduction and the conclusion, with short sketches themselves dealing only with sections that lend themselves best to conversation.

Cast of Seven-Star Headlines includes Ed Harvey, who also directs; Leon Churchon, Sondra Kostner, Marx Hartman, Stephanie Diamond, Norman Twigg, Adelaide Lauer, Robert Gill, Dave Olsen and a couple of others. No music, except a t-a-da at the beginning of each skit, because it isn't needed. As other dramatizations go, this one fits neatly. Cohen.

LITTLE JACK LITTLE
His Original
Orchestra
ON
TOUR

Broadcasting Daily for
Niagara Hudson Electric
Light and Power Co.
ALSO ON COLUMBIA RECORDS

CLEO BROWN
NBC NETWORK
9:05-9:15 A.M. CDST
CHICAGO
Personal Manager SAM BEER

FRANCES STEVENS
FIFTH WEEK
RAINBOW GRILL
Rockefeller, Center
RADIO CITY
Sept. 10-19 MONS-NEILTZER PROGRAM
9 to 9:30 P.M., WJZ

BENJAMIN VERONICA
Sunday 7-7:30 P.M. EDT, WABC
And Enter Columbia Network
Now Appearing in "Anything Goes"
Alvin, New York
Management and Artists Bureau
James C. Murphy
Jules Alberti, 515 Madison
New York City

ALEX HYDE
musical director
WJZ new york

Paine, for Publishers, Asks Gov't To Intervene Against Paid Plugs

Popular music industry has appealed to the Federal Trade Commission for help in suppressing plug bribery and other unfair practices yesterday (Tuesday) with the federal coterie in Washington asking that it hold a trade conference in New York for the purpose of discussing and adopting rules of fair competition that would bind the pop publishers.

Proposal that the FTC be resorted to in an effort to keep the industry within the trade practice provisions of the Wilson NK code was unanimously approved at a meeting last week of popular publishers at the Astor hotel. It was also voted that John G. Paine continue his efforts to see industry on a voluntary anti-bribery pact until the trade conference by the FTC could be held. Paine has received pledges for the pact from about 60% of the pop publishers.

Items which, Paine said, have declared themselves in favor of action by the Federal Trade Commission include Shapiro, Bernstein & Co., Famous Music Corp., Harms, Whitmark, Remick, Sany Bros.-Joy, Donaldson, Douglas & Gumble, Sherman, Clay, Harry Engel, Ager, Yellen & Bernstein, Irving Berlin, Inc., Schuster-Kornheiser, Leo Feist, Inc., Mills Music, Inc., and Sam Fox Music Co.

Coast Scale for Radio Musicians Hits \$115 Peak

Los Angeles, Sept. 10. New musicians' wage scale going into effect Sept. 15 in all radio stations in the Los Angeles area as promulgated by musicians' Local 47, is divided into 10 classifications, to cover all types of broadcasting.

Under new schedule top wages go to musicians regularly employed on national chain programs, pay running from \$60 per man per six-day week for one half-hour broadcast, to \$115 per player on six hours daily. Single engagement over local chain will bring \$45 per man for half hour and \$37 for full hour.

For local chain broadcasting wage is set at \$13.50 for one-half hour; \$21 for full hour.

Combination local and coast chain broadcasts run from \$35 per man per week starting with half-hour broadcast up to \$90 for six-hour day. Single engagement prices for this type of work are \$15 for half hour and \$35 for full hour.

Musicians have divided local broadcasts into three classes. Where established quota of orchestra 12 men pay range from \$35 to \$85. In Class B house, with quota of nine players, scale is \$25 to \$50. In third class, with established quotas of six men, remuneration is set at \$20 minimum to \$75 per week. Under new schedule all free rehearsals have been eliminated, excepting that in national broadcasts new scale includes minimum of three hours of free practice.

Al Donahue Succeeding

Noble at Rainbow Room

Ray Noble sails back to London for a five weeks' vacation some time around Sept. 19.

Al Donahue's orchestra has been hired by Rockwell Hotel to succeed Noble at the Rainbow Room. R.-O.K. also manage the London maestro. Donahue played all summer at the Sands Point Bath Club on Long Island.

BUTCH MARTIN'S MARIQUO

Rochester, N. Y., Sept. 10.

Former Marigold restaurant, on theatre row has been leased by Butch Martin for a nite spot.

It will open in October and run in connection with Martin's present Ridgeway avenue place.

WHITEMAN GOES FEE

Paul Whiteman has been appointed to board of National Advisory Committee of Federal Music Project, which Nicholas Sokoloff heads. It's a division of WPA.

Glen Is. Casino May Try 52-Week Policy

Lin Island Casino, which may continue until next April with a name change, Saturday rights only, after the Dorsey Bros. orchestra closes its season at the roadhouse for the summer. This would be the first time for the lin being open the year round, it working.

Lockwood Conkling took over Glen Island along with the Colonades room in the Essex House, N. Y., from Ed Doran, but will probably not reopen the Colonades, and concentrate instead on the G. I. year-round idea.

TED KOEHLER TEAMS WITH JIMMY McHUGH

Ted Koehler left New York for the Coast yesterday (Tuesday) to team with Jimmy McHugh on the song for an untitled 20th Century-Fox musical. Teaming arrangement was handled by Jack Robbins, to whom McHugh is under contract, and who will publish the Koehler-McHugh output.

Koehler formerly did his writing, in turn, with Harold Arlen and Rubie Bloom. McHugh's previous partner, Dorothy Fields, is now working with Jerome Kern on the RKO Radio lot, that being one cause for the split-up after writing together for eight years.

AMA Acquires United Catalog; Mostly 'Billies'

Associated Music Publishers, Inc., has acquired the performing rights of the United Publishing Co.'s catalog from Ralph Peer, head of Southern Music Co. Compositions involved in the transfer are most of hillbilly genre.

Associated's move is similar to one made several months ago by the European Society of Stage Authors & Composers when it took over the performing rights to the M. M. Cole catalog. Associated, which is a subsidiary of North American, utilities combine, concerns itself mainly with the sale of performing rights, and the acquisition of a hillbilly catalog is expected the firm's approach when it seeks to license radio stations.

Peer's efforts to obtain entry for United as a separate entity in the American Society of Composers, Authors & Publishers have on several occasions proved futile.

FILM PRODUCERS' BUY TALK INVOLVES ALMOST ALL NON-PIC MUSIC PUBLISHERS

Film's renewed interest in music publishing holdings world rights on song values, plus what ever production assets these musical copyrights may have for future picture producing, has involved almost every non-Hollywooded music publisher in the dope talk.

Warner Bros. and Paramount's reported interest in music publishing acquisitions is contrasted by Mills Music, Inc., offering itself at a reported \$1,500,000 to any picture company, providing the present Jack and Irving Mills operating executives are retained under contract.

In line with this, a survey of unaffiliated music publishers lists quite a few with copyright value for film affiliation. Mills is one, E. B. Marks is another, but apparently not as interested because Ed Marks has his son, Herbert, in line as operating successor. For that matter, Ed and Richard Mills are two of the Mills boys already in the Mills Music organization, which is

Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the following is the listing of the songs most played on the "cross-country" networks last week, in relative standing, according to the approximate number of combinations played on WEAF, WJZ and WABC.

I'm in the Mood for Love
Check to Check
And Then Some
You're All I Need
In a Little Gypsy Tea Room
Top Hat
East of the Sun
Accent on Youth
Every Now and Then
That's What You Think
Lulu's Back in Town
No Strings
I'm on a See-Saw
Without a Word of Warning
Page Miss Glory
Rhythm and Romance
Nothing Lives Longer
Piccolino
I Wishd On the Moon
You're in the Mood for Love
Simple Things in Life
Paris in Spring

SONG PLUGGERS MIXED BY NBC

NBC network department last week closed the network's studios, offices and foyers to publishers' contact men (song pluggers). Order barring the boys from the premises was issued after NBC pages reported that several of the former had used "devious methods" of getting to their quarries in the studio. It's the first time that the pluggers have been completely locked out by the network.

Incident that actually brought on the drastic order was the chase of a publisher's rep by a page which took them almost across the entire length of the RCA building and up and down several staircases. The plugger reached the studio he was after, but the page prevented him from making the contact.

In coming back of the ban John Royal, NBC v.p. in charge of programs, declared that if the music business won't hire men who know how to comport themselves and respect privileges there, remains no alternative for the network but to keep them all out. Song pluggers hold that this attitude is unfair, as it makes everybody suffer for the misdeeds of a few.

GILL 1-NITING

Clotilde Springs, Sept. 10. Emerson Gill, head of his orchestra, closing the summer season here at the Antlers hotel, is barnstorming to Detroit on one-night dance engagements, via MCA bookings.

Open House Webster Hall hotel, Detroit, Sept. 14, a third return engagement.

Publishers Spurn Films' Plea for Blanket Licenses; 'ASCAP Not Folding'

Buddy Rogers' Father, Fave Marrying Judge

Kansas City, Sept. 10. Probate Judge Bert Rogers, father of Buddy Rogers, is reaping the benefit of his son's popularity in the marriage license business. This week eight members of the Henry Busse orchestra, journeyed, with wives and friends, to Olathe, Kan., near this city, to attend the marriage of Joseph Anton Masek, 23, Chicago, a member of the Busse orchestra, to June DeForest, 21, Omaha.

Masek was formerly a member of Buddy Rogers' band, and decided he would be married by Buddy's father.

MUSICIANS AT MET, BOSTON, TAKE A CUT

Union contracts for musicians at the Metropolitan are set for the new season on a 52 weeks' basis, with net result that the 24 men and conductor take a slight cut this year.

Under new setup, musicians are required to take off two consecutive weeks during the summer at half pay and two separate weeks at times to be decided by the house throughout the season at no pay. This will mean two layoffs when possibly name bands play the spot.

It means the equivalent of three weeks at no pay. Should the house go straight sound the band must be given six weeks' notice; and in case the musicians have taken off weeks previous to that time at no pay or half pay, they are to be reimbursed on basis of full salary for lost time.

Size of band remains same, and under present plan Fabian Sevitzyk returns this week (13) with his standing title of "guest conductor" to handle classical and production overtures. Henry Kalls, handling the band on stage and for special dance work, carries title of "conductor."

Reviving Rogers Discs

Demand is forcing Victor to reissue two old Will Rogers recordings. Unprepared for any such demand, RCA Victor is reissuing only two of a number of Rogers monographs which date back to 1928, and hence are of the acoustical recording (not the modern electrical recording) type, but decided that because of the clear diction and unusual quality of his recordings, that two complete would be in good taste.

"A New Slant on War" and "Timely Topics" are one brace, and "Will Rogers Talks to the Bankers," "Complete with 'Will Rogers' First Political Speech," constitute the second disk.

Representative pop music publishers last week refused to consider the plea of the picture industry that a blanket licensing agreement, covering both synchronization and performing rights, be contrived so that the interest in the production of the event the American Society of Composers, Authors & Publishers should fold. Publishers, meeting with lawyers for the producers in the Haystack on Thursday (5), dismissed the picture men's worries as baseless.

Agitating the film men is a fear that if ASCAP is wrecked by court decision or internal dissension millions of dollars worth of product would become tied up with the expiration of all licensing agreements, which is Dec. 31, 1935. To avert such contingency the producers have asked the publishers to work out a contract which would entail both sync and performing fees and allow for the showing of a film in all theatres whether they are duly licensed by ASCAP or otherwise.

Publisher spokesmen told the producers' legalities at get-together that it was not their intention to be disagreeable about the situation, but they say they reason that they had to prepare for something that won't happen. Music men averred that they felt assured that there wasn't the least chance of ASCAP folding and that it placed themselves in the position as having assumed such possibility.

ASCAP OPENS BOOKS TO STARR

American Society of Composers, Authors & Publishers has agreed to furnish Herman Starr, Warner Bros. treasurer, any date he wants from the Society's books or files. Understanding is that as soon as Starr feels assured that all the inside info he seeks is available to him he will accept ASCAP's invitation to become a member of the board of directors.

As reorganizer of various WB holdings Starr has undertaken the task of finding ways of increasing the income from performing rights of the Warner music publishing firms. Invitation that he replace Edwin H. Morris as the WB rep on the ASCAP board was extended with the hope that his inside observation might lead to Warner's rescinding its decision to withdraw its four publishing concerns from the Society at the end of 1935.

That Starr has asked of the Society includes:

1. Copies of contracts made by ASCAP with all radio stations the past three and a half years.

2. How the percentage fee is applied to commercial programs and what percentage of this fee has been forthcoming from NBC and CBS network commercials.

3. Copies of the Society's agreements with other types of licensees.

4. Breakdown of everybody's expense account in the Society with the objective being particularly to find out what have been the expenditures of the officers, the general manager and general counsel.

5. Copies of the new five-year contracts given to L. B. Levy, of WCAU, Philadelphia, and the CBS and NBC-owned and operated stations.

MPPA GETS 12G FROM AIR DISCS

Music Publishers' Protective Association is distributing \$12,000 which is taken from radio disc sources in August. Distribution of the previous month totaled about the same.

For July and August the royalty taken on transactions represent a bond of 50% over what they had been for the parallel months in 1934.

offer for 50%, but since his son-in-law, Frank Kelton, is now so active in the B-S operations, he's not particularly anxious to relinquish a business long built up by him and the late Maurice Shapiro. Elliott Shapiro, son of the latter, is also a B-S exec.

Almost all of the above from time to time have published picture songs or have direct or indirect Hollywood connections, but by continue them regardless.

Contrasting Mills Music's \$1,500,000 asking price with the \$75,000 which Mills paid for a 51% control of Robbins-Music Corp., the increasing value of song catalogs is apparent. For that \$75,000 investment, Mills six months thereafter in 1929-30 received \$145,000 dividends and then has accumulated unto itself almost \$500,000 in total divvies, besides maintaining a very liquid cash reserve, not to mention the copyright values which it received for nothing as owner of the firm.

Only this \$250 most likely to be in production rights to Robbins' musical works is compensation to the authors.

why tin pan alley wonders how come the elder Mills are so anxious to sell out.

Bobby Crawford is reported willing to make a picture deal and himself go into film production, although Crawford's Gordon and Revel exclusivity has long established him with Pat Pictures, Irving Berlin, Inc., having RKO Radio and Columbia film units in the field, is talking of setting up a subfund exclusively for picture songs, but by no means sell out.

Feist's two of the most valuable music properties are Leo Feist, Inc. and Shapiro-Bernstein & Co., Inc. The Feist catalog at one time was reported offered \$300,000 by Paramount which, at the same time a last winter, was reported as having bid \$200,000 for Mills Music. Mrs. Leo Feist, widow of the publisher-founder and controlling stockholder of the company of which Edgar F. Bitner is operating head, is said to be opposed to any picture deal, at least regardless of terms, for sentimental reasons. Louis Bernstein for B-S states he might listen to an

AUGUST MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING AUGUST BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES.

6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS-ANGELES
Song—No. 1	'In a Little Gypsy Tea Room' (Fred Astaire, Leo Relsman Orch.)	'In a Little Gypsy Tea Room' (Fred Astaire, Leo Relsman Orch.)	'In a Little Gypsy Tea Room' (Fred Astaire, Leo Relsman Orch.)
Song—No. 2	'In the Middle of a Kiss' (Fred Astaire, Johnny Green Orch.)	'When I Grow Too Old to Dream' (Fred Astaire, Johnny Green Orch.)	'When I Grow Too Old to Dream' (Fred Astaire, Johnny Green Orch.)
Song—No. 3	'I'll Never Say 'Never Again'' (Fred Astaire, Johnny Green Orch.)	'East of the Sun' (Fred Astaire, Johnny Green Orch.)	'East of the Sun' (Fred Astaire, Johnny Green Orch.)
Song—No. 4	'East of the Sun' (Fred Astaire, Johnny Green Orch.)	'Paris in the Spring' (Fred Astaire, Johnny Green Orch.)	'East of the Sun' (Fred Astaire, Johnny Green Orch.)
Song—No. 5	'You're All I Need' (Fred Astaire, Johnny Green Orch.)	'I'll Never Say 'Never Again'' (Fred Astaire, Johnny Green Orch.)	'Quarter to Nine' (Fred Astaire, Johnny Green Orch.)
Song—No. 6	'And Then Some' (Fred Astaire, Johnny Green Orch.)	'And Then Some' (Fred Astaire, Johnny Green Orch.)	'And Then Some' (Fred Astaire, Johnny Green Orch.)

4 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'Cheek to Cheek,' 'No Strings' (Fred Astaire, Leo Relsman Orch.)	'Cheek to Cheek,' 'No Strings' (Fred Astaire, Leo Relsman Orch.)	'Lady in Red' (Louis Prima Orch.)
BRUNSWICK—No. 2	'Isn't This a Lovely Day,' 'Top Hat, White Tie and Tails' (Fred Astaire, Johnny Green Orch.)	'Top Hat,' 'Isn't This a Lovely Day' (Fred Astaire, Johnny Green Orch.)	'In a Little Gypsy Tea Room' (Louis Prima Orch.)
BRUNSWICK—No. 3	'Piccolino,' 'Toddlin' Along With You' (Fred Astaire, Leo Relsman Orch.)	'You're So Darn Charming' (Hal Kemp Orch.)	'Why Dream' (Freddie Martin Orch.)
BRUNSWICK—No. 4	'Page Miss Glory,' 'You're So Darn Hot' (Hal Kemp Orch.)	'In a Little Gypsy Tea Room' (Louis Prima Orch.)	'Lulu's Back in Town' (Dick Powell)
BRUNSWICK—No. 5	'Mist Otis Regrets,' 'Nagasaki' (Cab Calloway Orch.)	'What a Little Moonlight Can Do' (Ted Wolfson Orch.)	'St. Louis Blues' (Boswell Sisters)
BRUNSWICK—No. 6	'I Wish on the Moon,' 'Miss Brown to You' (Teddy Wilson Orch.)	'St. Louis Blues' (Boswell Sisters)	'I'll Never Say 'Never Again'' (Ozzie Nelson Orch.)
COLUMBIA—No. 1	'I'm in the Mood for Love,' 'Speaking Confidentially' (Little Jack Little Orch.)	'I'm in the Mood for Love' (Little Jack Little Orch.)	'Music Hall Rag' (Benny Goodman Orch.)
COLUMBIA—No. 2	'Cheek to Cheek,' 'Top Hat, White Tie and Tails' (Phil Ohman Orch.)	'I Wish on the Moon' (Little Jack Little Orch.)	'Solo Hop' (Glenn Miller Orch.)
COLUMBIA—No. 3	'In a Little Gypsy Tea Room,' 'Ev'ry Single Little Tingle of My Heart' (Russ Morgan Orch.)	'Harlem Heat' (Mills Blue Rhythm Orch.)	'Honeysuckle Rose' (Red Norvo Orch.)
COLUMBIA—No. 4	'Cotton,' 'Truckin' (Mills Blue Rhythm Band)	'Gentleman Doesn't Believe' (Lou Stone Orch.)	'Greener the Grass' (Reginald Forsythe Orch.)
COLUMBIA—No. 5	'Old-Fashioned Love,' 'Honeysuckle Rose' (Red Norvo Orch.)	'Devils Kitchen' (Vic Burton Orch.)	'In a Little Gypsy Tea Room' (Russ Morgan Orch.)
COLUMBIA—No. 6	'The Rose in Her Hair,' 'Love Me Forever' (Russ Morgan Orch.)	'Yankee in Havana' (Benny Meroff Orch.)	'Devil's Kitchen' (Vic Burton Orch.)
DECCA—No. 1	'In a Little Gypsy Tea Room' (Bob Crosby Orch.)	'Rhythm Is Our Business' (Jimmy Lunceford Orch.)	'I'm on a See-Saw' (Ambrose Orch.)
DECCA—No. 2	'Rhythm Is Our Business' (Jimmy Lunceford Orch.)	'In a Little Gypsy Tea Room' (Bob Crosby Orch.)	'Sugar Blues' (Clyde McCoy Orch.)
DECCA—No. 3	'What's the Reason' (Guy Lombardo Orch.)	'Chasing Shadows' (Dorsey Brothers Orch.)	'Quarter to Nine' (Victor Young Orch.)
DECCA—No. 4	'Chasing Shadows' (Dorsey Bros. Orch.)	'What's the Reason' (Guy Lombardo Orch.)	'When I Grow Too Old to Dream' (Casa Loma Orch.)
DECCA—No. 5	'Sugar Blues' (Clyde McCoy Orch.)	'Sugar Blues' (Clyde McCoy Orch.)	'In a Little Gypsy Tea Room' (Bob Howard Orch.)
DECCA—No. 6	'Lady in Red' (Victor Young Orch.)	'Lady in Red' (Victor Young Orch.)	'Lady in Red' (Victor Young Orch.)
VICTOR—No. 1	'I'm Gonna Sit Right Down and Write,' 'You've Been Taking Lessons in Love' (Fats Waller Orch.)	'Piccoli' (Ray Noble Orch.)	'Ballad in Blue' (Benny Goodman Orch.)
VICTOR—No. 2	'My Very Good Friend the Milkman,' 'You're the Picture' (Fats Waller Orch.)	'Cheek to Cheek' (Eddie Duchin Orch.)	'When I Grow Too Old to Dream' (Nelson Sway)
VICTOR—No. 3	'East of the Sun,' 'What a Little Moonlight Can Do' (T. Coakley and J. Jackson Orch.)	'Double Trouble' (Ray Noble Orch.)	'Let's Swing It' (Ray Noble Orch.)
VICTOR—No. 4	'12th Street Rag,' 'Sweet Sue' (Fats Waller Orch.)	'Accent on Youth' (Jan Garber Orch.)	'Dodging a Divorce' (Paul Whiteman Orch.)
VICTOR—No. 5	'Top Hat,' 'Piccolino' (Ray Noble Orch.)	'Lulu's Back in Town' (Fats Waller Orch.)	'Chasing Shadows' (Enric Madriguera Orch.)
VICTOR—No. 6	'In a Little Gypsy Tea Room,' 'In the Merry Month of May' (Jan Garber Orch.)	'Sweet Sue' (Fats Waller Orch.)	'Japanese Sand Man' (Benny Goodman Orch.)

Sheets Start Sept. Strong After Poor Aug.; Discs Off

New York, Sept. 10.
After the most discouraging month that the music business has experienced in years, sheet sales took a big spurt the first week in September. August saw Morris' 'In a Little Gypsy Tea Room' hold a selling position for the third consecutive nothing else hitting a strong pace. Disc field failed also to show.

Best sellers for August were equally divided between picture and Tin Pan Alley sources. Top sales runners-up for the month were 'Love Me Forever' (Bertin), 'Accent on Youth' (Famous), 'Rose in Her Hair' (Witmark), 'Lady in Red' (Remick), 'I Couldn't Believe My Eyes' (Capitol) and 'Sweet and Slow' (Remick).
Tunes that disclosed promising sales futures during the latter part of August were 'Rose in Her Hair', Fox's 'Animal Crackers in My Soup' and the group from the RKO film, 'Top Hat', particularly 'Cheek to Cheek'.

Fred Astaire, with Leo Relsman and Johnny Green accompanying, topped the Brunswick top seller, while Little Jack Little headed the Columbia list and Fats Waller the Victor alignment.

Chi Sags

Chicago, Sept. 10.
Music business, especially the sheet field, was off for August with the total take even falling below the gross biz for August of 1934. Lenty of alibis for the August slump, but the one which stands out is the lack of sock best-sellers. Perked sharply, however, towards the close of the month, especially in the disc end of the trade.

Showing particularly good promise for high stakes this coming month are 'Cheek to Cheek', 'Accent on Youth' and 'Rose in Her Hair'. That Astaire picture, 'Top Hat', is already starting to pound out winners as is exemplified by the 'Cheek to Cheek' upbeat and by the woe demand for the three Astaire discs on the Brunswick label. Topping everything in the music field around here at present.

Coast Defies Heat

Los Angeles, Sept. 10.
Despite terrific heat of late August, sheet music and record sales held strong on the Coast, with September getting away to another bang-up start. August sales, according to jobbers and liers, was heaviest of the summer.

Joe Morris' 'Gypsy Tea Room' held undisputed top spot over the sheet music counters and was also heavily in demand on the discs. After being displaced previous month from the six coast leaders, 'When I Grow Too Old to Dream', published by Robbins, developed a new lease on life during August and ran a strong third. Coming along lively late in the month were 'Animal Crackers in My Soup', 'Rose in Her Hair', 'Love Me Forever', 'Cheek to Cheek', and 'On a See-Saw'.

Two Louis Prima recordings, 'Lady in Red' and 'Gypsy Tea Room' topped Brunswick platters, while Benny Goodman recordings holding top spot on both Columbia and Victor programs with 'Music Hall Rag' and 'Ballad in Blue', respectively.

Rainbow Holds Singer

Option on Rita Lester, who opened last week at the Rainbow Road stop RCA Building in Rockefeller Center, New York, has been picked up for another four weeks. She was originally set in the spot for a fortnight by Rita Marlow. It's the warbler's first appearance in New York, coming from Chicago.

Carl Lamont now representing Chappell & Co. on Coast.

the enlisting of support of newspapers in the fight against the Duffy bill.

Calif. ITO Moves To Have ASCAP Declared Illegal

Los Angeles, Sept. 10.

Independent Theatre Owners of Southern California has instructed its attorney, Frank S. Hutton, to take necessary legal steps in an endeavor to have the American Society of Composers, Authors & Publishers declared a monopolistic combine, operating in restraint of trade in California.

Steps would also be taken to enjoin ASCAP from making further collections of fees from exhibitors. Members of the ITO, with attempt made to secure a return to members of all monies paid to ASCAP during past two years at least.

Proposed plan is to proceed along lines at law to what was done in Washington recently when the Superior Court of Thurston county issued an injunction ordering ASCAP to remain in status quo, and directing that no further payments of fees or music royalties be collected by the association.

Music Notes

John Prete has reopened his Town Casino Club on West 52nd street, N. Y., with Adrienne Lucine, Harriet Carr and Albert Isaacson's orchestra for the show.

Gene Autry went east to have his prairie yodeling platted by Brunswick.

Frederick H. Moller dishing up the music score and incidental tunes for 'The Pearl Necklace' at Paramount.

Everett Hoagland opened Sept. 11 at Casino Gardens, Ocean Park, Cal.

Jack Whitman leaves Ben Hur's Riviera, Englewood, N. Y., tonight (Wednesday), after a four-week stay. Eddie South remains on the assignment.

Red Tompkins returns to the Ropeland ballroom, Brooklyn, Sept. 17 for a nine-month run. He will have a WHN, New York, wire.

Shapiro, Bernstein has taken over the American rights to Red Gulls in the 'Sunset' from Peter Maurice British publisher. Writers of Red

Salls were also responsible for 'Isle of Capri'.

Abs eyer will handle the music score for Sol Lesser's 'The Calling of Dan Matthews', his 73d of the year.

Boyd Gaylord's orchestra, with Lee Owens and Jack Fomery's Rive playing at Club Paloma, Schenectady, N. Y.

Carroll Gibbons back from London, in Boston visiting his family for a short time. He came over with Henry Hall, BBC musical head and party.

Louis Bernstein, head of Shapiro, Bernstein, and his wife, have returned from a seven weeks' tour of Europe.

Jack Mills has acquired the publishing rights to the score of the Hollywood, New York, restaurant floor show, which is slated to open Sept. 28. Jerry Levinson, Al J. Neiburg and Marty Symes are the writers.

Jerry Freeman man continues at the Paradise restaurant, N. Y., with the spot again going in for a polley of name acts for its show.

Cy Delman into Copley-Plaza, Boston, Sept. 28.

Coast Musikers To Wage Fight On Duffy Bill

Los Angeles, Sept. 10.

Pacific coast branch of the American Society Composers, Authors & Publishers voted last week to open a campaign against the Duffy copyright bill, which is slated to be presented at the next session of Congress early in the year.

Move was made at meeting last week, when Nathan Burkan addressed the coast contingent and told the group that an aggressive campaign would have to be waged by ASCAP and its members to combat the many interests lined up against the society.

Committee on the Coast, appointed at the meeting, includes Irving Berlin, Al Jolson, L. Wolfe Gilbert, Bert Kalmar, Jay Gorney, Buddy De Sylva, E. Y. Harburg, Gus Kahn, Al Dubin and Ralph Rainger.

Group is slated to get together this week to discuss line of attack, and one suggestion advanced was

12 Scattered Wks. Total Midwest Time, Package Shows Preferred

Chicago, Sept. 10. New midwest vaude season gets underway with approximately 12 weeks of time on the various circuit and independent books. This is somewhat less than last year.

On the Balaban & Katz book for Chicago there are full weeks at the Chicago, Oriental and Marbro, Harding, Uptown, Tivoli and South-town are playing three-day week-ends, Century, Senate, Tower play Sundays only. B. & K. also formerly had the Paradise for Saturday and Sunday; the Terminal and Belmont for Sunday. There is some possibility of this time returning within a few weeks.

On the Great States book there remain just two vaude towns, Peoria and Springfield, which is now for four days. Other Great States towns such as Rockford, Decatur, Danville, South Ben, Galesburg, Quincy are now playing only units and special attractions.

RKO book now contains Fort Wayne, Dayton (a full week) and a Sunday at the local Kedzie. On the hope list are Cedar Rapids, Sioux City, St. Paul and Dayton, which played vaude last year on week-end and split-week time and may return this fall.

Frank Gladden office has lost the Lyon in Indianapolis, which is now being booked by the owner-manager with anybody who has attractions or acts. No permanently new connection has as yet been made. Bookings on the outside for special attractions also is the Rivoli in Toledo.

Bill Diamond & Co. has the State-Lake (full week) here and a week at the Tower in Indianapolis. Michael by Dick Hoffman. Also there are a couple of Sundays in Michigan City and the local Roseland-State. On the maybe list is the Princess in Memphis.

Mi. Igon Units Only Mason City for Saturday and Sunday remains as vaude time out of the Boyle Woolfolk office. The Springfield office for Michigan is in the pondering stage. At present appearances the circuit will play special attractions only, and there's a possibility that Woolfolk will build his own units to take care of this eventuality. Wisconsin theatre in Milwaukee is another house which plays attractions if and when and maybe.

William Morris & Co. here is booking a full week at the Riverside in Milwaukee. Sam Bramson is contact man with this, Manager Ed Weiselt coming into town every week for the booking conference. Warner time being booked out of the Morris office by Charles Hogan now consists of the Stratford on Saturday and Sunday, and in the future there may be some time at the south side Capitol and the Parthenon in Hammond.

There is a trend in the midwest to bulk entertainment packages; units and special shows.

Rand and Davis Units Opening for Paramount

Paramount breaks in two new units the week of Sept. 20. One is Sally Rand's troupe of 20 people, opening at the Paramount, Springfield, Mass., with Edna Davis in new show, also containing around 20 specialties, debuts at the Michigan, Detroit. Both units set by the William Morris office.

Springfield is full weeker, playing occasional shows booked by Par in New York.

N. O. Indie Gets Vode

New Orleans, Sept. 10. Anticipating the fall uptown, the Strand theatre, formerly operated as a Saenger picture house in the uptown area, will be reopened Sept. 14, with vaude Saturday and Sunday for the first two weeks, and possibly as a full-week after that. Stage is being enlarged.

VAUDE GETS CUGAT

Pittsburgh, Sept. 10. Xavier Cugat's Ambrosia opens six weeks of stage work Friday (13) at Stanley, carrying in addition a femme vocalist and the dance team of Georges and Jaina. It's Cugat's first footlight appearance. He will play same bill with him here will be Molly Picon, who has played here previously only in Yiddish musicals.

Perkins' Palace Show

Intact for RKO Time

Current Palace New York show, headed by Johnny Perkins, will play most of the RKO (unit intact). Following the Palace, it goes to Cleveland, Cincinnati and Dayton, all full weeks, in the order named. Troupe then lays off for two weeks so Perkins can see the World Series, probably re-opening for RKO after the ball games.

Besides Perkins, show includes Park and Clifford, 32 Roxettes, Babs Ryan and Ruth Petty.

POSSIBLE STAGE RETURN AT PAR, N. Y.

Paramount is contemplating re-summing stage shows at the Paramount theatre, on Broadway. Some of the operators have been arguing that Sept. 27 is a good date on which to start off a name show policy at the theatre. Bob Weltman, of the Paramount theatre staff, and Boris Moros especially want the combo policy, though higher up theatre officials are far from being definitive on the point.

The question of the return of stage shows to the Paramount depends on three elements. First, there is the question of film production; second, the question of availability of name talent; third, the box office scale. Additionally, there is a controversy on whether the three-name vaude thing should be the new policy, if the stage thing is accepted, or whether the theatre should return instead to presentations only. Name shows may imply a holding of the theatre's b. o. scale in order to carry the overhead. There is also an outside chance that the Paramount might decide, for safety reasons, to adopt a policy similar to that which the RKO theatre employs, a reduced scale and a cheap show.

Moros is understood to be arguing that the Paramount now has an excellent chance to cash in with stage shows with the Capitol film.

PITTS-MAMAUX ASK \$1,500 AS VODE TEAM

The vaudeville offer which Alabama Pitts and Mاماux submitted to Warden Laves of Sing Sing for an okay last week came from RKO via Curtis & Allen.

RKO wants the ball team for Troy, Schenectady and Albany starting Sept. 20, International League season ends Sept. 14.

No salary arrangement made, pending an opinion from Laves, but Mاماux is asking \$1,500 for the combo.

Platke Leaves F.&M.

Hollywood, Sept. 10. M. D. (Doc) Howe has been named director of talent and roadshows for Fanchon & Marco following the resignation of Ira Platke, who goes on his own.

Howe is the former F. J. booking manager.

BALTO GETS HUTTON

Baltimore, Sept. 10. Ina Ray Hutton's all-girl orchestra plays Loew's vaudefilm Century week of Oct. 20.

Will be first visit for aggregation 'here.

'Queen Mary' Bookings

Sylvia Loew of WOR Artists bureau is leaving for London next month to begin negotiations with Cunard White Star line for the maiden voyage of Queen Mary which will be launched late next spring. Station bureau handling talent for the trip.

Initial ship show to be international in scope.

PWA VAUDE-CIRCUS UNITS IN REHEARSAL

Five free circuses for New York City's parks and armories and three more, vaude units in the work relief project went into rehearsal last week, with Charles Mosconi in charge. Each of the circuses will entail around 50 performers, stagehands, etc.

Circuses aren't expected to be ready before cold weather sets in, with the result they probably rotate through the city's armories until next spring, when they'll go into the parks.

At the same time as the new relief show was in rehearsal, Ralph Whitehead, executive secretary of the American Federation of Actors, lodged a protest with the government on the low wage scale for actors in the relief shows. Salaries were recently upped from \$94 monthly for singles and teams to \$103.40.

Whitehead has been appointed to the Reclassification Board of the Temporary Relief Administration in New York. Object of the body is to go over the relief lists and recommend those artists capable of playing in the circuses and vaude units.

2 1/2 RKO WEEKS AT 30% CUT

In three of its 11 weeks of vaudeville, RKO thinks it has found a means of buying \$2,000 shows for \$2,000—asking the acts to take a 30% cut. The paralytic dancers are Rochard and Albany, Troy and Schenectady, splits: Albany opens Friday (13), while others are already playing stage shows.

If and when Syracuse joins the other RKO upstarts in vaude, it will also be a 30% cut week.

Units Back in Dayton

Dayton, Sept. 10. Units resume at RKO's Colonial Sept. 20, beginning with Olmsted and Johnson, in combination with films. During summer, house used stageband shows.

It was the first time in years that stage shows held through entire summer here.

Warners' Teaming Berkes And Howard for Shorts

Johnny Berkes, from vaude, has been signed by Warners for another six months.

Studio is teaming him with the original Shemp Howard in comedies.

Bowes-NBC Threaten Suits Against Theatres Over Unauthorized Billing

Major Bowes and NBC's artists' bureau are jointly contemplating suits against 22 theatres in that number of towns which in the past two or three weeks have billed stage shows allegedly without permission as 'Major Bowes' Amateurs.' Three theatres are named: Park Reading, Lewis and Clark, and Ritz, Newburgh. Also houses in Poughkeepsie, N. Y., Ohio and West Virginia.

NBC's legal department, which now has the matter, has been conferring for the past three days on the basis for a suit and the amount of damages to be asked. Bowes' name is copyrighted, and that would be one phase of the suit while unauthorized billing with Bowes' own amateur units will probably be another.

Meanwhile, Bowes starts production of his sixth amateur unit next week, which will probably open around Oct. 1. His No. 4 unit opens Sept. 20 at the Shrine Temple in Buffalo at the highest guarantee for an amateur show yet, \$7,000.

Loew's has the No. 1 show booked through New England in the Poli houses at \$4,500 plus percentage, and the No. 3 show in Balto and Wash., while Paramount has the No. 2 show booked through the midwest.

Moss, Still Determined, Dates Another Agent, but Plaster Doesn't Say When

Moral Victory

Chicago, Sept. 10. Three Stooges (Howard, Fine and Howard), currently at the Oriental, have been booked for four days to follow at the Harding, B. & K. nabes.

Before accepting, Stooges demanded around \$150 extra for cost of shipping their car from Chi. to the Coast; after much bargaining, act finally settled with B. & K. for \$12.60.

Str.-Vode Show Grosses \$2,700; Actors' Peanuts

The \$1 top straight vaudeville bill at the Castle, Long Beach, L. I., last week grossed only \$2,700. Big business expected over Labor Day did not materialize as rain kept the crowds away from the shore.

After the union help was paid, house got half of the net and show split the balance. The acts not only were figuratively paid off in apples, but due to weather, did not even get a chance to take a swim.

On the bill were Harry Rose, Jules Bledsoe, Smith and Dale, Barney Dean, Dolly Kay, Sammy White and Beatrice Curtis, and the Gertrude Hoffman Girls (18). Max Hayes and Sam Howard staged the show.

Savos Divorced

Reno, Sept. 10. Joan (Mrs. Jimmy) Savo got her divorce decree today. Desertion was the grounds. Savos were married 12 years and had no children.

Property settlement reported made includes their southern California ranch near Los Angeles, which goes to the wife. Comedian is now east but had in Hollywood Oct. 15 on his new Hal Roach film contract.

Big-Time at 15c

Salt Lake City, Sept. 10. Roxy, 15c, uptown house, playing seven acts of advertised 'big wheel' vaude.

Headliners are Utah Junior Buckaroos, old hillbillies.

Nebraska's Vaude Yen

Lincoln, Sept. 10. Nebraska's getting vaude conscious early. Two houses, Orpheum and Variety, representing competitive chains, ran opened with stage shows Aug. 30. The Orpheum Omaha, broke some records with Olsen and Johnson.

Now the move is outstate, with the Tri-State and Central States strings grabbing at the idea. The Sun, York, Neb.; Capitol, Grand Island, Neb., and Rivoli, Hastings, Neb., are trying the idea two days a week for a time. The above trio are 5,000 to 15,000 population towns. Cheap units are the predominant use.

Dickenson on Coast

Los Angeles, Sept. 10. George Dickenson, co-director of the Tivoli Theatre circuit in Australia, arrived here Saturday (7) aboard the Mariposa, for conferences with Sam Kramer, local representative in the Bert Levey offices, on stage talent.

Dickenson, who is accompanied by his family, remains here until Friday (14), then going to New York, en route to London.

With the licensing of New York's theatrical reps as employment agencies now apparently his chief yen, License Commissioner Paul Moss renewed the attempt last week by issuing a complaint against Bill Schilling, indie agent, for allegedly violating the General Business Law. Schilling was given a summons to appear in Magistrate's Court in the year 1935; but it didn't mention a date.

Matter was turned over to I. Robert Broder, who will act as counsel for the Independent Agents Association in handling the misdemeanor accusation for Schilling. Broder wrote to Chief Magistrate Jacob Gould Schurman, citing the error in the summons and stating his client would not be re-served. Notification chiefly concerned itself with accusing Schurman that a similar complaint against an agent (Charles Allen) was dismissed last year in Special Sessions, and that the License Department is wasting public funds as well as the court's time in again trying to prosecute the matter when the original had been handled.

A copy of the letter was also sent to Mayor LaGuardia, who appointed Moss, brother of B. H. Moss, showman, to the license commissioner's ship.

The Last Time In his last attempt to license the agents a few months ago, Moss called about 12 to his office for questioning. When they refused to be grilled, Moss railed against their stubbornness. He stated at that time that they could take any amount of commission from acts (law allows 10% employment agency only 5%), and it would be all right with his department so long as they were licensed. He also said that if it would take all of New York's 15,000 acts, the agent would be licensed. A request for the minutes of that hearing and a record of Moss' remarks has not been granted.

In order to cope with the situation, Moss added an extra legal advisor to the License Department to study the theatrical agency situation. In the first court battle, an assistant to the Corporation Counsel prosecuted Allen, but later Moss said that the city lost the case because the prosecutor didn't know show business and was strictly a 'legal specialist in bastardy.'

A movement is now underway for the Loew and RKO agents' associations to petition Mayor LaGuardia to stop what they consider 'the persecution' of theatrical agents by Moss.

THEATRES-MUSICIANS AT IMPASSE IN PHILA.

Philadelphia, Sept. 10. No indications of possible agreement between the Musician's Union and Fox and Earle managements over dispute that led to discontinuation of stage shows by two houses. Warners, operating Earle, have likewise discontinued stage shows in numerous nabes houses where they have been staging them week-ends.

Houses sought to cut orchestras, and union replied by increased demands. So far union has shown willingness to discuss it, with managements sitting tight, apparently with idea of waiting game. Only Carman and Fay's (latter with colored show and band) have stage shows in Philly. Former met union terms.

Toledo Getting Shows

Triedo, Sept. 10. Looks like good year for vaude here. Howard, Fine and the Rivoli, and Henry Stickelmayer, of the Paramount, each have lined up stage talent for the winter months. Olsen and Johnson open at the Ritz Sept. 13 with their 'Everything Happens' unit.

CALIFORNIANS ABROAD

Hollywood, Sept. 10. California Californians head hops to England for bookings at the Palladium, London, and other British houses, following a week at the Paramount, L. A.

Ort wound up last week in Radio's 'To Beat the Band.'

NEW ACTS

HELEN HONAN
Impersonations, Dancing
12 Mins.; Two (Dances)
Palace, N. Y.

Helen Honan was last new act reviewed as part of Honan and Arden. She now works solo, but with much of her former material. Her review. Too much for her own effectiveness.

Clit has a talent for mimicry, but the hemstitching that holds together the patchwork could be more expert. At moments the turn of the carbon copy, despite a variety of impersonation, is a bit too much for her own effectiveness.

Act really starts to founder when she zippers herself out of the satin gown and stands forth in overalls. Brief sample of hoofing might be legitimately included as, perhaps, an impersonation of a Ruby Keeler of something of the sort, but she relies upon the hoofing as her climax and getaway. Breakneck pace of modern hoofing invites comparisons.

Outmoded and pointless is her encore bit as Charlie Chaplin. Miss Honan can troupe, her diction is clear, some of her characterizations are nicely shaded, but she stands in need of judicious stage direction. A more attractive dance costume avoiding trousers and possibly favoring trunks or something dainty might be a good idea. *Land.*

THREE NONCHALANTS
Comedy Acrobats
12 Mins.; One

Apparently new around New York, these three acrobats should get whatever there is to get nowadays. They have devoted comedy into an assortment of first-rate muscle acrobatics. The comedy is easy-going and avoids the smart-aleckery that upsets many bleep merchants when pursuing giggles. The serious tricks are able to command the applause of respect.

Boys work clean. Wear neat gray business suits. Good deal of floor-wiping and knockabout hoke, but not sloppy. Their comedy knows it can be gradually extended, but probably they'll get along best and avoid trouble if not rushing into that and a little good comedy beats a lot of third-rate mugging in any acrobatic turn.

Act could probably play floor shows in niteries, where the tables aren't too close to the performers. *Land.*

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BERNIE AND GOLD (3)
Comedy, Dancing
14 Mins.; One
Orpheum, N. Y.

Both billed boys are out of former knucklebust combinations (Bernie and Walker and Gold and Ray). New combination will need plenty of work—and almost entirely new material outside of their hoofing—to achieve the strength of their respective former acts.

Bernie and Gold have softened most of their past mayhem, but the essence is there, and their bits with the unbridled blonde are far from original. The kissing routine, for one, was used in the Gold and Ray act to better advantage. Boys have the appearance, however, and can dance, even if their hoofing now is only incidental to their comedy. Latter's worth, though, doesn't deserve the stress it is given.

Next-to-closed here weakly. *Scho.*

RITA DELANO

Singing
11 Mins.; One
Orpheum, N. Y.

This buxom brunet's choice of songs, with one exception, does not match her voice. The one time she does stray into her own domain, it's a song by Duke Ellington. Her song selection is more of the ballad type, hardly fitting her appearance. She uses no mike and her voice is powerful enough to get by without the p.a. system. Nor is there piano assist.

Andience response was only fair for her deuce-frame appearance. *Scho.*

Syry Organist Shifts

Syracuse, Sept. 10.

Paul H. Forster, dropped by Schine after 10 years at the Eckel as featured organist and part of the time assistant manager, goes to the Harvard, operated by George Smith, opening Friday (13). Forster is the sole survivor among Syracuse theatre organists. Dismissal at Eckel results from shifts due to RKO and Schine pooling deal.

Forster's broadcasts from WSYR will be continued, with Charlie Warren, new station announcer, substituting for Gus W. Lampe, Schine district manager, the 'Gus' of the 'Paul and Gus' programs.

Burke Dismissed

Chicago, Sept. 10.

Judge last week dismissed the case brought against Johnny Burke by Chic Thomas, following a scrap in front of the Butler building a fortnight ago.

Fight started after Burke claimed that Thomas was using his soldier routine.

Broadway's Young Men

By O. M. Samuel

Gray-Haired Young Men of Broadway
Grown old before their time,
Speaking in terms of millions—
They haven't got a dime.

Nothing is on the level—

'It's all a fake,' they rave.
List! to the real wise ones,
Gallant knights of the pave.

Hanging around in doorways,
On curbstones year by year,
Waiting for ships that never come
In—
't 'on far from the pier.

Gray-Haired Old Men of Broadway,
Finding, too, late, they're wrong.
Instead of kidding the others,
They've kidded themselves along.

Saranac Lake

By Chris Hagedorn

Mrs. Garry Sligreeves here looking hubby over.

Bobby Merrick back in the San after one month downtown.

Joe Parker and Eddie Ross, bridge team, posted a challenge to any pair of patients.

Irving, nephew of Lou Real, left the Lodge with clean bill of health.

George Vogelle made his annual trip to see his wife the past week.

Irving Zimmerman stopping in town to see the frau, who is a late arrival.

Betty Huntington studying shorthand for a secretary job.

'Mother' Morris to N. Y. to supervise moving into new penthouse apartment.

Labor Day lawn party for patients.

Vaudeville Unit No. A, put on swell entertainment for the N. Y. A. patients last week.

Happy Benway writes he turned G. O. P. He landed a three-day job as registration primary clerk.

Write to those you know at Saranac.

15 YEARS AGO

(From VARIETY and Clipper)

Paul Kluge, prez of Music Industries Chamber of Commerce, said pay-tones needed a century. Too much jazz.

Labor Day mats away over the top. Averaged \$1,000 apiece for \$2.50 houses.

Five grand opera projects for N. Y.

English variety artists seeking to bar imports: Needed the jobs themselves.

Two weeks before Babe Ruth enjoin showing of a short on his playing. Now he was looking for an engagement. Turned down. Managers still sore over film action.

Theatre musicians' strike in Chicago dragging, so the stage hands went out to help along. Known as 'the polite strike' it was so orderly.

There were 47½ weeks of playing time for vaudeville acts in the N. Y. radius, without counting Sunday concertina. Houses under construction would raise it to 50 weeks.

Estimated that the big vaudeville houses would up the talent appropriation about \$1,200 a week. Small time not more than \$200 boost.

Fox booking agency changed its policy and gave contracts to acts playing Fox houses. Had been making verbal contracts, but acts kicked.

Al Jolson and the Witmarks scrapping as to who had the official campaign song. Witmarks was first in, but Jolson headed the actors Harding league and got the official endorsement.

Booking agents having trouble getting acts for the road. It would be to play an entire season from a N. Y. flat, so why travel?

Ringling topped circus salaries 20% for the '21 season.

Johnstown, Pa., had a carnival. Carnival had a shimmy as a blow-off. Cops raided and it cost a stag audience \$26 a head for just look.

(Continued on page 53)

Idle Thinking

By Joe Laurie, Jr.

Unit Reviews

Broadway to Bagdad
(ORPHEUM, LINCOLN)

Lincoln, Sept. 8.

Owned by Jack Randall, this Cushman unit shows the effect of having an adagio minded producer, but it's a good show even if heavy on dances which have an acro slant. The usual 'weak' point of shows of this type—comedy—is well-taken care of by some neat spotting. Time a little short of 50 minutes, which is not too long. Esther Ralston, the former film star, used 12 minutes of time later in the show on her personal appearance with the new hubby, Will Morgan, and brother, Carleton Ralston.

With a logical start, Orville and Norma Detrick, hoofers, cut loose with some fast tap which is followed by Al Tint, who sings a bit. He's not forte, but fills this early half. First acrobatic enters at this juncture with Jean Carpenter, who contents nicely enough.

Following a song by Norma Detrick, which was greeted with another fast tap, which makes way for the strong comedy interlude by Barney Grant and Co., hill william hokum, which was greeted with spasms from his audience. His partner, Lillian Curtis, is a charmer at falling, too. In later bits he bugs on his father and mother for some comic adagio which is a riot.

The adagio trio have a short spot in the middle of the show here, dividing the wham of a pitch from one side of the stage out of sight into a show. The show is the gal so manhandled. After a rendition of 'Sylvia' vocally by the entire band, the Randall foursome come in. In the closing flash, 'Hades,' which is oke.

Costuming and sets on the show are neat and fit the production scheme well. Miss Ralston's act, just ahead of the last adagio, isn't very good for her or the audience. Very few of the yokel understand satires, or the difficulty of getting into a show. Backing is with Earl Gray's band, a good stage outfit.

Barney

FANTASIES OF 1935

(STATE FAIR, LINCOLN)

Lincoln, Sept. 5.

This Al H. Miller unit, originally built for the Barnes & Caruthers fair, is one of the best of the season. It expects to fill in with a good show, and has some spots which can liberally be hacked and tempo generally speeded. Outfit sports a 10-piece girl band and a 12-girl line and has costumes and scenery to hold up the production end.

Although using considerable of dance routines in which the line and team of Burton and Marie, their temperate, participate, the act is loaded with circus acts, especially acrobats. In this latter division, the Three Cheers, comedy bar act; the McKoon Family (7), tumblers; Three Jaks, acro dancing; and Amos Sims and Co., control the contention of the stuff. They load the bill pretty heavily, but are spotted nicely.

Three boys, on early, do a drunk bit that's okay, and Conrad Hipp's comedy, although thin, manages to get across. Tarzan, the Ape Man, doing monkey tricks, has 'em guessing.

Edith Rae, prim, is all right and has a good pair of songs. Hy Burnette acts as emcee and helps in the general clowning. Cleora Miller heads the band and has some swell stuff which she liberally uses. Makes nine changes during the show.

Show is routed for fairs until Oct. 6, B. 12 on this date just fair. Principal time wasted in the show is on bits which there are too many, and too light. *Barney.*

Moore-Revel's Miss-Out

Baltimore, Sept. 10.

When the Lou Holtz-Belle Baker-Block and Sully \$10,000 unit plays the Indio Hippocrene here week Oct. 1, the dance team of Moore and Revel, which has appeared with the show from its start, will not be in the line-up.

Reason is Moore and Revel are on current bill at the opposit Loo's Century, and Izzy Rappaport of the Hipp believes that bringing the turn in for a repeat date in Balto within five weeks is too short a spacing.

critics

The shortest review of a new act in VARIETY was written by Jolo. It was about a trick horse named Napoleon. After seeing the act Jolo wrote, 'Oldrap Napoleon, it looks like rain.'

A one word criticism appeared in London called 'Deadful Night' was produced. Mr. Walkey, the critic, said, 'Becthy.'

Then the one comes to mind that Fred Donaghy wrote: 'Frothman produced the "House of Mirth" last night. He didn't explain why.'

George S. Kaufman, when a critic, wrote about a certain show, from the laughter that came from the rear rows, one suspected that someone cracked a joke back there.

And the critic, that wrote, Mrs. Flisk should take head of the other Flisk, 'Anderson, 'Time to retire.'

John Hodgson's line about 'Fallen Angels' was so quiet you could have heard a play drop.

Even back in the days of Cole-ridge, he wrote a line concerning Keane's Hamlet. 'Seeing Keane's Hamlet is like reading Shakespeare by flashes of lightning.'

In the old days, in the smaller towns, the critics were sort of sloppy too. For instance, the review of a show in Greenville, Tex. 'Uncle Tom's Cabin was presented at the Melodone 11:45 last night. The dogs were good but they had rotten support.'

Dramatic criticism in a Texas town: Rainstorm in Galveston lasting 28 minutes. Hallstorm in Langtry 10 minutes. Windstorm in Houston two days. Barnstorm in Austin One hour. Home on sight.'

That reminds of the line when Bide Dudley's show opened and someone wrote, 'Bide Dudley's 'Oh Henry' opened at the Fulton last night. Bide!'

Percy Hammond once wrote about a musical, 'After reading over my report I see that I have disliked everything except the chorus girls' knees—and there nature has anticipated me.'

Of course there were actors that got back at critics, too. Channing Pollock (the author), speaking about critics, said, 'I am a legless man who teaches running.'

Wilton Lackaye, commenting on a certain critic, said, 'He is very optimistic, he signs his name at the bottom of his reviews.'

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Stock Touches Bottom

Hollywood is still evidencing concentrated interest in Broadway as a source of talent and material. It may go further and foster performances of stock companies, if talent is to be developed at the rate film demand demands. Film men have half heartedly pondered the idea more than once. Broadway producers formerly secured new faces from stock but there is now practically no stock.

Not a single stock company is reported definitely slated for the new season and the summer stocks have folded. Stock people blame pictures. Years ago Hollywood was told that a loss of stock troupes would boomerang.

In 1930 picture interests grabbed nearly every available legit theatre in the stands outside New York, innocently or otherwise making it tough for stock to operate. In 1935 these leases, on those houses which weren't razed, were allowed to expire.

Stock then started on the upgrade and in 1937-28 the top number of stocks in the history of show business, were operating. As high as 165 stocks were playing in various parts of the country. The major film companies then again started leasing legit houses. Since which stock has steadily declined and appears to have about reached the vanishing point. Stock people claim there are more than 100 good cities where it is impossible for stock to be presented. Either the former stock houses in these spots have been torn down, or the rentals asked are so high that stock could not operate out of the red. The latter phase is claimed to be holding back stock managers from making plans for this season.

Hollywood has at times backed or been interested in stock presentations, but in a lukewarm manner. However, pictures may be placed in the position of going into stocks extensively to try out material and develop new talent. Pictures again scouted the rural summer showshops for talent but found little or nothing.

'WALTZ' AS 10 CAR SHOW ON ROAD

The Great Waltz will go to the road as a 10-car show. It being planned to hold the baggage transport equipment intact, with the cars painted in circus fashion. Operetta, which ends its resumed engagement at the Century City, after a total engagement of 35 weeks, will lay off two and one-half weeks, first stand out being the Boston Opera House, Oct. 3.

Total number of people to tour will approximate 150, executive staff to be carried because of the show's bookings. 'Waltz' will play principally auditoriums. Road chorus totals 50, there are 20 principals and 16 stage hands and 10 musicians will be carried.

Robert Milford will continue as general manager and will have Frank Daur and Arthur Clark as assistants, latter mostly assigned to the box office. About 60 of the original ensemble of both sexes walked and have been replaced.

Frank Hall also remains with the show as stage manager, with three assistants. There will be five in the wardrobe department and in addition a man to take care of the wig and a keeper of the dogs. Show will have three advance men with John Pollock and Elliott Foreman already engaged and out on the show. Max Gordon will take the show to the Boston date is \$3.30 top as in New York, but ticket prices will vary according to capacity. 'Waltz' is due into the Met, Philadelphia after the Hub engagement plans thereafter calling for the Mosque, Pittsburgh and the Auditoriums in Cleveland and Chicago.

Pasadena Playhouse's 1st Musical in 2 Yrs.

Hollywood, Sept. 10. Pasadena Playhouse is doing its first musical in two years, 'Here to You'.

Maurice Russell directs an 'rites the blackouts. J. C. Lewis is contributing the music and lyrics. Already cast are Richard Lowell, Lole January, Maxine Lewis, Lole Lee, Frances Garland and Billy Taft.

Muir East for Play

Hollywood, Sept. 10. Gavin Muir returned east to start rehearsals for 'The Room in Red and White'.

Roy Hargrave play is being produced by Dwight Winan.

Detroit Nixes Munny To Protect Legits

Plans for a \$150,000 outdoor civic theatre on Belle Isle were rejected by the Common Council here this week.

Rejection was on grounds that it would discriminate against the city's other theatres, some of which are closed and cannot meet taxes even now.

Morosco Says Coerced Into Giving Ex Wife 1/2 Interest in 33 Plays

Los Angeles, Sept. 10. Revealing that he signed away half interest in 33 plays and charging that he was coerced into doing so while he was mentally ill, Oliver Morosco has filed suit in superior court here against Mrs. Helen Mitchell. Mitchell is asking for a property settlement. Suit was filed in the name of Oliver Morosco Mitchell.

Morosco's complaint said that Mrs. Mitchell, on Sept. 6, 1934, was granted an interlocutory decree of divorce and court approval of the property settlement. Agreement is so binding, suit says, that Morosco cannot now do business without consulting his former wife. He had thought, according to the complaint, that he was agreeing only to a split of community property, instead of giving her equal rights to the plays which had been his exclusive property before marriage.

Community property he agreed to divide included 'Oliver Morosco, His Book,' 'The Third Mrs. Oliver Morosco,' 'Waffles,' story and photo-play, and the Morosco interest in American International Film Corporation. Plays to which he did not know he was agreeing to give his wife rights, complaint said, included 'Finger Longer, Letty,' 'Minute Kendall,' 'Letty Pepper,' 'Canary Cottage,' 'he Unchastened Woman,' 'Tie Toe,' 'Man of Oz,' 'Myrtle,' 'Marry the Poor Girl,' 'Sadie Love,' 'Our Children,' 'Maine's Affair,' 'The Truth Wagon,' 'Mrs. Way Out,' 'Madonna of the Future,' 'Girl of Gramercy Park,' 'Society Pilot,' 'Judge and the Jury,' 'Watch Your Neighbor,' 'Mom,' 'The Song Bird,' 'One of Us,' 'Treaty Mrs. Smith,' 'Love Dreams,' 'Wait Till We're Married,' 'Morning After,' 'The Fox,' 'Please Get Married,' 'Sippy MacGee,' 'Let'er Go Letty,' 'The Master Thief' and 'The Hall Street'.

Property settlement also agreed that in all matters which might be consummated at Metro-Goldwyn-Mayer or any other office where the name of Oliver Morosco was used, that his wife should receive 50%.

NEW PLAY LIST LOOMS STRONGER

Percentage of Likely Plays in Sticks Better Than Usual—Several Picture Nibbles—Five Plays Already Rehearsing

13 MONEY SHOWS

Summer season in the sticks shapes up better than that last year. Not so many plays were tried out but nearly as many Broadway possibilities were discovered.

Out of 102 try-outs, 26 are rated as having a chance for regular presentation. Last summer there were 135 try-outs and 33 possibilities. Then there were 81 rural showshops as against 40 for the season just ended, stricter regulations by Equity weeding out some of the cake and coffee spots this year.

Five plays among the new crop are already in rehearsal, proving that the product was in much better shape than previous summers. That is accounted for by the fact that recognized managers were interested in the showings this year and nearly all plays nominated for Broadway had managerial direction. Last season the rural crop was slow in reaching production.

Few summer try-outs have clicked in the past, but indications are that the percentage will be considerably upped during the coming season. There were several attempts to try out new plays week after week in the same spots, but the schedules were too tough in three instances and most of those plays failed to impress. An exception was 'The Valley of the Kings,' one of seven plays presented are among the possibilities. It is claimed, too, that five plays, all of the same authorship, presented at Scarborough-on-Hudson, will reach Broadway.

Best Possibilities.

Of the summer's crop, 13 plays are rated having the best chance to land in the money. Listed alphabetically:

- 'An Easy Down.'
- 'I'll Be There.'
- 'Mad Morning.'
- 'On Stage.'
- 'Penny Wise.'
- 'Remember The Day.'
- 'Return To Folly.'
- 'The Beloved Rogue.'
- 'The Country Wife.'
- 'The King's Messenger.'
- 'The Widow In Women.'
- 'With All My Heart.'
- 'Wild Justice.'

Also Likely.

Also given a chance to reach the main stem:

- 'At Marlon's.'
- 'Backwards.'
- 'Corridor.'
- 'Crack-Up.'
- 'How Like a God.'
- 'The Long Frontier.'
- 'Murder With Pen and Ink.'
- 'Closed Door.'
- 'The Little Inn.'
- 'They People.'
- 'White Heat.'
- 'Woman of Destiny.'

Shows of rural try-out origin now in rehearsal are 'All Bow Down,' which has a new title, 'A Touch of Brimstone,' 'Remember The Day,' 'If This Be Treason,' 'The Beloved Rogue,' 'The Country Wife,' 'The Long Frontier' and 'Crack-Up.' Municipal opera and 'Crack-Up,' now known as 'Blind Alley.' Some of the others are being rewritten, while several await completed casting.

There is better picture material indicated in the summer try-outs than usual. Some are definitely tabbed as likely film fare, but for the most part the picture value will be dependent on whether the shows make the grade on Broadway. Paramount and Metro have options on several plays definitely slated to be

Gov't Sets Aside \$27,315,217 Relief

Coin for Art Projects; \$10,000,000

Probable Figure for Drama End

Looking Up

Ingham, Sept. 10.

A brighter outlook for road shows this winter is seen in the plans of the Wilby interest, who to book road shows into the Temple.

Five shows have already been snagged, these being 'Earl Carroll Vitell,' 'The Constant Wife,' 'Blossom Time,' and 'Life Begins at 8:40.'

EQUITY'S QUIET QUARTERLY MEET

Equity's first quarterly meeting held Monday (9) afternoon at the Astor, N. Y., saw less fireworks than usual in the past year or so. Proposed basic agreement with the managers was the main topic of discussion, the new policies—principally rehearsal, pay and double pay for Sundays—having been generally agreed upon last spring.

Usually proposals such as the basic agreement, suggested by the Theatre League are matters for the Council, without reference to the general membership. However, it was brought up from the floor by Andrew Weiss (Chicago), militant younger group within Equity. Motion was adopted that no agreement with the managers be entered into until it be placed before the members.

That does not mean that an agreement would not be possible within three months, when the next quarterly meeting is slated. Proposed changes of policy during the term of the agreement, a special session will be called.

Frank Gilmore favors such an agreement, to give the theatre a breathing space. Philip Loeb, J. Edward Bromberg and Irving Gordon opposed entering into a term contract with the managers, expressing the opinion that the actors might suffer in light of changing economic conditions, such as inflation.

It was announced that informal meetings would be held perhaps monthly for the discussion of matters not usually discussed at general meetings because of time limitations. All members will be admitted to the informal sessions. Members of the Forum stated that the purpose of getting together was identical and saw in the announcement a move to absorb its thunder, if not its members.

Jessel-Selwyn's Play

Hollywood, Sept. 10.

Stage rights to 'Golden Sunshine,' by Sam Hellman and Louis Lee Arms, have been taken by George Jessel and Arch Selwyn for early production in San Francisco.

They'll then bring comedy on California real estate salesmen to Los Angeles before taking it east.

regularly presented and will have a share in the production end.

Try-outs in the woods were virtually completed last week but there is at least one more to be played in Stony Creek, Conn.

President Roosevelt removed the rubber bands from his \$4,000,000 relief bankroll last week and doled out \$27,315,217 for cultural projects, which will include a still nebulous drama program.

With many details far from settled, Relief authorities insisted no final allotment has been made for the undertakings, which are expected to provide jobs for an estimated 12,000 jobless legit and vaude performers, playwrights, directors, stage hands and technicians. Indications were that between \$7,500,000 and \$10,000,000 of the \$27,000,000 grant for white-collar ventures will be used for financing the drama program.

Because so many details have not yet been given final approval and only sketchy outlines have been fixed, officials refused to throw additional light on the formal announcement issued by works program headquarters Saturday (7). Works Progress Administrator Hopkins gaged all of his subordinates and aides, and issued strict directives, talking orders, silencing all persons concerned with the cultural projects.

Only Estimated

Despite the formal prediction that 12,000 jobs will be created by the drama program, officials learned that employment figures are only a rough estimate. Officials steadfastly refused to disclose the basis of calculation used in arriving at the decision to allocate \$27,315,217 for the art ventures, but responsible sources said no specific grants have been made or recommended yet for any individual actor-relief undertakings.

Allotment for all sorts of cultural endeavors is expected to provide six-month jobs for about 30,000 individuals, official announcement said. Figure embraces 9,000 actors and 3,000 technicians, playwrights and others in the theatre program; 5,000 artists, designers and sculptors; 10,000 vocal and instrumental musicians and 6,500 scribblers.

Only two concrete facts of any significance were revealed in the official statement that the President has started loosing shekels for art work. First verified prediction that all persons employed in the drama projects will be paid according to government wage scales, under which \$34 a month is tops, and that pleas of Equity, Musicians' Federation and other unions have been discarded. Second was confirmation of report that drama program will be administered nationally through a regional set-up.

Official Description

Emphasizing the attempt to combine practical and educational ideas in a workable program, Relief headquarters said the drama undertaking was as follows:

'The WPA theatre project will employ actors, playwrights, designers, directors, vaudeville artists, technicians and others in the theatrical field. Approximately 12,000 professional workers will be included, of which about 5,000 are actors; the balance being stage technicians and others.'

The purpose of the theatre program, aside from giving employment to needy workers, will be to establish standards of theatre production which will improve the skill of the artists and to develop methods by which the drama units may become self-supporting in whole or in part by providing entertainment to large audiences at low cost on a regional basis.

(Continued on page 62)

Light Fiction Slumps

New trend in fiction is a drop-off in the sale of so-called 'library' books. Mostly junk which had sold well in the circulating libraries, but today isn't getting the break it used to. First result is a switch in publication plans of several publishers.

First to take the hint was Macaulay's, one of the leading publisher of the light items. Lee Furman, head of the firm, formed a subsidiary, Lee Furman, Inc., to handle serious items with the old brand sticking to the time-honored pops. Now Alex Hillman, Samuel Curl and Bellamy Partridge, execs of William Godwin, Inc. have decided to follow suit and organized Hillman-Curl, Inc., for the same purpose.

Hillman-Curl is the second new Godwin subsidiary. Godwin recently began to sponsor Acadia House to issue such light items as could not fit into the regular Godwin list. Hillman-Curl imprint will, however, be used on serious works only, with the hope of that kind set for starters this fall.

Hillman, who is proxy of Godwin, will hold the same position in Hillman-Curl, Curl, who is sales manager for Godwin and Acadia, will be v. p. of Hillman-Curl and Partridge will serve as secretary.

'Notter Best Book Prize

Final award to the Pulitzer Prize for the best American book of the year has been announced by the Limited Editions Club. Will consist of an annual gold medal to the author whose book published during the preceding year shall have attained most nearly the stature of a literary classic.

In its to have a nominating committee of 48 literary critics, one in each state; judges, already selected, consist of Harry Hansen, Carl Van Doren and Burton Rascoe. They will pick the book from the recommended list by Nov. 1 of each year.

Besides awarding the gold medal, Limited Editions Club will issue a special edition of the prize-winning book. Pulitzer book award is \$1,000.

Grover Jones' 'Wheezes'

West Side Artists and Riding Club of Hollywood now has an official organ, 'The Wheezes'. It is edited, set-up and printed by Grover Jones in his back yard at his Palmdale home near Santa Monica. Jones has had the printing bug for some time. When he decided to get out the press, he went for a linotype machine which he didn't know how to operate, and he had that after two weeks of labor, the first edition made its appearance at the last meeting of the club with the announcement where the meeting was being held.

Sew Up Crater Yarn

Los Angeles dailies took a trimming from the Herald-Express on Maurice Kussell-Jayne Manners' dig at the dance teacher that his former showgirl wife 'knew plenty' about the disappearance of Judge Crater in New York.

Johnson street had the gal hidden out for three days before the story broke, and with filing of Kussell's charges, kept popping exclusives. Other rags were 'out in the cold' for several days.

S. & S.'s New Pulp

'Street & Smith' entering the fall with a new pulp, Dynamic Adventure Magazine. Monthly will sell for a dime.

Although most of the Street & Smith action story mags are edited by John L. Nanovic, Dynamic Adventure Magazine will be edited by F. Orin Tremaine. Latter handles the editorial reins for a few other S. & S. publications.

Yers Double-Dip East

Two literary creations have drawn Henry Myers to New York. After negotiating for a Broadway presentation of his new play, 'Hallowe'en', he'll arrange for a hard covered version of his first-born, 'The Children's Crusade'.

'D' back on the Coast in a few weeks to resume his studio scribbling.

Duplicating Tags

Decision by Edward D. Whiteley to call his new publishing organization the Whiteley Publishing Co. may cause some confusion between that and the McGraw-Hill affiliate, Whiteley House.

Whiteley House gets out a line of non-fiction books. Whiteley Publishing Co. will also publish books.

Best Sellers

est Sellers for the week ending Sept. 7, as reported by the American News Co., Inc.

Gayheart' (\$2.00)	By Willis Cather
Vein of Iron' (\$2.50)	By Ellen Glasgow
'Money in the Horn' (\$2.00)	By H. L. Davis
'Fair As the Moon' (\$2.00)	By Temple Bailey
'Green Light' (\$2.50)	By Lloyd C. Douglas
'Inquisitor' (\$2.00)	By Hugh Walpole
'North to the Orient' (\$2.50)	By Anne Morrow Lindbergh
'Europa' (\$2.75)	By Robert Briffaut
'Life With Father' (\$2.00)	By Clarence Day
'Mary, Queen of Scotland, and the Isles' (\$3.50)	By Stefan Zweig
'Lehr and the Gilded Cage' (\$3.00)	By Elizabeth Drew Leiby
'Asylum' (\$2.00)	By William Seabrook

Rush Rogers' Books

Rush on by a number of publishing houses to issue or release whatever they have or can get hold of on or about Will Rogers.

Putnam's 'The Other and Me', a slim volume by Rogers, priced at \$1, in which he commented on the humorous side of his contact with the medics. Firm immediately gave it a reprinting and a new advertising campaign.

Same publisher had been promised a new book by Rogers a few years ago, but he never was able to find time for the new volume.

At least two publishers now have on the presses biogs of Rogers, with that sponsored by the John C. Winston Co. likely to be the first to appear. Entitled simply 'Will Rogers' it's by P. J. O'Brien, and will have a foreword by Lowell Thomas. Will sell for \$1, although of generous size.

Other blog on the press is Roger Dakin's 'The Cowboy Humorist', Robert M. McBride publishing. Price not announced as yet.

Two for Writers

At least two books of interest to the scribbling craft will appear in the fall, both to be published by Little, Brown.

One designed for the prose writer, is 'This Trade of Writing', by Edward Weis. He is the editorial head of the Atlantic Monthly Press, the book house affiliated with Little, Brown. Weis tells everything in his book, from how to write to how to sell.

Clayton Hamilton has written the other, called 'No You're Writing a Play' and of interest to the playwright. Hamilton is regarded as an authority on the stage.

Plan New Reprint Mag

New mag vogue just now is the digest, or reprint thing. Success of Fiction Parade, which in spite of its short existence has already been able to absorb Golden Book, High Lights, and others, prompting the publication of still another of the same type.

Latest one is to be called Modern Story Selections, and makes its first appearance this month. Like its contemporaries, will reprint the alleged best things from the general mags and excerpts from the lauded new books.

Anti-Heast Parade

First anti-Heast parade in Los Angeles ended up there (3) with arrest of four persons and hospitalization of one cop, who was slugged with a pipe when Communists and sympathizers gathered in front of L. A. Examiner.

Later same day power fuses were blown at Herald-Express, Heast afternoon sheet, holding up one edition a half hour. Police blamed radicals.

On International Matters

New book imprint to make its initial appearance late this month is Headline Books. Sponsored by the Foreign Policy Assn. firm will get out six or more volumes a year on topical subjects of international aspects only.

Headline Books will be of small size and 'easy to read' type. Subject matter will be mostly on assignment.

Hand-Work

One of the most unique of the town's book publishers is the Cassowary Press.

Cassowary specialty of Jaynet and Alan N. Holden, who manufacture their books entirely by hand. Includes typesetting, printing and binding. Only two volumes a year are published. Poetry and other such limited subjects make up the brief Cassowary list.

Charles Seesler Dead

Charles Seesler, 81, noted bibliophile and dealer in rare books and art, died Sept. 4 at his home in Merion, Pa., near Philadelphia.

He was one of the great men in art and literature, he made more than 100 trips to Europe. He frequently spent large sums of money—taking \$50,000, more in his 1931 and returning with 15c and a treasure in collectors' items. His hobby was Charles Dickens items and he was founder and honorary president of the Dickens Fellowship.

He is survived by his wife, Caroline H. Seesler, and three children: J. Leonard Seesler, Mrs. Charlotte Loeyden and Mrs. Marguerite Goldsmith.

CHATTER

James Stephens in N. Y. from Ireland. Nearly 75, Hamlin Garland is doing another book.

Shirley Lewis has gone abroad with Dorothy Thompson.

'Farrar & Rinehart' reading a \$2 edition of 'Anthony Adverse'.

Carmel Snow, the Harper's Bazaar editor, back from abroad.

Roy Howard departed on his annual jaunt to the Orient. First stop

Robert. Reynolds' forthcoming book, 'Fortune', will be dedicated to Thomas Wolfe.

Barry Benefield has written his first novel in five years, 'Valiant Is the Word for Carrie'.

Edward F. Healey has resigned from Review of Reviews to join a competing mag, Forum.

Melinda Hoffer 'Mowdy' goes over to Julian Messner with her new book, 'Death Is a Little Man'.

Christina Stead in from London to pick up some extra for a new novel with an American touch.

Day after he finished reading the proofs on his new book, 'Hokusai', Gustav Eckstein hopped a boat for Russia.

Lucy Goldthwaite has quit the publicity department at Doubleday. Doran to join up with Current History Magazine.

Pure literary party of the season in N. Y. was given by the season for the party and her native New Press for Hallie Dickerman, in advance of the publication of her novel, 'Stephen Kent'.

Retirement of Richard Dougherty as pub of Photoplay mag up Rust Waterbury to chief editorial spot.

Richard MacLennan, formerly drama critic of The Commonwealth, wrote a book on Eugene O'Neill, 'Eugene O'Neill, A Poet's Quest', which Longmans, Green will publish.

SZERELMI ALMOK

(Continued from page 17)

Weinland, a young musician, and falls in love with him. Maria's fiancé fights a duel with Weinland, who is killed, and her parents carry off Maria to her native chateau. At the festivities held in honor of Lisa's jubilee, Maria plays his concerto, the orchestra being conducted by Weinland. At the end of the overwhelming success of his concerto, Maria's father releases her from her engagement and she is free to marry Weinland with the paternal blessing of old Lisa.

Dialogue is infinitely dull and work of the rings falls from first to last. German director, Helm Hille, spent a sum which, according to local standards, was very large in getting here. Here only a few rather nice decorations to account for it. Stilted, artificial, and a little bit of the back-ground. There are several new names in the cast, but no noteworthy performance.

A G. C. of the picture, shot here with well-known German actors, will have its release in Berlin.

Cured

William Seabrook, who has written a number of the leading adventure books of recent years, began drinking liquor a couple of years ago and couldn't stop. He went to sanatorium and pleaded to be cured. They finally let him in and kept him eight months. Now, out and cured, he tells the world 'about it' in a book called 'Asylum'.

It's by no means a drunkard's confession, or anything of that sort. It is, rather, an accurate and piercing portrait of the inside of a modern institution by one of the world's ace reporters.

Book is an eye-opener on the progress of modern psychology and a clinch to sell well for some time.

Tarzan of the Apes is in again and Tarzan addicts will hall the fact with delight. Edgar Rice Burroughs has a way of putting plenty of action in these African equivalents of the western action story, and his Tarzan and the Leopard Men' (Burroughs; \$2) introduces the reader to a new set of playmates for the super-hero.

This time sport and career cult, which dresses in leopard skins, kills its victims with claws and eats their flesh. Story lacks the usual follow-through of the Tarzan stories in that there are four plot leads to be followed through, but it provides the proper amount of thrills.

Publishers point out it's an additional signature (16 pages) over the average.

Plenty of Snow

Deck Morgan, although still a young man, has had a dozen or so various jobs and at one time was a professional bob-sled rider. Now he's written his first novel, 'Winter Carnival' (MacLennan; \$2), which, naturally, is all about winter sports.

Morgan knows where he speaks, but his story is likely to be somewhat hard for one who doesn't know all the spots and cares less. Love is capably mixed in and the whole is a fair enough romance. Some of the characterization is excellent. With a more generally acceptable story, Morgan might be able to click.

Background could nicely be used for films, though insufficient story material.

Old Story

Little that's original to the masquerade plot of 'Love Is a Masquerade' (Phoenix; \$2), except that Kathryn Culver escapes reader reproach when she comes to the climax and there are two heroines of almost equal value.

Idea is that Duncan, MacLean, actor-author, is persuaded to disguise himself and go to a resort hotel as a detective for a real rest. Follows Sylvia Hart, actress, who wants the lead in MacLean's new play, and Mona Dent, socialite player, who has been cast for the part but nixed by MacLean. Both, aware of his identity, try to make. Mona gets him for a husband and Sylvia captures the role, which takes care of both. Aside from this, the story is the for the part but not too brightly retold. Might be a picture. Has been before.

Country Life

Typically English is Beatrice Kent, 'Scourge of the Frost in the Morning' (Little, Brown; \$2). In which a rather flamboyant American is injected into the quiet life of an English country family, turns some supposed wiles on the various mopefolk and gets pushed out of a window by one of her feminine antagonists.

She has been brought down to earth by a love disappointment; though her host does not realize this at the time, the part of the story is her recital of that affair. Good character studies, but too long and slow to win much attention. A little slow. Wholly British in formula.

Ibbs of Crime

William Crane is one of the new tough dicks. He bowed in for the first time about a year ago and now his inventor, Jonathan Latimer, has placed him in a new novel, 'Headed for a Hearse' (Crime Club; \$2). It's one of the best whodunits in some time, terse, tough and ingeniously plotted and keyed. Could make a film.

Near-Smith

Since Thorne Smith's death, scores of writers have sought to emulate his style without getting anywhere close to the model. 'Autobiography of a Good as Any is Gene Harvery, whose 'Pump Up Your Sneaky' (Phoenix; \$2) is brisavly hardy without giving offense. That was Smith's apology for his style; he couldn't imagine so brightly that he escaped vulgarity.

Harvey has not quite achieved the style, but he comes closer, by far, than most of the competitive feet. 'Pump Up Your Sneaky' is a secretary who becomes her boss's tentable mistress. When Harvey learns to background better, he'll be in the running. Word reading as is, if you like the type.

Too Good

Western heroes are all marvels of agility, strength and daring, but the one of Stevens' 'Gringo Guns' (Morris; \$2) is just a little too much so to be believable.

There's a little too much steam in some of the performances of Stans, including such trifles as stealing a L-100 from the Air Force, the Sheriff of old Santa Fe, and similar parlor tricks. Sounds all right while being read, but won't be remembered long. No picture.

2,000-Ft. Reels

(Continued from page 4)

der pressure of handling. If steel wire frame is used essential, the cost probably would be about \$1 per reel and maybe as high as \$1.50.

Another point of dispute that is expected to bob up is over what it will cost to alter exchange vaults. Academy thinks it would take only \$10 per vault, but other estimates run as high as \$100. With five vaults in each exchange center and the nine distributors must have a foot a bill of \$171,000 for vault alterations.

With reels figured at \$1 each, an additional \$54,400 is tacked on to the total bill, providing each exchange had a minimum of 1,700 reels on hand, generally rated not an unreasonably large total. Reelwinders are expected to figure \$13 a set. It's agreed that most exchanges would take four to five sets, making \$20,520 more to be added on. Figuring on 250 cases for the average exchange, the cost of new cases may reach a total of \$171,020.

In figuring this bill, which the major distributors would be called on to defray, no provision was made for increased pay that might be anticipated for handling the damage expected in handling and inspection of the 2,000-foot reels.

Boothmen's Attitude With at least one projectionist's local in mind, strongly opposed to the 2,000-foot reels and the chance that an inspector's union might be an outgrowth of the larger reels, industry spokesmen frankly are not optimistic over how the new reels would react as concerns the unions.

One distributing company's exchange chieftain described the operation of the 2,000-foot reel project as theoretically perfect but of dubious value in actual practice. He said that Universal's test with 2,000-foot reels several years ago had convinced him to him that their use was not economically practical.

Aside from the possibility of upping the cost figures through an inspector's union, the boothmen's attitude on the 2,000-foot reels is a threat. Attitude of some projectionists is that with film dealers ready for screening on 2,000-foot reels, the idle time of boothmen could be used to replace the reels, that is what some boothmen think.

Additional arguments at the 2,000-foot reel confab this week are expected to be as regards how many exhibitors will have 2,000-foot magazines, added shipping costs due to delay in handling bigger reels at the exchanges, and the loss of footage caused by breaks with the longer reels. Some distribution experts contend that these factors will most frequently during inspection of the pictures on return from a playdate.

Gordon Mitchell, chairman of the research study of the Academy, will take part in the discussion this week, with Arthur Dickinson, of the Hayes organization, in charge at the meetings.

East

Frank Buck back to N. Y. last week after nine months in the East. He and the Mrs. trained in; about 600 animals and 5,000 birds coming by cargo steamer.

Englewood, N. J., which closed theatres, churches and other places of assembly to check infantile paralysis, changed after a day to be those under 15 years of age.

National Broadcasting Co. offers \$1,000, \$500 and \$250 for best original chamber music by American composers. Contest will close Feb. 28, 1936.

Leader of Pine Brook (J. J.) nudist camp held a grocery bill of \$90. 20-shillie have a-spons-a-his camp by those under 15 years of age.

Thomas Woodward, beach and pool manager at Playland, Rye, paroled in custody of his lawyer to answer Sept. 20 to a charge of violating the N. Y. equal rights bill. Alleged he refused admission to two Negroes.

New York radio experts caught the photostatic signals of Sir Malcolm Campbell's two runs, sent from San Francisco. Split the impulses and sent half to London, pictures were also made. London got its picture only a fraction of a second later than N. Y.

Monte Carlo Ballet Russe to open at the Met, Oct. 8, for a five-day engagement. Preface to a six months' tour.

Jimmie Jordan, Dodgers second baseman, married Lady Dorothy Eaves, American widow of a British nobleman, Wednesday (4).

After her vacation abroad, Margaret Wycherly picks up her role in "Taboo" Road.

Will Hand, in town on her way from Skowhegan and Rain, tells the reporters her bubbles are for coin and her dramatics for her own satisfaction.

Cliff Hall in Supreme Court, Wednesday (4) to tell the judge why he is in arrears to his former wife, June Rogers Hall, who runs a hall, had nothing from him since May 28, though he's supposed to kick in \$50 week. Judge reserved decision.

Lawrence Schwab has taken the Adelphi for "Venus in Silk."

Narcotics lost good shot when police barred women strikers from disturbing a strike-breaker for the cameras. Drew to a crowd, and a crowd, so everyone had to move on.

Burlesque actors went on strike Thursday (5) when managers failed to renew their contract with the group. Claim employers seek to up hours of work.

"Kiss Over Mulberry Street" gave a Sunday performance (5). First to do so.

Joe Bologna, one of the men alleged to be implicated in the murder of a subway collector, made a confession before a newswoman camera Thursday (5). Declared he would be in evidence at his trial.

Camera, and the promise the picture would be shown on Broadway. His confession when everything else had failed.

Blue eagle called in by government. Emblem can be removed from all displays.

Brooklyn Elks clubhouse raided Thursday and elbished for al-

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.

leged bookmaking. Police say six of the men are members.

Sir Thomas Beecham is guest conductor of the Philharmonic Symphony at 11 concerts commencing Jan. 2. Stress to be given British compositions. His third visit.

Was over in '28 and '32.

Zona Gale dramatizing her "Afraid to Go Home" for Broadway.

For Mrs. Lulu Bell, under same manager, won a Pulitzer award in '21.

Broodways to open its road tour in Cleveland Oct. 10. Walter Huston and Nan Sunderland in cast, but Juliette Crosby will replace Fay Bainter.

Katherine Cornell will shove off the same date, but picks Baltimore for the launching.

Morris Gest may bring over "Lady Precious Stream," Jap play which has been doing well in London in a short while.

Theatre Union looking for material for a revue later in the season.

Edna May as active in cutting out the farewell drinking at their bars. Do not hold city licenses.

Madeline Berle settled out of court last week for alleged infringement of Eddy's, adagio dancer. Latter complained that the comic's mother was in a run-in with her.

Howard Hughes to marry Ruth Mott, 15-year-old daughter of the Standard Oil v. p. Engagement announced last week at the L. L. summer. Both asked for Federal suit.

D. A. Doran out to the Coast to look for some actors.

Loew's Ziegfeld goes first run to same name as the State.

Bruce Barton buys 117 E. 55th street from Harvard college. Will make his home there.

Joseph F. McMahon enters suit in Yorkville court against Columbia Pictures for alleged infringement of his copyright on "Junonia," which he asserts was plagiarized when CBS set on "Sonia" and "Junonia."

Aut. 20 alleged infringement is that both plays are based on the love of a guardian for his ward.

Managers asked for Federal suit, but judge held state laws could cover it. Trial Oct. 5.

Plaintiffs' agents to ban red paint on private autos. Says it confuses. Both trucks and pleasure cars. Trying moral suasion first.

N. Y. free theatres will add three plays to the list: "What Ann Brought Home," "Koolha's Gold," and "Swain Night."

Sam Nirdlinger picked in Phila. for failure to pay federal government some \$3,000 in taxes. Pleds to follow up on other delinquents in that district. Hearing Sept. 20.

Crawford Burton loses his suit against Chatterton for printing that allegedly libelous cigarette ad in which he figured.

N. Y. free theatres will have three dress rehearsals starting Sept. 21. Charities will benefit.

Marion Fairbanks, dancer, who obtained an interlocutory decree of

divorce from McCormack Steele, 38, of the "Town" was three days before the end of the 90-day period they were reconciled.

Shuberts refused an offer of \$25,000 to the actress, who is in contract with them. She's in "At Home Abroad" and Metro wants her for a picture.

"Sketch Book" to move to the Margaret to the Winter Garden can be read for "Abroad."

Harrison, N. J., again upset over an effort to lower the prohibitive 1908 year motion picture theatre license. Town has 80 saloons but no picture. Business men object to the amusement money going to nearby towns.

Drop to \$150 top for "Taboo Road," announced as a summer cut, to a Fall production.

David Warfield tells a reporter that "The Music Master" is a steal from a French actor, and that De Mille got the idea from "The Return of Peter Grimm" from a story in a magazine of 1875.

Some 1200 Italian youths who use their horns between 11 p. m. and 7 a. m. will get a ticket. Mayor also promises to get the matter in hand.

Edmund Breece back on B'way stage for first time in nine years.

Coast

Three-day attendance over Labor Day at San Diego exposition estimated at 170,000, running up total around 3,000,000 to date.

Beverly Hills judge slapped \$50 fine on the Gwynne, of the Vanderbilt family, on a guilty plea of being drunk on a public highway. Put him on probation for 90 days.

Glennau Burke Winn, one time vaudeuse, divorced in L. A.

Mailla Feller left 50 feet off shore, and was blown out to sea at L. A. beach resort and suffered three broken ribs and bruises. Attendants said she stood up to turn.

L. A. cops, decked out in talls, raid two clubs for assorted selling hard liquor after 2 a. m.

Joyce Peters, former chorus girl, held by L. A. police on charge of stealing auto in Point Pomeroy.

James M. Murphy, 38, a 10-year-old cousin of her husband, a farmer.

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Balto Track Raided

Baltimore, Sept. 10. State police swooped down on the dog track at Rivers Beach, miles south of here, Saturday night and arrested the operators, who will be brought up for trial tomorrow (Wednesday) on charge of violating the Maryland gambling laws relative to racing. Court hearing will be held in Round Bay, Md., with Magistrate H. M. Sandrock on bench. The Magistrate declared after the raid that he had requested the aid of the State cops for the slap-down.

The track for five years has been operating through summers, and biz had about approximated an all-time peak this season.

Unwelcome Repeat

Labor Day motoring is hard luck for the Harry Sobols and Velma Forrest, shrewd, both of whom had tough accidents two years ago and repeated again this time. With her brother Paul Forrest driving the car, carrying the couple and Paul Yawitz, former columnist, a truck hit the Sobol motor on route to the race track. The car, the five occupants, however, escaped this time with little worse than a bad scare.

Sobol, Broadway is brother of Louis Sobol, N. Y. Journal columnist.

Money in Seattle

Seattle, Sept. 10. Longacres race track wound up Labor day with record crowd of year and near-record handle on part mutual betting, reported close to \$22,000. One day only surpasses this handle. That was about a grand total at the mutual. The \$10,000 special mile race was run copped by Coldwater from the razz, Biff, who finished 2nd.

Total betting handle for the meet likely around \$22,000.

BIRTHS

Mr. and Mrs. Joseph Santley, son, (third Caesarian child), Sept. 4, in Hollywood. Father is film director, as is former Ivy Sawyer, stage dancer.

Mr. and Mrs. Max Shiner, daughter, Sept. 6, in Los Angeles. Father is co-operator of the Empire and Alvarado, indie theatres in L. A.

Mr. and Mrs. Sam Rosen, son, Aug. 20, in New York. Father is with the Fabian circle. Mother was the former Elinore Fabian of the theatrical family.

Mr. and Mrs. Irving Raskin, son, Lying-In hospital, New York, Sept. 5. Father is musical arranger on radio network commercial.

Mr. and Mrs. Richard Boleslawski, son, Sept. 9, in Hollywood. Father is Metro director.

MARRIAGES

I. C. (Doc) Miesher, theatre manager in Johnstown, Altoona, and Lancaster, now retired, to Mrs. Alice J. Sweeney, Johnstown, Aug. 20.

Harriet Forbstein, daughter of Leo F. Forbstein, music chief at Warner Bros. studios, to Melvin Dollar, non-pro, Sept. 7, in Los Angeles.

Katherine Williams, film actress, to Daniel Vandreaan, English professor at University of Washington, Sept. 4, in Everett, Wash. Bride was Wedgwood baby star last year.

Jimmie Bland, technical staff of KTTA, Fort Worth, Tex., to Maxine Tubbs.

May O'Brien Rubin, actress, non-pro, in Los Angeles, Sept. 5. She is the former wife of Benny Rubin.

Leona Wilhel picture director, malla, Calif.

New Studio and Garden Apartments

315 West 57th Street near Eighth Avenue

Charming modern apartments, built around a garden; 14, 2, 2 1/2 and 3 rooms. Electric refrigeration, elevators, incinerators, etc. Some studio apartments with private baths. Apartments feature 15x21 living rooms, attractive chambers, large kitchens. Excursions, if necessary, on premises. 'ractively. See agent on premises.

New York Theatres

86th ST.
at LEXINGTON
Sept. 11-13
JOHN BOLLES
in "ORCHIDS TO YOU"
and "OLD MAN RHYTHM"

81st ST.
on Broadway
Sept. 11-13
FROM A DISTANCE
"DANCE"
and "OLD MAN RHYTHM"

PARAMOUNT TIMES SQUARE
BING CROSBY
JOAN BENNETT
"Two for Tonight"
Extra!-MAJOR BOWES'
'AMATEUR THEATRE OF THE AIR'

7th Ave. & 50th St.
"THIRD WEEK"
"Diamond Jim"
Plus Big Stage
Show S
DOORS 8:30
10 A. M. TODAY

THEATRE RAND
BEG. TONITE 7 P. M.
KAY FRANCIS
"THE GOOSE AND THE GANDER"
with George Brent
Last Day-Martin Davies in "Puss in Boots"

STATE
On the Screen
Gable-Harlow-Beery
in M-G-M's "China Seas"
Stage-Milton Miller & Milton Miller
Starts Friday
"ANNAPOLE TAREWELL"

CAPITOL
Held Over-2nd Week
22 to 1 P. M.
Greta Garbo
in M-G-M's "RICH ANNA KARENINA"
Fredric March
and G-M Film

MUSIC CITY ROCKEFELLER CENTER
RADIO CITY
Fred Astaire & Ginger Rogers
in "TOP HAT"

With Music and Lyrics by IRVING BERLIN
ON THE STAGE, "HOLD ON, HELL CALL" a review in seven scenes, produced by Lionel Lincoln, 1st Mat. Seats Reserved. C. 6-5535

NBC L.A. Plant Nov. 15
Hollywood, Sept. 10.
Opening of the new NBC studios in Hollywood is set for Nov. 15. Chairman is tendering a \$500,000 loan ramp of old film laboratory building. Opening will be gala network event.

ROXY
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Hollywood

Bob Smith furloughing in Frisco. Columbia put Gene Morgan under seal.

Arthur Lyons indisposed for few days.

Herbert Marshall eastbound by train.

Clay's Stone back from Alaskan cruise.

Claude Binyon Chicago-bound for vacation.

Edith Cronjager to hosp for minor ailments.

Hal McKee fly back from Honolulu.

Mickey Rourke washed up at Westwood.

Charles Ruggles back from eastern vacation.

Charles Ford got an acting ticket at 20th-Fox.

Irving Cummings back in saddle at 20th-Fox.

Hal Roach back from Hawaii po'o playing.

Gertrude Purcell off Columbia western shoot.

Grant Garrett departed from Paramount staff.

Philip Warren being observed in local hospital.

Jack Joy on the last lap of his Oriental opera.

Paul Anthony back after three-month vacation.

Philippe de Lacy filed for naturalization papers.

Elizabeth Allan pulling out for England shortly.

Everett and Robert iskin back from New York.

Harry Nace here from Phoenix on product buys.

William Koenig re-elected presy of Warner Club.

H. S. Everett here on equipment deals from Manila.

Edna's four nags in the Joe E. Brown stable now.

Henry Armetta will do eight weeks of personal work.

George Hassell taking it easy after foot infection.

Edna Karna up for the p.a. spot in Metro's Ziegler Follies.

Dub Schulberg writing for Tay Garnett productions.

Edith Mannix sevens for European trip next week.

Henry Henigson back at Paramount after rest-cure.

Max Barker with Jesse Lasky as supervising art director.

Francis Lederer planned east, returning three days later.

Edward H. Griffith scouting for locations around Frisco.

Eddie Shubert entering all the Gulf tour headquarters.

St. Guy Standaert teasing party for Paramount ball club.

Ben Schneider here from Dallas looking for locations.

John Zant back from Europe and abed with foot infection.

David Jack Hoff recovering from infantile paralysis attack.

Carl Laemmle, Sr. back at U. Helm at three weeks' rest.

Par's Last Outpost back from its third remake location trip.

Paramount handed Sam Coslow new long-writing contract.

Gene Fowler back at 20th-Fox to direct 'Professional Soldier'.

Pelle Smith master of ceremonies at Metro studio picnic Sunday.

Richard K. Polimer sued for \$5,000 damages to house he occupied.

Tommy, studio drivers union rep, to Portland for annual convention.

Edna Smith, cameraman at Metro, stuck on job with busted rib in cast.

Leo Morrison juggled for few hours by Mexican immigration officials.

F-WC home office ball team defeated Al Hanson's managers, 22 to 12.

Joan Blondell selling her house and eyeing an estate at Toluca Lake.

Parkwaykarks hosting M. W. Bliss and Harry Kane, his former employer.

Bob Montgomery displaying a Bentley runabout imported from England.

Edna Sutherland planned to New York and back in a week for his next at U.

George Stoores due in for more Columbia shoots after summer of persons.

Arnold Schnack back from three weeks in Chicago and northern Michigan.

Islet agencies vent heavy on bids for Ina Claire engagement at the Palace.

Irving Cummings returned from layoff to direct 'King of Burlesque' at 20th-Fox.

Frank Tuttle scouting locations in Oregon for his next at Paramount, 'Easy Living'.

Walter Satlow back from three months' stay in N. Y. on Columbia product deals.

George Hickey wound up three-month stay in New York on Metro Coast film deals.

Eastern mail handling procession of film. Kodachrome reels at Coast laboratory.

Jack Seld, former casting aide to Phil Friedman at Fox, now with Al Kinkston agency.

Now Paramount, at the tail-end of the visitor season, has elapsed into an outdoor season.

Spencer Tracy hou bit a 20-acre

ranch from Clarence Brown and will raise thoroughbreds.

Henry Fringle, of Collier's, here to write an article on sneak previews for his mag.

Arthur Shadur planning in and out of New York to spend one day with wife and new-born son.

Tom Bailey off to St. Louis to publicize world preem of Edward Smallie Fox.

Moe Merton staging new Club Continental floor show with Jack Lester on the dances.

Lucy and her band trained out of here for a one-nighter tour opening at Dallas.

Fleming lead for Paramount's 'National Velvet' will be secured through a beauty contest.

Boston Club being organized by Jack Robbins, Jack Haley, Benny Rubin and Jimmie McHugh.

Warners had press gang out to steal the show from the new Harry Coast burned down for 'Frisco Kid'.

Arthur Levy draws year's contract of his manager for 1936. Fox wardrobe and designing retained.

Carl Lesserman planned back to N. Y. after seeing Golden State and T. & D. Jr. circuits with WB product.

Clayde Epstein talked insurance problems to F-WC managers in district convention at Colorado Springs.

Robert L. Vann, of Pittsburgh Courier, and the missus ogling studios under chaperonage of Clarence Brown.

Louise Henry back from New York bedside of her father, Dr. Henry Strauss Helman, recovering from serious illness.

Lee Tracy and Polly Moran skipped their boat one-two over the line to win Catalina San Pedro sailing race to Labor Day.

William Guthrie, Warners location man, will be flying to Arizona to find locale for Leslie Howard's 'Petit Froufrou'.

Carlynn Carter, 12-year-old daughter of Stanley and Irene Kahn, daughter of Gus Kahn, are collaborating on a musical comedy.

Riviera

By George Axelsson.

Mayol runs a nitery in Toulon.

Begina Gabor at Cap d'Antibes.

Peggy Spearman - Steno - her hubby at Cap d'Antibes.

Joan Warner doing her stuff at the Hotel de Ville casino.

Frank Fay, ex-newsouth, now runs a shirt shop in Nice.

Edna's white castle, La Poularderie nitery in bankruptcy.

The Caneton, superexpensive Russian club, closed nitery winter.

Chevalier sold a charity show at Palm Beach. It grossed \$17,000.

Diamond Brothers doing well in Belle Meade, N. Y. show.

Cleone Sorel and her husband have been in Nice for a couple of days.

Mrs. Frank Harris entertaining Emma Goldman and Alexander Berenson at the Nitery flat.

Municipal Casino reopens Aug. 31, earliest yet. Interior has been done over, even the chips will be new.

Prince of Wales dined at La Colombe d'Or at St. Paul. Proprietor brought forth his distinguished guests from the Prince to sign but Wales refused.

Beatrice Wagner and Helen Vain both in class taping in a barn at St. Paul. Place nests 50 and the gala beat amusement tax law by charging no admish. Only donations.

Harald Molander, assistant-director of Svensk Film, has been doing on backstage notes for 'Brolloppsen' ('The Wedding Trip'), next SF production, starring Anne-Marie Brunus and Hakan Westergren.

St. Louis

By Sam X. Hurst

Ill Pickens of the Garrick theatre, burlesk, opened house Saturday (7).

Colleen Moore here from N. Y. to attend display of her \$450,000.00 house at local dept. store. (3).

James J. Gallagher, 35, m.c. at Irish Village, North St. Louis nitery, died in De Paul hospital Sept. 10 from injuries suffered in auto accident near Mitch. Hill, Sept. 1.

Mrs. John E. Wesce, vice-pres. East St. Louis Debut Films Council, died in St. Louis nitery of 'Hollywood' at mortine of council. She recently returned from coast.

Giovanni Mortellini has been chosen to rule in the 'Goulden Faust' one o'clock grand opera to be given here in new convention hall. The Faust will be sung by Puccini's 'Turandot' with Maria Terfina. Mrs. Winnie Sheehan in the role of Kriemhild. Scale for is from 50 cents to \$3.

Stroudsburg, Pa.

By John J. Bartholomew

Hall Johnson Choir at Unity House.

Sunny Rae does her paint dance at Kreges's.

Lester Englander concorted at Puccino Manor.

Light baseball folded three weeks earlier than usual.

Jack Lynch's band tentatively set for the Miami-Biltmore.

Evelyn Wade, Jane Walsh and Sterling Maize to New York.

Corky O'Keefe and Mrs. Fred Waring at Buckwood.

Virginia Peterson, Paul Sargent and Frederick Dymoch at Buck Hill Falls inn.

Amateur winners of borough's 13th birthday show booked into Penn-Stroud.

Bill Magill, formerly vocalist with Vincent Lopez, now with Jack Lynch's orchestra.

Local passenger on ill-fated liner Dixie: won trip through newspaper popularity contest.

Bill McNeil and his Blue Jackets switched to Dot and Jane Tavern, with Fred Gilotti m.c'ing.

Clayde Sherman look over Lew Stanley's Nightwatches at close of their run at Budd's Lake, and will tonight then in New England.

Bill Gassano, vocalist with Webb Cook's Venetians at the Hot Brau, died from injuries following auto crash, which injured some of the bandsmen.

Brooklyn

By Jo Ranson

Fire at the Gold theatre.

Cops pinching marijuana pickers.

Tallulah Bankhead slumming on Surf avenue.

Coney's Mardi' ras this week, but no spenders.

Minsky's burlesk downtown reopening after fire.

Brooklyn property owners want second Jones Beach on waterfront.

Charles Miller, Luna manager, slugged by holduppers, recuperating.

Louis G. Hart, detective and inspector for State Liquor Board, died.

Paramount and Metropolitan inaugurating Saturday midnight shows.

Alvay Jane McHenry, upside down tumbling, models a sky-suit at Coney's.

Rockaway playground closed during rainy spell, but Luna and Steeplechase kept open.

Old Geritren's Tidewater Mill at Marine Park, one of old landmark and showplace, swept by fire.

Henry Kellett Chambers, playwright and editor on Literary Digest, died in New England.

Garth Gate, resort and travel promotion manager of Brooklyn Eagle, died in New England.

Samuel H. Speck, theatrical manager and music publisher (managed Eva Tanguay), died in Woodside at age of 69.

DeWitt A. Forward, banker, heads Citizens' Committee to increase membership of Brooklyn Academy of Music.

Candidates for Democratic nomination for district attorney, William F. X. Geoghan and Samuel Leibowitz, criminal lawyer, making policy racket hot issue of campaign.

Winnipeg

Sammy Swartz back from California.

Amateur theatricals on the up-beat here.

Lyrice Opera to be producing again this season.

Dave Robertson, Osbourne, and frau, off on holidays.

Equipment of Garrick getting together overhauling.

Margaret Sutherland latest addition to Par floor office.

Charles Stuart from Fort William and John Hazza from Calgary. New stage put in at Dominion (legit) in preparation for coming season.

Beacon installing new cooling equipment and additional material in the theatre.

Takeover of three U. houses by Allied chain may bring vauk back to the loop.

Fred Grayburn, Capitol, only film man left in Municipal Gulf Tourment.

Dominion elections retarding general legit business until after election-date (Oct. 14).

John B. Macdonald, former manager of the legit Dominion, to Western Broadcasting Bureau (CJCB), Winnipeg.

Considered RKO Winnipeg to be opened for radio-showings of 'Midsummer Night's Dream' (WB) and 'Cinderella' (Par).

Frank Kellogg, owner of the Tivoli and Osbourne theatres, back

from tour of Canadian and American coast cities.

Maurice Silverstone, United Artists general manager for Great Britain, visiting here on combined pleasure and business trip.

Mc. Hamel and his ork. to come in on the Ontario 'Cave to Open Winnipeg' 'Cave' on Oct. 1. Both owned by A. G. King.

George Dowling, assistant at Metro, off on holidays. Broken cartilage on knee, sustained at Broken Exchange picnic recently, on the mend.

Two new houses being built in St. Vital, suburb of Winnipeg. One by the Windsor Amusement Co., other by Dave Joy, who is wrecking his Onyx, to build closer to town.

Director of the radio and industrial exposition appointed. Chairman, Walter Johnson; vice-chairman, E. H. Chapman; music and orchestra, L. Lavit and Perry Wink. Opens Sept. 15.

Irvin G. Miller's 'Brown Skin' musical comedy, starring Famous Players Canadian, western houses, at Port William, Winnipeg. Brandon, Regina, Moose Jaw, Saskatoon, Calgary, Edmonton and Lethbridge.

Pittsburgh

By Hal

It's a boy, John Bernard Jr., Jr. at Bernie Armstrong's.

Lou Gilbert's car smashed from in front of his apartment house.

Herman Middleman practically set for Nixon cake's ork spot this fall.

Tom Bodkin in company-manager, Ethel Barrymore's tour in 'Constant Wife'.

Buzzy Kountz's band at the Sky Club for season's wind-up at outdoor spot.

Harry Olsan, Columbia salesman, moved his family to New Haven.

Hardie Albright, Charleroi boy, heading east for Gullid's 'Taming of the Shrew'.

Joe Reichman plays a week at the Alvin when he finishes at the William Penn hotel.

Kap Monahan's wife and kids back home after a couple months in native Den.

Helen Donnelly back with her old boss, George Sharp, on a publicity tour.

Steve Trilling in for a few hours and off for Chicago to catch the Pink Olsen-Johnson unit.

Warwick office set for Boston to settle her accident case against a Hub theatre out of court.

Director of Hub, now from Deal (N.J.) summer theatre to take over direction of 'Y' Playhouse.

Irene Leo says Warners story department on Coast, to sign with New York literary agency.

Anne Greenway headlining new show at the Hub with Nan Blackstone following her in.

E. Reeves Cochran, playwright, having his works broadcast regularly over WJLB, Cumberland, Md.

Chicago

Charley Riley ahead of 'Going Places' revue.

Clayde Bland back on his feet after a stage of illness.

Henry Herbel has completely given up yachting for golf.

Eddie Levin and frau busy buying furniture for their new apartment.

Frank Gillmore expected in town for one of his latest visits.

Jack Hein on the road rounding up some big Brunswick-Columbia records.

Coppers have been chasing the gambling boats parked out on the lake.

Betting on the Louis-Baer fight now rating Louis favorite at eight-to-five.

Coppers are sloughing heavily on all gambling spots around here at present.

Gardner Wilson back from the south to handle 'Lone Ranger' unit publicity.

Irving Mac, orchestra leader at Royale Follies, has opened an Italian eatery.

Irving Baker has appointed Joe Adams his business manager for the Filmmark Trailer.

Gouldie Gultinger has a 16th century house in his office, a family heirloom. In his model.

Daily News besieged with requests for reprints of Lloyd Lewis biography on Will Rogers.

Jimmy Petrillo taking bows for the successful completion of the Grand Park band concert.

Mrs. Josef (Laura) Cherniavsky heading the piano department at the Grand Park band concert.

H. H. Harting, now on publicity for French Lick Springs and Hotel, is Midwest newspaper man of long standing.

With the demolition of the last Skyride tower, the lake front is again the scene of the Century of Progress expo.

Detroit

Theodore R. Schlenker, manager of the Oakland Casino, opens a night club in the theatre building.

Night clubs are busy lining up attractions for week of World Series here. Last October did it with top shows.

The Michigan State Fair and the Detroit Zoological Gardens broke 10-year attendance records during the past week.

Director of the Detroit Symphony Orchestra, under Victor Kralik, will return to the air, via WJR, Sept. 29, with Jascha Heifetz as the guest star for premier.

Fox Film Corp. will move shortly from its headquarters on Shelby Street to new two-story building on Cass, half block from 'Film' Exchange building.

C. Howard Crane, local theatrical architect, designed a mammoth amusement center to be erected at Earl's Court, London. Project to cost over \$500,000.

'Paul Bunyan,' new play by Richard Stokess, will open the fall season at the Detroit Community theatre. Albert Reibling is starting his tenth year as manager.

Contract of operators' Union, Local 139, with a rat-run houses here is due for completion next week. Contract with subsequent-run theatres has been continued for two years.

J. J. Schubert has closed deal with Navin baseball park for presentation of Opera House musicals. Shows drew 456,000 persons during 12-week season this summer after a bad start.

John Bros., who now operate five theatres here, will add the sixth Oct. 15, when the new 1,500-seater Rio house will be completed. May add venue to their Mayfair unit after widening of Woodward Avenue is completed.

'Television' scoreboard, through which Coleman Athletic Theatre reproduce every movement of Tigers baseball games on road, is packing 'em in at the Broadway Strand theatre. Rain checks are given in case game is called off.

Indianapolis

By Bill Kiley

Three, country nitery, today (7).

Tom Deane reopening Indiana Road Sept. 14.

Corbin Patrick, Star crick, now touring with the team.

Edna's dinner, adding to the dinner hour.

Lyrice office, announcing a week vacation during unreasonable cold spell.

sester Huff returning to town to do only local theatre organology at Lyrice.

Walter Whitworth back at critic's desk at the News after prolonged illness.

Frankie Parrish, Charley Davis, croney, due to return to the Lyrice stage before rejoining ork.

Fred Burleigh, Civic theatre director, due to return to Mead, where he has been doing summer stock.

George Fish checking valubles in his garage which was entered by burglars while he was vacationing at the lakes.

Westport, Conn.

By Humphrey Doulsen

Grant Mills in from Skowhegan.

Roton Point Park closed for season.

Homcr Mason recovered from illness.

John Cecil pond.

Walter O'Keefe riding in horse show.

Kathleen Comys into 'Treasure'.

Thyra Samter Winlow Ditts Homer Cray.

Fremmen's Frolics, put on by local artists, cleared \$1,000.

Bob Lahr back to town after summer of away-loading.

Open Door Inn opens new tap room, with occasional acts.

John J. Fenn, 65, m.c. of Fenns, mother of Richard Barthelmess, here.

Phil Dunning and daughter Virginia commuting to town for 'Remember the Day' broadcasts.

Mexico City

By D. L. Grahame

More talent being hooked in U. S. for local casts and night clubs.

Fu Manchu, magician, playing here again after acquiring new equipment in the U. S.

'Stranded' (WB) at Cine Olimpia.

'Break of Hearts' (Radio) at Cine Regia, most popular current pic here.

Management of art company at the Teatro de la Barrera.

ton why he is still lingering in Hollywood when he promised to come here to play leading roles with this stage unit.

Burlesque Actors Strike for 3 Days and Win Out; Granted Salary Increase, New Contract

In the first actors' strike since the Equity strike of 1919, 60 principals and 100 chorus girls walked out of five burlesque theatres in New York and one in Hollywood last week, and remained out for three days. The strike, which commenced Thursday (5) at noon through failure of the managers to agree to terms of a new year's contract, ended Saturday night. The actors scored both a moral and practical victory.

The strike having ended with several matters still unsettled, a committee of four was appointed to discuss them and bring about an amicable agreement within 30 days. Members are Paul Duhell of Actors Equity and the Four A's, which latter organization was called into the strike as American Federation of Labor charter parents of the burlesque actors' union; Sam Scribner, representing the managers; Jacob Goodstein, lawyer, representing the theatre concessionaires; and Tom Phillips of the Burlesque Artists' Association.

Permanent board for arbitration of all actor-manager disputes in burlesque was formed of Phillips and Scribner, for the actors and managers, respectively. In event they are unable to agree, cases will be submitted to the American Society of Arbitration.

Theatres affected were the Apollo, Republic, Ellings, Irving Place and Gotham, New York, and the Hollywood Playhouse on the Coast. Burlesque Artists' Association, which called the strike, received 100% response in these theatres. The only troupe that failed to respond was the stock company at the Bijou, Philadelphia, where only two members walked out, with the others reported as getting personal contracts for a year on the Independent Wheel from Harry Hirt for slickings.

Stock on Arbitrator

Several disputed items in the actors' proposed contract combine to bring about the strike, but the principal cause was disagreement over the means of arbitration between the actor and manager factions. The managers, with H. K. Minsky as spokesman, appeared to object chiefly to the presence on an arbitration board of Phillips, president of the actors' union and leading figure in the unionization of burlesque actors.

The '34-'35 contract between the managers and B.A.A. expired Sept. 1. Managers formed the Eastern Burlesque Managers' Association, consisting of all major eastern operators with exception of I. H. Heck, to replace their deal on National Burlesque Association and negotiate with the actors on the new contract. At midnight of Aug. 31, when the old agreement expired, the two sides were still at odds and the managers threatened to close their theatres Monday (2), but did not carry out the threat. With the breach continuing without indications of a settlement, the actors took the initiative and called their own strike for Thursday.

At 11 a. m., an hour before the strike was scheduled to commence, the managers sent a last-minute message to effect they would agree to all terms of the new contract except the arbitration clause. B.A.A. refused to consider a deal on these terms and made the strike official.

Managers demanded an arbitration board comprising a representative of the managers, a representative of the actors and a neutral third party, with the P.A.A. and the managers' association each required to post a bond of \$1,000 or \$2,000 to guarantee enforcement of decisions. A representative of the actors was that Phillips would not be the actors' representative.

Actors' demands, which were originally disputed but to which the managers eventually gave in, were: four the strike was called involved minimum salaries, working hours and financial responsibility of the management.

All Actors Upped

Under the settlement by which the strike was called off, principals

and chorus girls both receive an increase in minimum wages. Girls get an increase of \$1.50 to \$22.50 a stock and \$25 on the road. Principals' new minimum is \$40, as against last year's \$35. In addition, the girls are guaranteed one day's pay in 14, and play or pay for the final week if having received notice.

Another angle settled in favor of the actors concerns financial responsibility where a theatre's license is revoked. Where the loss of license is due to an action on the part of the manager, the actors must be reimbursed for all losses. In other cases the issue will be submitted to arbitration.

During the strike's three days' duration there were several meetings on both sides, but no mutual give-and-take. Saturday night, when the warring factions met on neutral ground in the Friars' Club and reached an agreement.

B.A.A. conducted a series of mass meetings, all of which were heavily attended and at which the strike was enthusiastically endorsed. Some of the members wanted permission to picket the closed theatres. On Friday the B.A.A. dug into its treasury for \$2,500 which it distributed to needy strikers.

Meanwhile the managers, conducting their own meetings in private, refused to give in. On Friday they announced intentions of reopening their theatres regardless of the strike, declaring they would seek to recruit casts from vaudeville and non-striking among the burlesque players. The vaudeville angle caused the American Federation of Actors through Ralph Whithead to issue resolutions to its members to refrain from accepting engagements in burlesque theatres involved in the strike.

Opens on Ti

For a time it appeared the deadlock would prevent the new eastern circuit, Independent Wheel, from opening Monday (9) on schedule. The strike ended just in time for a get-away by the Minsky-Wainstock-Hirt combine. First show opened at Minsky's, Brooklyn. The stock houses opened Sunday.

Managers have decided to make the E.B.M.A. a permanent organization with its own offices and the following officers: Sam Scribner, honorary president; H. K. Minsky, president; Emmett Callahan, vice-president; Sol Schwartz, secretary; Izzy Hirt, treasurer; Harold Minsky, recording secretary. The association embraces eastern operators only. B.A.A. will make separate agreements with western managers such as Clamage, Travers, King and Jaffe.

I. H. Heck, who operates the City of Hollywood, was immune from the strike through having previously signed the agreement in full. The only burlesque house in New York, his Gaiety did terrific business for the three days of the strike. In justification of his solo stand, Heck said, "This is one time the managers are wrong. There is nothing exorbitant in the actors' demands and are entitled to the new contract." He viewed the whole affair as a matter of "petty personal grievance."

Heck states he will continue his individualistic attitude and refuse to join the managers' association. "I can do my own arbitrating," he declared.

Matters to be settled by the temporary arbitration committee within the next 30 days include working hours, pro rata payment for mid-week shows and transportation expenses.

In demanding shorter hours, the B.A.A. pointed out that burlesque people, particularly the chorus girls, are now on the job 80 hours a week. They demand a stipulated time, remains shuttled until definite policy is arrived at late this week. Joe Weinstein, general manager, returned today from New York, but is awaiting plans for troupe or house.

Meeting scheduled for late today (Tuesday) to determine whether company disbands or goes to work for a while to see whether to sublease a theatre, or produce another burly.

Clamage Takes St. Louis

G.O.H. for Burlesque

St. Louis, Sept. 10. A. Clamage of Detroit has taken over the old Grand Opera House here in downtown district and will install burlesque and pictures. Plans call for four stage shows per day with pits between.

House is being redecorated for opening about Saturday (21) prior to American Legion week (23-30). House will offer competition to Garrick, which has been the city's only burlesque theatre.

Court Pans Cop for

Balto Burlesque Pinch, But Fines Tiny Delmar

Baltimore, Sept. 10.

Nine cops, disguised as country jakes and laborers, sat in on a performance at the combo film and stock burlesque house, Clover, last week, and at conclusion of the show flashed badges, ordered house lights up, handcuffed 25 boys under 19 years of age out of audience, then arrested Tiny Delmar, a stripper; house manager Hilliard Livingston, the pit musicians and seven other members of the stock troupe, and had the whole round-up carted down to station house.

The boys of minor age were released. The cast and house staff were let off with collaterals. When hearing came up next day, Judge Magistrate Elmer Miller, it was testified Miss Delmar had stripped entirely nude, though she protested she had worn a net. She was fined \$20, as was the Clover's operator, Bernie Livingston.

It also cropped out in the testimony that the raid was instigated by a citizen who caught an afternoon performance and went to cops complaining he had been shocked. The magistrate took occasion to remark that the police could be rendering community more important public service if they spent their time combating actual criminals instead of dressing up in disguises and knocking off burlesque shows.

It was brought out when the members of stock troupe—all of whom were arrested—testified that the specialty dance which police deemed "indecent" met with the approval of the organization of which they were all members, Burlesque Artists' Association.

Stock Burly in Pitt.

Pittsburgh, Sept. 10.

Variety, local burlesque houses closed last several nights, underway again under stock policy with change of bill weekly. House again being operated by George Jaffe.

Company includes, in addition to line of 24 girls, Harry Clegg, Jimmy Dugan, Al LeRoy, Harry Nealy, Lillian Murray, Jacy LaRue, Gladys Clark, Mark Voe, Louise Phelps, Sonya Lee and Carlton and Miller. Management intends to bring in new principals every other week.

everybody in all theatres except two. Exceptions are the Trocadero, Philadelphia, and Howard, Boston, which have shown by their books that they are unable to carry added costs for the extra show. B.A.A., said Phillips, will make other exceptions if proper evidence is shown.

With the strike settled, eight theatres dark for the summer started the new eastern season over the weekend. They were the Peoples, New York; Oxford, Star and Minsky's, Brooklyn; Civic, Syracuse, and the Independent Wheel houses in Boston, Philadelphia, Washington and Baltimore.

Hollywood, Sept. 10.

After closing down Friday (5) due to sympathy walkout of burlesque players, Minsky music had remains shuttled until definite policy is arrived at late this week. Joe Weinstein, general manager, returned today from New York, but is awaiting plans for troupe or house.

Meeting scheduled for late today (Tuesday) to determine whether company disbands or goes to work for a while to see whether to sublease a theatre, or produce another burly.

"Life Begins at Minsky's" wound up seven weeks, to strong grossing.

OBITUARIES

HENRY K. CHAMBERS

Henry K. Chambers, 68, died in Great Neck, L. I., Sept. 5. He was a younger brother of the late C. Haddon Chambers and himself a playwright. He wrote "Alibi" for Grace George and "Butterfly" for Lillian Russell. He also did "Right to be Happy" and "An American Widow" for the latter. He was also filmed with Ethel Barrymore in the lead. He had not written for the stage for some time, devoting most of his attention to "The Spirit of Life" column in the Literary Digest.

He is survived by his widow, the former Mary Davidson, who used Kate Carey as the signature for her short stories.

A. C. (BARNEY) BARNSDALE
A. C. (Barney) Barnsdale, 56, for years a tenor in Al G. Fields Minstrels, died at his Charlotte, N. C., Sept. 1, after having been ill for a few hours.

He is survived by his widow, Mrs. Winnifred H. Barnsdale, Woodstock, N. C.; two sons, George R. H. and E. Kenneth Barnsdale, both of whom are connected with the Charlotte (N. C.) News; two sisters, Mrs. Hattie Booth and Mrs. Lillian Conley, both of Stratford, Ont., and a brother, James Barnsdale, Winnipeg.

Body was sent to Stratford, Ont., for burial.

ERNEST HENKEL

Ernest Henkel, for many years director of personnel at the Metropolitan Opera and in more recent years an agent for operatic artists, including Martinielli, died in New York, Sept. 3, of a heart attack.

A woman, who said she was formerly with the opera, saw him sitting in a chair on the fifth street near Third avenue, and at his request took him to Hartford House, a shelter maintained by the Temporary Emergency Relief Assn. He had been living there for some time.

ELOUISE M. LITTLEFIELD

Mrs. Eloise M. Littlefield, 35, former circus aerialist, died in Gloucester, Mass., Sept. 8, at the home of her husband, Frank F. Littlefield. She was stricken on an automobile trip.

"Born" house "Leonard" she went into the circus when only 11 and continued for more than 20 years. She retired on her marriage. In the circus world she was known as Cuppie and Mrs. Eloise. She is survived by her husband, two brothers and a sister. Interment was locally.

LOUISE BLITZ

Louise Blitz, 31, believed to have been the oldest woman in show business, died in Chicago Sept. 7 as the result of injuries sustained Sept. 1 when struck by a truck.

She had owned and operated her own showshoes and had trained her own elephants and canaries. Her last connection was with the Royal Midways on the Jersey shore show before her retirement in 1925. She exhibited Millie Christine, the Negro slamese twin for Sals Bros. and had been with the Barnum show.

MRS. J. E. TAYLOR BANKSON

Mrs. Mary Ellen Taylor Bankson, 84, died in Newberg, Ore., Aug. 30. Once a well-known character actress on the stage, she was over about 20 years ago, since living in Newberg.

She was married twice, both of her husbands having been Civil War veterans.

HYMAN L. MORRIS

Hyman L. Morris, 61, treasurer-secretary of the Joe Morris Music Co., died sudden of heart disease at his home in Philadelphia Aug. 28. He helped found the Morris publishing and jobbing interests about 30 years ago.

He is survived by three brothers, Joe, Louis and Mike.

KENNETH GEORGE FOSTER

Kenneth George Foster, 17, member of the Carroll-Sittig orchestra, died Sept. 3 in Youngstown hospital, Youngstown, O., after an illness of five days.

He leaves his parents and a sister.

Burial will be in Calvary cemetery, Youngstown.

FRANK V. STUMP

Frank V. Stump, 63, who did newspaper work in Terre Haute, St. Louis and Los Angeles before editing Southern California Business for L. A. Chamber of Commerce,

died Sept. 1 in L. A.—Widow and daughter survive.

PRESTON W. EATON

Preston W. Eaton, formerly secretary to H. P. Duran, one time story editor and supervisor at Paramount Studios, died Sept. 8 at Gloversville, N. Y.

He was recently connected with Stage Associates, Inc., and the Red Barn Theatre, Locust Valley, L. I.

TED McCANDLES

Ted McCandles, publicity man for Lucky Teeders' Hot Drivers, automobile truck drivers, died at Mary Anna, Fla., Sept. 4, from automobile injuries.

He was enroute

Fla.

JAMES HUDSON

James Hudson, 26, writer and one-time boxer, killed in fall down canyon near Los Angeles, Sept. 3.

Mrs. Ann Bourke, mother of F. H. Bourke, stage and screen comedian, last with 'As Thousands Cheer', died at her home at Norwalk, Conn. Two other daughters also survive.

Robert T. Brooki, father of Thomas Brookins, member of the negro stage team of Brookins and Van, was found dead in bed Aug. 31 at a hotel in Akron, O.

Gov't Grant

Continued from page 55

known to be jobless. Confidential government figures are said to show the number of needy actors, both legit and vode, and technicians as approaching 20,000, causing apprehension that the government effort, if much of the money is used to foster little theatres and collegiate activities, still will fall far short of remedying the situation.

No Appointments

A number of individuals to take charge of regional offices and to supervise activities in the various states are being considered for top spots in the theatrical set-up, but so far no appointments have been made.

Likewise, works program headquarters has reached no conclusion on the cities which will serve as key points in the program, except that New York, Los Angeles and Chicago will be principal bases of operation.

In the present stage, officials are surveying the country to discover what professional, semi-pro, and amateur units are functioning, what enterprises may have been suspended or while collecting the statistics can be fitted into the program, and where efforts should be concentrated. With the majority of the jobless actors located in New York and smaller numbers in Chicago and on the Coast, primary problem is to work out a plan for redistributing talent with a minimum outlay for transportation.

Music program is patterned after the theatrical scheme, calling for establishment of symphonies, concert orchestras, and dance bands in medium-sized and larger cities and maiming out of tour to carry Beethoven and Mozart to the sticks. Besides providing jobs through the winter, the government agency will try to use the money for musician work in summer to encourage appreciation of music and to encourage composers and authors to grind out new materials.

Most of the scribblers will be put to work drafting a copy for a new national guide-book, a 25th century American Baedeker, which will consist of five volumes and be sold on a cost basis. Other typewriter men will be assigned to the task of preparing a comprehensive history of the relief program and of propaganda material.

Resuming Burly

Youngstown, O., Sept. 10. Princess theatre here, for many years under the management of the late Ralph Pitzer will reopen with a burlesque policy the middle of September. Clyde Boyer will manage the house, assisted by Henry Prather, vet. bat and burlesque producer.

Boyer and Prather have made arrangements with Jack Kane, ex-diannopolis, to switch principals every four weeks.

Canadian Exposition, Biz Barometer, Plays to Big and Spending Crowds

10. With such attractions, as Rudy Vallee and his floor show, the grandstand pageant and the horse show doing capacity business and the midway receipts up 25 per cent over last year, there are no squawks from concessionaires, exhibitors or officials regarding the current Canadian National Exhibition. Attendance for the two weeks show-to-date has seen a 58,000 increase in admissions, 1,312,000 persons having visited this annual exposition as compared with 1,244,000 for the corresponding period last year.

The C. N. E. has been held in Canada as a reliable barometer of business conditions. Noticeable is the carnival spirit at the 1935 show. People are definitely spending money, as witness the heavy midway business, the standee and turnaway business at many of Vallee's twice-daily shows, and the "biz" business at the national stand pageant; a situation which has not been enjoyed for the past five years.

Vallee Gets

For Vallee, the building which formerly housed the National Motor Show, has been transformed into a huge ballroom. The floor accommodates 1,800 couples. The surrounding bleachers seat around 15,000 people. The main floor is thrown in for Vallee's matinee are turning them away. The tariff for this is 50c; no dancing. The floor show and dancing each night costs \$15.15 per person. The tariff is lining up an hour before the doors open. This would place the estimated capacity gross at \$7,750 a day, although Vallee did not start out with capacity audience. Too early yet to estimate the two-weeks' gross, but that \$30,000 net for Vallee's fortnight, plus the reported 50 per cent of the matinee gross, will still leave a solid profit for the C. N. E. and Impresario Beasley. The money-getting stand-by for the C. N. E., however, is the grandstand pageant. This combination variety-spectacle starts at 7:30 and runs to 10:20. Grandstand seats approximately 25,000 and is sealed at 30c. to \$1.65. There is also room in the paddock for another couple of thousands at the usual 30c. The pageant is doing capacity business afternoon and evening. That's an estimated daily gross of \$24,100.

Charles Ross wrote and directed the pageant with a cast of 100 performers. George Hamid, up for the show, booked the 17 vaude acts doing the two-a-day here. Worked into the pageant is Ed Schooley's revue. Schooley is a star.

Brilliant Pageant

Show starts off with the musical ride of the Royal Canadian Dragons, always a thriller irrespective of the visitor's nationality. Then the pageantry of the four seasons, a new type of presentation. Four sets used, these painted by Flisat, a Royal Academy brought over from Covent Garden for the job. Stage is 200 feet long and 70 feet deep, but with 720 feet in length and 50 feet high outside the wings. They're built on flat cars and run on a maze of railway tracks backstage.

Summer scene reveals a lake stretching back to the mountains, with several hundred performers on in bathing suits and summer togs for beach sports. Schooley's 24 girl line do a Parisian ball. The finale has Lottie May's diving troupe on in a huge glass tank for disappearing dives and costume changes. An autumn scene is a village festival, with a parade of the pinks later riding in to be followed by a travelling circus which is Blanche McKenny's liberty horses, with Eli's elephants and Wilbur's Circus. Winter scene is a Christmas Eve in a Canadian village and works in figure-skating, Siegfried for spectacular ski-jumping, and another ballet by the 24-girl line. Garden scene for spring. A Jenny Lind ballet with Florence Tennyson as prima donna and then a straight pageant finale for Jubilee Year as troops from all parts of the Empire gather to pay homage to the 'King' takes the salute in the march.

A thrilling and colorful finale which sets the customers cheering. Hand it to the influence of the movies—the Bengal Lancers get the biggest hand!

Ross, who has been in the pageantary business for 35 years, has done perhaps his best job this year.

Handles his colors and mass effects in an eye-rilling manner.

Pulling the Juice

Indicative of the mammoth proportions of the show, in the set-up of lights. The east and west galleries have the grandstand carrying twenty-four 1,000-watt flood lamps; the top gallery has thirty-six 1,000-watt floods and a movable center-cluster of eight 1,400 watts. The grandstand spots include six 2,000-watt Kilegas and two 5,000-watts. There are two carbon spots of 125 amperes and ten of 45 amps. All are equipped with color frames, boomrangs, irises, etc. Also equipped with dimmers are a bank of twenty-four 3,000-watt plates and two additional 6,000-watts. Down front, the footlights have 198 outlets of 200 watts each, three colors all on dimmers, while the back and wings lighting has fifty 500-watt lamps.

The afternoon vaudeville before the grandstand has Willie West and McGinty; Blanche McKenny's horse acts which include her liberty troupe, jumping horses, push-bell horseback, two-horse-hitch and three-horse-hitch Roman races and the chariot races; Wilbur's Circus, dogs, ponies and elephants; the Edith Sieglar Troupe and the Fleming's, flying acts; the latter back later with the Derwells for cloud swings; Daley, the Wonder Horse, comedy act; Reynolds and Donegan for roller-skating and the Severn-Wire Girls for a skating act; Will Hill's baby elephants, the Demetrius, Arab tumblers; and Lottie Mayer and her diving ballet of 16 girls.

Tops by 10,000

Vancouver, B. C., Sept. 10. Canada Pacific Exhibition closed today with a seven day attendance total of 313,305, about 10,000 over last year's total.

Labor Day saw more than 40,000 in grounds, an all-time daily high mark.

May. Go to Dallas

New Orleans, Sept. 10. A replica of the million dollar amusement center now being projected for this city, may be installed in the Texas exposition in 1936. Bob Paige, designer, has been called to Dallas for a conference with exposition concession men.

Ottawa Fair's Record

Ottawa, Sept. 10. Final count of patronage to the recent Ottawa fair, shows that the turnstile clocked for 397,000 admissions during the six days for a modern attendance record.

Only twice before has the local exhibition shown slightly higher patronage, and even at that there is some doubt about the previous figures. Fair made money, it is announced, but the actual net will not be announced until returns are made to the city government, which holds a big stake in the undertaking.

N.Y. Rodeo Starts Oct. 9

Opening Oct. 9, the 10th annual indoor rodeo will hold forth at Madison Square Garden until Oct. 27. There will be 26 performances, 19 night shows and seven matinees.

An estimated number of 200 roughriders will participate for the \$40,000 in prizes. Last year's contestants numbered 173.

Bust Out Black

Dayton, O., Sept. 10. Though continuous rain made one out of four days of Montgomery county fair, opening Labor day, a complete loss, gate admission numbers 15,215, were nearly 1,000 ahead of last year.

Both pari-mutuel betting and sale of beer were banned this year.

CIRCUS ROUTES

Week Sept. 11
At G. Barnes
Sept. 11, Alamosa; 12, Trinidad; 13, Los Vegas; 14, Santa Fe.
Sept. 14, Santa Fe Bros.
Sept. 17, Stuttgart; 18, Blytheville; 14, Sikeston.

LEGION IN BUSINESS

Vets Will Build and Operate Amusement Park

Gulfport, Miss., Sept. 10. Development of Ship Island, off the Mississippi Gulf Coast, as an amusement resort, became more certain Saturday (6) when it was announced that President Roosevelt signed a bill, ordering a re-appraisal of the federal property which has been taken over by the Joe Graham Post of the American Legion here.

It is the plan of the legion to build a restaurant, dance pavilion, bathhouses for bathing, and to provide facilities for fishing. It is hoped to make this a recreation center for the entire Gulf Coast, for New Orleans, and tourists and visitors from nearby states.

Corners Like Ringling

Des Moines, Sept. 10. Officials of Ringling Bros.-Baum & Bailey's circus reported here, that business in their three Iowa stops this year was 25% better than last year. Shows were in Des Moines, Iowa City and Ottumwa.

With capacity of 15,000 every seat was taken for the two performances here Sept. 4.

Carney Man Killed

Lincoln, Sept. 10. Russell Broadstone, 26, known on United Shows of America, Carney, as Harry Hurley, foreman of the Whip, was instantly electrocuted last week while operating an electric drill when he stepped on a live wire in the muddy midway.

Show gave him a funeral, Rev. Guy Sharp, ordained minister who officiated in the funeral service, making the funeral oration.

Body was shipped to Moscow Mills, Mo. Show was playing the State Fair here.

Rubin & Cherry Expo.

Toronto, Sept. 10. Midway was a medley of mathematicians, with dazed officials and cashiers frantically trying to work out the admission fee following Premier Hepburn's usage that amusement tax would not be affected by the stay of the two-weeks' stay of the Rubin & Cherry Exposition, here for the Canadian National Exhibition.

Final result was that visitors are seeing the shows for less than ever before. With the tax scale jump, the 25c shows, which were 15c and 25c, shows which previously charged 10c and 20c, were cut to 8c and 10c, plus tax, this eliminating 40c of copers.

The 25c shows which, with the 6c tax, would have cost the customers 30c, was thought at first that, if these prices showed figures in the red, prices would be upped. No squawks, however, were heard. The complete with stick and cigar, is beginning to catch up on sleep a little. Despite government tax collection inroads, midway gross is reported to be up 25% over last year, with gross of the baby-rides division up 30%.

New Rubin & Cherry edition is spicing up the midway with the modernistic fronts and the heavy use of neon-tubing. Barkers are all using the p.a. system. Expo carries 17 shows and 15 rides; also 3 baby rides and 2 pony tracks. New canvas as well as new fronts. Attraction being broken in here include the elaborated Auto-Scooter, the Loop-the-Loop and the Loop-o-Plane.

Chief attraction is 'Old Mexico' with Celia Villa, daughter of Panchito, as featured singer, and Mercedes de Velasco for sacrificial dances. Show carries 10 females and 8 men, latter doubling in the marimba band. Top growers, however, are the 10c shows, 'Believe It or Not' freaks, the Motor Drome and the Russian midgets, in that order.

In the rides, the Scooter and the Loop-o-Plane are making big business; ditto the baby rides.

Show is travelling in 30 72-foot canvas-covered trucks, with 100 staff consists of Rubin Gruberg, prez; Frank Reed, secretary; Arthur Sharp, treasurer; Joe Redington, manager; Frank Winchell, press; Louis Hoffman, agent; Paul McLane, trimmer; Wm. Cain, chief electrician; and a staff of 100. Tobias, scenic artists; Ed. Reider, superintendent of construction; Earl Klotz, lot superintendent.

ONE DAY FAIR
Easton, Sept. 10. The one-day fair at Gilborton near Easton drew 30,000 this year. Fair largest ever held.

Fair Stripper Shocks Iowa Solon; Now He Wants to Write a Bill

SAVES THE PATRONS

Carney Showman Leads 30 from Flaming Concession

Toronto, Sept. 10. Over 50 men, women and children escaped from a roaring blaze when fire swept rapidly through the 'Jester's Palace,' a ride in the Rubin & Cherry midway at the Canadian National Exhibition here.

William Collison, foreman of the operating crew, managed to escort the customers from the canvas and wooden structure unharmed. He carried out two youngsters and was burned on both hands. Tents on either side of the blaze were quickly struck.

Collison had quickly pulled all electric switches as others of the crew cut loose a large gasoline tank and hauled this beyond the flames. Machinery and mirrors were completely ruined, estimated loss being at \$4,000. No insurance carried.

Fire department claimed blaze was caused by a lighted cigarette butt.

Ringling and Cole Hit Southeastern Territory

Birmingham, Sept. 10. Cole Brothers have hit the solid south, being the first circus to do so. Coming in through Arkansas the show is due to hit the cotton territory at Memphis Sept. 16. The show lays over Sunday at Memphis and plays Monday.

Ringling Show is also slated to hit Tennessee and Alabama sometime in September or October and both the Cole and Ringling are trying to arrange for a Birmingham date. However, a definite date has been held up because of the Alabama State Fair Sept. 23.

Neither show will likely come in before the fair is held.

Substitute for Fair

Dallas, Sept. 10. State fair directors are lining up every amusement house in Dallas for a city-wide 'carnival' week, Oct. 10-19. Events are supposed to replace the State fair's two-week run ruined by construction of Centennial expo.

Directors have hooked theatres, nite clubs, hotels and others into the scheme, and the idea is that horse races and football games, if amusements are thrown in, would draw a crowd about the same as the fair would.

Wiping Out Wortham

Dallas, Sept. 10. Wortham Shows may be near their existence's end. Mrs. Carrie Wortham, owner, is dickering for a farm near Dallas to assemble some of her State Fair of Texas devices, and plans to bring her 18-car show, now being dismantled, to the new site. She doesn't know whether she will dispose of the entire show.

Mrs. Wortham was awarded \$1,000 by the State Fair of Texas when she canceled her 20-year contract at the end of 1934. She got \$1,250 for demolition contract, but gave 450,000 feet of lumber with it. Sold two devotes to an amusement park, and is holding a Lindy Lou, merry-go-round and others.

She said the permanent carnival represented a \$200,000 investment. Mrs. Wortham's permanent rides are being raised for site of Centennial expo midway.

DUNKS IN BLACK

Des Moines, Sept. 10. Iowa state fair went out of the red this year. Total receipts to Thursday preceding the closing day, Friday, were \$232,274.60, compared with \$155,777 for the 1934 fair. Attendance was better than that of any fair since 1927.

Although the same midway attractions were at the 1931 event, gross receipts this year were 65 percent higher.

Cedar Rapids, Sept. 10. Strip women who entertain the natives out in the territory where the tall corn grows may be an issue in the next session of the Iowa state legislature. If a district issued this week by Representative Gus Aleesch of LeMars is made good. He attended the annual state fair, which closed a few days ago in Des Moines, and he is riled over what he saw on the midway.

Curious to know if the promises of a Barker that the ladies would dance in their birthday clothes without using their feet was all that it sounded to be, he took a chance and risked at least one eye. "That Barker's promise sure was made good," the Solon says in a letter of protest, which he sent to the state fair board. "She didn't have so much as a patch of cotton plaster between her epidermis and the goggle-eyed public."

Presumably Rep. Aleesch's remarks were directed to the show in which Jade Rhodora, strip dancer, was featured, although Secretary A. R. Corey of the state fair board insists that all midway shows were censored. Rhodora, however, is nothing out of line had his approval. Time magazine recently quoted Miss Rhodora as saying that she wouldn't think of doing a strip before a stag fair board. "She didn't have so much as a patch of cotton plaster between her epidermis and the goggle-eyed public."

Corey said Aleesch was deceived by mirror illusions.

S. C. Dates and Shows

Spartanburg, S. C., Sept. 10. The following schedule of main North and South Carolinas September and October fair dates has been announced through Glen W. Naves, publicity man:

South Carolina: Spartanburg County, Sept. 16-19; Darlington, Sept. 30-Oct. 6; Newberry County, opens Oct. 5; Orangeburg opens Oct. 17.

North Carolina: Rutherford County, Sept. 24-28; Toe River tri-county, Sept. 17-21; Wilkes County, Sept. 24-28; Wayne County, Sept. 24-28. Greater Krause Shows booked for Toe River fair.

L. C. Price has been named president of Hollis Fair Association, and George E. Evans is Hominy (N. C.) fair contest, due later.

Gibson's Blue Ribbon Shows skeddled with all week. Rutherford fair booked.

Hamlet (N. C.), Oct. 7-12; Greenville County, S. C., Greenville, Oct. 7-12, midway bookings in charge of Greenville County Fair Assn., New Buncombe Road, Greenville.

Sept. eight more N. C. county and 10 more community fairs placed in state license exemption list.

But levies on carnivals not included in tax exempt ruling, only fair amusements, such as riding devils and concessions, which leaves a loop hole for a large part of set-up of many carnivals and shows now playing Carolina fair circuits or enroute for fall bookings.

Here and There

(Continued from page 44)

die Columbia U. football tills this year over WHN, New York. Series begins on Oct. 5. Duo not to be played will stick to play-and-play and other first-hand gleanings.

Charles ranon, formerly of WJOL, Janesville, Wis., and George Kovel, who comes from WTAQ, Eau Claire, Wis., have joined the operating staff of WDAY, Fargo, N. D.

Millard Dunkirk, WDAY, Fargo, N. D., commercial depart out, is on two-weeks' motor trip with Boston as his main objective.

ANOTHER BLACKIE

Indianapolis, Sept. 10. The 83rd Indiana Annual State Fair, concluding Friday (6), hung a new all-time attendance record with total 200,000 persons passing through the turnstiles. This exceeded last year's total of 72,000, and the previous record scored in 1928 of 254,587.

A picture worthy of their great talents



Francis Lederer and Frances Dee... new king and queen of gay romance... frolic into the hearts of audiences... in this sprightly entertainment that convulsed East and West Coast preview crowds with uncontrollable laughter.

"Lederer and Dee give performances that will win new thousands. Lederer comes into his own... he's any gal's heartbeat."
—Hollywood Reporter

"Francis Lederer's finest performance. Portrayal by Frances Dee elevates her to top rank."
—Hollywood Citizen News

"Francis Lederer especially suited to role he enacts superbly. Frances Dee's acting exceptionally pleasing."
—Showmen's Trade Review

"Francis Lederer has never had better material. Frances Dee should land on the top rank of younger comedienne."
—Variety Daily

Francis
LEDERER

The GAY DECEPTION

A JESSE L. LASKY PRODUCTION with

FRANCES DEE

BENITA HUME
ALAN MOWBRAY
AKIM TAMIROFF

Directed by William Wyler. Original Screen Play by Stephen Avery and Don Hartman.

A FOX PICTURE

P. S.

Previewers hail Nino Martini as the singing-romantic find of the year in "HERE'S TO ROMANCE", Fox picture.



VARIETY

PRICE

15¢

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80 PAGES

BOWES NO. 1 MONEY MAN

**390 Chorines at Work in Legit,
Biggest Number in Five Years**

Chorus Equity's has 390 members already set in legit for this season. Last year at the same time total reached 137, of which 31 were Britblers with the D'Oyly Carte co.

Providing present pace holds, this season bids well to establish a high water mark over the preceding five years.

Number of those currently spotted is split among Broadway shows open and in rehearsal, which have taken 144, coast production of 'Anything Goes' which has 30 and 15 working with the P.W.A. There have been as many as 1,500 chorus members at work at one time. However, nothing comparable to this has been seen since the days when 'The Student Prince' was incumbent.

Chorus members set for the east will be divided between 'Scandals', five Shubert shows two of which are for the road, 'Fannies', 'Great Waltz', 'Keep Smiling', 'Jubilee', 'Sketch Book', 'At Home Abroad', 'Thumbs Up', 'Life Begins at 8:40' and 'Venus in Silk'.

Commenting on the publicized shortage of girls, chorus Equity claims that such a condition does not now, and never did, exist. There is sometimes a scarcity of certain types and of those specially talented, but a general dearth never, says the

(Continued on page 35)

Looking Ahead

Doo Rockwell was asked by a friend what he was doing.

"Oh, I'm giving an audition for them every year."

"How does it look for 1935?" asked the friend.

"I don't know yet but I've got a great idea for the 1935 audition," replied the Doc.

QUARANTINE 11 CHORUS GIRLS BACKSTAGE

Louisville, Sept. 17.

Chorus at the National theatre here, a presentation house booked from New York, is being held at the theatre in quarantine since one of the 12 girls, Gertrude Struck, was stricken with infantile paralysis last week. A doctor is in constant attendance, though the girls are being permitted to work.

Chorus is a house line, with the William Morris office setting down the fill-in acts weekly. Harry Anger, also of New York, is the producer. The girls have petitioned the Morris office and Anger to get them out of Louisville. Mother of the stricken girl, who is in a local hospital, arrived here to be with her daughter.

Gary Cooper P.A.'s Plan to Stamp Out Endorsement Racket

Hollywood, Sept. 17.

In a move to stamp out what he calls the testimonial racket for commercial products, Jack Moss, business manager for Gary Cooper, has set a standard price for endorsements by the star of commercial products and will turn monies over to relief organizations. If other players fall in line, Moss is confident the evil will be wiped out.

Although the Hays office frowns on endorsements, practice has progressed unabated. Moss says, 'In many cases, coin for alighting products never gets past the press agent.'

MILLION-A-YEAR WITH AMATEURS

**\$5,000 Weekly from Radio,
\$12,500 on Units, \$1,000
for Shorts—\$500 at Capital as Managing Director**

\$19,000 A WEEK

Major Edward Bowes is the new No. 1 money man of show business with a current weekly income that, if maintained, will place him in the \$1,000,000-a-year class. About 98% of the total comes through his amateur shows on the radio, screen (shorts) and in theatres (units).

Bowes' present estimated weekly income runs in the neighborhood of \$19,000. It is derived from four sources, three of which pertain to amateur shows.

On his commercial (Chase & Sanborn) air program Bowes draws \$5,500 a week. At present there are five Bowes amateur units playing theatres, with more to come, and with the first five already netting him an estimated \$12,500 weekly. For 26 screen shorts, in which amateurs are also used, Bowes gets \$52,000 at the rate of \$2,000 per short, or \$1,000 a week on a year's

(Continued on page 35)

THEATRE AUDIENCES AS POLITICAL POLL

Rochester, N. Y., Sept. 17.

Figuring theatre-goers as typical cross-section of popular opinion, Gannett newspapers in 14 cities will conduct a theatre poll on 'Do you in general approve the policies of President Roosevelt?' Test set for Sept. 20 and will include both noble and main stem houses. Voters will not be asked to sign their names, but to indicate whether they voted for Roosevelt in 1932.

Cities included in poll are Rochester, Utica, Albany, Elmira, Saratoga, Newburgh, Beacon, Ogdensburg, Malone, Ithaca, and Olean. In New York state, Hartford, Conn.; Plainfield, N. J.; and Danville, Ill.

Gannett campaigned for Hoover and has been lukewarm towards most of FDR's policies. The publisher's pet theory of manipulating gold prices to assure an 'honest' dollar, according to the ideas of Prof. Warren, of Cornell, was given a try, but not fully enough to suit Gannett.

A.&P. Co.'s Kate Smith Unit for N. Y. And Road; a \$75,000 Free Show

Solly's Offer

According to friends in the east Solly Violinsky, now on the Coast, has received a vaude offer from Germany.

Salary quoted at \$1,250 weekly, and funeral expenses.

MULL AWARDS FOR RADIO MERIT

Washington, Sept. 17.

Steps toward developing a plan for recognition of meritorious radio programs were taken last week with appointment of a committee to represent the National Association of Broadcasters in arranging for a radio industry foundation award.

Group, which will cooperate with similar delegation picked some time ago by the Radio Manufacturers' Association, comprises Lamden Kay, WSB, Atlanta, chairman; Merrill H. Aylesworth, NBC; Burrigge D. Butler, WLS, Chicago; Leo J. Fitzpatrick, president of N. A. B. and vice-president of WJX, Detroit; and William S. Paley, CBS.

Manufacturers' representatives are Powell Crosely, WLW, Cincinnati, chairman; Leslie F. Muter, president of R. M. A.; Commander Eugene F. MacDonald of Zenith Radio Co.; George Scoville of Stromberg-Carlson; and N. P. Bloom of Adler Manufacturing Co., Louisville.

Ethiop War Clause For Italian Cheese Program on Radio

First war clause written into a radio contract is that of Locatelli, Inc. New York distributor for Bel Paese cheese, with WOR, Newark, Distri., under the clause, reserves the right to cancel immediately if Italy engages in war with Ethiopia or any emergency develops which will prevent the importation of the cheese into America from Italy.

Cheese importer's program is slated to start Oct. 1, using a weekly half hour of Italian melodies.

Kate Smith's 'Coffee Time' show goes into Madison Square Garden, New York, Sept. 30, as the first sponsored commercial show with a free admish to appear there. Reported rental of the Garden is \$8,000 for the night. Atlantic & Pacific Tea Co., Miss Smith's sponsor, is underwriting the stunt.

Grocery firm will route the show through key towns for exploitation. Estimated cost of the campaign is \$75,000. Show, containing Jack Miller's orchestra besides Miss Smith, will not be broadcast on these stands.

It opened last night (Tuesday) at Masonic Hall, Detroit, as the first stand. Next date is Boston tomorrow (Thursday) at Symphony Hall, Philadelphia and Washington follow.

Show will continue after Miss Smith premieres with her radio program for the same sponsor Oct. 1. Paris & Pearl City handling.

Last commercial free show attempted on a large scale by an advertiser was the Guy Lombardo band unit which Standard Oil of New Jersey sent out a year ago. It was stopped by an agreement with the theatres through the Hays office after show business generally labelled it unfair competition.

10 AUTO SHOWS' NAME TALENT

A string of 10 automobile shows in principal cities across the country will spend about \$50,000 next month on talent. They're all looking for names this time, with the industry going heavier on salaries generally than in the past. Shows are being booked through the William Morris office by the various local dealers' associations.

San Francisco auto show, always the biggest, goes for \$12,500 this time for Ted Lewis the week of Nov. 16. Cleveland has Buns and Allen at \$10,000 for eight days commencing Nov. 22.

Buffalo will use Lanny Ross at \$3,500. Baltimore has Rubenoff at

(Continued on page 36)

CHALIAPIN'S 1ST 'LEGIT

Vienna, Sept. 17.

Feodor Chaliapin has been set for the part of Moses in Max Reinhardt's production of 'Road to Troia' for New York. Play was written by Franz Werfel and adapted into English by Ludwig Lewisohn. Reinhardt set the Chaliapin booking here.

Play goes into the Manhattan Opera house, New York. Scenery will be by Norman Bel Geddes.

ROGERS FILMS FOR WINNINGER

Hollywood, Sept. 17.

20th Century-Fox in signing Charles Winninger to a term contract, hopes that the stage and radio star will fit into the stories planned for Will Rogers without too much alteration.

'Everybody's Friend' and 'Man from Home' bought for Rogers after his death, are now being rewritten to fit 'Wininger.

Studio is also banking on Winninger's air audience for box office.

Plane Dread Upsets Fite Special's Reservations

Hollywood, Sept. 17.

Although three airlines are advertising flight specials pulling out late this week, reservations are jumping around like Mexican beans on account of cancellations due to studio hostility against trip by salaried workers.

There's expected to be a last-minute rush for space on the planes, with the news of persons going publicized too late to do anything about it.

Variety's Fall Radio Business Forecast

PAGES 44 TO 59

Screen Actors and Writers' Guilds Revive Aligning Agents in Fold

Hollywood, Sept. 17. Screen Actors and Writers Guild members are working on leading agents and agency attorneys in an attempt to revive the idea of Guilds and agents getting, together on mutually protective rules and regulations plus an arbitration machinery to settle "disputes."

Plan popped up last week with presentation of detailed report from a joint actor-writer committee that has been investigating the agency situation. Guilders figure, with an eye on possible Wagner law recognition, it might be a good idea to have the agents on their side.

However, Guilds are passing up any belligerent action, their insistence on bringing agents 100% into line having killed similar negotiations two years ago, just before NRA.

Actor and writer organizations now are figuring on aligning agents individually, figuring others will eventually drift in time. Agents are divided on Guild plan.

Expected Guilds will have a concrete proposal to offer the percenters in a short time, present negotiations being to sound out agency sentiment.

\$5,000 Nat'l Park Fund "Donation" Ends Gov't's Metro-Sequoia Peeve

Washington, Sept. 17. Final traces of bad feeling between Metro-Goldwyn-Mayer and the Federal Government over alleged damage to Government property by film companies in Sequoia National Park were eliminated last week when the studio kicked in \$5,000 to the new National Park Trust Fund.

Check first donation to the newly-established account for preservation of historic sites, was tendered in appreciation for facilities placed at the company's disposal in filming scenes for "Sequoia," Interior Department said. Official sources indicated the contribution will put an end to controversy over the company's liability for various injuries to public property which flared up several months ago and led to adoption of the policy of requiring producers to post bond before using parks for film purposes in the future.

Government mouthpiece tacitly admitted the "voluntary" donation bore a direct relation to the Government's demand that M-G-M reimburse the Interior Department and pay share of cleaning up and repairing after departure of the shooting units. One exec said the \$5,000 covered all of the Government's claims with a margin to spare for good will.

Although film producers have given the national park system more advertising over a period of years than any other medium, Secretary Ickes upon assuming office took the position that the Government should be paid for the use of its preserves for film production. Then when the Sequoia incident broke, Ickes used subordinate officials finally agreed to waive the rental fee idea providing studios would post cash guarantee, same as is required by Army and Navy, to cover any damages and unusual expenses which the Government might sustain.

Sternberg Draws 5 Yr. Pact with Columbia

Hollywood, Sept. 17. Josef von Sternberg has been tabbed to a five-year contract by Columbia to direct minimum of two pictures yearly during that period. Director was signed by Harry Cohn after getting a flash of first preview of "Crime and Punishment" at Santa Barbara last week.

E. K. NADEL, P. A.

Hollywood, Sept. 17. E. K. Nadel, former writer and producer of "The Sign of the Cross," named publicity director of Mascot Republic.

Succeeds Jack Hess, who is set for another studio.

Slight Delay

Speaking of a procrastinating eastern test director, Sam Lyons complained: "I bring him ignominy, and by the time he's ready for a test, they're character women."

PARAMOUNT ON WRITING DEAL WITH PIRANDELLO

Hollywood, Sept. 17. Luigi Pirandello will do the screen play of his own script at Paramount. Ernst Lubitch owns the story brought to the studio by Frank Orsatti.

Metro has the Nobel prize winner under commitment for one story, which would be to be discharged before he ties at Paramount.

Both Metro, Lasky Ready Film Scripts for S-Heink

Hollywood, Sept. 17. Both Metro and Jesse Lasky-Pickford are rushing stories for Mme. Ernestine Schumann-Heink while Lasky's protest to the Hay's organization over Metro signing the singer awaits settlement.

Singer comes to the coast Oct. 1 for her first year on stage. Paramount signed last week with MG. Lasky, who claims Metro wrongfully interfered with his negotiations to sign Mme. Schumann-Heink, cabined Maurice Hanline, a film story editor, to rush preparation of a film story to be based on the life of the singer.

PAR'S CANARY HEADACHE

Studio Hunts Fitting Stories As Jepson, Ellis, Natziar Make Time.

Hollywood, Sept. 17. A flock of headaches at Paramount among writers and execs who are trying to find story material for the studio's four canaries, Helen Jepson, Gladys Swarthout, Mary Ellis and Greta Natziar. Studio has assigned Miss Swarthout as the lead in "Give Us This Night," the Jan Kiepura picture. However, after that, there's nothing on the fire. Meanwhile, the other three operatic warblers are marking time, hoping a story will turn up.

Writer and execs feel that the players all must have the same type stories which are tough enough to find for one singer, let alone trying to fix up a quartet.

Played in 'Ghosts,' He'll Now Script It

Hollywood, Sept. 17. Charles McNaughton, who played the lead in the original production of "Three Live Ghosts," wartime play, gets his writing break in Hollywood through being engaged by Metro to write the screen play of the stage production.

McNaughton has been acting in pictures for several years.

Donohue-20th Cancel

Hollywood, Sept. 17. Jack Donohue received cancellation of his contract with 20th Century-Fox, which has 10 weeks to go. He had handled the dance numbers for 12 pictures at the studio during the past year.

Donohue was brought from England by Winfield Sheehan on contract that gave studio privilege of using him as a writer, director, producer and player.

PAR AFTER NIESEN

Hollywood, Sept. 17. Paramount is carrying on long distance negotiations on a term contract with Gertrude Niesen in Chicago. Lou Diamond planned there from New York to arrange the details.

Radio and night club singer was tested here by the studio when she played at the Continental club three weeks ago.



WILL MAHONEY IN THE WORLD'S FAIR

Bert Ross says: "The Great Will Mahoney is back at the Holborn Empire. This means capacity business for that music hall. Mahoney is the most energetic performer I have ever seen. His vitality and sense of humor are both amazing. He is the most engaging of all comedians. His wonderful dancing act of a xylophone upon which he taps out perfect tunes, and his quaint-looking and breath-taking falls stamp him as the king of comedians. Twice nightly audiences cheer the entertaining little Irish-American with a reception that has seldom been equaled in this country."

Direction
WM. MORRIS AGENCY
Mayfair Theatre Building
New York City

PULLMAN FILMS ALL SET TO GO

Trans-Lux Moving Picture Corp. project to use moving pictures in specially designed Pullman cars has progressed to stage where tests may soon be made over short distances, probably between New York and Philadelphia. All mechanical requirements have been met and equipment and physical details of setup have been successfully proved by technical department of Trans-Lux. Next move will be installations.

Pullman company has remained in background in whole project, claiming that the proposition is that this train show feature will be in the hands and control of Trans-Lux. Officially stated that all the Pullman company will do is furnish the cars.

Capt. Jefferson Davis-Cohn is credited with being the prime mover behind the train picture proposal. Recently he has been in England, where picture shows on trains are successfully operated, mainly on short hauls. Expected that Trans-Lux picture show first will be installed on the crack line routes such as the 20th Century, Broadway Limited, The Chief, Overland Limited, etc.

KIEPURA'S NEXT PIC IN REICH AT \$150,000

Berlin, Sept. 8. Jan Kiepura, now in Hollywood on his first picture for Paramount, is expected back here in the middle of Dec. to immediately start on his next German picture. Though decision on the picture is out, the financial end came to a definite settlement just before Kiepura's sailing date.

For this bi-lingual film Polish singer will receive \$150,000, which will be paid him in Polish coin in his own country. This is the first instance of official yesing to payment made to an artist in foreign currency during the currency border, which is usually hermetically sealed to all money transfer.

Stand-In Stood Up

Hollywood, Sept. 17. Accusing Drs. Dickey and Cass of malpractice because he was left with a limp after treatment for a foot injury, Eric Pettit is suing for \$27,000 damages.

Claims he was deprived of a livelihood as stand-in for Richard Barthelmess.

Can FCC Force A.T.&T. to Continue Television on Govt. Terms—Legal?

Charge It

A guy who saw "Top Hat" early the first week of the Music Hall, N. Y., phoned the American Telephone and Telegraph Co. consent to begin exertion with a coaxial cable between New York and Philadelphia. VARIETY learned today.

ROTH TO PRODUCE VITAPHONE SHORTS

Hollywood, Sept. 17. Murray Roth has been signed by Warners to become producer-director of Vitaphone shorts made on the west coast. He will function under the production wing of Bryan Foy. Roth succeeds Ralph Staub, who has handled the producer-director job on shorts at Warners for the past two years and who leaves the organization on expiration of his contract Nov. 1.

Picture People Named On Rogers Memorial Bd.

Hollywood, Sept. 17. Several picture people have been appointed by Governor E. W. Marland, of Oklahoma, to National Will Rogers Memorial Commission. Group includes: Lillie Burke, Eddie Cantor, Mary Pickford, Hays, H. H. Glavin, Frank Lloyd, Joseph M. Schenck, Winfield Sheehan, Frank Hawks, Marion Davies, Jack Warner, Irvin Cobb, Harry Chandler, Carleton Burke, Fred Bixby and Oscar Lawler.

STILL AFTER QUINTS

Lloyd Would Take Production Crew to Canada if Okayed

Hollywood, Sept. 17. Paramount still hopes to be able to photograph the Dionne quintuplets for a sequence in the Harold Lloyd starrer, "The Milky Way." Proposition is now up to Canadian government officials for final decision.

If deal offered by Paramount is okayed, Lloyd will fly to Callender, Ontario, with a sound and production crew to secure the necessary sequences with the quintuplets.

Monte Carlo Russ Ballet Film-Minded, Due Oct. 9

Daria Lichine arrives next week in advance of the Monte Carlo Ballet Russe troupe, to make a hurried trip to the Coast on a tentative picture deal. He made a short for Frank Tuttle at Paramount last spring, during the company's engagement in Los Angeles, and it may be spotted in a forthcoming release for a specialty.

Lichine was the only dancer to win any special attention from the studio scouts, out of the entire company. Ballet's N. Y. season opens Oct. 9 at the Met.

Landi Opp Fairbanks Jr.

Paris, Sept. 8. Issa Landi, now making English and French versions of "Koenigsmark" for Roger Richebe here, has signed with Marcel Hellman in London to make a film there opposite Douglas Fairbanks Jr. Distribution will be done by United Artists.

BANKER'S 3 1/2 YR. OLD IN PIX

Oklahoma City, Sept. 17. Daria Jean Hood, 3 1/2 years old, has left for Hollywood to join Hal Roach's "Our Gang." Joe Rivkin signed the kid up when she was taken to New York by Kathryn Duffy, local dancing school operator. Daria is daughter of Leedy, Okla., banker.

FIXING 'PERFECT GENT'

Hollywood, Sept. 17. Metro puts "The Perfect Gentleman" back into work this week for additional scenes, with Tim Whelan, who made the picture, handling the chores.

Washington, Sept. 17. Fear that the United States may be subjected to criticism in the television field, is the background for the stringent conditions laid down by the Federal Communications Commission in granting the American Telephone and Telegraph Co. consent to begin exertion with a coaxial cable between New York and Philadelphia. VARIETY learned today.

As Washington heard reports the A.T.&T. will not go through with its contemplated field tests at the present time, a tug-of-war between the Bell system and the government regulatory agency was in prospect. Stake would be freedom of U. S. broadcasters and theatre operators from complete domination by English interests.

Although the question of whether the A.T.&T. will go ahead with plans to put a coaxial cable into use in field tests was not definitely answered, there were indications the Commission already to order the experiments insisted in the A.T.&T. should show prompt and seeks delay. Commission enjoys necessary authority, it is believed, to compel the corporation to proceed with any development which may hold hope of improved or cheaper service, although its position is a matter of disagreement between lawyers.

Joe Seruti. The Commission, however, is watching closely and prepared to keep strict account of whatever A.T.&T. may do. In its proposed New York Philly experiments, fearful that as soon as bugs are eliminated from the process the telephone system will go ahead with reported plans to lay a transatlantic cable and pipe images from England. In this connection, it is a matter of interest that British interests have almost a complete monopoly in picture-sending outside of the United States.

Should the A.T.&T. desire (Continued on page 3)

Newsreels Like Newsmen on Hours, Reel Exec's Opinion

International photographers' union is holding off temporarily in its refusal to obtain a definite understanding from newsreel companies as to what constitutes working hours for the newsreel camera operator. It is unlikely that either side will move to seek a definition of what constitutes these hours on duty until after the present argument over bootmen's scale is settled in New York area.

Canamen have been hopeful ever since the folded paper, a definite interpretation of working hours might be obtained.

Attitude of one newsreel executive, as expressed this week, is that news camera grinder's time and hours of actual work closely resemble those of newspaper reporters. In other words, he felt that newsreelers knew no working hours, being largely a matter of assignment and completing of that task.

SAILINGS

Sept. 21 (New York to London), Mr. and Mrs. George Dickenson (Britannia).

Sept. 19 (New York to London), Alexander Korda, Sir Connop Guthrie, Etienne Pallos, Fred Herenden (Berengaria).

Sept. 18 (Paris to New York), Louis Nizer, Jack Allocated (Normandie).

Sept. 14 (New York to Paris), Lady Lawrence, Pierre Montoux (Lafayette).

Sept. 14 (New York to Genoa), Mrs. Gabriel Hess (Conte Grande).

Sept. 14 (Los Angeles to New York), Lucille Ball (Talamancas).

ARRIVALS

Alma Gluck, Marcia Davenport, Miriam Jordan, Wallace Beery, Berta Gould, Felix Petz, Robert Ritchie, Ralph Wood, Paul Harnell, Lou Wolfson, Mrs. Sol Hurok, Alfred J. McCosker, Jack Kennedy, Jack Conolly, Charles K. Gordon.

Hollywood, Sept. 17. Charles Grapewin has been signed by Warners for 'Petrified Forest.' Leslie Howard and Edward G. Robinson top the cast.

Recovery Administration's Review Board Studying Records of NRA Film Code for Probable Future Use

Washington, Sept.

Sweeping investigation into formulation, administration and consequences of the scrapped NRA motion picture code has been launched by the skeletonized Recovery Administration, officials revealed today. Study is being made by the Review Division under direction of Daniel Bertrand, with William F. Farnsworth, former deputy administrator in charge of amusement matters, serving as consultant and ex-oclo advisor.

Armed with voluminous records of former Divisional Administrator Sol A. Rosenblatt, reviewers are poring over mountain of documents in Government possession in an attempt to find out just what was accomplished by joint efforts of industry leaders and the Government in the campaign to bring about self-regulation and control of unpractical. Study is being more at bringing to light the benefits and effectiveness of attempts to curb unfair competition than at facts regarding labor conditions and employment trends.

Foreboding a new move to bring about Government regulation of all key industries, the research division's studies into a score of codes probably will involve a deep historical investigation which will consider development of the film industry as well as a survey of conditions just before entering and under the NRA regime. Since the film industry is a relative youngster, Blue Eagle experts intend to start from scratch in tracing evolution of trade practices and laying groundwork for possible new legislation.

Official Inquiry Just Now
The inquiry, despite its scope, is being confined to a few weeks although at some future stage, it is believed, field agents will be sent forth and the questionnaire method of getting necessary data will be employed. So far, the inquiry is sticking to the available record, cataloguing 'voices which the code was designed to correct, complaints, and action taken to prevent violation of code provisions.

Angle which is bound to get close scrutiny is the revival of price-cutting, particularly because of the rapid spread of bank-night and other similar devices intended to stimulate increased patronage. While not a single complaint has reached NRA since the code went out of existence, the inquiry is following this condition closely through the trade press and probably will pursue their inquiry by the correspondent and questionnaire course later on.

Another subject which has attracted close attention is the extent to which code standards are being observed voluntarily in negotiating contracts during the current booking season. Government is interested in keeping tabs on whether distributors are making an attempt on their own initiative to perpetuate the code restrictions on forcing of shorts, discriminatory rentals, cancellation privileges, and excessive protection.

Although interested in persistent reports that various industry groups are endeavoring to establish voluntary codes and revive essentials of the former compulsory pact, no Federal agency will admit having received any proposals from the film industry. NRA officials say they never have received the voluntary plan reputedly sent to them months ago by Tyres Dillard, former counsel for the code authority, and the Trade Commission denies knowledge of any features by either producers or exhibitors in the direction of trade practice agreements.

FIGHT FANS PLANING EAST

Hollywood, Sept. 17.
The following plane out Sept. 20 on the Bac-Louis fight special; Jay Paley, Archie Paley, George Raff, Mack Gray, Paul Leviton, Leo Morrison, Marjorie Booth, Al Kingston, Robert Woolsey.

SAVO'S 1ST ROACH PIC

Hollywood, Sept. 17.
First Jimmy Cagney picture at Roach carries the tentative title of 'Alone, Alhaz'.
Gus Meins direct

THE OTHER CHEEK

Ates, Socked, Relents, id of the Sockee

Pittsburgh, Sept. 17.
Roscoe Ates, film stutseer, left town after personal at Stanley with a bruised chin and a couple of face cuts, the result of a street fight with John Darrah, 29, downtown parking garage attendant. Altercation took place on a busy thoroughfare after Ates claimed Darrah became abusive when comedian asked for change from a \$50 bill, and cop picked them both up for disorderly conduct.

At station house, Ates paid a \$25 forfeit for his appearance next day and also shelled out same amount for Darrah, who didn't have coin and was faced with a night in jail. Magistrate dismissed case next day when comedian decided not to press charges.

Com also made himself a good fellow when he asked that Darrah's employers, who had fired him following fight, reinstate the attendant.

KORDA PARTY QUILTS COAST, PLANES EAST

Hollywood, Sept. 17.
Alexander Korda, and his London Film associates, Sir Connop Guthrie and Etienne Fallos, started their delayed plane trip to New York Saturday (14). Erich Pommer was also in the party.

Trio will remain in New York for several days on United Artists home for several conferences before sailing for England.

Korda, with Sir Connop and Fallos, sail for London Thursday (19).

Sutherland Pilots

Eggerth in First U

Hollywood, Sept. 17.
Universal handed Edward Sutherland a new contract and the assignment to direct Maria Eggerth in her first American picture. Studio holds option for additional pictures. Director due back from New York next week and puts his first picture before the cameras Oct. 14.

No More Rain Checks for Indies, Must Pony Up for Purity Sealing

Hollywood, Sept. 17.

Producers association had decided against any more free rides of pictures through the Breen purity sealing channels and has instituted schedule of fees based on production costs on individual pictures to carry the overhead of the cleansing organization which totals around \$175,000 annually.

Unkept of the Breen organization has been maintained during the past year by the treasury of the producers association. During that period a large number of pictures went through the Breen sealing group on rain checks, with the majors having to carry the load.

Under the new setup, which went into effect the first of the month, change will be made on sliding scale in direct ratio to production costs. Shorts go through at rate of \$25 per reel. Feature schedule provides for the following fees: \$50 for pictures costing up to \$50,000; \$100 for negatives in the \$50,000 to \$100,000 brackets; \$350 for cost ranging from \$100,000 to \$200,000, and \$525 for costs over the \$200,000 mark.

Independent producers, formerly getting the services of the Breen organization gratis, will pay a flat fee for each picture going through for purity sealing. The group includes Republic, Chesterfield, Mascot, Jynable and several smaller state rightsers.

National First Runs

WARNER BROS.
'Goose and Gander,' Par, Boston, Sept. 19; Roger Sherman, M. H. 13; Pal, Danbury, 19; Stanley, J. C. 20.
'4 Live for Love,' Keith's, Olney, Sept. 20; Victory, Dayton, 21.

RADIO

'Jalna,' Orph, Lincoln, Oct. 14; Cap, Dallas, 15; Newport, Norfolk, Va., Nov. 10.
'Freckles,' Orph, Terre Haute, Oct. 5; Granada, Sioux Falls, 6; Arcade, Jacksonville, 19.
'Three Musketeers,' Orph, Terre Haute, Sept. 28; La Plaza, St. Petersburg, 28; Pal, Oct. 22; Park, Tampa, 25; Palace, Jacksonville, 20.
'Old Man Rhythm,' Par, Cheyenne, Oct. American, Butte, 4.
'His Family Tree,' Cedar Rapids.
'Top Hat,' Indiana, Indianapolis, Sept. 20; Allen, Clevie, 21; Orph, Denver, Oct. 1.

COLUMBIA

'She Married Her Boss,' Hipp, Clevie, Sept. 28; Senate, St. L., Oct. 12.
'Atlantic Adventure,' Family, Olney, Sept. 20; Pal, Akron, Oct. 8; State, Charlotte, N.C., 9.

UNITED ARTISTS

'Dark Angel,' Orph, Sioux City, Sept. 20; Des Moines, Des M., 20; Kate, Altoona, 21; Strand, Albany, 28.
'Call of Wild,' Pal, Wash., Sept. 20; State, N.O., 20; Park, Ft. Wayne, 22; Loew's, Toronto, 27; Cap, Hamilton, Ont., 27; Cap, Birmingham, N.Y., 27.

PARAMOUNT

'Big Broadcast,' Met, Boston, Sept. 20; Par, N. H., 20; Pal, Memphis, 20; Mich, Det., 20; Newman, K. C., 20; Denham, Denv., 20; Riato, R. L., Oct. 4.
'Two for Tonight,' National, Richmond, Sept. 20; State, Mpls., 20; Pal, Cincy, 20; Stanley, Balto 21; Earle, Wash., 27; Newman, K. C., Oct. 4.

'Here Comes Seattle, Sept. K. C., Sept. 27.
'Peter Rabbit,' Newman, K. C., Oct. 18; Denham, Denv., 18; Orph, St. L., 25.

'Virgi in Judge,' Orph, St. L., Oct. 11.
'Two Fi Oct. 4.

LEHMANS ON RKO REORG

Reported Lehman Bros. are interested in the RKO reorganization. Work of reorganizing the company is proceeding under M. H. Aylesworth and David Saroff, RKO chief who also is chairman of the RKO board.

SHIRLEY A STEPPER

Learns Three New Routines From Robinson in 3rd Year

Hollywood, Sept. 17.
'Two days after he landed in town, Bill Robinson taught Shirley Temple three dance routines for her next picture, 'The Littlest Rebel' at 20th Fox.

Start of the picture around the end of this month marks the beginning of the 'Temple moppet's' third year on the lot.

MANK TO SUPE

Hollywood, Sept. 17.

First writer on the Metro lot to accept proposition to act as supervisor on pictures in the Sam Katz unit is Joseph Mankiewicz. Latter will handle trailer remake of 'The Three Godfathers,' which was recently acquired from Universal. Edward E. Paramore and Manny Seff will write the screen play.

ILLNESS FORCES OUT ALLEN

Hollywood, Sept. 17.
Illness forced Robert Allen to withdraw from the lead in 'Buckaroo' at 20th Fox.
Picture, in work one day, resumes with a substitute.

Warners' Four Year Product Deal With RKO Theatres Seen as Averting A New (3d) Chain of 1st Run Indies

TOO MUCH NOISE

New Construction Work rives 8 WB Pix From Lot

HOLLYWOOD

Noise of riveters on the new steel property building and on sound stages under construction at Warners is driving most of the current picture units off the Burbank lot, either to the Sunset studios or out on location, wherever that is feasible.

Companies working off the main lot over the week-end were eight of the nine shooting: 'Country Boy,' on location at Burbank; 'I Found Stella Parson,' 'Miss Pacific Fleet,' 'Broadway Hostess,' and 'Enemy of Man' at the Sunset boulevard lot; 'Prairie Schooners' at the Lasky ranch, and 'Stars Over Broadway' at the Vitaphone studio.

Only picture at the Burbank studio was 'Capt. Blood.'

CRAWFORD BACK IN COSTUME FOR 'HUSSY'

Hollywood, Sept. 17.

'Gorgeous Hussy,' novel by Samuel Hopkins Adams of Washington in 1928, been purchased by Metro for Joan Crawford. This will be Miss Crawford's first costume picture in years.

Joe Mankiewicz produces with Ainsworth Morgan set to write the adaptation.

Nurse Pix Have Warners, Par Racing to Barrier

Hollywood, Sept. 17.

Warners and Paramount are both planning pictures based on the life of Florence Nightingale and both studios are rushing preparations, hoping to beat the other on release.

Warners has titled its picture 'Angels of Mercy' and has assigned Josephine Hutchinson to the femme lead. Paramount has a completed script but production plans are still in the air.

Par's B'way Legit B.R.

Hollywood, Sept. 17.

Paramount will back the New York stage production of 'There's Wisdom in Women,' by J. C. Keselring, which straggles at Locust Valley, N. Y., this summer.

Two other plays from the same sector—'Mad Warning,' by Gladys Hultberg, and 'Penny Wise,' by Jean Black—will get a yes or no on Paramount's table this week.
Studio has liked 'Return to Polly' and 'With All My Heart,' also Locust Valley productions.

Svensk African Pic

Capetown, Aug. 19.

Two Swedish and Danish concerns, Svensk Filmindustri and Danish Nordisk Tonefilm, are sending a combined outfit headed by Paul Fajos, Hungarian producer, out to Africa.

Shots will be taken of the little known African native tribes, depicting the different tribal styles of marriage, funeral rites, and hunting.

McGuire Seals Protege

Hollywood, Sept. 17.

William Anthony McGuire has placed Virginia Card, 19-year-old singer, under personal contract.

SHEEKMAN, FERRIN FREE

Hollywood, Sept. 17.

Arthur Sheekman and Nat Perrin washed up their two-year contract with Sam Goldwyn last week. Pair worked on the last three Cantor pictures, and between Goldwyn assignments were loaned out.

Team currently at 20th-Fox writing an original for Shirley Temple.

The possible creation of a new, and third, first-run chain among the independents in Greater New York City, in opposition to Loew and to RKO, was averted through the intervention of M. H. Aylesworth after negotiations between Warners and RKO reached an impasse on terms for the Warner Bros.' new season films. Warners already was selling away from RKO, in this territory, when Aylesworth took charge of negotiations for RKO. The deal should mean upwards of \$2,500,000 for Warners.

Aylesworth's intervention results also in Warners and RKO finally getting together and closing a 4-year pact for Warner product in all RKO theatres. Andy Smith negotiated for Warners throughout. The deal is mutually beneficial as it fortifies RKO theatres with a full line of major product for a term of years while at the same time solves the Warner selling situation in this territory.

Following differences with RKO, over terms for half of its new season's program, Paramount was offered a full-program deal by Loew, which Par accepted. In purchasing the full Par program, Loew let go of half of the Warner possibilities which it had been purchasing each season, splitting the Warner program with RKO.

Loew also had bought the entire Columbia program, but is understood to be selling these to RKO, in closing the deal for the full Warner program, however, RKO finds itself amply supplied with new season product so that it does not have to make use of the Loew offer of the Columbia product.

Warners and RKO broke off negotiations shortly after beginning same on the new season deal. The RKO negotiators figured the Warner asking terms too high. Warners, with the season at hand and having to dispose of its product, began to sell away to the independents such as Schwartz's Century Circuit in Brooklyn and Long Island, and the Springer & Cocalis chain, on upper Broadway. There was some possibility that RKO would lose out and a new first-run opposition chain set up, until Aylesworth stepped into the situation.

Loew deal brings Warners and RKO into closer affiliation than the two firms have been at any time, and while those Schwartz and S&C houses which have bought Warner films are excited for this season from the RKO-Warner product conditions, they number only a few around four spots.

Eliscu in on Play

Edward Eliscu, 26th-Fox writer, arrived in New York Saturday (14) to discuss production plans with the Shuberts on 'Paris Sensations,' musical.

Eliscu wrote the book in collaboration with Allen Rivkin, also a writer with 26th-Fox.

Roach Trips East

Hollywood, Sept. 17.

Hal Roach plans to go to New York Sunday (15), a regular fall trip.

Will supervise recording of orchestra numbers by Nat Shilkret's orchestra for the Laurel and Hardy version of 'The American Girl' before returning to Coast.

MARCH AS ROMEO

Metro execs in this case are pretty well set on the March as the probable Romeo to Norma Shearer's Juliet in the forthcoming Shakespearean film production.

Brian Aherne and one others had been mentioned as Romeo. All this is contingent on March's first doing 'Anthony Adverse' for Warners, immediately upon his return from abroad, a shooting schedule which would require defer 'R. & J.' for quite a spell.

JEAN DIXON'S COL. TERNER

Hollywood, Sept. 17.
Jean Dixon has drawn a term at Columbia. Starts next spring.

PAR TO REBUILD ITS CHAIN

Hays Organization's Good Will Campaign on Behalf of Films

Establishing of good will, making contacts for the industry throughout the country and, meantime, the gathering of information of a valuable character in behalf of pictures, is behind an extensive program that is being carried through by the Motion Picture Producers & Distributors of America. The MPDPA is planning to cover the entire country, sending special representatives into all territories on the missionary work.

Purpose of the campaign is to personally contact film men, business men, lawyers, public leaders and others in the various cities of the U. S. to get first-hand knowledge of local conditions and attitude generally, as far as the picture industry is concerned at the same time planting good will.

John Boettger of the MPDPA home office has just returned last week after making a cross-country trip, stopping off in Chicago, Indianapolis, Omaha, Denver and Salt Lake City to make local contacts for good will. On his return, Tom Pettet, also of the Hays' New York offices, left Thursday (12) for Los Angeles, where he will substitute for Luffton Wilkinson, head of Hays' public relations in Hollywood, while latter goes on a two months' good-will mission. He will cover the entire south.

Pettet will spend two weeks with Wilkinson in Hollywood getting the hang of things before Wilkinson goes out on his southern tour.

Thalberg Back West, Offered New Terms; Schenck to Follow

Irving Thalberg and his wife, Norma Shearer, are on their way to the Coast. The Thalbergs left for California on Monday (16), after concluding home office conferences for which Thalberg came east.

Among the results of Thalberg's eastern trip was an offer of new and better terms by the Metro company to the producer, with discussions along these lines to continue after Nicholas M. Schenck, Metro's president, reaches the Coast in around a week. Thalberg's present contract has about three years to run.

It is understood that Thalberg has not as yet approved the new terms which have been offered.

PAR AWAITS FRENCH O.K. ON 'PATHS GLORY'

Hollywood, Sept. 17. Paramount's signing of its bankrolled Broadway stage play, "Paths of Glory," will depend wholly on the French government's acceptance of the script. Studio is unwilling to bid issue with the foreign government on the dramatic premise in the play, and won't produce unless script is officially okayed.

France warned Par that the filming of the Arthur Hopkins play, as is, would result in banning pictures of the company which defied its ultimatum.

Will Hays Returns

Will Hays returned to New York City, Monday (16), from a sojourn of several months on West Coast. It was longest visit Hays has made in Hollywood in years, stay being prolonged because Hays office president was building new home out there.

Otherwise, his visit to the film capital was usual summer vacation routine. Hays being on hand while Joe Breen was away from his production code duties on trip to Europe.

\$100,000 Rental

RKO Radio will take out close to \$100,000 in film rental on "Top Hat" to cover its three weeks' run at the Music Hall, N. Y., ending tonight (Wed.). It divides up about as follows: 1st week, \$45,000; 2nd week, \$35,000; 3rd week, \$20,000.

This is a record high for any first, second or third week at the Music Hall, and undoubtedly the highest film rental on any picture since 1929. High in film rental for any one week at the Hall was held formerly by "One Night of Love," which got \$33,000 its first week, runner-up being "Nana," which returned Sam Goldwyn \$30,000 on its initial seven days.

3 PA. SHOWMEN RUNNING FOR OFFICE

Pittsburgh, Sept. 17.

At least three figures well identified with show business locally having their fates decided at polls to-day in primary election. M. A. Musmanno, who co-authored Paul Muni's "Black Fury," running for state supreme court on both G. O. P. and Democratic tickets while George Jaffe, veteran showman who has operated Variety burlesque house here for more than 20 years, is a candidate for city council on Republican slate.

Louis L. Kaufman, pioneer radio announcer who got his start shortly after start of KDKA, world's oldest station, is going after county judgeship on both tickets. Kaufman recently abandoned his other activities to practice law exclusively. Another showman, James Balmer, general manager of Harris Amus Co., originally announced for council but then withdrew his candidacy.

GARGANOFF'S 2 PIX IN ENGLISH, FRENCH

Paris, Sept. 17.

Leon Garganoff, producer of "The Battle" (UA) (retitled "Thunder in the East" for American release) will make two pictures in French and English using the next year, first being a new version of "The Queen of Sheba" and second "Colorado," an original. Pierre Benoit, writing both stories, has just returned from a trip through Africa for purposes of background on "Sheba."

Garganoff and Benoit will go to New York in January to cast the English version of the first picture and expect also to pick up a director.

'Tales of Hoffman' for Talley, Katz Producing

Hollywood, Sept. 17.

Metro has acquired film rights to Jacques Offenbach's light opera, "Tales of Hoffman," and picture will be produced under the Sam Katz banner. As the first of several musicals he will turn out during the coming season, for screen purposes it becomes "Love Tales of Hoffman."

Screen play assignment has been turned over to Vicki Baum and vehicle is being lined up as initial star for Marlon Talley.

WALL ST. SEES 800 100%-OWNED

Under Lynch Setup of Decentralization, Par Has Repurchase Privilege

MANPOWER

Wall Street believes that Paramount intends to regain, if possible, direct control of the approximate 800 theatres which Par, in bankruptcy, turned over to others to operate in order to save the company. Paramount company, officially, appears not to have any policy as regards the existing theatre partnership arrangements.

Paramount, it is held downtown, is desirous of regaining direct control of at least its own share of the earnings in the existing partnerships and which cannot be handled directly now by the company. This sum for 1934-35 is estimated to run upwards of \$4,000,000. However, there are some serious technical obstacles to Paramount's ambition, in this respect, for the present, according to some opinion, and which the company would like to have removed.

The existing partnership arrangements are separate and distinct from the deals which were made Paramount has the right to repurchase all such theatres at specified terms and under specific conditions at a particular period. This buy-back privilege is a condition which was written into such contracts by S. A. Lynch, much against the wishes of the respective partners. Lynch was chairman of the advisory committee on theatre reorganization, under the trustees.

The existing partnership arrangements were to have expired last June, originally. However, they were extended for 30 days until Sept. 28. Now, they are under discussion.

(Continued on page 73)

PRACTICALLY TWO OTHER 'ROSE-MARIES'

Hollywood, Sept. 17.

A totem pole dance will be the only one of original numbers of material left in "Rose Marie" when Metro puts it into production shortly.

Studio has an entirely new screen play, starring Jeanette MacDonald and Nelson Eddy, and also has practically a new music score. Albert Hackett and Frances Goodrich head east this week on a New York vacation after finishing the script of "Rose Marie" at Metro. Studio is resuming an assignment on their return.

Additional Duties for Katz at M-G, But Says Has No Exec Post Aspirations

Hollywood, Sept. 17.

With Eddie Mannix due to vacation for a while Sam Katz will probably assume additional duties.

In line with reports that Katz is being groomed for one of the top Metro studio executive berths, the producer denies any desire to extend his scope beyond straight production. These reports were prevalent on both Coasts.

Katz has been with Metro for about a year. After his resignation from Paramount he formed the Monarch Theatres chain which Milton Feld and David Chalkin are currently operating. Both men had long been associated with Katz in Public Theatres Corp.

Report Justice Dept. Exasperated At Filmmers' Alleged Trade Practices

GAYNOR'S FUTURE

20th-Fox's Sophisticated Idea—Also May Loan Out

Hollywood, Sept. 17. Much speculation at 20th-Fox as to the future of Janet Gaynor, who returned Saturday (14) from a Honolulu vacation.

Studio has no big productions ahead for her and is reported wanting to utilize her in sophisticated roles for the balance of the two pictures on her contract. It might even loan her out.

SEE REPUBLIC, F. D. JOINING HAYS ORG.

Because of its realignment in the industry, First Division may enter the ranks of the Hays organization.

Formation of First International Pictures, Inc., as a holding company for Pathe Filtr Corp., to carry on its operations in P.D., places First Division as virtually subsidiary to Pathe. Pathe, which holds a membership in the Motion Picture Producers & Distributors Association, has done no production or distribution in several years, but now will be represented in both fields by First Division and First International. Consequently, some regard F. D. as a virtual Haysian member, even without further action.

Although not a member at the present time, Republic Pictures is also expected to join the Hays ranks. Recent consolidation brought four larger indies under the Republic banner. Monogram, on those taken in tow by Republic, flirted with the idea of joining the MPDPA about a year ago. Monogram (or Republic) never actually became a Hays member, but since that time has maintained friendly relations, submitting its pictures voluntarily under the Haysian production code.

BRISKIN DUCKS EARLY, MAY ALIGN WITH MG

Hollywood, Sept. 17.

Pulling out a month earlier than the date set for his bowing out from Columbia, Sam Briskin checked out Friday (13), Robert North doubles up on his studio duties and moved into Briskin's quarters.

Likely that Briskin will sign with Metro as unit producer before he takes an extended vacation.

NEW INDIE PRODUCERS ASSOCIATION FORMED

Hollywood, Sept. 17.

New Independent Producers' association is being launched with first meeting last night called by L. E. Chadwick and attended by C. C. Burr, William Berke, Fred Futter, A. W. Hackle, Sig Neufeld, William Smith, Lester Simmons, Ray Kirkwood and Maurice Conn. Organization would take the place of the former indie setup which took a sleeping powder when Trem Carr M. H. Hoffman and Nat Levin joined Republic.

Washington, Sept. 17.

Justice Department authorities plan to request the Circuit Court to appoint a select tribunal for the purpose of hearing the Government's petition for an injunction restraining the indicted film distributors from continuing alleged discriminatory practices in St. Louis. As a metropolitan area, this expediting series of delays, plan is to bring 10 firms and a half dozen key individuals to trial on charges of violation of anti-trust statutes.

Fed up with repeated postponements and infuriated by film groups obstructionist tactics, Justice officials revealed they are contemplating this extraordinary procedure, which only a dozen times in the last quarter of a century to expedite action and break the alleged death-grip of major producers on whole industry.

Prodded by indies in numerous metropolitan areas, this expediting court would consist of two circuit judges and one district judge to hear arguments immediately on an injunction plea. Would seek action before Oct. 1, date now fixed for next step in protracted fight.

Gov't Angered Government is angered by dilatory tactics employed by film companies, and reluctance of judges to proceed with hearing. Washington is so concerned it has made unavailing attempts to get Chief Justice Hughes of the U. S. Supreme Court to issue an order compelling the lower tribunal cease putting off the matter.

F-WC RESTRAINT CHARGE IN L. A.

Hollywood, Sept. 17.

Restraint of trade charges against Fox-West Coast will be placed before the Department of Justice by Jules Goldstone, representing Mil-RKO Distributing Corp. and its president, Ned E. Deplinet, filed a motion in the U. S. district court here on Saturday (14) requesting the Government to supply further particulars of the Sherman anti-trust charges pending against them.

The motion was filed by Jacob M. Lashly, attorney for the party, and said the bills were not responsive and did not comply with Federal District Judge George H. Moore's order on the Government to furnish them.

The bills furnished also are evasive, frivolous and contradictory, said the motion, "in the statement that Deplinet did none of the things alleged in the indictment except through the defendants because it is neither a statement he did them or did not do them since he himself is one of the defendants."

St. Louis, Sept. 17. Charging bills of particulars furnished them last week (11) were defective, indefinite and insufficient, Mil-RKO Distributing Corp. and its president, Ned E. Deplinet, filed a motion in the U. S. district court here on Saturday (14) requesting the Government to supply further particulars of the Sherman anti-trust charges pending against them.

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BEN KOENIG WITH RELIANCE

Hollywood, Sept. 17.

Ben Koenig has been made business manager of Reliance. He's brother of the Warner studio's manager, William Koenig.

15 Amus. Issues Hit New Highs in Bull Market; Hold Most Gains in Reaction

LIKE WEAR

Irregular market trend yesterday (Tuesday) did not find reflection in amusement list, with most issues holding firm and four going to new high quotations for the year. Paramount first pfd. hit new peak at \$8, showed gain of 3/4 points on the high, and second pfd. edging to fresh high ground at 13%. New high was reached by Warner Bros. common at 7%. Preferred of this company rose 1/4 points in Tuesday's trading, equalling former top. Eastman Kodak jumped 1/4 points to best 1935 price at 15 1/2.

Bull movement, which was hit later by reaction, last week pushed 15 amusement stocks to new 1935 highs and one bond to best price of year. With many big industrials (Continued on page 23)

WELLMAN, WOOD SET FOR PILOTING AT MG

Hollywood, Sept. 17. Metro's William Wellman and Samuel Wood are directors who do not have to worry about their next assignment. Wellman, who has just completed "Robin Hood of El Dorado," will direct one of the three "Tarzan" units to speed up production on that picture.

Other two units are directed by James McKay and Richard Thorpe. Wellman, however, will be called off the picture any day to handle the retakes and added scenes for story buildup on "Robin Hood."

Wood has three jobs on tap. Currently he is directing the new sequences and new ending on "Black Chamber." Following this he is scheduled to do the retakes on the Marx Bros. "Night at the Opera." What to do about the Marx picture will be decided by Irving Berlin, now in New York. First cut of the picture was shipped to him for approval and suggestions on additional work.

When Wood finishes this assignment he will direct "Whiplaw," originally scheduled for Spencer Tracy, but now tailored for Chester Morris, with Tracy tied up in "Riff Raff."

Will Rogers' Estate

Hollywood, Sept. 17. Will Rogers' will, probated yesterday (Monday) leaves \$40,000 in personal property to his widow, Oscar Lawler, James Blake, O. N. Beatty and Mrs. Beatty Rogers, the widow, were approved by court as executors of the estate.

Household furnishings are valued at \$30,000, with the remainder of personal property in automobiles and livestock.

According to the lawyers, estate to Mrs. Rogers will approximate \$2,500,000.

Dropping Joyce Name

Hollywood, Sept. 17. Reversion to the former firm name of Myron Selznick, Inc., is likely. Selznick is negotiating with the widow of Frank Joyce for purchase of her interest in the agency.

YARBOROUGH DIRECTING

Hollywood, Sept. 17. Jean YARBOROUGH has been upped from assistant directing post at Radio and will be given a chance to direct.

He will be assigned to handle two reel comedies under the Leo Marcus production wing, first of which will be a Ford Sterling starrer.

CLAIMANT CASTING WANGER

Hollywood, Sept. 17. Harvey Claimant has been named casting director for the Walter Wanger unit at the General Service studios.

Formerly assistant to Phil Friedman at Fox.

DOUGLAS SPOTTED

Hollywood, Sept. 17. Walter Wanger's Mary Burns, fugitive, after being in production two weeks without a male lead gets Melvyn Douglas as Topper.

'Desire' Gets Away

Hollywood, Sept. 17. Paramount's "Desire," the Gary Cooper-Melvyn Dietrich picture, started yesterday (Mon.), with Frank Borzage directing. Cooper's okay to go into the picture was a last minute affair, the actor holding out until Saturday for story changes. Cast includes Alan Mowbray, John Halliday and Ernest Cossart.

PAR TO FURTHER TEST 'CRUSADES' ROADSHOWS

Paramount does not believe the New York \$2 run of "The Crusades" reflects its national possibilities clearly. However, Par will not schedule any additional roadshow dates until it is seen what the picture does in Cleveland, Boston, Washington and Pittsburgh engagements which have been set. It will open in these eastern keys between Friday (20), when going into Allen, Cleveland, and end of month.

If warranting further dates on strength of these four dates, Par will push westward as far as the Coast with runs in both Los Angeles and San Francisco. Other keys include Detroit, Chicago, Indianapolis, Minneapolis, St. Louis, and Kansas City.

Metro Rounds Up 42 Players for 'Riff Raff'

Hollywood, Sept. 17. Metro is using 42 featured and contract players in cast of "Riff Raff," Jean Harlow-Spencer Tracy production being directed by J. Walter Ruben.

It's the largest number of studio's own contractors in a picture for years.

Stromberg's World Tour

Hollywood, Sept. 17. Hunt Stromberg, Metro producer, leaves late this winter on six-month vacation trip around the world. Mrs. Stromberg accompanies him for producer's first vacation in several years.

"Stromberg leaves upon completion of the musical, 'Great Ziegfeld,' which gets under way this week with Robert Z. Leonard directing. Production is geared for a two months' schedule.

L. A. to N. Y.

Edward Eliscu.
Dr. Hugo Rosenfeld.
Julius Goldstone.
Judith Wood.
Lee Tracy.
Julie Hayden.
Lawrence Benlison.
Harry Edwin.
Mark Kelly.
Harold Hopper.
Hal Roach.
Bud Schulber.
Eric Pommer.
Fred Allen.
William Frawley.
Portland Hoggan.
Harry Tugend.
Ferdinand Gottschalk.
Mack Gray.
Paul Leviton.
Helen Jepson.
Jay Paley.
Archibald Paley.
Dave Epstein.
George Raff.
Henrietta Buckmaster.
Leo Orison.
Lawrence Tibbett.
Al Kingston.
Chic Sale.
Robert Woolsey.
Lee Marcus.
Margerie Booth.
Ketti Gallian.

N. Y. to L. A.

Frank Gilmore.
Marcella Napp.
Mary Simpkins.
Milvian Pickman.
John E. Otterson.
Rodney Rush.
Johnny Green.
Michael Bartlett.
Norma Shearer.
David Lichine.

Yesterday's Prices

Sales	High	Low	Last	Chg.	Net
200 Col. Plat.	4 1/2	4 1/4	4 1/4	0	4 1/4
800 Gen. Film.	4 1/2	4 1/4	4 1/4	0	4 1/4
800 East. K.	10 1/2	10 1/4	10 1/4	0	10 1/4
10,000 Gen.	24 1/2	24 1/4	24 1/4	0	24 1/4
2,000 Low	11 1/2	11 1/4	11 1/4	0	11 1/4
10,000 Pae.	21 1/2	21 1/4	21 1/4	0	21 1/4
4,100 Do	11 1/2	11 1/4	11 1/4	0	11 1/4
10,000 RCA	11 1/2	11 1/4	11 1/4	0	11 1/4
1,000 Do	11 1/2	11 1/4	11 1/4	0	11 1/4
7,200 RKO	11 1/2	11 1/4	11 1/4	0	11 1/4
6,000 20th Cen.	11 1/2	11 1/4	11 1/4	0	11 1/4
37,000 W. M.	11 1/2	11 1/4	11 1/4	0	11 1/4
CURS					
1,600 Tech.	100	99	99	0	99
500 Trans.	100	99	99	0	99
BONDS					
\$22,000 Gen. Th.	15	14 1/2	15	0	15
2,000 Gen. Th.	15	14 1/2	15	0	15
2,000 Keith	15	14 1/2	15	0	15
2,000 Pae.	15	14 1/2	15	0	15
2,000 RCA	15	14 1/2	15	0	15
2,000 RKO	15	14 1/2	15	0	15
2,000 20th Cen.	15	14 1/2	15	0	15
2,000 W. M.	15	14 1/2	15	0	15
* New 1935 high.					

G-B Head Booker Tells His Side of Spotting Pictures

There are some British executives who don't think all British pictures are good and who don't think all American pictures are bad. Arthur Jarratt, chief booker for Gaumont-British's chain of theatres, now in New York on his first American visit, is one of 'em.

Jarratt will stay in New York until Thursday and then head for Hollywood for a couple weeks. It is, he says, a vacation, but at the same time, he admits, he wants to see how films are made here.

In England Jarratt books around 400 theatres and all films playing in all these theatres are passed by him. These theatres played about 40% home-made pictures last year, the highest percentage ever, but even so the theatre bought, over Jarratt's signature, about \$6,000,000 worth of American pictures for the year.

"It seems to me," Jarratt says, "that it doesn't make any difference whether a picture is British or American or Hindustani. I'm talking as a booker: as a booker the only question is whether the film has entertainment value and how much so."

Every once in a while the studio in England asks him to read a story or pass judgment on a star.

No Politics

"I always bow out of that," he says. "It's not part of my business. I'm not interested in politics or production. All I want to do is see the finished product. And I don't care tuppence about all the rest of it."

And that is what he thinks, that "tuppence" phrase. He admits British pictures are frequently too British for American consumption. And vice versa.

"Both in Elnstree and in Hollywood," he says, "they frequently make the same mistake. They refuse to realize that the screen's audience is unlimited except by boundaries of its own verbal idiosyncrasies. You people don't know what tuppence means, perhaps. Our people don't always understand such words as 'solace.' Yet both of us, in making films, fall into the same mistakes of employing local phraseology."

"We're bringing actors over from America all the time. That's helped some, but that isn't the problem. What we need is writers. Such writers as can live in both countries and absorb both languages, English and American, and arrive at a happy medium."

There are theatres in his circuit, Jarratt says, which can't play American pictures.

"They've learned to take and like home-made product and they don't understand some of the Yankee talk. But, on the other hand, don't let that alarm you. There are other theatres on that same circuit into which I can book British films. They still remember some of the pictures we made a couple of years ago."

And as for the slopshy British films, the quirkies, the quips, the yips, etc.—that's as much our problem as yours," he admits. "Every bad picture we make at home means we have to make two good ones to wash the taste out. But that's as true in London and New York as in Timbuctoo."

Inside Stuff—Pictures

Pay-as-you-exit idea, which seems to have taken hold in the midwest, is far from being the novelty claimed. As a matter of fact it was one of the first exploitation stunts for pictures.

Back in 1895 was used in an exposition in Atlanta. William B. Holpin had purchased the rights to the state and put on a picture show in the pavilion next that occupied by his wife, Papina, the mirror serpentine dancer. At the start he did not take in enough to pay employees. No one seemed to believe that the show could be on level. Even the press clips did not convince them.

What Holpin did was to get a comment printed that he meant what he said when he announced that pictures of photographed motion would be shown in reproductions of that same motion. He urged people to come in and see for themselves. If they didn't feel that they had their money's worth they need not pay as they left. Business was good the rest of the season.

Some of the picture boys, punching the bag over "Top Hat," were trying to figure how much influence Fred Astaire's broadcasts (Lucky Strike) had on the fast getaway of the film around the country, and especially in New York. Consensus seemed to be that Astaire's four broadcasts unquestionably helped but no way of checking to what extent.

Astaire's first start was Aug. 19, the picture opening at the Music Hall Aug. 29. Meanwhile, the star had twice more microphoned nationally with his final ether chore Aug. 31. Music men, as well as filmers, believe it was unusual all around. Allowing that the Irving Berlin score is apt to develop into the "Anything Goes" of the screen for this autumn, the early restriction on numbers on which Astaire personally introducing the lyrics on the air, and trailing his photograph recently bombing to turn the situation into one of those breaks which seldom catch so successfully.

Threatened probe by Sabath committee into depreciation of value of film and theatre company stocks, as an aftermath of reorganization program, is regarded in Wall Street as a superficial gesture. Since the Securities Exchange Commission was formed, this body has had final say on matters of stocks, whether it be trading, trends, special moves or alleged manipulation. Those in the street are unable to understand just what the Sabath committee could or would accomplish since eventually it would wind up in the hands of this SEC anyway.

In view of the fact that SEC has approved listing of numerous issues of picture companies which have completed their reorg, it is taken to mean that this commission is familiar with all details of reorganization, including depreciation of stockholders' holdings, and has given many reorg set-ups its official blessing.

Publicity-advertising director for one of the majors in New York sought to stampede Thursday's (12) meeting of the Associated Motion Picture Advertisers into a tilt with Joseph D. Bason, president of New York Operators' Association, who was honored guest of the AMPA. The publicity man interrupted Bason to point out that they cannot pay unreasonable salaries and still operate. The 306 had effectively been the fellow up, getting applause from the AMPA members in so doing.

Pub director indicated he was skeptical of whether Bason's statements were correct and that theatre executives should be present in view of statements being made. Bason finished his speech which was strongly applauded by members present.

After acquiring all rights to "Mr. Grant," story of President Grant, Radio has shelved it, possibly permanently. Arthur Goodrich, who authored and filmed a Sam H. Harris legit production of his play (published), received around \$25,000 for all rights. The Harris production never jelled as the legit producer wanted Paul Muni for the title role.

Radio then bought it for films with Walter Abel in mind. Abel spent weeks in making rehearsals of President Grant, from youth to maturity, but meantime Radio decided to trim the \$300,000 budget down to \$750,000, and then put it aside. Abel's first Radio chore is "Three Musketeers."

Paramount has \$400,000 in story material on the shelf which is being held in abeyance after a recent wage-cut. Top coin (\$120,000) is represented by "Sailor Beware," on which studio is making a succession of headaches in trying to cast and get the screen play past the Hayes monitors.

Another \$60,000 was tossed off for Gene Fowler's "Shoe the Wild Mare." "Funny Face" set the studio back \$70,000, at the time considered a sweet buy. Another \$35,000 went for "Wedding." Others gathering dust and their price tags are: "Cavalleria Rusticana," \$15,000; "Kiss on the Cuff," "Are Men Worth It?," \$35,000 each; "Gambler's Maxi," \$15,500; "The Goddess," \$19,000.

Something of an exploration trip by plane, motor and guide to locate Mrs. Laura E. Richards, 85-year-old author of "Cape Cod" which Rural Pictures Corp. purchased. Attorney J. T. Abeles, for Rural, closed the deal with R. L. Given acting as play broker.

Twentieth Century-Fox had meantime acquired the silent screen rights from Principal Pictures Corp. (Sol Lesser). The dialog rights were closed subsequently with Mrs. Richards. Rural is a Fox-20th affiliate and is the same company for which Abeles closed "Way Down East." "Capt. January" is slated for Shirley Temple.

Administration of funds of the Fox West Coast Theatres Employees' Medical Fund, derived from a 5c service charge assessed against all passes honored in circuit houses, has been placed in hands of the trustees, P. R. Kent, F. L. Metzler, Albert W. Leeds, George Topper and W. H. Johnson.

All of the approximately 1,400 circuit employees are eligible to receive assistance for medical attention, hospital or doctor's bills, with all applications passed upon by a committee of circuit execs.

Hopes of studios and the producers' association of getting to first base again in practice of endorsing commercial products have gone glimmering with delivery of the Dodge automobiles to Mae West and Bing Crosby. Dodge Motor Company is offering cars to any name player who will be photographed with machine and plug the car. Crosby in his new broadcast contract with Kraft Cheese, has been stopped from endorsing any other commercial product, whether of a competitive nature or not.

Samuel Wallach, who recently died, was mistakenly reported to have been his brother, Edgar, of show business. Latter was a theatre and company manager and is at present with Warners, assigned to exploit "Big Boy" production.

Mrs. Henry B. Harris is their sister. After 26 weeks of story and production preparation, Paramount's "Klondike Lou," the Mae West picture, is still without an ending. Story has leading men shyly in the West. The West is also at an impasse, with name charges on the picture are over \$150,000.

Reason major companies have fought shy of screening "Faust" as an era is said to be difficulty of getting clearance for world title rights. Several majors learned that production would be eligible for distribution (Continued on page 31).

SETTING UP ARBITRATION

Pros and Cons on Proposed 2,000-Foot Reels; Doubt Saving Will Be Much

Major distributing company exchange officials got the Academy of Motion Picture Arts and Sciences' angle on the 2,000-foot reels last week when Gordon Mitchell, chairman of the research council of that body, came to New York to present details. Mitchell appeared before the Hays organization committee with Arthur Dickinson, of the Hays office, presiding at a confab Thursday (12).

Wide variance of opinion on what adoption of the larger reels would cost various exchanges and some question regarding the actual saving to major producing studios prevented any definite action by the committee. However, Dickinson was instructed to contact film boards of trade to ascertain exhibitor reaction.

Several company representatives wanted definite figures from Mitchell regarding the purported saving to be obtained annually at the studios. Rough estimates that it would mean a saving to the nine major producers of about \$225,000 a year, when met with inquiries as to how, when and where so much could be saved. In addition to the print or cutting saving at the studio, those favoring the bigger spools believed that additional economies could be had through reduction in the amount of labor used on reels, since fewer reels would be employed on a feature.

One so-called expert stated that about 75 feet of present loss of footage would be eliminated by using the 2,000-foot reels. This claim was denied by one exchange official who said that the experience of his company in handling the 2,000-footers was that only 10 feet of leader was wasted under existing conditions. Since this made a difference of \$1.25 saving, or only a few cents, it was not rated a vital factor.

U's Findings

Universal Pictures representatives at last week's confab held the fight against adoption of the larger film spools, basing their claims on actual experience had with 2,000-foot reels several years ago. Company discarded their use because uneconomical and failing to produce savings expected.

Present attitude of projectionists' union at Boston, which is already opposed to the bigger reels, and possibility that other locale would take a similar stand, was given consideration.

Main points argued were whether the outlay required of nine or more distributing companies for all exchanges justified the saving, which to several company representatives at the committee session thus far appeared to be largely theoretical or in rather vague estimating stages. Alterations of reels at exchange centers will require considerably more than the \$10 originally estimated as the cost per exchange. It was pointed out at the meeting. Other points of dispute were over the size, quality and weight of the bigger reels; breakage of the 2,000-foot lengths of film during inspection; and possibility of salary increases for inspectors.

Masters Feted

Toronto, Sept. 17. Prior to his departure for New York where he becomes foreign representative for United Artists after being general manager for that company in Canada for eight years, Haskell Masters was guest of honor at a testimonial dinner tendered by some 75 firm executives and representatives of all branches of the industry.

Speakers included N. L. Nathanson, James R. Grainger, Col. John A. Cooper, J. J. Fitzgibbons, Oscar Hanson, George Nicholas, Arthur Mitchell, Clara Hogue, Jack Hunter, Herb and Jules Allen, Simon Mercet-sky.

RKO Has Louis-Baer Pix

Lectures of the Louis-Baer fight Tuesday night (24) will be shot exclusively by Oliver Picture Corp., which shunned the Louis-Baer fight on grounds that it might not be psychologically wise in view of the Italian-Ethiopian situation, a view in which it was partly influenced by the Hearst people. That fight was photographed, however, by an indie organization.

Oliver Company has filmed all important fights for years. RKO circuit has already closed with Oliver for the Louis-Baer fight, and expects to have prints in theatres at 11 a.m., Wednesday morning (25).

L. A. ACERS TO STAY SINGLE

Los Angeles, Sept. 17.

Resumption of dual bills in Loew's State and Chinese is not likely, for a while yet. Circuit is well fortified with new season's product of single bill calibre and Fox West Coast operating execs feel that unless unforeseen contingencies arise single programs will continue indefinitely.

With Samuel Goldwyn's 'Dark Angel', current at day-date houses, United Artists has the new Chaplin picture, figured for two-week minimum run. 'Ranchy' coast, and 'Melody Lingers On' coming soon.

Metro pictures for F-WC acers include 'Anna Karenina', 'Broadway Melody', 'O'Shaughnessy's Boy', 'I Love My Life', 'Mutiny On the Bounty', all set for early fall release.

From Fox, circuit will get 'This Is the Life', 'Way Down East', and 'Here's to Reel', latter scheduled for the Four Star. Other releases for next few months include 'Thanks a Million' and 'Man Who Broke the Bank at Monte Carlo.'

N. Y. CENSORS NIX FRENCH 'BOLERO' FILM

Albany, Sept. 17.

Held to be 'indecent and immoral,' 'Bolero,' a French motion picture which purports to interpret the music of Ravel's famous symphony of the same name through the medium of the dance, cannot be shown in New York state. Dr. George W. Wiley, assistant commissioner of education, which supervises the film censorship division, denied the picture to come to Albany. He acted at the request of John S. Paternoux and Martin J. Lewis. They had appealed to Dr. Wiley from a previous ban issued by Irwin Edmond, director of the censorship division.

Dr. Wiley found the dance likely to 'corrupt morals.'

Gloria Swings Over

Hollywood, Sept. 17.

Gloria Stuart settled her contract with Universal last week, was immediately assigned by 20th Century-Fox on a term.

Her first assignment will be the femme lead in 'Professional Soldier' with Victor McLaglen and Freddie Bartholomew.

WELLMAN ON 'TARZAN'

Hollywood, Sept. 17.

William Wellman has been assigned by Metro to handle the dramatic sequences of 'Tarzan's Escape.' Shooting will cover about three weeks.

Animal and trick sequences of the feature have been directed by James McKay for several months.

FAVOR MACHINERY ON ORDER OF NRA

Hays Office Confab Today (Wednesday) to Formulate Revival of Film Boards of Trade System—Both Exhibs and Distribs Liked NRA's Provisions for Such Regulation

PIX NEED IT

The board of the Motion Picture Producers & Distributors of America is scheduled to go into session today (Wednesday) to discuss numerous matters, notably the need for the organization of industry machinery patterned after the old Film Boards of Trade for settlement of disputes and control of trade practices in distributor-exhibitor relations. Need for some such machinery has been urgent since the collapse of the NRA Code Authority of the Motion Picture Industry, but nothing has been done over the summer, during most of which Will Hays has been on the Coast.

Hays returned to New York Monday (16) after stopping over in Chicago on the way east. Sensing the necessity for a board meeting at the earliest date at which arbitration and other industry matters could be taken up, today's (Wednesday) day was set before Hays got in. Expectation is that Hays will report on new season film possibilities and his trip west, in addition to presenting for discussion, among minor matters, the complaint of Jesse L. Lasky with respect to negotiations of Metro to corner Miss Ernestine Schumann-Heink. While this may be discussed by the board, presumption is that decision will be made on the Coast through the producers' association, over there since dispute is strictly of a production nature.

Probability is that the board will discuss the setup of industry machinery but take no immediate action in view of the magnitude and complexity of the job. Over the summer, since the Blue Eagle faded out, there has been considerable action in the business as to revival of Film Board rule and just how it turn of arbitration and supervision of trade practices, things having been thrown wide open with the end of the NRA. These theatre operators wroth the Hays organization.

(Continued on page 18)

'ENCORE,' TUNER, NEXT TINTER FOR PIONEER

Hollywood, Sept. 17.

Pioneer's first Technicolor feature on the new program will be a musical, 'Encore,' from Oliver H. P. Garrett and Billie Wilder and now is casting about for director and name players.

Pioneer initiative for the new season has been matter of debate for past month, with number of yarns considered and discarded.

Bischoff Draws 3d Year

Hollywood, Sept. 17.

A third year contract extension has been handed Sam Bischoff at Warners as a reward for turning out 19 pictures on second year.

First under new pact is 'Let's Pretend,' Rudy Vallee star, which is to hit the cameras around mid-October.

Theatres Stalling Until N. Y. Ops (306)-Brandt (Allied) Pact Truce

Levy's Chi Deals

Jules Levy, Radio's general sales manager, returned to New York, Monday (16), after closing a deal with Public-Grand States and laying the groundwork for deals with Balaban & Katz and the Essaness circuits in Chicago.

Great States bought Radio 100%. Deal with Essaness is also for a 100% buy, while with B. & K. negotiations are looking toward a partial commitment.

Representatives of B. & K. and Essaness are expected in New York this week to work out final details.

READYING QUIZ ON AM. TEL & TEL

American Telephone & Telegraph will be the first corporation to come under the scrutiny of the house committee's probe of patents, according to Dr. W. I. Sivovich, chairman of the committee. Intention of committee is to look into the effect on the public welfare of cross-licensing, so-called patent manipulation and patent pooling.

Quiz was authorized by last session of Congress, being intended as a study of conditions where competition is reported as being restrained or muffled by owners of underlying patents.

Reason A. T. & T. was picked out was because of cost angle in company's charges for transmission of telephoto pictures. Dr. Sivovich said that A. T. & T. offered to allow newspapers to use their own equipment in transmitting telephoto pictures and that modification of policy came on the eve of this hearing. He also charged the lifting of the exorbitant tax on transmitting these telephoto pictures would be a big economic aid to dailies.

First hearing set for last of this month, also site of quizzing of engineers and statisticians have finished obtaining info on various industries. Believed that cross-patent alignment between Technicolor and Eastman Kodak also may come under scrutiny of committee.

MD. CENSOR CHAIRMAN ON POLITICAL CARPET

Baltimore, Sept.

Harry C. Jones, Maryland State Employment Commissioner, has called upon Dr. Ben Sandy, chairman of the state film censor board, to answer charges that salaries of six inspectors (who are employed to check seals and watch pix in theatres so that any deleted portions are not reinscribed by exhibitors) who work under State merit system had been reduced to enable hiring of an added inspector, Mrs. Max Sokol, wife of a former law partner of Harry W. Nice, present governor of Maryland.

Sandy's answer to Jones is expected some time this week. He has already stated to the press that salaries of the six inspectors were not cut to provide funds to enable employment of Mrs. Sokol, but that salaries of the six were not equal and some leveling off was necessary and therefore done. One of the inspectors, however, Charles J. Bonnett, has a letter he officially received from Sandy couple of months ago which advises that 'The Board has found it advisable and necessary to appoint an additional inspector to... and that... the salary for this inspector will be paid from funds on hand for inspection purposes. Therefore your salary will be at rate of \$497 a month, or a monthly reduction of \$49.56.' The letter bears Sandy's signature.

Theatre managers may stall in closing up negotiations with New York Operators, Local 306, in order to give 306 and Harry Brandt time to complete details on the peace treaty to which both sides agreed more than a week ago. This peace pact, looking to a friendly agreement between 306 and Allied, followed refusal of the International Alliance of Theatrical Stage Employees to vote the right of strike to 306 and under the covenant in mind it would be impossible for circuits to replace present bothmen with Allied ops.

Meantime, it is understood in managerial ranks that Allied will not amalgamate with 306 until latter has closed its negotiations with the theatres for a new contract and scale.

There never was any thought of circuits tossing out 306 to bring in Allied operators, but through the 306-Brandt pipe of peace the managers were automatically alarmed of this threat and they are using it to force deeper cuts under a contract than otherwise would be taken.

Managers met with 306 Friday afternoon (15) and again at night, but with no advance expectations of reaching an agreement, but reported stalling was evident and that apparently the theatre executives sitting in are marking time to see whether or not 306 and Allied carries out negotiations for a working agreement between themselves.

Presumption is that the managers would like to see this carried out before they give in to 306, that situation being partly viewed as a barometer of how far they will have to bend in reaching a satisfactory agreement. Understanding in managerial quarters was that the theatres would probably be willing to go from \$1.80 to \$1.90 or \$2 an hour for de luxe houses if the \$1.40 and \$1.60 scale for houses in lesser classifications, as originally offered.

(Continued on page 23)

Don't Stick to Their Knitting, Ore. Censor Head Warns Femmes

Portland, Ore., Sept. 17.

Women motion picture censors must not stick to their knitting when passing on pictures, and they must be on the job on time, Robert M. Mount, chairman of the censor board, told the women at a meeting with the board. Mount warned the viewers that they have a job to perform in the public service and if they do not want to attend to it they should resign, declaring there are many women willing to do the work.

He said vigilance and knitting do not go together, and feared that scenes will slip by when the viewers are working their needles or chatting over a bridge party.

Barrymore in 'Witch'

Hollywood, Sept. 17.

Metro has assigned Lionel Barrymore to top spot in 'Witch of Timbuctoo,' chiller yarn having Devil's Island background. Player goes into the picture upon completion of 'Ah Wilderness,' which gets under way this week.

'Witch of Timbuctoo' is an original by Tod Browning. Guy Endore and Garrett Fort. Browning directs.

ROCKETTS LINGER IN N. Y.

Al Rockett and his wife, back from a seven-month world cruise, will remain in New York for about another month.

Wife of the former Fox film producer is currently confined to her hotel with a head cold.

'Boss' Apollon Lead Chi. Gross

Parade at \$35,000; 'Top Hat,' \$30,000

In Near Capacity H.O.; 'Angel,' 15G

Chicago, Sept. 17. (Best Exploitation: United Artists) Something of an alibi trend was noted around the loop with the start of the current week. Even those houses which were doing well began apologizing for the fact that happen if the weather continues as unseasonably summer-like as it has been these past few days. After an unseasonably chilly fortnight, the weather has turned back to a brand of weather which is more conducive to picnics than parking in a picture house.

At least two houses have no worry whatever about the weather: The Chicago, with 'She Married Her Boss,' and the Palace's holdover of 'Top Hat.' The former will boost the take of the ace Chicago at least a snappy \$5,000 above the previous profitable session on a picture which is getting a neat femme play. 'Hat,' which broke attendance record and established a top for the present scale last week at \$32,500, continues practically the same tremendous pace with hardly any sign of let-up. Will easily make it a four-gallon and any number of breaks maybe five or six sessions before departing.

Winners for the week also included 'Dark Angel,' which got going at the United Artists on Saturday (14). It opened against 'Annapolis Farewell' at the Chicago, which picture was rushed in when B&K decided to hold back on 'Karelena' release due to the appearance of the picture in both 'Angel' and 'Karelena.'

Ed Levin got 'Angel' away neatly with an excellent press build-up, based primarily on Marie Oberon publicity, which Levin broke throughout the local dailies.

Estimates for This Week
Apollo (B&K) (1,200; 25-35-55) — 'China Seas' (MG). Into this house for a loop holdover after three weeks at the United Artists. Will average \$25,000.

Chicago (B&K) (4,000; 25-35-75) — 'The Married Couple' (Col) and Dave Apollon unit on stage. Gross lifted above recent average to \$35,000. Last week, \$32,500. All around femme and evening trade for constant biz. Last week, 'Page Miss Glory' (WB), took off a profitable \$10,000.

Garrison (B&K) (900; 25-35-55) — 'Glory' (WB). Holdover for this season David Barker took \$8,000, anyway, good enough at this house. Last week, Irish in 'Us' (WB) stowed away a fine \$3,800.

Oriental (B&K) (2,200; 25-35-40) — 'Flying Trapeze' (Par) and vaude. Picture in here after having played excellent in the local dailies. Rich in a first run. However, house slips off currently to \$15,000, weak. Last week, 'Thunder in East' (UA) worked out a fine \$19,000.

Palace (RKO) (2,500; 25-35-65) — 'Top Hat' (Radio) (2d wk) and vaude. Will hold above \$32,500. Last week, \$32,500. Last week, 'Page Miss Glory' (WB), took off a profitable \$10,000.

Roosevelt (B&K) (1,500; 25-35-45-55) — 'Annapolis Farewell' (Par). Stop-gap before 'Anna Karelena' (MG) arrives. Currently will do around \$8,000 and happy to get that. Last week, 'Steamboat' (Fox) held three weeks, \$12,000. Last week, \$12,000. Last week, \$12,000. Last week, \$12,000.

State-Lake (Jones) (2,700; 20-25-35) — 'Age of Indiscretion' (MG) and house unit. Have made a stage show of it this week under the tag of 'State Lake Trolley' which is doing extra big currently. Last week, \$18,000. Last week, \$18,000. Last week, \$18,000. Last week, \$18,000.

United Artists (B&K-UA) (1,700; 35-55-65) — 'Dark Angel' (UA) (1st wk). Opened Saturday (14) and took set for a first week at \$15,000. Last week, 'China Seas' (MG), finished three gallops at fifty \$7,500.

Rogers, 7G, B'ham's Wham

Birmingham, Sept. 17. (Best Exploitation: Alabama)

There's very little exploitation necessary on a Will Rogers picture and Alabama, which is in business and ready to take a stage a nice sendoff, too, the gross will be just a little better than usual for the Pitz.

Other houses are just fair with the Strand showing a little set, un-

lation using a western, 'Hopalong Cassidy.'

Estimates for This Week

Alabama (Wilby-Kinney) (2,800; 30-35-40) — 'Steamboat Band' (Fox). Business so far better than the usual Will Rogers picture. \$17,000. Last week, 'Here Comes Band' (MG), \$24,000, moderate.

Ritz (Wilby-Kinney) (1,600; 30-35-40) — 'Redheads on Parade' (Fox). Okay, \$2,600. Last week, 'Here Comes Band' (MG), \$24,000, moderate.

'Hopalong Cassidy' (Rep). Little better than usual for a western. \$17,000. Last week, 'Silk Hat Kid' (Fox), \$1,800. Last week, \$1,800.

Empire (Acme) (1,100; 25-) — 'Going Highbrow' (WB). A little better than usual for a western. \$17,000. Last week, 'Silk Hat Kid' (Fox), \$1,800. Last week, \$1,800.

'Don't Bet on Blondes' (WB), \$2,200.

'Annapolis' 13G,

'Agt.' 21½G, 'Boss' 89,000, Frisco OK

San Francisco, Sept. 17. That Astaire-Rogers combination tossed the local dailies into a new time record for number of persons to attend the house, and smacked with a record of \$25,000. The picture went to its present 40c top. Extra shows were given during the second week. First week clicked for more than \$26,000; holdover easy for \$15,000.

Exploitation is still as scarce as an old-fashioned dollar bill.

Estimates for This Week

Clay (Rosenberg) (400; 25-35-) — 'Romance in Budapest' (Huartan) split with return engagement of 'Dance Away Camellias' (Paris). Should gross about \$1,000. Last week, 'Thunderstorm' (Moscow) very nice at \$1,400.

Fox (Leo) (5,000; 25-40-) — 'Little Bit Shy' (WB) and 'Runaway Queen' (Par). Not too good at around \$5,000. Last week, about \$6,000 for 'Without Regret' (Par) and 'Wall of the Wind' (2d wk).

Golden Gate (RKO) (2,850; 30-35-40) — 'Top Hat' (Radio) (2d wk). They couldn't get any more into the house and would have gone over the \$26,000 grossed the first week. This week looks like a \$15,000.

Orpheum (P&M) (2,400; 30-35-40) — 'She Married Her Boss' (Col). Ought to hit near to \$5,000. Last week, \$4,500. Last week, \$4,500. Last week, \$4,500. Last week, \$4,500.

Paramount (F-W) (2,740; 30-35-40) — 'Annapolis' (Par) and 'Thunder in Night' (Fox). Good for \$13,000. Last week, about \$13,000 for 'Every Night at Eight' (Par) and 'Gay Deception' (Fox).

St. Francis (F-W) (1,470; 30-35-40) — 'Karelena' (MG). Ought to hit \$5,000 on moveover from 'Warfield.' Last week, 'Steamboat' (Warfield) moveover good at \$8,000.

United Artists (UA) (1,200; 25-40-) — 'Wall of the Wind' (2d wk). Doing good at \$5,000. Last week, about \$5,000. Last week, \$5,000. Last week, \$5,000. Last week, \$5,000.

'Special Agent' (WB). Good news ought to get in the region of \$7,000. Last week, 'Karelena' (MG), \$23,750.

L'VILLE'S MALE DRAWS

Astaire, Rogers, Brown, Gable, rosy top Screens

Louisville, Sept. 17. (Best Exploitation: Lewis)

Business continues to accelerate and first runs marking up nice grosses, with no apparent slackening. 'Top Hat' and 'Top Hat' and 'Strand' playing 'Steamboat,' both holdovers for third week.

'Call of the Wild' at Loew's will wind up the week with nice grosses as will 'Right Lights,' the Joe E. Brown open currently occupying the picture house. 'Top Hat' and 'Strand' playing 'Steamboat,' both holdovers for third week.

This is State Fair Week here, with attendance taking terrific job, occasioned by the continued ban on children under 14 years of age. Analysis situation beginning to clear up, and announcement made

that schools will open Sept. 23, unless looked for improvement in the epidemic of polio.

Everyone going rather light on exploitation, Loew's, however, getting an early start with liberal use of newspaper space, window displays, etc., on next week's dual 'Here Comes the Band' and a revival of 'The Mink.'

Estimates for This Week

rown (Ind) (1,500; 25-40-) — 'Top Hat' (Radio) (2d week). Astaire-Rogers musical still packs a sock and will wind up with near \$5,000 on holdover. Last week same film topped the town with swell \$5,500.

Alto (4th Ave) (3,000; 15-25-40) — 'Two for Tonight' (2d wk). Croxy not the draw hoped for, and critics not overly enthused about his latest effort. Should gross \$3,000, below par. Last week 'Diamond Jim' (U) in spite of strong opposition garnered fair \$4,500.

Loew's State (3,100; 15-25-40) — 'Call of the Wild' (UA). Socko stride, should garner \$5,500 on the week. Picture optimistic for this house, but attendance running along about average. Last week 'Karelena' (MG) turned in fairish \$4,800.

Strand (Ind) (1,400; 15-25-40) — 'Steamboat' (Fox). Accounted for \$3,800, considered potent enough to hold over for another week. Fact that this is one of last two films made by Rogers, seems to be incentive for many patrons to make unusual effort to see the picture before run is completed. Last week same film came up to expectations with nice \$3,900.

Mary Anderson (Libson) (1,000; 25-40) — 'Bright Lights' (WB). Joe Brown was the draw, and wide-mouthed comic had no trouble getting 'em in all week. Gross should hit around \$3,000. Last week 'Two for Tonight' (2d wk) in the general upturn in grosses, but a sterling good \$3,400.

Loew's (Ind) (2,400; 25-) — 'Nell Gwyn' (UA) and vaude. Only stage show in town, but location off the main street seems decided obstacle to hold over. Last week, \$3,000. Last week, \$3,000. Last week, \$3,000. Last week, \$3,000.

Brewster's Millions' (UA) and stage play couldn't do better than fair \$3,200.

Alamo (Ind) (900; 15-25) — 'She (Radio) and 'Sweepstakes Annie,' dual, splitting town, with 'Gamble' (Lib) and 'Chasing Yesterday,' dual. Getting around fair \$1,300. Last week, \$1,300. Last week, \$1,300. Last week, \$1,300.

'Mary Dow' (U) splitting with 'Scarface' (UA) and 'Branded a Coward,' couldn't better a light \$1,200.

'GRL FREED' TOPS CINCY \$16,500

Cincinnati, Sept. 17. (Best Exploitation: Palace)

Shubert, only combo house, is the b. o. leader currently, with 'Girl Friend' and a Major Bowes amateur group packing 'em in for \$16,500, theatre's best figure on stage and screen duo. 'Diamond Jim,' at the Palace, is pacing the sound stands at \$10,500, closely pursued by 'Accent on Youth' at \$10,000 for the Alamo and \$9,000 for the Grand.

In second downtown week for greatest take Lyric has had in many months. Keith's is registering \$6,000 on 'Goose and Gander,' and Capitol and Grand are doing okay on switchovers of 'Anna Karelena' and 'Steamboat,' later in its third week on the first-run sector.

'Diamond Jim' received plenty of variety, daily and slick, exterior dress is something more. Loud noise also for the Major Bowes troupe, which was accorded arrival reception with comical parade. Last week 'Welcome Home' (Fox) and Olsen and Johnson troupe, \$13,000. Last week, \$13,000. Last week, \$13,000. Last week, \$13,000.

'Diamond Jim' (U). Hefty campaign with important newspaper and commercial tie-ups. Looks like to do good at \$10,000. Last week, \$10,000. Last week, \$10,000. Last week, \$10,000.

'Accent on Youth' (Par). Sylvia Sidora and Herbert Marshall dwarfing title. Might hit \$10,000, fair. Last week \$10,000. Last week, \$10,000. Last week, \$10,000. Last week, \$10,000.

'Welcome Home' (Fox) and Olsen and Johnson troupe, \$13,000. Last week, \$13,000. Last week, \$13,000. Last week, \$13,000.

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'Welcome Home' (Fox) and Olsen and Johnson troupe, \$13,000. Last week, \$13,000. Last week, \$13,000. Last week, \$13,000.

Libson (Libson) (1,500; 30-40-) —

'Hat' Quits M. H. with \$345,000,

3d Wk. \$95,000; '39 Steps a Big \$43,000, Roxy; 'Broadcast' \$40,000

'Goose and Gander' (WB). Kay Francis in spotlight. Hit route to \$8,000, okay. Last week, 'Little Big Shot' (WB), \$5,000.

Capitol (RKO) (2,000; 35-49-) — 'Karelena' (MG). Last week, okay at \$5,000. Last week, 'Steamboat' (Fox) (2d week), \$6,000, nice.

'Steamboat' (Fox) (2d week), Dandy \$5,500. Last week, 'Alice Adams' (Radio) (2d week), so-so, \$2,500. Last week, 'Alice Adams' (Radio) (2d week), so-so, \$2,500.

'Port of Lost Dreams' (Maj) and 'Just a Thrill' (Fox). Separate, \$2,000 average. Last week, 'Riding Wild' (Col) and 'Recess Roads' (FD), split, \$2,100.

Strand (Ind) (1,300; 15-25-) — 'Front Page' (UA). Last week, fetching \$2,400, normal. Last week, 'Dizzy Dames' (Mon), five days, and two h.o. days of 'Scarface' (FD), \$2,000.

Third week of the new season continues to smokes and New York's first run front. Business has also been helped by coolish weather. Four new pictures punched town this week and two are doing exceptionally well. But new season's feature is 'Top Hat,' walking out of the Palace, which is approximately \$345,000 in three weeks.

New highlight is the British-made '39 Steps,' taking the Roxy to a new attendance record. Last week, Saturday (14) with a chance to hit a big \$43,000 on the week. Right behind is 'Big Broadcast,' which is running the Paramount into a pleasant front at \$40,000 or more. This is the best the Roxy has done over the months. Both 'Steps' and 'Broadcast' hold over.

Of the other two news ones 'Goose and Gander' flicks close to \$4,000 on ending its engagement at the Strand. 'Jalna,' on first run at the Palace, not so good, but may get to \$3,000.

'Top Hat' will get \$95,000 or over on its third week, but isn't staying a fourth. Radio is committed to subsequent runs, which are holding for pictures after the slew of 'Day' holdovers. Last week, \$95,000. Last week, \$95,000. Last week, \$95,000. Last week, \$95,000.

Music Hall to play their pictures. Last week, \$95,000. Last week, \$95,000. Last week, \$95,000. Last week, \$95,000.

'Round the Bend' comes into the Hall tomorrow (Thursday). Another that has been waiting for a long time is 'She Married Her Boss' (Col).

Capitol is taking 'Anna Karelena' out tonight (Wed.) after 5½ days at the Roxy. Last week, \$95,000. Last week, \$95,000. Last week, \$95,000. Last week, \$95,000.

House brings in 'Broadway Melody' tonight. Second week of 'Dark Angel' ought to do around \$27,000. Last week, \$27,000. Last week, \$27,000. Last week, \$27,000.

Looks to get \$25,000 or more with its repeat stage show. Picture is 'Annapolis Farewell' (Par). Last week, \$25,000. Last week, \$25,000. Last week, \$25,000. Last week, \$25,000.

'Crusades' (Par) crossed \$7,500 last week at the Astor and holding evenly so far on the fourth. Coast-to-coast hookup on the Lucky Strike Hour (RKO) Saturday night (14), plus a careful campaign on the New York run, unquestioned.

Picture is 'Annapolis Farewell' (Par). Last week, \$7,500. Last week, \$7,500. Last week, \$7,500. Last week, \$7,500.

Ad budget was considerably upped to include a big outer lobby display and a large flash front. First time the Par's out-of-town picture has been in some time on the advance campaign. Tie-ups included one with a pearl necklace.

In addition to the Lucky Strike hour, Amos 'n' Andy did a bit on their regular air hour, which they do in the picture, and other plugging has included numbers by Ray Noble's orchestra, part of the cast of 'Broadway Melody' (MG).

Estimates for This Week
Astor (1,012; 55-83-110-\$16.55-) — 'Crusades' (Par) (4th week). Last week, \$7,500. Last week, \$7,500. Last week, \$7,500. Last week, \$7,500.

'Karelena' (MG) (35-45-75-) — 'Karelena' (MG) (3d week). Remaining 5½ days on third week for around \$20,000. Second week was \$15,000. Picture of 'Annapolis Farewell' (Par) expected after its big first week. 'Broadway Melody' (MG) comes in tomorrow.

Palace (1,700; 35-50-65-) — 'Jalna' (Radio) and vaude. First run, but probably short of \$9,000, not so forte. Last week, 'Alice Adams' (Radio) \$10,500.

Paramount (3,664; 25-35-55-75-85-) — 'Big Broadcast' (Par). Opened stoutly, and will do at least \$40,000, holding a second week. Best here in months. Last week, second for 'Two for Tonight' (2d wk). Last week, \$40,000. Last week, \$40,000. Last week, \$40,000.

Shows return here Oct. 4, when scale will be increased.

Radio (1,516; 35-55-75-) — 'Top Hat' (Radio) (3d week) and stage show. Still big, third week (final), looking \$35,000 over. Last week, \$35,000. Last week, \$35,000. Last week, \$35,000.

Second week was \$115,100, looking \$35,000 over. Last week, \$35,000. Last week, \$35,000. Last week, \$35,000.

'Hat's' \$134,800 initial seven days.

Rivoli (2,092; 40-65-75-83-95-) — 'Dark Angel' (UA) (2d wk). Doing very well second week, looking around \$27,000. Last week, \$27,000. Last week, \$27,000. Last week, \$27,000.

Roxy (5,836; 25-35-55-) — '39 Steps' (GB) and stage show. Swell business and first week will be near \$40,000. Last week, \$40,000. Last week, \$40,000. Last week, \$40,000.

'Diamond Jim' (U) a shade over \$30,000. Last week, \$30,000. Last week, \$30,000. Last week, \$30,000.

Strand (2,767; 35-55-65-85-) — 'Goose and Gander' (WB). Held out last night (Tues.) at claimed \$22,000, but not holding over. Last week (2d) for 'Page Miss Glory' (WB).

State (3,450; 35-55-75-) — 'Annapolis Farewell' (Par) and vaude. Last week, \$35,000. Last week, \$35,000. Last week, \$35,000. Last week, \$35,000.

Udine headed by Lou Holtz, Belle Bette and Sully Wood, drew a 237,000 over house three weeks ago, back on repeat for probable \$25,000. Last week, \$25,000. Last week, \$25,000. Last week, \$25,000.

'China Seas' (MG) and Milton Berle, just over \$30,000.

'Hat' Tops Mpls. Also, Smash \$18,000
'Cookie' Only \$1,500, 'Seas' 2d Wk., 7G

RKO Victory (1,600: 15-25-40)—
'Top Hat' (Radio). Moved over from
 the Albac and still showing much
 strength; should give house \$2,800
 for week; nice.

GERMAN VAUDE SO GOOD THAT SCALA, BERLIN, RAISES ADMISSION PRICES

Berlin, Sept. 6.
Contrary to adverse vaude conditions in other countries, Germany is still going strong for variety shows, so much so, that the Scala, Berlin's ace house, has increased its admission price. Under the former Marx regime, top seats \$2.00 for the night and \$1.50 matinee. Now high is \$2.50 evenings and \$1.20 afternoon. Similar prices at the Wintergarten, opposition house.

Contrary to American vaude of today, scores of old-fashioned variety shows of the old Hammerstein days are still rampant here, with eight to 12 acts on each bill. This would mean ideal conditions for vaude actors, were it not for the salary, but—

American acts who want the coin and not merely beer and pretzels will not see many engagements except Berlin, Hamburg and maybe Dusseldorf and Frankfurt. Other towns, such as Cologne, Elberfeld, Munich, Leipzig, Dresden, Breslau, are plenty of variety and salary, partly due to law admissions, partly to abundance of idle acts in the Fatherland.

Complete absence of stage shows in the film houses (they formerly played hundreds of acts each week in Berlin alone prior to the Hitler regime) makes it tough for native vaude people who are degraded to a great extent on such dates.

Two a Day

However, to some American acts in Europe (Aryan), German vaude is still appealing, and they may be. Only two shows a day (even one show a day houses still exist: the Wintergarten, Berlin, and the Hansa, Hamburg) and a full month in town means a vacation compared to the means of American vaude. No split weeks, no Saturday-Sunday dates, no five shows a day with supper show thrown in on the Sabbath. The Scala, Berlin, has the greatest number of shows: three on most Sundays, otherwise two daily. House runs in close footsteps of Palladium, London, copying each production, such as "Crazy Show" religiously. Capacity of \$3,000, combined with stiff admissions, makes it an easy spender and well able to afford it. Wintergarten seats only 1,000, consequently has a lower budget on a one-show-a-night basis, with two matinees a week. Each is a full month's stand.

Hamburg, Germany's second largest town, offers 15 days at the Ufa Palace or a full month at the Hansa. Generally the Hansa pays more for 15 days than the Hansa for a month, due to its capacity (3,000 seats). Shows (three Sundays, two daily). Hansa's small capacity enforces strict economy in salaries. Other houses in Hamburg: Richter and Alexander, both dance halls with large variety bills but small salary; the Flora, variety house, 15 days, a cut-salary house. In addition a score or more of cabarets. Also Circus Busch, playing acrobats, animal and other circus acts.

Province

Dusseldorf Apollo, another Ufa 3,000 seater, is doing big biz and well able to pay regular money. Runs five acts and a film, 15-day engagements. Dusseldorf has several first-rate theatres. Top salary about \$20 a day. Apollo, however, plays mostly Scala acts.

Frankfurt Schumann theatre, full variety bill and seating over 3,000, two shows daily, booking for 15 days. A cutter.

Cologne Kaiserhof, a cabaret-restaurant with a full variety show. Another cutter. Management of Kaiserhof owns six other theatres and entertainment houses. Monopoly tough on salary. Acts going to Paris from Germany break journey in half by playing Cologne.

This about finishes the worthwhile spots. Rest of large towns are just for apples. Thus a German tour for American standard acts comprises at the outset three months—nothing, nothing, beer and vacation are tempting.

Of the surrounding countries, Austria with a month at Vienna (Ronnecker), Hungary with another month at Budapest (Fovevered Orfeum), Czechoslovakia with 15 days at Prague (Theatre Variete), Switzerland with 15 days at Zurich (Corso theatre), Geneva (Kursaal) and Basle (Kursaal theatre) are all eager to play American acts. All are cut houses, and no money to be taken out, except from Switzerland—It there is any money.

HITLER'S GIFTS

Donates Wagner Production to Nuremberg and Weimar

Sept. 8.
The Nuremberg Opera House, which has been closed for the past six months for rebuilding and installing a revolving stage, will open again this month, in time for the big celebrations organized annually in Nuremberg.

Adolf Hitler has presented the city of Nuremberg, as owners of the Opera House, with complete new scenery, decoration and costumes for "Die Meistersinger," which opera will be given in the Fuehrer's presence. Dr. Wilhelm Fuertwengler will be conducting the orchestra. Another gift of Hitler was made to the Deutsche National Theater, Weimar. Besides the annual subsidy of \$80,000 by the Reich, Hitler has taken on his account two new productions to be staged during the season. As in the case with Nuremberg, the Weimar productions also will be operas from Richard Wagner.

LONDON TO HAVE A CABARET-THEATRE

London, Sept. 17.

Meeting was held here today (17) to make final arrangements for the conversion of the Prince Edward theatre into a theatre-restaurant with a floor show. Martinus Poulsen, owner of the Cafe de Paris, is in the venture with A. E. Stone, Major Bell and Arthur Segal, pooling a \$100,000 bankroll.

Opening is expected early in November with a big show to be produced by C. D. Cochran and to cost about \$25,000, with a \$4,000 weekly nut.

House will be renamed Casino de London and Tex McLeod is being negotiated with to act as permanent m.c.

S. Africa Protests

Capetown, Aug. 19.

Shooting of wild animal films is getting strong opposition over here. "National Council of Women has passed a resolution calling on the Government to insert a new clause in the Film Censorship Act prohibiting scenes depicting an animal or animals in which it seems that cruelty, brutality or ill-treatment amounting to cruelty, has been used in securing the effect."

London Legit Season Opens Well After Exceptionally Good Summer

London, Sept. 8.

Regular legit season opened this week with three premieres—"A Connecticut Yankee in King of Hearts," "Stop-Go!", and a farcical comedy, "As Bad As I Am."

Theatrical producers, as a whole, have little cause for complaint in that they enjoyed a generally good summer, due in no small part to the large number of American visitors, whose total exceeded more than in any previous summer in about five years.

There are five outstanding hits in the West End, four of them surviving an exceptionally hot summer, and the fifth, "Anything Goes," at the Palace, produced in June and successful in the U.S. Londoners ran of the other four "1936 And All That" at the Strand, which opened in April and has just added a new library deal running into January.

Opening about the same time was "Tovarich" at the Lyric. There has hardly been a seat for since the premiere. Gilbert Miller refused to dispose of the picture rights until he produces the play in New York.

Other two were produced in May. Ivor Novello's "Glamorous Night" at (Continued on page 31)

AUSTRALIAN UNIT INTACT TO LONDON

London, Sept. 8.

For the first time in the history of show business here an entire unit is being brought over from Australia intact.

It is headed by Clem Dawe, comic, who went to the Antipodes some years ago as half of double act, Dawe and Edgley. Since then he has become a name there.

Dawe is booked on the Moss Tor and some indie dates for 12 weeks on percentage of \$50 a week, with film a cast of 12 principals.

Line of girls will be booked locally. Opening date middle Oct., with Sidney Burns having arranged bookings.

'American' Show Riles S. African Mob to Riot

Capetown, Aug. 19.

A show billed as "American Negro Entertainers" got the bird at the City Hall, Durban (Natal) when a capacity house, not liking the material offered, started trouble with boos and cat-calls.

At intermission time a rush was made at the box office, with yells for return of money. Manager ventured on the stage and asked for five shillings. Pennies were thrown at him as answer.

Attempts to continue the show got the audience riled, and some rushed the stage. It was finally decided to refund the admission money and that caused a riot at the ticket window. Eventually the police cleared the house.

U FOREIGNERS IN

Monroe Eslin, Universal's manager in Argentina, and John Taylor, manager for India, arrived in N. Y. last week for confabs with N. L. Mannheim, company's export manager. Expect to spend several weeks here.

Norman Westwood, Shanghai manager, and Albert Darr, manager in Australia, who have been here for conferences, are headed back to their foreign posts.

LAWRENCE SAILS HOME

Laudy Lawrence, Metro head in Europe, sailed for his Paris office Saturday (14) after two months h.o. confabs.

Will tour all Europe, o. ces immediately upon arrival.

London Legit Season Opens Well After Exceptionally Good Summer

'U. S. Style' Nitery

Mexico City, Sept. 17.

Venerable mansion on a local downtown main stem is being renovated to house a U. S. style night club by O. W. Heinz, American hotel and entertainment operator. Pioneering talent is to be recruited in New York and Los Angeles. Club is scheduled to open this fall.

Spot will be known as Heinz 58.

MG's Paris Showcase

Paris, Sept. 11.

Metro's deal to take over and complete the Normandy Cinema on the Champs Elysees, work on which has been suspended for some months, did not go through.

American film, which no longer has the Madeleine here, is said to be dickering for another Champs Elysees house as a showcase.

DRURY LANE'S PANTO

London, Sept. 17.

Contrary to expectations, the Drury Lane will again stage a pantomime this year.

"Glamorous Night," musical, will therefore have to vacate the house, although it's a hit.

PLAYS ABROAD STOP—GO!

London, Sept. 5.

André Charlot never, compiled by Edgar and Nat. Asst. J. J. additional songs by Donkey Evans. Dance and arranged by Philip Burchall. Features Mary Brian, Dorothy Ward, Donald Stuart, George Benson, Jack Clewes, Reginald Smith, and Robert Nott at the Vaudeville Theatre, Sept. 4, '35.

Charlot never aspires to a definite plot, confining themselves to efforts to supply an evening's light entertainment. They always are a greater or lesser degree. Present one offers a generous percentage of amusement and will probably be even more liberal when it has been going a week.

Has one or two catchy tunes, but nothing outstanding. Plenty of witty dialog and some clever ideas. Skits are all short, which helps. General opinion of sophisticated audience at the premiere was that the first of the two parts is best. Due, to a considerable extent, to the build-up leading to the finale.

Dave had already brilled upon to bring in a few new faces, too. Considerable curiosity was aroused as to the stage debut of Harry Brian from Hollywood. With practically no singing voice and more than easy to look at she specializes in applause-compelling dancing, but she won't set the world on fire as a revue artist.

Surprise hit of show is Dorothy Ward, who reveals a hitherto unsuspected gift of travesty. She ought to be grateful to Charlot for giving her this opportunity and will undoubtedly develop into one of the (Continued on page 31)

FRENCH EQUITY ASKS A GOVERNMENT CODE

Paris, Sept. 8.

While the Ministry of Education is working on a code for Government control of film biz, Charles Martiniell, president of the Union des Artistes (local Equity) is preparing a theatre convention for next month in which he expects to ask for a similar code to run legit in France.

Convention, to be known as Estates-General of Theatre, will deal chiefly with jacking up producers and seeing that they are financially responsible. It will also discuss wage guarantees, collective bargaining and sanitary laws plus a number of other questions relating to stage production.

Good Comedie Biz

Paris, Sept. 8.

Summer season at the Marigny Theatre has been a corker for the Comedie Francaise. Gross for the month of August was about 10% higher than the outfit took in last year at the Theatre Francaise, which is larger, and with prices about 25% higher.

One answer is that the name actors of Comedie stuck around this summer, whereas they usually go away on vacation. Also theatre, by moving to the Champs Elysees, caught a new public that didn't know about it before.

Radio's Pagnol Deal At Marseilles House

Paris, Sept. 11.

Radio Pictures Paris office has signed with Marcel Pagnol to show the only English language films which have been screened at Pagnol's new showhouse, Le Noailles, on Cannabiere at Marseilles.

House will use nothing but Pagnol productions, most of which are laid in the South of France. Yank Radio films First English will be "Break of Hearts."

French Product Off

Paris, Sept. 11.

French filmers have held back their product all summer, and during August and the first week of September preview followers have seen only one local made, a musical comedy "Quentin," brought out by F. Meric films.

During same period they saw 15 dubbed American ptx, one dubbed "Britisher" and one Austrian film in French. French dubbing, four were Osso releases for Columbia, eight Metro products, and four Fox. German talker, released by Osso, is Marta Eggerth in her last European production, "Her Greatest Success."

TWO NAPOLEON PLAYS JAM IN PARIS

Paris, Sept. 8.

It's Napoleon vs. Napoleon at the Comedie Francaise. Quarrel is between Paul Raynal, author of "Unique Napoleon," who wants his place, and the directors of the Comedie, who want Sardou's "Madame Sans Gene," also about Nap, performed first. Umpire is Minister Mario Roustan of National Education, supreme boss of the Comedie, to whom Raynal has appealed.

Raynal show was to have gone on last season, but the preceding new piece, "Madame Sans Gene," costumed and played by Jean Sargent, was so successful that the Napoleon piece was held over for the 1935-36 season.

Then this summer, wishing to put on something special and almost classic for the sejour of the Comedie at the Marigny Theatre, the committee hit on "Madame Sans Gene." Latest of the Comedie, put into rehearsal, where it now stands.

Raynal got sore, feeling that his tap piece would suffer, coming after another on the same subject. Both plays will be played by the Little Corporal's private life. Emile Fabre, boss of the Comedie, didn't want to lose the Raynal show, and proposed to the author to put it on in N. Y. Raynal wouldn't, unless "Sans Gene" was withdrawn, which Fabre couldn't do.

So both Naps stand pat, with the Minister to decide.

Dickenson to Modernize Vaude Houses in Aussie

Los Angeles, Sept. 17.

Arriving in this country 10 days ago to make a comprehensive survey of theatre construction, George Dickenson, circuit director of Rivoli Theatres of Australia, after spending a week here conferring with his local booking rep, Sam Kraemer, of the Bert Levey agency, trained out last Friday (13) for New York.

Accompanied by his wife and daughter, Dickenson sails from New York Sept. 21 on the Britannic for London, returning home via the states soon after the holidays.

Australian vaude houses, Dickenson stated, are from 30 to 35 years old, antiquated and not up to present-day conditions. With vaude getting a new impetus in the Antipodes, the Rivoli circuit is preparing to start an extensive theatre building campaign and Dickenson's principal mission is to familiarize himself with American construction methods, particularly with reference to modernized houses.

Haik's Comeback

Paris, Sept. 8.

Jacques Haik, the collapse of whose film company and theatre chain was one of the major shocks of Paris show biz a couple of years ago, is working toward a comeback. He has made a deal whereby he regains management of the Olympia, one of the theatres of his former chain, which was taken over by Gaumont-Franco Film.

Aubert for operation when the Haik chain went under.

This season he has quashed the plans which have been nurtured for several months to put "Le Olympia back on a straight vaude policy. House played films, with a small flesh and blood troupe, and Gaumont-Franco. Haik policy has not been announced, but probably will be straight film.

Hoofers Split Up

London, Sept. 3.

Three standard dance teams are making changes in their personnel here.

Somebody, Hibbert, Bird and Ready are splitting, with Eddy Ready joining Jack Arnould, forming a new Arnould trio. Esco Le Rue is breaking away from Riney and Naldi and joining Hibbert and Bird. Bird and Naldi are leaving, currently in Tom Arnold's Charles Cochran's "Streamline" are vacating, being replaced by Hibbert, Bird and Le Rue. Naldi will stay as a dance duo.

LONDON TALENT SHORTAGE

Tax on Dubbing and Theatre Quota Now Loom in France, Part of Decree

Paris, Sept. 3.—With a tax on dubbing looming as a possible part of the new French film regime, secret hearings were continued all week at the Ministry of National Education on the decrees which are to put picture business here under Government supervision.

This tax, plus a quota of 30% of French films to be shown by the theatres—instead of a quota of importation—are the chief dispositions regarding foreign pictures of the proposed decree laws in their present status. But the project is still liquid and under consideration, and it may be completely changed before it sees the light.

These two features, however, are enough to keep American representatives here worried as to the basis going to happen to their business.

From other angles, the decrees, as they are now being worked out, do not seem to be as disturbing to American big game as they at first appeared. For one thing, the scheme for collecting film rentals directly at theatres through a government agency, seems to be undergoing some modification.

At first the Americans feared that their rentals would get into the hands of a French collection agency, which might keep them indefinitely and perhaps use them as a basis of credits to the French industry, with whom accounting would be difficult and which might charge a fee for the collections. It does not now appear that this will be the case. As the decree laws are being worked out they tend toward the creation of an agency which will pay rentals as soon as collected, or else toward a mere checkup on receipts rather than collection. Object is to prevent exhibitors from cheating.

Also, it does not now look as though the position of distributors under the decree-law regime will be as bad as was thought at first. There seems to be no attempt to officially route each picture.

In the requirement that French theatres show 30% local makes there is a chance that special provision will be made for the houses which specialize in foreign language pictures. Seems likely that the trade will be able to convince the bureaucrats that to show French pictures would ruin the business of a house whose customers are accustomed to coming in for American or German picture only. There are 15 or more such spots in Paris.

One of the film code provisions now being contemplated which may affect Paramount is a clause forbidding distributors from having any financial interest in production. Par, as well as Tobis, is sponsoring a certain amount of local production this year, and this apparently would be tabooed. Hard to tell, however, whether Paramount would be sorry or glad at the ban.

Advocates of the film decree-laws hope to get them through in 10 days or so. They will have to be okayed by nearly all the government departments, for most of the ministries will have a hand in enforcing some feature or another. That will occasion some delay in issuance and there may be no final ruling for a month and a half.

BIP and Donada Both Bid For Bentley's 6 Houses

London, Sept. 17.—Reported here that John Maxwell (British International Pictures) made a firm offer for eight picture theatres, of which Walter Bentley, recently deceased, was managing director. Houses include two in Folkestone and one each in Hastings, Nottingham, Eastbourne and Stockton.

Donada circuit has also made a purchase offer and as this circuit is financed by Amery Parks, it is behind the Bentley chain. It is figured that Donada bid is likely to be the one accepted.

STOCKHOLM GETS TOUGH

Few U. S. Pi.; 'Forsaki and Chan' Okay

Stockholm, Sept. 6.

New season started here with Warner's 'Goldiggers of 1935' at the China theatre. Got a mild reception and played to less than average business less than two weeks. 'Six-Day Bike Ride' (WB) released at the Skandia theatre. Lasted only one week and was switched over to one of Svensk Film Industri's smallest second-run theatres.

Paramount opened the season with 'Hold 'em Yale', which got a terrible panning by the press and no coin at the box. 'Chan in Egypt' (Fox) was held over a second week at the Skandia.

'Forsaking All Others' (MG) is a success here. Played four weeks at the Red Mill. Riviera opened with 'Let's Live Tonight' (Col) with personal appearance of Tullio Carminati, who happened to be in Stockholm on visit. Just okay.

'Devil Dogs of the Air' (WB) was released at the Palladium and taken off after only nine days' run.

Last Cuban Theatre Switches to Films; Actors' Assn. Protests

Havana, Sept. 17.

A desperate fight is being put up by the local actors' association on behalf of their last stronghold, which is going films soon, according to plans of the owners.

The Union de Actores Teatrales has gone to the rallies with its plight, trying to rouse public sentiment against the turning of the Marti Theatre to pictures.

Marti Theatre, oldest house in town, has been showing stock at popular prices for the past four years. Since the closing of the Alhambra Theatre, it has been the only standby of the local actors. Alhambra is now being rebuilt into a film house to be known as Alcazar.

BOND SCREENING RULE RILES PARIS DISTIBS

Paris, Sept. 8.

Distributors' association and the Chambre Syndicale, usually at swords' points, have united in letters of protest to the customs administration against ruling which requires importers leaving films in bond to screen their pictures in customs house, instead of letting them take the film to their own projection rooms, as heretofore.

Besides the enormous nuisance involved in taking prospective clients to customs house, there's expense involved. Customs, which is run by local Chamber of Commerce, charges \$5.00 to use its room for the first hour, and \$3.50 for every half hour thereafter. No firm can show more than 5,000 feet at a session, and if the film is longer, or if company wants to show another film, a new special authorization must be sought. Including extras, such as papers to be filled out and time lost, it is figured that first hour's projection costs about \$15.

Projection room is open from 8 to 12 a.m. and 2 to 6 p.m., and it shuts down right on the dot of 6. If a picture is not finished at closing time, you have to come back the next day.

G-B REJOINS K.R.S.

London, Sept. 17.

After quitting the Kinematograph Renters Society some four years ago, Gaumont-British is now understood to be resuming its membership shortly.

Jeffrey Berner is likely to be the company's rep in the organization when the move goes through.

NITERIES CRYING FOR YANK ACTS

American Chorines Rebooked by Whitley—Gov't Ban Dropped—No Opening Shows for Cafe de Paris, Ritz or Mayfair

CONTINENTAL ACTS

London.

With the London cabaret season now approaching, managements are getting panicky at the paucity of talent, particularly from America.

Dorchester hotel opening is due Sept. 19, with only novelty the return of the 'Hollywood Beauties' chorus, originally told to go, but who, after protracted negotiations by Clifford Whitley, have been allowed to remain. Whitley is also bringing over a couple of Hungarian comics he discovered during a recent continental tour.

At the Grosvenor house, Felix Perry is bringing in an entire Viennese outfit.

Cafe de Paris is encountering trouble with its opening star, Martinus Poulsen rebooked. Gertrude Lawrence, who made a big hit there on her last visit, and she was due Sept. 11, but the star claims she cannot appear, as she is rehearsing in a new play. There are legal threats, but so far Poulsen has no opening attraction.

Mayfair hotel's new cabaret will be 'Jardin Fleurs', on the style of the Casino, Cannes. Everything is ready for the garden, but no acts. Only one signed is Edwin Styles to m.c., providing he can get permission to double from the Walter Hackett show at the Apollo.

Next retail policy here starts Oct. 3, when the Mayfair will convert part of its grill room into a Scandinavian restaurant. For this purpose Henry Sherek is bringing over a Scandinavian artist to entirely redecorate the room in the same manner as the Lorry in Copenhagen. Two Scandinavian cooks will also be imported. But so far nothing in the way of talent has been set.

Two other spots which are looked after by Sherek, are badly in need of attractions. These are the Carlton hotel and Ritz hotel. Carlton opens Sept. 30 with the Oliver and party. So far only one of the party available is Vic Oliver. Ritz has nothing booked yet, although the opening date is Oct. 1.

Meanwhile the wires to America are being frantically utilized, all screaming for talent.

3d Russ Theatre Festival Starts; 51 American Show Reps Attend

Moscow, Sept.

A 'Sadko' through which hundreds of choristers, dancers and mummerys sauntered, launched the Third Annual Theatre Festival and the 1935-36 theatre season here tonight at the Bolshoi theatre.

Orchestra pit of the splendid glitter and plush and crystal opera house held some 300 foreign visitors to the festival when the orchestra struck up the 'Internationale'; 51 from the U. S., including Morris Gest, Gilbert Miller and John H. Hammond, Jr.; 60 from England, 36 from Czechoslovakia, 24 from Holland and smaller groups from 14 other lands.

Extending over a 10-day period, festival will show the visitors 15 plays, practically all of which were revivals from last season. No new shows are on the program, Mos-

Dirler, Backed by Paris Bankers, Buys Control in Pathe-Natan Films

CLEARED

Wedekind's Aryan Ancestry Okayed After 2-Year Ban on Plays

Berlin.

Frank Wedekind's pure Aryan descent to the sixth generation (three over and above the official demand) has just been proven by his widow Tilly and Herr Professor Adolf Bartels. It took two whole years to collect the necessary data. Meantime legit fought shy of Wedekind's plays.

Though the author died in 1918, his supposed remark that his mother had a drop of Jewish blood, started the pedigree hunt.

French Trade Paper Burned Because 'Poor' French Pic Set in N. Y.

Paris, Sept. 11.

In contrast with the usual action of the French trade press, which hoots with glee when a local made gets a New York screening, the 'Cinematograph Francaise', leading mag, squeals this week on learning that 'Charlemagne' is to be shown at the Cinema de Paris, N. Y.

Over the signature of M. Colin-Reval, its editor-in-chief, the weekly says that the pic will cast discredit on French production, and blames Henri Diamant-Berger and Robert Hurel for having placed it in America.

Compares it with 'Marie des Angoisses', film which the French industry sent to the Venice expo and which rated blazes there.

Hungarian Producers Protest Shoestringers

Budapest, Sept. 7.

Several Hungarian film producing firms of established standing are putting in a protest, addressed to the Film Fund, supreme authority governing production in this country, against extending privileges to indie producers with insufficient financial background.

Claim that these newcomers start production with little capital, get stuck during the first week or so and continue work on loans from small exhibitors, who in this way can purchase cheap and inferior product at very low cost. This makes them reluctant to buy the established producers' better class and more expensive film.

Paris, Sept. 17.

Robert Dirler, backed by local bankers, has bought the stock of Bernard Natan in Pathe-Natan, getting an absolute majority and thus becoming the biggest magnate in French film.

Dirler expects to call a stockholders meeting to take over early in October and will probably be voted president of the firm at that time. This is independent of court action against the Natan brothers, Bernard and Emile, which was started by Dirler as a small stockholder and which is still pending. Dirler led the long fight against the Natan brothers, which eventually resulted in the brothers being indicted and a government official being put in temporary charge of the company.

Move is likely to prove considerable break to the U. S. filmers here since Natan always considered Americans as his competitors and was always fighting them. Dirler, on the other hand, has consistently talked cooperation with the Yanks.

PARIS LIBRARY OF SILENT PIX

Paris, Sept. 11.

Move to collect classics of silent film, put them together in a library and show them from time to time is afoot here.

Promoters put Chaplin pictures in the front rank of foreign product they'd revive, following with the Eric von Stroheim films. Others included would be pictures by Fritz Lang, D. W. Griffiths and Cecil de Mille.

Couple of Bill Hart westerns would rate selection, and so would some Mack Sennetts. Also Lubitsch's 'Love in the Face'.

Of the French films, the Rene Clair pix and a number of Max Linder comedies would rate selection, and also 'Paris Sleeps', 'The Wheel', and 'Monsieur Raquin'. The 'Image', 'Faithful Heart' and 'Spanish Holiday'.

Figured that 50 films, out of all the years of silent production, would be sufficient to show the worthy high spots.

SWEDISH FILM CREW OFF TO SO. AMERICA

Stockholm, Sept. 6.

Financed by private capital, a seafaring expedition has left here to produce a film in the Argentine. M. Kronlund, engineer, heads the group and Sig Almqvist, film critic for 'Veckojournalen', directs cast headed by Ernst Eklund and Anna Lindahl. Europafilms will release.

Story concerns a stolen document on a coffee plantation in South America. Majority of scenes will be shot on the water, remainder in and around Rio de Janeiro.

Two leads are taken from local legit. Male is manager of the Komedi theatre, female comes from Dramatic theatre. Rest of cast are Bror Bugger, Gunnar Bergendahl, Ilmarin Tromm, and Viveka Brising. Tentative title for film is 'Rio Rio'.

U. S. Pix in Germany

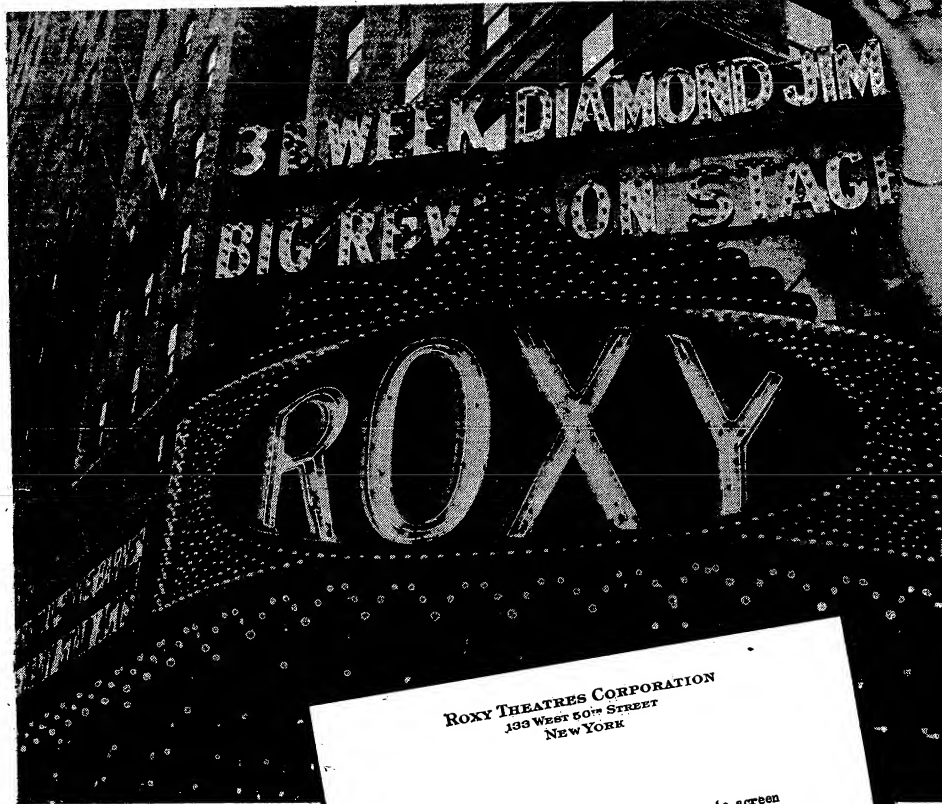
Berlin, Sept. 8.

During the last quarter (April, May, June) America was again leading as regards number of films admitted into the country under the contingent system; 18 American films against four English and three French.

Two American films failed to get into the censor and were prohibited.

ANOTHER "GEM"

Littlest Star to Make N. Y. Debut



ROXY THEATRES CORPORATION
139 West 50th STREET
New York

It has just been my privilege to screen **LITTLE BIG SHOT**, starring Sybil Jason, the little star who has come and will go a big way from Capetown, South Africa.

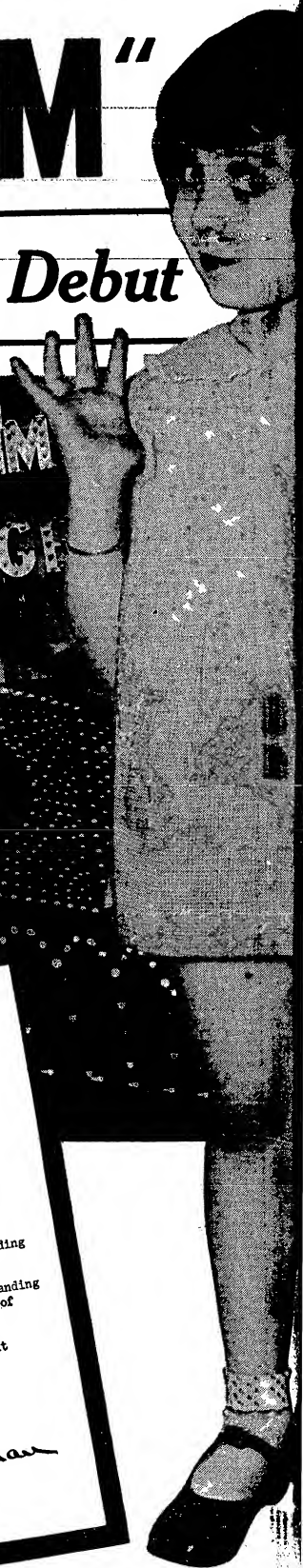
I am sure that New York and the rest of the United States will give her a most cordial welcome. In my opinion this is inevitable due to the fact that she and the picture are "naturals" in every sense. We look forward with keen anticipation and much pleasure to exhibiting this outstanding picture at the Roxy the week commencing October 4th. In my opinion **LITTLE BIG SHOT** has the acting, production values, and story qualities that were also basic qualities of other outstanding successes we have run, such as "Baby Take a Bow", "Imitation of Life" and "Diamond Jim".

The screen's smallest star cannot help but achieve great success in the world's largest theatre.

With best wishes, I am,

Cordially yours,

Howard S. Cullman
Howard S. Cullman



A vertical illustration on the left side of the page shows a woman from the waist up, wearing a light-colored, short-sleeved dress with a dark belt. She is looking towards the right.

FOR THE ROXY

at Broadway's Biggest House

Howard S. Cullman, the man who called the turn on scores of the trade's top profit properties, turns to Warner Bros. for an attraction to continue the phenomenal records of his world-famed 6,000-seat show palace—

SYBIL JASON

Uncle Sam's Favorite Child

in

"Little Big Shot"

with

GLEND A FARRELL • ROBERT ARMSTRONG
EDWARD EVERETT HORTON • JACK LARUE

Directed by Michael Curtiz. The song, 'I'm a Little Big Shot', by Dixon & Wrubel

"Topnotch entertainment . . . slated for fancy grosses at the box-office."

Motion Picture Daily

"Sybil Jason has everything necessary for screen success."

Variety Daily

WARNER BROS...PRODUCERS

EXPLANATION

By Epes W. Sargent

Selling the Season

Most houses are devoting some extra attention to selling the '36 product, and this isn't 15 days but there are supplements to this gag. One of the best is the personal contact.

For this a number of clever girl talkers are trained in a sales speech and sent out with a list of contact housewives until a personal talk about what is to be expected. Generally, word-of-mouth along to the manfolk, at a dinner or supper table. The girls are also instructed to note the comments of their hostesses, often picking up a valuable tip through these chats as to what there is about the house the women did not like. For example, several women complained that if they had to sit off to the right side of the house a naked lamp in the entrance annoyed them. Lamp was over the switchboard. Substitution of a larger shade and colored globe corrected fault none of the house in the neighborhood.

Another management has a woman who visits the various women's clubs to talk about the new attractions, and has offered the repeat. If requested, whenever a notable feature is underlined. The manager himself is contacted by the business men's luncheon clubs.

And for real evank one theatre gave an afternoon show at a hotel, with music and refreshments in addition to several girls to talk up the show. Admission only by invitation, but almost everyone got an invitation.

All serves to supplement the general newspaper work, and to clinch the argument that this year is to be better than last.

On His Lonesome

For his independent sponsored Greater Show Season, J. J. Parker let go with the biggest exploitation campaign seen in the district for some years. Pix that took the initial build-up were "Diamond Jim" (U) at the Broadway and "Anna Karenina" (MG) at the U. A. The "Jim" came on the first week and waded into a big second.

Helped by complimentary advertising from local merchants Parker's campaign ran to special newspaper sections. Both houses spurred heavily in direct mail, and money and spent in one week a budget roughly equal to what all major spots in the burg normally lay on the line together in a month.

Parker's idea was not so much direct competition with other houses as to win back a show-going crowd that had been willing away for years. Results and grosses indicated that new business may have been created, although competitive pix took it slightly on the chin.

Greater Show Season campaign was an independent move and the two Parker houses, Broadway and U. A. Both houses doubled their normal gross in the first week. "Diamond Jim" and "Karenina" campaign centered in news space. In spite of being the most expensive burst of exploitation in the in these parts for years it paid off from the start.

Doubleheader

RKO the Metropolitan district are working with the N. Y. Mirror on the newspaper's newly formed kid club. Gives Saturday morning performance, runs in the sectors, with the Mirror rustling stars to back up the film bill. Dime admission includes a club pin. One of the stipulations is that an adult must accompany the child, in compliance with the city laws, but the adults don't have to pay.

Last week the shows were in the N. Y. sector. This Saturday six Brooklyn houses will open. At 3:30. After the show is over there probably will be a repeat. Meantime it gives a daily story with a two-column ad.

Other tie-in is to the paper's regular crossword puzzles. RKO gives 100 tickets a day to be offered as prizes. Contestants name the prizes they desire to attend if winning a prize. This carries a quarter-column double ad. The advertisement which lists the current shows. Paper provides the puzzles, so the only cost is for the seats, with the presumption, the prizes are scattered to cover the area.

Counted the Steps

Lincoln. Recall Tom Milton O'Connell's stunt here on the streets plugging "39 Steps" is getting a big laugh and talk around town. He hired Skip Dean, an old time dancer, who has been doing PEIRA entertainments for the past year in community centers, to walk down the street taking 39 steps and then place a block on the sidewalk labelled "39 Steps". Payoff came when curious people began calling the newspapers to find out what it was.

* Must be a new WPA project, opined one over the phone.

Smoke Effects

Recent inquiry for a smoke effect gives emphasis to the lack of a smoke effect that can be used for door work. Point of the query was to the effect that the exhibit wanted to make the manager of the theatre for 'Inferno' without getting plain and fancy kinks from the renters and fancy kinks from the renters in the building. This knocked the regulation smudge pot out cold.

Practical. A cheap form of incense that will come within the appropriation, or, better, working in advance, to get the local wholesale drugist to help out, but even this is apt to prove a nuisance to tenants.

Stunt is something used to create the illusion, but this is not practical when windows are open, and when there is a breeze. It is generally so cool the vapor will condense and bring complaint from pedestrians. Warner Brothers used bursts of incense for the attraction "Night of the Ark" at the Winter Garden, but had to cut it out because it showered the audience.

Best idea seems to be the chiffon and fan combination in which salmon colored gauze is floated by the wind from a fan and enveloped at night by a red and yellow medium. Best form is to make a well, with the gauze over a mirror, tacked to the sides and floated by a current of air through a perforated pipe fed by a fan or large to get over. Chiffon should be in strips approximately pointed at the top. Medium frame should be made of wood and red, with three of four holes poked through to let in some white light.

A small, cheap, oil-burned, effects machine can be used in a window across the street. Has anyone other suggestions? They will be welcome.

This Is Good

Something new is a 32-page pictorial with offset process illustrations of the "Top Hat" and "Fanny Astaire" chiefly in "Top Hat" but with the carload and continental dance steps also shown. It will be put out to the districts with an initial press run of 600,000.

It's an elegant job and the RKO hope the show will have all pictures, beautifully printed. In towns where there are no dime stores it might be profitable for the theatres to pick up the sale.

Co-Op Pages

One of the signs of the times is the number of co-operative pages being used in the district. For a time these were virtually dead, but they are again coming into play. At one time the co-op ran itself to death. It had become almost a disease, and in one spot (Wilmington, N. C.) the papers ran two pages long every day, but they were not. Store owners refused to come in. They knew that to get business one had to get a good deal of advertising in excess of the regular space would not bring a commensurate increase in the receipts. People simply did not have the extra money to spend.

It's different now; even though much of the money is in the form of debt, and with a little effort the idea can be brought back. If held to intelligent proportions it will last. This does not mean that the idea is again being burned up through overuse. As the co-op rose to its heights it became necessary to add some sort of a contest, with ticket and other prizes, which had one good angle in that they walked in a ladder, double foot-up with the contest, stated in the first page and the awards announced in the repeat. This does not mean that it is necessary now. It is sufficient that the merchants are given additional notice through the connection with "pix" pictures. If not overdone, this condition can be held, but overuse will again require the aid of a puller, which is not so good. Since right, hold to a conservative display and the co-op can again benefit business.

Defied Hoodlums

Macdon, Ga. Thirteen Macon youths braved the consequences of defying their town's Sunday law. A crowd of several hundred in front of the Rialto theatre here. In response to Art Barry's offer of passing the walk-in ladder, the crowd over sail and finally broke a mirror before the theatre doorway. The first to arrive were selected.

Mickey in Cuba

Havana. Sunday (18). Teatro Nacional had gala performance for the Mickey Mouse Contest winner, staged by Cine Mundial, Spanish printed "Why" took the name "Why" was awarded to Max C. Garza, Jr., a 12-year-old kid from Cienfuegos who is to be guest of honor in an all-ages performance. The contest was "Why Is Mickey Mouse better in color than in black and white?"

A. Local manager, Mr. Welner, will present the prize to the Cuban girl and also there will be toys for the infants.

Special 'Angel' Copy

Los Angeles. For current engagement of "Dark Angel" (UA) day-dating at Loew's State and Grauman's Chinese in Los Angeles, Fox-West Coast and Goldwyn studio tried out a new type of display ad which faces a considerable attention in Coast film circles. Aim of copy and layouts was to give the audience a good idea of the pic—Fredric March, Merle Oberon and Herbert Marshall—plus the romantic angle. All copy used carried the line, "The Love Story Beautiful."

BEHIND the KEYS

Indianapolis. Negotiations have been completed between the operators' union and theatres for a three-year contract. First year will continue on the \$25.50 basis, with a \$5 raise the second year, and an additional \$5 till the third year.

Indiana, 3,300 seater, reopens under the Katz-Pa. banner Sept. 29 with "Top Hat". Bud Summers named manager by I. M. Halperin, director of the Rialto. For a time Indiana, with Jesse Wright as assistant manager. House will show Warner, Columbia, Universal and Paramount product.

Baltimore. Frank H. Durkee Enterprises, operator of the city's largest chain of nabe houses, opens newly erected Ambassador tomorrow night (Wed.). House, located far out on North side, has 180 seats, thus becoming largest nabe subsequent run theatre in Balto. and environs.

Urbana, Ill. Alger ros. opened its newest picture house, the Albro, a complete remodel of the Colonial.

Orpheum, Champaign, Ill., reopened following redecoration. It will show vaudeville Saturdays and Sundays. It is a 2400-hour operation in affiliation with the Virginia.

Newton, Ia. Iowa theatre has been reopened by Robert M. Johnson.

Algonia, Ia. Construction work has been begun on the new State theatre which will have a seating capacity of 700 when completed. It is owned by Gail Pettit, owner and manager.

Canton. Warner Bros. reopening the Liberty theatre, Sharon, Pa., closed for two years, later in Sept. Will be managed by Thomas J. Whyte, present manager of the Columbia.

Bert Albright of New York has succeeded Roy Rowe as manager of the Warner theatre at Washington, Pa. Charles Schweitzer, formerly manager of the Allen theatre, Akron, will continue to do so as manager for, Naté Schultz, new owner, when the house opens the middle of Sept.

M. M. Korinka has taken a lease on the Grafton, Grafton, O. House has been reopened on a four-day-a-week basis.

Charles Wyowa, formerly operator of the Pastime in Barboursville, is retiring from the exhibition field. Rumors are current here that the old Grand Opera house, only dark theatre here, will be dusted off and lighted for a part of the coming season. It is the quality, type, which has made a living there in recent seasons, is the most likely prospect.

Albany. Warners reopened the Lincoln, Troy, Thursday (12) after being closed about a year. It is a double feature at 20 and 30 cents.

Abe Cohen, for 25 years in the theatre business at Massena and Massena, N. Y., died before 10 years, has been transferred to Schine's Strand, Ogdensburg, succeeding C. Dodson, who has gone to the Olympic Waterfront. Jack Reclaw has resigned as Schine district manager for northern New York to go to Hollywood. Lee Bous-

Local Greta

Lynchburg. Idea has been tried before in other places, but it was new to Lynchburg, and created plenty of talk, when the Paramount offered as the "Why" with the dress, profile and costume most like Greta Garbo's.

Fluip was with the beauty shop in the city's biggest department store. Later advertised that contestants would be required to have their cutters done in the store's beauty store before entering the competition, which in some spots might make trouble. Stunt was worked out by Frank M. Boucher, Dominion Theatres manager, in connection with "Karenina."

Mickey's Party

Loew's Rochester (N. Y.) theatre marked the birthday of Mickey Mouse with a special show in the morning for the children. Program was nine "Dancey" cartoons about evenly divided between Mickey and the Silly Symphonies. The program was a quarter of the usual time, and got it.

Show was announced by a six-foot Mickey with three-foot Mickey standing alongside.

quert was shifted from Oswego to the Ogdensburg Strand.

Birmingham. Sunday shows legalized in Gadsden under provisions of a bill introduced in the legislature by Rep. Starnes affecting Gadsden. Act has been signed by Gov. Graves.

Wayne, Ind. Palace has reopened with five acts on stage, in addition to Alms. Wilbur Pickett directing house orch.

Kansas City. Lawrence Thompson, who has been here for several weeks recuperating from a severe illness, has gone to take the management of Loew's, Canton, O.

William Wagner, manager of the Fox Plaza, has resigned and will operate his own theatre in Independence, Kansas. He will be succeeded by James Long, from the Fox Steamboat, and Roy L. Fox Greinda, will take over the Warwick.

Columbus, O. R. Speech, recently manager of Loew's in Akron, transferred here to manage the Palace, and relief manager, Harry Kalmus, and Larry Thompson, back in town after abdominal operation in K. C., will be returned to the theatre city as Loew manager there.

Pittsburgh. H. A. Albright, formerly with Schine circuit in New York state, named to guide W.B. interests in near-by Washington, Pa. by Zone Manager, Harry Kalmus. He succeeds Roy Rowe, who has returned to Burgaw, N. C., to become an independent manager.

Shift in United Artists personnel here brings Bill Rosenthal on from Indianapolis to replace Leo Cantor, transferred to Louisville, where his brother is UA exchange manager.

Staff of Loew's UA Penn reduced further by resignation of Reginald Stanborough as treasurer. His post will be filled by Bob Newkirk, who will continue to do so as treasurer managing director, Mike Cullen's private secretary.

Easton, Pa. Bervick theatre, Easton, Pa., was sold by D. O. Atkinson to Milford Kay of Harrisburg.

Louisville. Floyd Morrow has been appointed publicity and exploitation director of the recently opened National.

New York City. Leo Brecher's Odeon theatre, in colored Harlem, being dusted off and reopening around Oct. 1 with vaude and pictures. Louis Gans, now in charge of Brecher's Harlem Opera House, will be switched to the Odeon, with Nyman Kessler, who managed the Odeon until it closed, to replace Gans at the Harlem Opera House.

Balti ore. G. W. Wonders, who books vaude for WB to the Erie, W. Va. for D. C., and oversees that house and the Metropolitan, as well as the Stanley and Met, Balto, last week was made field manager over the entire chain of Warner houses located throughout Maryland. John (Continued on page 31)

Black and White

One of the most effective uses of black is shown in a theatre with white and gold floors. There is a white enamel strip about 10 feet above the floor, with this dressed in white and gold silhouettes. House has a sign-writer who is unusually clever at cutting silhouettes, but probably the same effect could be achieved with various portions of lithos used as patterns. Figures are cut from thin black paper (the regular silhouettes paper would be too expensive) and pasted down with glue paste. Text is added with black water color, but an effort is made to keep the lettering to a minimum. Can be washed off in a few minutes and a new design put in, and always gets a glance from incoming patrons, so it is kept to advertise the underline.

Another effective use of silhouette is in a sort of shadow box with a white cloth stretched across the opening. Cardboard figures and letters are pasted to a pane of clear glass, and placed directly behind this. Instead of a single lamp several small ones are set into the margin to illuminate the scene from sheet at the back. Sometimes the effect is varied by making a setting in two or three planes, arranged by the use of a double lamp, the additional planes being set back of the glass.

Another idea is to use a single large lamp far enough back not to shine through the cloth too strongly. Sometimes a smaller light is placed slightly to one side of this to give a double shadow. With a little experimentation this can be made highly effective.

Color is so universally used in lobby work that an occasional reversion to black is an arresting novelty.

Air Minded

New Haven. Ted Smalley got some general publicity for his new season through a tie-in with a toy airplane distributor.

A slip, printed on one side with a coupon offered plane at reduced price to Pat customers. Reverse carried a list of coming pix.

Another place worked a tag on "Steamboat" that had double-barreled results at Polls. Against a lobby betting of a steamboat on a river. Black had three negroes in jungles battling out levee times. In addition to being a plug for Fox Steamboat, it was a way to pacify impatient lobby standees waiting to get into current "Top Hat."

Horned In

Joe Cahill, of the Brockton (Mass.) theatre, an M. & P. house, heard that the local merchants were planning to buy a trade drive. He hustled around to the committee and offered them the advantage of applied showmanship. He not only led their campaign, but he put it over in the newspapers—at their cost—without a cent of expense. He would be made from the stage of the Brockton.

Just to make it look official, he talked the Mayor into presiding over the event, which gave the gag its last ounce of push. Cost the theatre nothing and gave it a tremendous boost. Not a mention of the business on the other nights through the play-up of the house's name.

Called the Wild

St. Louis. Loew's state around advertising campaign on "Call Of The Wild" rates not up for season. Stunts included traveling double 24-sheet stand; tie-up with West-End, and variation Milk, Remington Arms, Maxwell House Coffee, bookstores for windows and hook-mark distribution, railroads and trucking.

broadcast and special newspaper ads from department stores tying up with fashions worn by stars. Call in crowd, distributing heralds on wild prices during Yukon gold-rush days, another gag. Special ad campaign for the Coca-Cola front. Jimmy Harris, p. a. worked hard on campaign.

Likes the Sox

Harry Postwick, of the State, Portland, Me., one of the M. & P. string, reports good results from the stocking tie-up on "Broadway Gondolier." He got the store to come in on a generous space with about half going to the theatre and also helped the merchant dress the window, with plenty of cards and stills.

Now It's U

Universal space-grabber Joe Well, announced contest at the State on "Fighting Youth." Footing is more directly to be released. Takes will be \$50, \$25, \$15 and \$10.

**[This advertisement is addressed to those hundreds of theatres
that will play "TOP HAT" within the next few weeks]**

DON'T PULL YOUR ADVERTISING PUNCHES!



THERE SEEMS TO BE NO LIMIT TO WHAT "TOP HAT" CAN DO!

It has upset every preconceived notion of how much money can be crowded into a theatre! We know of no theatre that has not broken its attendance record with "Top Hat." It is making and is going to make more money for theatres than any picture in show business history!

PERMIT US TWO PIECES OF ADVICE:

First: Extend your playing time; open your doors earlier; close them later; give extra shows; have plenty of ushers and doormen to insure rapid turnover, and police assistance to keep your outside lines moving.

Second: Don't pull your advertising punches! Naturally, you are going to give "Top Hat" the biggest advance campaign you ever gave any picture. You're going to whet the public's appetite days — weeks — in advance. You're going to advertise so big that they'll be standing in line hours before the box-office opens. But **DON'T STOP ADVERTISING** after the opening day! Shout your success! Tell them you're running extra shows to accommodate the crowds! Tell them that if they have to bring camp stools and box lunches and stand in line for hours, it's worth it. **TELL THEM IN ADVERTISING** — even if you can't take care of the crowds — of the wonders of the show. Keep the ball rolling! Keep their interest up! Make 'em hungry for "Top Hat". People love success. They love going to theatres where they can't get in.

We know that if you didn't spend a dime on advertising, "Top Hat" would do wonderful business. But with big, enthusiastic advertising, there is no limit to what you can do. *You can't measure advertising costs or pinch pennies when you've got a sensation like this!* Don't depend on word of mouth. Spread the good news yourself, in advance and while playing, with advertising. **WHEN YOU'VE GOT A WINNER, RIDE IT WITH EVERYTHING YOU'VE GOT!**

There are people in your city, your neighborhood, your surrounding country, with money to spend. They've got Astaire-Rogers-"Top Hat" money in their pockets waiting for you. Get ALL of it! *Where you usually play a picture a week, play "Top Hat" two or three or four. Where you play three days, play a week, ten days or two weeks.*

Look at Radio City Music Hall. They've had record weeks! They've hung 'em on the rafters. They've had two-block-long lines . . . yet "Top Hat" the first week played to 40,000 more people than it seemed possible. In Hershey, Pa., population 2,500, they played to five times the population of the town in the first three days. They came from 100 miles around! At the Downtown Theatre, Detroit, a house closed for 18 months, two blocks off the main section, against the stiffest competition of the season, "Top Hat" topped the town. Look in your own zone, no matter where you are, and you'll find similar almost unbelievable performances!

**DON'T PULL YOUR ADVERTISING PUNCHES! DON'T LAY BACK IN ANY
MANNER ON THIS, THE BIGGEST GROSSING OPPORTUNITY YOU EVER
HAD IN YOUR ENTIRE EXHIBITING CAREER!**

RKO-RADIO PICTURES

FUTURE OF PICTURES IN U. S.

First Run Situation in N. Y.

	NO. OF FILMS (a)		
Paramount	60	Loew	
20th Century	60	RKO; Metropolitan (b)	
Warner Bros.	62	RKO; Metropolitan (b)	
MGM	50		
Radio	43	RKO; Metropolitan (b)	
Columbia	40	Loew	
Universal	38	RKO; Metropolitan; Loew (c)	
United Artists (d)	20	Loew	
Republic	36	Loew; RKO (e)	
Gaumont	17	RKO	
Total			

(a) Figures do not include westerns.
 (b) Metropolitan is the successor company to Fox Met. Skouras and the Randolph people divide this operation. Skouras operates three houses, Academy, Crotona and Park Plaza, day-and-date with RKO houses. Randolph operates three houses, Savoy, Stone and Embassy, day-and-date with RKO houses. These Skouras and Randolph houses are the only Metropolitan Circuit theatres enjoying first-run, as RKO.
 (c) Loew and RKO split between them the Universal program.
 (d) Alexander Korda, is scheduled to make six of the 20 U. A. films.
 (e) Loew and RKO split between them the Republic program. Also, Fabian theatres have Republic film for two downtown spots in Brooklyn, the Strand and the Fox.

B&K Pushing Key Houses Up a Week In Move for Additional Clearance

Chicago, Sept. 17. After trying to talk the exchanges into allowing them an extra week of clearance between the 30c top houses in the 'C' week of pre-release and the 25c houses in the first week of general release, Balaban & Katz has decided to put the extra week of clearance into effect without the consent of the distributors. B. & K. has been asking that the first week of general release be shoved back from the present nine weeks' clearance after the loop run to the 10th week after loop run. Instead of shoving the general release back one week, B. & K. will move its own 'C' week houses up one week closer to 'B' week releases, thus adding a full seven days to the clearance between 'C' and first week. As it now stands the release system places 'C' week and first week right next to each other, which means that a house in first week may open a picture on Sunday despite the fact it has just closed its 'C' week run on Saturday (the day previous). In Chicago all 'weeks of release' start as of a Sunday.

Balaban & Katz is understood to be ready to put this new protection schedule into effect on Nov. 1 and has mentioned to several exchange managers that starting Nov. 1 it will book its pictures on the basis of an advanced 'C' week release. Many in the business figure it may work out in such a way that B. & K. in moving its 'C' week houses will merely pull all the other subsequent houses right along with them, all the other houses eventually moving up one week on the release schedule. The key B. & K. houses are thus figured likely to suffer most in the end with their standard protection period being clipped a full week.

Pickers Fined

Lincoln, Sept. 17. First use of the recently legislated anti-picketing law in Nebraska by William Youngclaus, of Grand Island, Neb., ended in a victory for the plaintiff when four operators were socked \$10 and costs in Hall county court after conviction on unlawful loitering and interference with his at the Empress theatre. Trouble started when Youngclaus' biz was slipping and he asked his union operator to take a cut, which was refused by the local and the man was discharged. Picketing and pamphleteering resulted and Youngclaus went to court. Those fined were Richard Bomgartner, Harry Sissie, William Outter and Floyd Curwood.

WILL BE DECIDED FROM N.Y. BATTLE

Fighting Fire with Fire Is Major Circuits' Idea in Forcing Dualism—Hope to Bring Back Singles After Indies Feel Brunt of Big Chains' Double Billing

75% DUALS

Future of dual programs in the United States probably will be determined to a sweeping extent by the outcome of the present double-feature battle between major circuits and independent exhibitors in the Greater New York area. It's no trade secret that big circuit operators are fully cognizant of exact results to be obtained from dualing pictures, but it's a case of meeting fire with fire. With the metropolitan area swartled with double programs currently, independent circuit operators and exhibitors are being given their own medicine according to the majors. Leading trade organization spokesmen anticipate that the warfare will be halted only when the indies demand that steps be taken to end the practice of dualing. What is expected to happen is that ultimately there will be a return to single features.

Hays office has adopted a strictly hands-off policy. One reason for this is that there is a pronounced division of opinion among the organization membership. Hays wants no part of bringing about any agreement as to number of pictures a theatre can play.

With Motion Picture Producers & Distributors Association steering a middle course, belief among Hays leaders is that dualers will be halted only when independent exhibitors realize how it is hitting their business.

Of the total number of picture theatres in this country, approximately 15% are using double bills at one time or the other during the week. Of this number more than half of them are exclusive dual-feature houses. With approximately 40% of the picture houses using double bills entirely, recent figures show that it will not be long before nearly 50% have eliminated a single feature policy altogether.

Its Effects

Major circuits anticipate that bulk of independent exhibitors will find themselves relegated to the position of subseconds for the simple reason that the majors will require and buy up all first-run production. Few indies can compete even with a price slash against more elaborate theatres of larger circuits, with every house playing a dual bill. Thirty, there is evidence of a demand for more cutters to play double bills five to seven days in many spots, thereby milking every two-picture combo of subsequent box office potential.

Fourthly, the monetary dual programs already is tending to drive many patrons to large downtown theatres having single features and short subject material, and away from smaller midtown dualers and neighborhood spots. Major circuits in playing a double policy will need virtually all available first-run product, leaving only a few first-run features for the rest of their opposition. Such a course seemingly cannot be averted because larger circuits will not be overbuying but purchasing only the features to handle requirements. While some independent circuit houses and other exhibs may profit slightly during the time big circuit theatres are prolonging an engagement, the independent theatres, the same two features will have great diminished gross possibilities when they hit the subsequence.

Situation is expected to develop along such lines, and indies will be playing at approximately the same ad-

Intensive New Theatre Bldg. in Chi; Lou Marks, B&K, WB, S&S Expanding

Audition Giveaway

New tie-up with radio is offered by an East 125th street, N. Y., pix house, the Harlem Grand. Promises free radio auditions on two nights per week between 8:30-10:30 o'clock. Management has an arrangement with a radio program agency.

Coast Exhibs See Relief from Gift Nights in Cal. Law

Los Angeles, Sept.

Emergency bill passed by the recent California legislature to regulate unfair competition is seen by exhibitors as a possible key to film house giveaways and other rackets. Law, if held to be constitutional, would pave way for a permanent injunction against such practices and for relief and damages to any aggrieved theatre.

Measure, although specifically exempting motion pictures, does not refer to theatres and careful observers here believe it can be construed to cover bank night and other forms of giveaways.

Law makes it illegal to 'give, offer to give or advertise the intent to give away any article or product or service or output of a service trade, for purpose of injuring competition and destroying competition.'

Penalty of \$100 to \$1,000 or imprisonment is provided. Statute, if violated three times by any individual, firm or organization, makes it mandatory upon the attorney general to bring proceedings to forfeit charter of the offender, or to secure a permanent injunction against further transacting of business in the state.

Disloyal Juicers Fined

Hollywood, Sept. 17.

Six members of Local 40, International Brotherhood of Electrical Workers, were fined \$100 each on disciplinary charges. Several who failed to put in appearance were assessed \$25.

Leaders in the move to demand recognition of the Wagner act in opposition to the wishes of A.P.E. will get their hearing this week.

mision fee but days and week after the bigger circuit houses. With no particular incentive for patrons to wait until the dual combination plays, dualing among less pretentious theatres, it is not difficult to visualize just the situation in which the indies may soon find themselves.

Desire of certain portion of the amusement public to avoid double programs is pictured as actually forcing patronage to the top de luxe houses. Here again, the independents are expected to feel the pressure because this patronage goes to the ace houses of different major operators.

Independents in Chicago agreed against dualing among themselves and with the Balaban & Katz circuit. This Chicago policy has permitted independent circuits to get a certain portion of the first-run product while B. & K. also garnered its share.

By negotiating a full program purchase of Warner films, the RKO theatres now have an expectancy of 299 new films for the current season, held to be sufficient to fulfill all of the product needs of the RKO houses in this territory. Loew has a complement of 296 new films, Town has 63, and the Greater New York City, and RKO has 42 houses.

Chicago, Sept. 17. This town has developed into the hot spot of the country for exhibitors looking for expansion and for men seeking an entry into show biz by way of picture exhibition. After more than six years of absolute doldrums as far as new theatres are concerned, this territory is now the scene of a renewed theatre building drive.

Louis Marks, formerly one of the two Martin Bros. who owned the two big local nabe houses, Marbro and Granada, is erecting a new theatre ostensibly for his son, though there is every likelihood he will have plenty to say about the operation of this house. This will bring Marks back into the local film picture after an absence of six years, caused by the Martin Bros. deal with the Marks theatres.

Balaban & Katz is behind the new theatre to be built on the northwest side at Belmont and Central. This is the first new movie or new theatre in years. On the southwest, Warner Bros. has just opened its new straight picture Beverly, which is figured as the start of serious theatre advertising. The business, which has built its circuit through take-over deals rather than doing its own building, is now in the building end of the business since the circuit has made a deal with Loew to take over and operate the new Oak Park house which is now going up in that suburb.

All of these building operations are regarded as marking the start of a real theatre-building campaign for this territory which is expected to get under way with the start of 1936.

OPS. WALK OUT; INDIE BRONX HOUSE SHUTS

Dispute between the New York stage hands union, Local No. 1, and the Freeman theatre in the Bronx led to closing of the house Friday (13) when the indie operator of the house found it impossible to get stagehands to work. The peace parleys between Allied and Local 306, leaving the Freeman in the position of being unable to turn to Allied ops when 306 were called. The operator walked out of the booth in sympathy with No. 1, which could not agree with the union on maintenance men, the walkout resulting over question of \$32.

Walk occurred at 10 p.m. Thursday night (12), with theatre having to make refunds to a reported audience of 1,800 people.

Missouri, St. L., Goes 2d Run; Can't Get Product

St. Louis, Sept. 17.

Starting Oct. 4, the Missouri, one of four Pantheon & Marco theatres here, will become a second-run house because of the inability of management to book first runs after that date. The new Grand Central, another F&M., has been dark 53 of the past 61 weeks for the same reason.

Revels were tried at the Grand Central last spring with fair success until a split with stagehands caused the house to shutter.

Harry Arthur, of F&M., who came here as a witness for the Government in the anti-trust suit against Warner Bros. and others, made the announcement on the Missouri's coming policy prior to his departure yesterday (Monday).

BUD HUNT'S COAST O.O.

Philadelphia, Sept. 17. W. D. Hunt (Bud Hunt) Enterprises, an active exhibitor in chain of film theatres through Jersey and southeastern Pennsylvania) leaves with issue next Thursday (19) for six weeks' motor trip to Hollywood to double-O the studios.



RKO-RADIO PRESENTS
THE SCREEN VERSION OF
ONE OF THE GREATEST
PLAYS EVER WRITTEN



DAVID BELASCO'S MATCH-
LESS STAGE SUCCESS...
A TRADITION IN THE
THEATRE...AN ACHIEVE-
MENT ON THE SCREEN

THE RETURN OF PETER GRIMM

RKO-RADIO
PICTURE

STARRING

LIONEL BARRYMORE

HELEN EDWARD DONALD
MACK ★ ELLIS ★ MEEK

DIRECTED BY GEORGE NICHOLLS, JR.

Stock Market

(Continued from page 6)

Issues soaring to highest 1935 prices, the Amusement Group registered a new high for 1935, 18 months at 36%. Group closed the week at 36, as measured by the averages for 12 representative issues, for a gain of 1.12 points. Low level was slightly above 34%.

Industrials hit 135.05, as measured by Dow-Jones averages, making a new peak for this group in 1935. But Industrial group never recovered from this strenuous upswing, dropping down on succeeding days, to finish at 132.91, an advance of only 0.43 for the week.

Because Wednesday's market went above the crucial 135 mark in industrial averages, trading considerably in excess of 2,000,000 shares, chart readers looked for a reaction. Which actually came with the value of stocks dipping sharply the following day, and the developing irregularity and mostly lower prices in last two days of week. Only the fact that volume fell off heavily on the decline led observers to think that the reaction would be held within bounds.

Manner in which amusements held fairly steady in the face of this reversal was taken as an optimistic omen. Most of the issues before their new peak prices, before the reaction, both Warner Bros. issues, the two Paramount preferreds and RKO being exceptions, with best quotations closing on Monday (16).

New York. Stocks to hang up new highs and the new levels reached were American Seating, at 137; Eastman Kodak, common, at 158 1/2; Loew's, at 45 1/2; General Electric, at 35; Keith preferred, at 75 1/2; Madison Square, at 94; Paramount first preferred, at 10; Par second preferred, at 13 1/2; Radio common, at 8 1/2; Radio B, at 6 1/2; RKO, at 7 1/2; Warner Bros. common, at 7 1/2; Warner preferred, at 45 1/2; Westinghouse common, 30 1/2; and Trans-Lux, at 3 1/2. RKO debentures, only amusement firm to show an advance, made a new peak at 7 1/2.

Warner common was up a point at the best price and nearly that much on the week. Preferred issue showed an advance of 2 points net, after going up 3 1/2 points to 45 1/2. Radio pfd. B, always a fast mover, shot up more than 5 points during week as it went into fresh high territory for the year. At close, it was down more than a point from the peak but sported a gain of 3 1/2 points from previous Monday's close. Radio common stock, which was all over the tape Wednesday often in blocks of five to 20 shares, sand shreds, forged ahead to its new high on tremendous turnover. Slipped back near finish to show fractional loss.

Columbia Pictures staged a nice come-back to 69 1/2, presumably on the excuse that stockholders today (Wednesday) would likely vote for increasing outstanding stock to 1,000,000 shares, thereby paying way

for stock dividend. Issue retreated in Monday trading, but still was ahead on the week.

Keith, Pfd, Sports. Of the preferred issues, probably the greatest improvement was made by Keith, pfd, which plunged ahead to 75 1/2, highest point of year. It boasted a gain of more than 6 points this level.

Paramount issues staged a brisk rally Monday (16), the upsurge taking both pfd's to new tops. Biggest advance was made by the first pfd, which went up the week on top at 94, up 1 point. The second pfd moved ahead to 13 1/2 and finished with an advance of 1 1/2.

Universal pfd climbed up 2 1/2 points only to fall to lowest price of week at 34. This gave it half a point net gain.

Eastman Kodak common and Westinghouse common both felt the hit of wall, with that event and blue-chip stocks forward. Former soared to 158 1/2, and sported a 6-point gain at the blow-off. Westinghouse issue was up 7 points at its 1935 high, but slipped to 76 1/2 in later trading, but still ahead 2 1/2 points. Preferred of this company went to 118, a gain of 3 points. Eastman pfd was up 2 points to 155 1/2.

Warner Bros. obtained a clear picture of Paramount because the statement listed estimated earnings at \$760,000, but this was after expenses, estimated income taxes, interest on new debentures of the company, bearing interest from January 1, and reserve for losses of the Paramount-Broadway corporation (which company inactive, or whose future status is uncertain. Effort to compare with the first quarter statement also was not easy because losses on all inactive companies were not included in that statement and earnings of \$1,472,000, while foreign exchange adjustments were included, something not done in the second quarter estimates.

Warner Bros. common gave little evidence of being tired as a result of three weeks of steadily advancing prices, spurring ahead again in Monday's session. Loew's common, which pushed up to a new high at 45 1/2, and equalled this top Monday in the face of general market weakness, has also moved ahead for three weeks in succession.

After two weeks of advancing values, the new 20th Century-Fox common slipped fractionally last week. Yet, it is more than 4 points above its low of 13.

Numerous market observers expressed themselves pleased with the way in which stocks met profit-taking and short-selling pressure toward end of week, particularly on Monday. These do not think that the present reaction will exceed moderate technical proportions. They are backed in this contention by the fact that volume slid off considerably on the decline. These traders also point to the way trade indices continues to move upward, steel operating rate alone slipping slightly as the present week opened.

(Continued from page 7)

Operators

by managers, would stand. At the same time, it was believed on authority that 30% would be agreeable to this kind of an offer.

Graded 3 Classes

Under the two-year contract expected, which would probably be retroactive to Sept. 1, theatres are graded according to policy, admission price and run. There are three classifications, top being the big houses of the U.S. Hall, Capitol, Paramount type, for which managers would be willing to increase 10-20% an hour in reaching an agreement. Next class are the intermediate houses, such as the first run neighborhood houses, third class being the smaller grinds. Heretofore, de luxers having been paying one scale—\$61 for a four-day week—while all others, regardless of run or size, have been paying \$64 a week.

There is no known argument over the classification and grading, but one point which remains to be settled is how roadshow theatres will be graded. Questions as to whether the Astor, only two-day house at present in New York, would be placed on an hourly basis or so much per performance was brought up during past week, but not being of crucial importance, this matter was temporarily put over. On Oct. 10, the Hollywood (WB) will also fall in the Astor class. As Astor booth is now costing around \$500 a week, with two men in the booth each receiving \$18 a show.

Minneapolis, Sept. 17. A. F. L. union booth operators and independent exhibitors here, after more than a month of negotiations, are still apart on terms of a new contract. The union's old contract expired Aug. 31, but the men are remaining at their posts at the old pay rate. Any new contract agreed upon, however, will date back to Sept. 1.

The union wants a 10 per cent. boost, but the exhibitors insist that they cannot pay more than at present. At the last conference it was agreed that the union should be allowed two weeks time to try to organize the Twin City lower local grinds houses which now employ non-union operators or men affiliated with an independent union. It was stipulated that only persuasion would be used and that picketing and force would be taboo.

NEW PATHE'S 1ST DIVVY

First dividend of the New Pathe Film Corp. amounting to \$75c per share will be payable on Oct. 1, on the company's \$7 cumulative convertible preferred stock declared by the company's board on Thursday (12). The dividend covers the period from the time of the firm's incorporation, Aug. 15 last until Oct. 1.

It is payable to stockholders of record as of Sept. 23, and figures at \$7 per share per annum.

Incorporations

NEW YORK

Spring Amusement Corp.; amusement parks, etc.; capital stock, \$10,000. Louis Bernstein, Philip Buehl, Irene Leder, all of 2 Lafayette street, New York.

Flanstone Corporation of America; musical instruments, etc.; capital stock, \$5,000. Alice Brody, Fritz J. McNeill, Charles J. Smith, all of 280 Broadway, New York.

Leor Pictures Inc.; motion pictures, etc.; capital stock, \$100 shares, no par value. Irving B. Levine and Samuel Levine, 418 1/2 4th street, Woodside, N.Y.

Klein, 300 Broadway, all of New York.

Giffels Radio Corp.; general radio service, capital stock, \$20,000. Harry Giffels, 100 Madison street, New York.

Malin, Leon C. Sachs and Morris A. Weiner, 175 Madison street, New York.

Heights.

Metropolitan Pictures Corp.; motion picture service; capital stock, 500 shares, no par value. Charles J. Smith, 175 Madison street, New York; Jeannette Herzig, 175 Madison street, Brooklyn; and Betty Kramer, 42-28 48th street, Woodside, N.Y.

Cameron's Clayton Casino, Inc.; Clayton; restaurants, dance halls, etc.; capital stock, \$100 shares, no par value. Charles T. Cameron, Clayton, N. Y.; Charles T. Cameron, Clayton, N. Y.; and Claude Traversa, 4309 47th avenue, Sunnyside.

Karlo Studio, Inc.; stage furnishings, etc.; capital stock, 200 shares, no par value. Arnold Leber, 601 Babel and Wm. W. Young, all of 70 Pine street, New York.

Fulton Enterprises, Inc., Omaha; theatrical production, capital stock, \$10,000. Myron J. Kallit, Madison Theatre building, New York; Sidney J. Kallit, 2403 East Genesee street, Syracuse; and John W. Kallit, 2411 East Genesee street, Syracuse.

Timbers Offices, Inc.; theatrical moving pictures, etc.; capital stock, 100 shares, no par value. Lillian Halpern, 100 Broadway, and Samuel Simonoff, all of 212 Broadway, New York.

Chorla Pictures Corp.; motion picture

Among the Women

By The Skirt

The Lou-Holtz, Bloch and Sully and Bala Baker combination are at the State for a repeat. Moore and Revel, retained, are still the applause hit.

Eve Sully wears an entrancing pale blue gown. The dress of satin has an overdress of mousseline. Close fitting is the bodice extending to the knees with the mousseline flaring into a deep border. The skirt is slit up the front.

Miss Baker is in a silver lame gown made with a short cape in red, caught at the throat with a diamond brooch. Miss Moore chose for her gown a French blue chiffon dotted in brilliant. A bow at the corsage was cerise.

The Big Broadcast, at the Paramount, has a big name draw and is a well put together revue. Lyda Roberti carries off honors as far as clothes are concerned, a bit too overdressed maybe. A black long sleeved frock had but a huge clip as ornament. With this gown she wore a silver fox, made cape and stole in one. Very large was the hat. An evening frock was embroidered in crystal circle design. A silver gown was accented pleated in the skirt and scarf, hanging across the neck and shoulders. Black chiffon was another frock with the sleeves and neck transparent. The high fur collar one associates with this miss is still in evidence.

Gracie Allen needs a stylist. Her dressing in all pictures remains the same. The tailored suits, small hats, and fur stole could easily be changed to something more smart. A lace dress and a caped suit were the other changes. Mary Boland was all dressed up in a dress of a dark material with revers of some frilly stuff.

Kay Francis

To the Strand screen comes the glamorous Kay Francis with Genevieve Tobin, Claire Todd and Helen Lowell in association. Title of picture is "The Sign of the Cross".

First shot a raft with Miss Tobin in a tricky bathing suit.

A buttoned affair over tunics.

Miss Francis's half out of the water might have been nude.

Scene shifts to a club dining room.

Miss Francis in a shining satin fashioned with a new neckline. Train consisted of a short skirt. Very interesting. Showing as much flesh as Miss Francis usually does in evening dress.

Miss Tobin fairly rustled in taffeta linings under a lace skirt. Jacket bodice of black with a cute little bow.

Clair Dows in a clumsy affair hardly appropriate for surroundings.

Miss Francis flits away in an auto in a fur coat with fox collar.

Miss Tobin follows in a short ermine jacket.

A cabin in the woods. Miss Francis in white satin pajamas.

Knee length coat of a heavy material, belted at the waist.

A cloth dress with satin top follows.

The Misses Dodd and Tobin also in cloth dresses.

Roxy's Presentati

Gae Foster girls, at the Roxy, go two face in their first number. Frocks are black and white ruffled with silver edges. Poke bonnets are faced in pink. The second number finds five of the girls dressed as telephone dolls in mauve ruffled hooded skirts. The others are in short ballet costumes with some are boys in satin tunics, all in this mauve shade. Tricky little hats repose on their heads. Then some feather edged skirts with legs showing through the slit skirts add a startling effect.

A rhapsody in blue is done in that color with the gowns shading from dark to light blue. The girl of Marchon and Carlos is in a white chiffon gown with a band of dark blue. Jane Doyle sat at the piano in a white gown sparkling with brilliants. Mrs. Billy Hill was lovely in a white gown dotted in black.

The picture "39 Steps" has Madeline Carroll in the lead. It gives her little opportunity for dressing. She wears but two frocks which are simple in design, cloth with white fronts. The hats are of the halo model and a three-quarter fur coat is also shown.

Palace's Light Matinee

A small and indifferent audience greeted the Palace Saturday matinee (14). Headed by John Fogarty, a symphony in grey, the show ran fast enough due to a lack of encores.

Hustler Family, in their white sailor suits, seemed to feel the need of more space. Patti Moore, red haired dancer and comedienne, is still coming to a change of costume with a black skirt of a mauve color, wearing the double-breasted jacket of purple and black. Geraldine Valliere, Vere Waters and Nellie Burr. The three misses with platinum wigs are garbed in long white satin gowns with feather edged boleros. The picture this time was "Jalna" from the book of the same name. Kay Johnson and Peggy Wood are the principal women with nicely turned out wardrobes. Miss Wood wears two frocks worthy of notice, one a cloth tucked in ingenuous manner with a narrow vestee. The other is a black velvet dinner gown made with no trimming. Kay Johnson was of a rather large black and white outfit. For dinner one frock had at the throat a bunch of grapes. Several cloth dresses were made with the conventional lighter neck trimmings, one in particular was outstanding being of loops covered to match the material.

Kid and Dog Shorts

Hollywood, Sept. 17.

Series of one-reel indie shorts will be produced by Kruse and Wolner, with possible Par releases featuring Jackie Moran, 10-year-old, currently in "The King Sings" legit at the Vies Street.

Series carries a kid and his dog angle with "Coco" picture-was mutt, owned by Henry East, also spotted. Yarns are originals by Riddle Blum.

Screen Dancer Board

Hollywood, Sept. 17.

Screen Dancers, with their plan for bringing femmes into the organization ready to go, have set the nucleus of an advisory board of leading dance directors.

On the body are Dave Gould, Hermes Pnn, Jack Donahue, LeRoy Prinz and Robert Altan.

Summary for week ending Monday, Sept. 16:

STOCK EXCHANGE

High.	Low.	Sales.	Issue and rate.	High.	Low.	Net
25 1/2	24 1/2	4,000	American Sat.	115 1/2	115	0
81	84 1/2	2,000	Col. P. vte. (11)	69 1/2	67 1/2	+1
3 1/2	3 1/2	7,000	Eastman Kodak	158 1/2	158	0
22 1/2	24 1/2	7,500	Consol. Film pfd. (140)	17 1/2	16 1/2	+ 1/2
15 1/2	16 1/2	8,000	Eastman Kodak (60)	105	105	0
104	104	10	Do. pfd.	105	105	0
85	85 1/2	100,000	Gen. Elec. (800)	45 1/2	45 1/2	0
34 1/2	34 1/2	100	Keith pfd.	75 1/2	75 1/2	0
45 1/2	45 1/2	80,100	Loew (2)	45 1/2	45 1/2	0
10 1/2	10 1/2	100	Madison Sq.	94	94	0
10 1/2	10 1/2	2,000	Madison Sq.	10	10	0
94	94	4,000	Do. 1st pfd.	13 1/2	13 1/2	0
34 1/2	34 1/2	100	Do. 2nd pfd.	13 1/2	13 1/2	0
7 1/2	7 1/2	5,000	Pathe Film Corp.	69 1/2	69 1/2	0
69 1/2	69 1/2	310,200	Radio pfd.	69 1/2	69 1/2	0
19 1/2	19 1/2	2,000	Radio pfd. A (50)	13 1/2	13 1/2	0
68 1/2	68 1/2	28,200	Radio pfd. B	68 1/2	68 1/2	0
18 1/2	18 1/2	2,400	20th Cent.-Fox	18 1/2	17 1/2	- 1/2
19 1/2	19 1/2	25	Do. pfd.	19 1/2	19 1/2	0
40 1/2	40 1/2	90	Universal pfd.	69	69	0
43 1/2	43 1/2	90,000	Warner Bros.	43 1/2	43 1/2	0
30 1/2	30 1/2	14	Do. pfd.	30 1/2	30 1/2	0
80 1/2	80 1/2	64,500	Westinghouse (500)	80 1/2	79 1/2	- 1/2
110	110	100	Do. pfd. (60)	110	110	0

* New 1935 high.
+ Plus cash extra.
- Plus cash extra.

6,000 Technicolor 20 1/2
14,100 Translux (20c) 7 1/2

BONDS

High.	Low.	Issue and rate.	High.	Low.	Net
87 1/2	87 1/2	100,000 Gen. Deb. 4 1/2	14 1/2	14 1/2	- 1/2
87 1/2	87 1/2	100,000 Keith 4 1/2	89 1/2	89 1/2	0
17 1/2	17 1/2	100,000 Loew 4 1/2	104 1/2	104 1/2	0
20 1/2	20 1/2	5,000 Par-Broadway 6 1/2	105 1/2	105 1/2	0
91	91	275,000 Paramount 6 1/2	105 1/2	105 1/2	0
80 1/2	80 1/2	250,000 Do. 6 1/2	81 1/2	81 1/2	0
48 1/2	48 1/2	375,000 Warner Bros.			

81 1/2 Ashok
40 1/2
40 1/2
2 1/2

* New 1935 high.
+ Paid this year

LAST WEEK
WE ASKED

Are Superlatives Necessary?

'Red Salute' Wins Pre-View Acclaim From Audience At Triboro Theater; Barbara Stanwyck Gains New Luster

By LUCILLE SHEARWOOD.

Continuing that commendable pre-view habit at the Loew's Triboro in Astoria, United Artists released a picture last night for a single advance showing that had the theatergoers alternately cheering and laughing for the greater part of eighty minutes.

There was no secret about the "audience reaction" to "Red Salute," a comedy epic blessed with Barbara Stanwyck and Robert Young.

Three cheers for "Red Salute," a rollicking comedy that points a forcible lesson in patriotism, without once slackening tempo. It's a grand red, white and blue picture, never verging on the "preachy." As an unidentified member of the audience commented on the voting cards furnished last night:

"If we had more pictures like 'Red Salute,' our boys would be better Americans."

No proverbial grain of salt need be taken with this review of the forthcoming feature, "Red Salute," for praise can be unstinted and unqualified. Even publicity men in attendance last night who see pictures, pictures and then more pictures enthused, "It's a honey."

Sprinkled With Gags.
The story itself is connected and consistent, and sprinkled with gags, many of which bring on full-length laughter. "Red" has a double meaning in the picture, for it is the nickname of the General's headstrong, high-spirited, run-a-way daughter, (Miss Stanwyck, of course), and it also refers to the young radical with whom she becomes intimated.

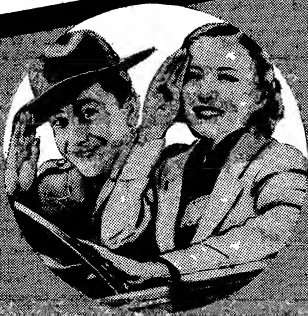
The rapid action builds logically to a fever-pitch at the May Day gathering of the "Liberty League of International Students." The crafty soldier is on hand, makes some cracks about the flag, and some of the campus agitators rise to the bait by turning the meeting into a free-for-all riot.

Has Novel Twists.
Flashing conflict, novel twists and sparkling comedy are in this laugh-loaded film, which is certain to be compared in excellence and construction with "It Happened One Night." Rumor has it that the world premiere of "Red Salute" is set for St. Louis next month, coinciding with the national convention of the American Legion.

Astoria already has roared its salute to the noblest pre-view of them all, "Red Salute."



We blush with pride in reproducing this review by Lucille Shearwood, of the Long Island Daily Star, who seems to think that superlatives are necessary judging from her reaction. She attended a sneak preview of "RED SALUTE" and witnessed one of the most enthusiastic audience demonstrations that ever took place in a motion picture theatre. But let her review speak for itself!



HARRY M. GOETZ
presents

BARBARA STANWYCK

Red Salute

ROBERT YOUNG

HARDIE ALBRIGHT • RUTH DONNELLY
CLIFF EDWARDS • GORDON JONES • PAUL STANTON
A Reliance Picture

An EDWARD SMALL Production

Released thru UNITED ARTISTS

CALENDAR OF CURRENT RELEASES

Chesterfield

Offices: 1940 Broadway, New York, N. Y.

Circumstantial Evidence. A mystery story. A circumstantial evidence convict the innocent? Chick Chandler, Shirley Grey. Dir. Charles Lamont. 67 mins. Rel. Aug. 26. Rev. 17.
Condemned to Live. Horror story. Ralph Morgan, Russell Leason, Maxine Doyle. Dir. Frank Strayer. 62 mins. Rel. Aug. 16.
Happiness C. O. D. Domestic comedy. Irene Ware, Donald Meek, Maude Roberts. Dir. Charles Lamont. 66 mins. Rel. Aug. 16.
Society Fever. A crashing society comedy. Lola Wilson, Lloyd Hughes, Hedda Hopper. Dir. Frank Strayer. 65 mins. Rel. Aug. 16.
Synthetic Lady. Modern love story. Idney Blackmer, Irene Ware. Rel. Epton. Dir. Charles Lamont.

Columbia

Offices: 729 Seventh Ave., New York, N. Y.

After the Dance. Romance of a night club singer who finds love after a jail-break. Nancy Carroll, Geo. Murphy. Dir. Leo Bulgakov. 60 mins. Rel. June 26. Rev. Aug. 22.
Atlantic Adventure. Epic crimes on the high seas. Nancy Carroll, Lloyd Nolan, Harry Langdon. Dir. Al Rogell. 70 mins. Rel. Aug. 25. Rev. Sept. 4.
Awakenings. Jim Burke. Tough construction boss learns to respect his men. Jack Holt, Florence Rice, Kathleen Burke, Jimmie Butler. Dir. Lambert Hillyer. 70 mins. Rel. May 20. Rev. May 22.
Back Room. The mystery thriller in which Karlott's kiss is the seal of doom. Boris Karloff, Marian Marsh. Dir. Roy W. Neill. 70 mins. Rel. July 25. Rev. Aug. 21.
Champagne for Breakfast. Penitence attorney finds a sweetheart and a fortune through a breakfast. Mary Carlisle, Hardie Albright, Joan Marsh, Lila Lee. Dir. Melville Brown. 69 mins. Rel. June 18. Rev. July 10.
Feather in Her Hat. A. Pauline Lord, Billie Burke, Louis Hayward. Dir. Alfred Sedgwick. Rel. Oct. 12.
Irish Friend. The comedy situations in a barn theatre. Ann Sothern, Jack Halsey, Roger Pryor. Dir. Edw. Sussler. 69 mins. Rel. Aug. 9.
Justice of the Range. Tim McCoy western. Dir. David Selman. Rel. May 26. Rev. June 12.
Lady of New York. George Murphy, Jean Arthur. Rel. Erle Kenton. Sept. 10.
Love Me Forever. Operatic-gangster story. Grace Moore, Leo Carrillo and Robert Allen. Dir. Victor Schertzinger. 91 mins. Rel. June 27. Rev. July 3.
Men of the Hour. Story of the newsreel cameramen. Richard Cromwell, Billie Seward and Wallace Ford. Dir. Lambert Hillyer. 67 mins. Rel. Aug. 16. Rev. May 15.
Ing Wild Western. June 25.
She Married Her Boss. Claudette Colbert, Melvyn Douglas, Ischael Bartlett. Dir. Gregory La Cava. Rel. Oct. 12.
Superspeed. Norman Foster, Mary Carlisle and Florence Rice. Rel. Lambert Hillyer. Rel. Sept. 1.
Together We Live. Domestic tragedy induced by red propaganda. Willard Mack, Betty Hutton, Robert Taylor. Dir. Willard Mack. Rel. Aug. 16.
Unknown Woman. The action story of a woman government agent. Richard Cromwell, Marian Marsh. Dir. Al Rogell. 67 mins. Rel. June 14. Rev. June 28.

DuWorld

729 Seventh Ave., New York, N. Y.

rainqueville (Fr.). Drama for cell. 80 mins. Rel. Dec. 1.
Dame aux Camellias, La (Fr.). Literary adaptation of the Dumas classic. Yvonne Printemps, Pierre Fresnay. Dir. Ferdinand Rivero. 86 mins. Rel. March 15. Rev. March 27.
Irish in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frank. 60 mins. Rel. Oct. 12.
Kocha. Lubt, Szanuj, Polish. Young girl in Poland with music. Dir. Mikolaj Wyssnaski. 70 mins. Rel. Nov. 1.
L'agonie des Algees (Fr.). Pre-Napoleonic drama. Rel. Ichebe. 70 mins. Rel. Oct. 12.
Man Who Changed His Name. An old Edgar Wallace yarn revived. Dir. Henry Edwards. Rel. Oct. 15. Rev. Oct. 23.
Norah O'Neale (British). Irish yarn. Rel. tond Hurst. 70 mins. Rel. Oct. 15.
Sans Famille (Fr.). Story of a boy's fight without family. Robert Lyden. Dir. Andre Moussy. 80 mins. Rel. June 1.
The Last Willendorf. Excitation and a film. Ing. Howard Hill. 25 mins. Rel. May 1. Rev. July 24.

First Division

Offices: 1940 Broadway, New York, N. Y.

Releases Also Allied, Chesterfield and Liberty
Circumstantial Evidence. Reporter takes murder in campaign against death penalty and almost goes to chair. Chick Chandler, Shirley Grey, Arthur Vinton. Dir. Charles Lamont. 70 mins. Rel. Aug. 1.
Curtain Falls. One-time famous actress uses her talents in an entirely novel role; and in a new comedy. Charles Lamont, Dorothy Lee, Wm. Bakewell. Dir. Charles Lamont. 68 mins. Rel. Sept. 1.
Death from a Distance. A girl reporter and a police detective match their wits. Russell Horton, Lola Lane, George Marston, Sr. Dir. Frank Strayer. 62 mins. Rel. Sept. 1.
Irish Who Came Back. (The Chesterfield). The regeneration of a girl hopelessly involved in crime. Hot Sidekick, Shirley Grey, Noel Madison. Dir. Charles Lamont. 66 mins. Rel. Sept. 8.
Java Head (Associated). An adaptation of the Joseph Hergesheimer prize-winning novel. Charles Lamont, Robert Taylor, George Marston, Sr. Dir. Charles Lamont. 70 mins. Rel. Aug. 1.
Public Opinion. Jealousy separates loving couple who are brought together by their child's death illness and realize they still love each other. Lola Wilson, Crane Wilbur, Shirley Grey. Dir. Frank Strayer. 65 mins. Rel. July 15.
Rainbow's End. Western. A black sheep goes west, makes good and shows up father's past. Hot Sidekick, June Lane. Dir. Norman Spencer. 59 mins. Rel. June 10. Rev. July 17.
Shot in the Dark. From the novel and "College Humor" serial. The Dartmouth Murders by Clifford B. Clute. Directed by Robert Warwick, Marion Shilling. Dir. Charles Lamont. 70 mins. Rel. June 15.
Society Fever (Invisible). A mad, merry saga of the racy Prostray. Lola Wilson, Lloyd Hughes, Hedda Hopper, George Marston, Sr. Dir. Frank Strayer. 66 mins. Rel. Sept. 15.
Symphony of Love (Invisible). Boy violin prodigy buffeted between warring parents. Evelyn Brent, Al Sheen, John Darrow. Dir. Frank Strayer. 62 mins. Rel. July 3.

First National

321 W. 43rd St., New York, N. Y.

Irish from 10th Avenue. The adventures of a young shop girl who accidentally marries a society dandy and then makes a man of him. Betty Davis, Ian Hunter, Colin Clive. Dir. Alfred E. Green. 69 mins. Rel. Aug. 1. Rev. May 29.
In Callente. Musical spectacle of famous Mexican record. Pat O'Brien, Dolores Del Rio, Edw. Everett Horton, the DeLarcos. Ir. Lloyd Bacon. 84 mins. Rel. May 26. Rev. July 26.
Irish in the U.S. Three brothers of Irish extraction with Cagney leading in the mischief. Jas. Cagney, Pat O'Brien, Olivia De Havilland, Frank McHugh. Dir. Lloyd Bacon. 84 mins. Rel. Aug. 3. Rev. Aug. 7.
Il for the Lamps of China. Pat O'Brien, Josephine Hutchinson, Jean Muir. Dir. Mervyn LeRoy. Rel. June 8.
Traveling Salesman. One of those Joan Blondell-Glenda Farrell romps. Dir. Ray Enright. Rel. Aug. 6. Rev. April 1.
While the Patient Slept. Mystery in a milliouaire's mansion. Guy Kibbee, Aline MacMahon. Dir. Ray Enright. 65 mins. Rel. arch. 9. Rev. March 6.

Fox

Offices: 444 West 56th St., New York, N. Y.

lack Sheep. Edmund Lowe, Claire Trevor, Tom Brown. Dir. Allan Dwan. 70 mins. Rel. June 14. Rev. July 2.
Charlie Chan in Egypt. Further adventures of the Honolulu Chinaman. Warner Oland, Mary Brian, Dir. Lewis Seiler. 72 mins. Rel. Aug. 21. Rev. June 14.
Cowboy Millionaire. Dir. Rel. Rev. May 10.

These tabulations are compiled

from information supplied by the various production companies and are checked up as soon as possible after release. Listing is given when release dates are definitely set. Titles are listed for six months. Managers who receive service subscription are asked to send a copy of the calendar for reference.

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

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

Studio Placements

Hollywood, Sept. 17.

Arnold Korff, Leonard Mudie, Frederic Roland, Frank Reicher, William Stack, Frederick Voegeing, "Magnificent Obsession," U. Brian Donlevy, "Mary Burns, Fugitive," Wanger. Herbert Heywood, "Enemy of Man," WB. Betty Ladd, Bob Lively, writing original, Resolute. Halliwell Hobbes, Vera Engels, Edmund Lowe, Valerie Hobson, "The Great Impersonation," U. James Gleason, Jane Wyatt, "Husk," Radio. Jan. Wyatt, "Husk," Radio. Adrian Morris, Jimmie Newell, "Metropolitan," 20th-Fox. Thomas Fugue, "Thanks a Million," 20th-Fox. Bessie Lyle, Guinn Williams, Hannah Linder, "Little Red," 20th-Fox. Frank Dawson, Helen Wood, Henry Kolker, "Buccanener," 20th-Fox. Russell Impson, Vera Lewis, Louise Carter, Francis Ford, Pat O'Brien, "Fanny O'Day," 20th-Fox. Chester Morris, "Whipsaw," Metro. Edgar Kennedy, "Tamed," Radio. Ben Stoltz, directing "Two O'Clock Courage," Radio. Dickie Moore, "Our Gang Follies," Roach. John Miljan, "Murder in Athol," Invinible. Paul Fix, Alton James directing, "They of Wanted Men," Conn. Jack Perrin, Blanche McWhorter, Harry Fraser, directing, "Masque Set Brush," Perke. Charles Waldron, "Cris and Punishment," Col. A. S. Byron, "Collegiate," Par. William Frawley, Ernest Cossart, John Halliday, "The Pearl Necklace," Par. Molly Lamont, Margaret Callahan, Ray Mayne, Moroni Olsen, Grant Mitchell, "Seven Keys to Baldpate," Radio. Gladys Swarthout, Herb Moulton directing, "Thunder Over Paradise," Par. short. Arthur Treacher, Par. Chilton and Thomas, Clyde Hager, Liddy Hoppers, Helen Lowell, "Shoot the Chute," Goldwyn. Mel Baker, screen play, "Time Out of Mind," U. Charles Lamont, unlisted short. U. Edward Keane, Connie Leon, "Hard Luck Made," WB. Beryl Washington, untitled feature, Sunset. Druce Layton, Grant Withers, "Valley of Wanted Men," Ambassador. Milton Krims, adapting "Beethoven," WB. Jack Howard, unlisted short. U. Atherine Doucet, "Air," Par. Bradley Repp, unlisted short. U. Virginia Hammond, Douglas Wood, "The Great Impersonation," U. Syd Saylor, Edgar Kennedy, Lee Phelps, Fern Emmett, "Thousand Dollars a Minute," Republic. Len Haines, "Sylvia Scarlett," Radio. Samuel oftensett, continuity, "Voice of Bugle Ann," Par. Virginia Bruce, "The Great Legend," Metro. Ferdinand Munier, "I Found Stella Parrish," Stars Over Broadway, WB. Tom Herbert, Metro short. U. Tom Dugan, Par. Richard Carle, Phil Tead, Tam.

(Continued on page 27)

Curly Top. Shirley Temple story. Shirley Temple, John Boles, Ronnelle Hud-

son. Dir. Arthur C. Kopp. 70 mins. Rel. July 15. Rev. Aug. 12.
Dante's Inferno. New version of an old thriller. Spencer Tracy, Claire Trevor, Henry B. Walthall. Dir. Harry Lachman. 90 mins. Rel. Aug. 21. Rev. Aug. 21.
Daring Young Man. The. James Dunn, Mae Clarke. 62 mins. Rel. May 24. Rev. July 14.
Double Happiness. George Kelly stage play. "The Torch Bearer." Will Rogers, Billie Burke, Allison Skipworth. Dir. David Butler. 75 mins. Rel. June 7. Rev. July 17.
Dressed to Thrill. Tuta Rolf, Olive Brook. Ir. Harry Lachman. Rel. Aug. 23.
Farmer Takes a Wife. From the stage play of the 3rd canal days. Janet Gaynor, Henry Ford, Chas. Bickford. Dir. Victor Fleming. 94 mins. Rel. Aug. 2. Rev. Aug. 14.
Gay Decoration. The. Francis Lederer, Benta Hume, Frances Dee. Dir. Wm. Wyler. Rel. Aug. 8.
Ginger. Jane Withers as a not-so-good little girl. With O. P. Heggie, Jackie Searle. Dir. Louis Seiler. 80 mins. Rel. July 15. Rev. July 24.
Hard Rock Harrigan. Rivalry on a tunnel job. Geo. O'Brien, Irene Hervey. Dir. David Howard. 60 mins. Rel. July 10. Rev. July 31.
ies Love Danger. From a story by Ilya Zorn. Mona Barrie, Gilbert Roland. Dir. Bruce Humphreys. 85 mins. Rel. May 3. Rev. Sept. 11.
Orchids to You. John Boles, Jean Muir, Chas. Butterworth. Dir. Wm. A. Seiter. 74 mins. Rel. July 12. Rev. Aug. 14.
Our Little Girl. From the story "Heaven's Gate" by Florence L. Prinsgar. With circus angles. Shirley Temple, Rosemary Ames, Joel McCrea. Dir. John Hooten. 84 mins. Rel. May 17. Rev. June 12.
Redhead. From a picture "Punching and hair dye." John Boles. Dir. Norman MacLeod. 75 mins. Rel. Sept. 13. Rev. Sept. 4.
Silk Mat Kid. Settlement house and night club a bad mix. Lou Ayres, Mae Kelly. Dir. H. B. Humphreys. 70 mins. Rel. July 26. Rev. Aug. 14.
Ten Dollar Raise. Edward Everett Horton, Karen Morley. 85 mins. Rel. April 8. Rev. May 8.
Under the Pampas Moon. Western. Wally Baxter, Ketti Gall. 70 mins. Rel. May 15. Rev. May 15.
Welcome Home. James Dunn as a confidence man. James Dunn, Judge. Dir. Jas. Tinlin. 72 mins. Rel. Aug. 9. Rev. Aug. 23.

G-B

1600 Broadway, New York.

Clairvoyant. The. Chiller. Claude Rains, Fay Wray. Maurice Elvey. 72 mins. Rel. July 15. Rev. June 12.
Loves of a Dictator. The. Strong historical costume drama. Olive Brook, Maurice Elvey. 80 mins. Rel. July 15. Rev. June 12.
Man Who Knew Too Much. Realistic underworld drama in the Alps and London. Charles Laughton, Leslie Banks, Edna Best. Dir. Alfred Hitchcock. 75 mins. Rel. March 16. Rev. April 3.
My Heart is Calling. Romantic musical. Jan. Dir. Carmine Gallone. 70 mins. Rel. April 1.
My Song for You. Romance in the opera house. Elvey. 76 mins. Rel. May 15. Rev. May 29.
Princess Charming. Musical. Melvyn Frank, Maurice Elvey. 70 mins. Rel. June 15. Rev. June 29.

Liberty

Born to Gamble. Four sons inherit a grandfather's talent. H. B. Warner, Maurice Elvey. 72 mins. Rel. July 10. Rev. July 10.
Diszy Dances. Musical. Theatrical boarding house locale. Marjorie Rambeau, Greta Garbo, Fredric March, Basil Rathbone. Dir. Clarence Brown. 85 mins. Rel. July 10. Rev. July 10.
Old Homestead. The. Suggested by the play. Six musical numbers. Mary Carlisle, Lawrence Gray, Dorothy Lee, Willard Robertson. Dir. William Nigh. Rel. Aug. 10.

Majestic

1776 Broadway, New York, N. Y.

Motive for Revenge. Thrilling adventures resulting from desire to satisfy wife's craving for luxury. Donald Cook, Irene Hervey. Dir. Burt L. Clark. 70 mins. Rel. July 10. Rev. July 10.
Mutiny Ahead. Stark drama! Adventure! Romance! On Hamilton and Kathleen Burke. Dir. Tommy Atkins. 70 mins. Rel. July 10. Rev. July 10.
Reckless Roads. Comedy-drama of two thoroughbreds. 10th Avenue, Regis Toomey, Lloyd Hughes. Dir. mins. Rel. July 1.

Mascot

1776 Broadway, New York, N. Y.

Harmony Lane. Life and songs of Stephen Foster. Douglas Fairbanks, Jr., Adrienne Ames, Evelyn Venable, William Frawley. Rel. New York, N. Y. 70 mins. Rel. July 10. Rev. July 10.
Headline Woman. Strange romance develops when a beautiful society girl is forced into a life-crashing reporter to save her reputation. Heather Angel, Roger Pryor. Dir. William Nigh. 75 mins. Rel. May 15. Rev. May 15.
Ladies Grave Excitement. Sparkling action romance with newsworld background. Norman Foster, Evelyn Venable, Fredric March, Basil Rathbone. Dir. Clarence Brown. 85 mins. Rel. Sept. 6. Rev. Sept. 6.
One Frightened Night. A story of a woman who distributes his fortune on a wild, stormy night. Charles Grawey, Mary Carlisle, Regis Toomey. Dir. Charles Cagney. 84 mins. Rel. May 1.
Streamline Love. The story of a girl who eloped to baptize a train and marry a man she didn't love. Victor Jory, Evelyn Venable. Dir. Leonard Fields. Rel. Aug. 27.
Waterfront Lady. Ann Rutherford, Frank. Rel. Sept. 20.

Studios: Culver

Metro

Offices: 1540 Broadway, New York, N. Y.

Age of Indiscretion. Divorced couple's child problem. Paul Lukas, Madge Evans. Dir. Jack Holt. Dir. Edw. Ludwig. 77 mins. Rel. May 10. Rev. May 22.
Anna Karenina. Tolstoy's famous novel of a woman's struggle. Greta Garbo, Fredric March, Basil Rathbone. Dir. Clarence Brown. 85 mins. Rel. Sept. 6. Rev. Sept. 6.
Bishop Misbehaves. A cleric impressed into duty as a detective. Edmund Gwenn, Maureen O'Sullivan, Norman Foster. Dir. E. A. Dupont. Rel. Sept. 13.
Bonnie Scotland. A farical romp through the Highlands. Dir. James W. Horne. 55 mins. Rel. Aug. 22. Rev. Aug. 22.
Broadway Melody of 1936. Big song and dance show. Knight, Eleanor Powell, Buddy and Vilma Ebsen. Rel. Sept. 20.
Calm Yourself. From a magazine story. Madge Evans. Dir. Geo. B. Seitz.
Capture of Tarzan. New jungle thriller. Dir. James Mackay.
China Seas. Intensive drama with a locale of a Chinese tramp steamer. Gable, Jean Harlow, Wallace Beery. 89 mins. Rel. Aug. 16.
Escape. Love and innocence in Vienna with a new star. Luise Rainer. With Greta Garbo, Frank Morgan, Virginia Bruce. Dir. Robert Z. Leonard. 89 mins. Rel. July 5. Rev. July 10.
Flame Within The. Woman doctor becomes enmeshed with a mental patient. Edmund Gwenn, Fredric March, Maureen O'Sullivan. Dir. Edmund Goulding. 72 mins. Rel. May 17. Rev. June 4.
Here Comes the Band. An ambitious song writer and his band. Lewis and his band. "Irish Rhapsody," Fred Todd. Rel. Aug. 30.
Let Freedom Ring. High pressure comedy with stratosphere setting. Jack W. Ray, Mervyn LeRoy, Grant Mitchell, Mary Carlisle. Dir. Charles Hines. Rel. Oct. 25.
Mad Love. Thriller of a mad surgeon who takes unique revenge. From "The Doctor." Peter Lorre, Peter Lorre, Maureen O'Sullivan. Dir. Fred. 67 mins. Rel. July 12. Rev. Aug. 7.
Mala. Love story of the South Sea. Mala. of '18. Dir. Richard Thorpe.
Mark of the Vampire. Murder mystery more. Elizabeth Allan, Rene Lugosi. vampire angle. April 20. Rev. May 8. Tod Browning.
Mutiny on the Bounty. Based on a mutiny. Charles Gable, Charles Gable. 105 mins. Rel. Oct. 15.
Murder Man. Newspaper reporter who specializes in murders. Spencer Tracy, Virginia Bruce, Lionel Atter, "The Whelan." 70 mins. Rel. July 19. Rev. July 21.
Murder in the Streets. A very aboard a battleship. Robt. Taylor, Jean Parker. Dir. Edw. Seligwick. 70 mins. Rel. May 24. Rev. June 4.

(Continued on page 27)



SEE YOU TONIGHT! WORLD PREMIERE, CAPITOL THEATRE, N. Y.

**ROBERT TAYLOR, June Knight, JACK BENNY, Una Merkel, Nick Long, Jr., Frances Langford
Sid Silvers, ELEANOR POWELL, Buddy Ebsen and all the Gang!**

FORWARD MARCH! "BROADWAY MELODY OF 1936"

Hooray M-G-M and Director Roy Del Ruth and Producer John W. Considine, Jr.

NEW

PROVEN AS A STANDARD

OF

STRENGTH QUALITY LEADERSHIP



THE KEYSTONE OF YOUR FUTURE

CALENDAR OF CURRENT RELEASES

(Continued from page 2)

Going Highbrow. Kansas farmer suddenly rises to riches through the stock market. Guy Kibbee, Zasu Pitts, Edward Everett Horton. Dir. Robert Florey. 60 mins. Rel. Sept. 15.

Goose and the Gander. The Fritze. George Brent, Genevieve Tobin, Ralph Forbes, Claire Dodd, Dir. Alfred E. Green. 72 mins. Rel. Sept. 14.

Little Big Shot. Sybil Jason, Robert Montgomery, Gleda Farrell, Edward Everett Horton. Dir. Michael Curtiz. 72 mins. Rel. Sept. 7.

Life of the Lamp. (Cosmopolitan). From Alice Tinsdale's best-seller. Chinese oil industry. Pat O'Brien, Josephine Hutchinson, Mervyn LeRoy. 60 mins. Rel. June 12.

Page Miss Glory. (Cosmopolitan). Marion Davies, Pat O'Brien, Jack Powell, Mary Astor, Frank McHugh, Lyle T. Bell, Betty Kelly, Allen Jenkins. Dir. Mervyn LeRoy. 92 mins. Rel. Sept. 7, Rev. Sept. 4.

Special Agent. Betty Davis, George Brent, Jack Salter, Ricardo Cortez, Henry O'Neill, Dir. William Keighly. Rel. Sept. 14.

Stranded. Kay Francis as a traveler's aid worker. Kay Francis, George Brent, Dir. Frank Borzage. 73 mins. Rel. June 22, Rev. June 28.

We're in the Money. Joan Blondell, Gleda Farrell, Hugh Herbert, Ross Alexander. Dir. Ray Enright. Rel. Aug. 17, Rev. Aug. 25.

Miscellaneous Releases

Cyclone Ranger (Spectrum). Western. Bill Cody, Nina Quarato. Dir. Bob Hill. 60 mins. Rel. May 22.

Circle of Death (Willis Kent). Western. Monte Montana. Ir. Frank Glendon. 55 mins. Rel. May 22.

Fighting Pioneers (Resolute). Ir. Harry Fraser. Rel. May 23.

Frontier Days. May 1.

Red Blood of Courage (Ambassador). Western. Kermit, Ann Sheridan. Dir. Jack English. 65 mins. Rel. June 12.

Rustlers Paradise (A.C.). Western. Carey, Gertrude Messinger. Dir. Harry Frazer. 62 mins. Rel. July 10.

Speed Devils (Huffman). Two dirt track auto racers go into the garage business. Paul Kelly, Marguerite Churchill. Dir. Jos. Hennabery. Rel. July 10.

Wagon Trail. Harry Carey, Gertrude Messinger. Harry Fraser. 23.

Foreign Language Films

Because of the slow movement of foreign films, this list covers only a part of those available with English.

Aqua anel Suelo. (Sp) (Col). Evil of gospel. Dir. 80 mins. Rel. Feb. 1.

Annemarie. Brant der Kompanie (Ger). Lucie Englisch. Dir. Carl Roese. 70 mins. Rel. Dec. 1.

Asejura A Su Mujer (Sp). Domestic comedy. Conchita Montenegro. Dir. Lewis Seiler. 80 mins. Rel. March 1.

Aschmittwitz (Ger). Romantic drama. Johannes. 70 mins. Rel. March 1.

Avec l'Assurance (French) (Par). Saint Granier. Musical comedy. Ir. Hoger Capuliani. 80 mins. Rel. May 1.

As Uj Rok (Hung). An American orphan among Magyar nobility. Dir. Bela Gola. 60 mins. Rel. March 1.

Bei der Blonden Katharin (Ger) (Bavaria). 1th music. Dir. Franz Seitz. 80 mins. Rel. Dec. 1.

Belden Seehunde. (German) (General). Comedy of a playful king. Welsa Feder. Dir. Fred Sauer. 80 mins. Rel. March 1.

Bolshoes (Sp) (Columbia). Mexico's Greenwich Village. Dir. Rafael Portas. 70 mins. Rel. Aug. 1.

Bolche (Spanish). Cabaret life. Dir. Francisco Elias. 80 mins. Rel. May 15.

Buzavirg (Hung) (Danubia). Operet 1th romance. Dir. Steven Seckely. 80 mins. Rel. Jan. 1.

Cantante de Naples. (Sp) (WB). Musical romance. Enrico Caruso. 80 mins. Rel. Jan. 1.

Cette Vieille Canaille (Fr) (Kinematograph). Social drama. Harry Baur. Dir. Andre Lotz. 80 mins. Rel. Jan. 1.

Chapayev (Rus) (Amkino). Historical drama. Dir. Sergei and Georgi Vosilayev. 70 mins. Rel. Jan. 1, Rev. Jan. 23.

Chasseur de Cleopatre (Fr) (Par). Musical comedy. Susy Vernon. Dir. Chas. Anton. 70 mins. Rel. Feb. 1.

Cheiyuanin (Russian) (Amkino). Historic record of Russ expedition to Arctic, wreck and rescue. 75 mins. Rel. May 15, Rev. May 23.

Chucho El Roto (Sp) (Cineport). Romantic tragedy. Dir. Gabriel Sorca. 60 mins. Rel. Dec. 1.

Lud de Carton. (Le) (Fox). Drama of martial relations. Antonio Moreno. Catalina. 80 mins. Rel. Feb. 1.

lencia (Sp). Semi-historical drama. Dir. Chano Urueto. 80 mins. Rel. Aug. 15.

Cognasse (Fr) (Par). A bookkeeper with ambitions gets his chance. Tramel. Dir. Louis Mercanton. 80 mins. Rel. April 1.

Corazon Bandolero (Spanish). Action drama laid during Max II's reign. Dir. Raphael Sevilla. 60 mins. Rel. March 1.

Coronates en Dama (Sp). Action drama made in Mexico. Dir.uben 80 mins. Rel. Jan. 1.

Crisis Est Finle. (La) (Fr) (European). Backstage musical. Albert Prejan. Dir. Robert Siodmak. 80 mins. Rel. March 1, Rev. March 20.

Cruz Diablo (Sp). (Col) Mexican Robin Hood yarn. Dir. Fernando de Fuentes. 80 mins. Rel. April 1.

Czardasfuerstin. (Die) (Ger). Musical based on Emmerich Kalmann's stage piece. Maria Eggert. Dir. George Jacoby. 90 mins. Rel. April 15, Rev. May 1.

Dancing. (Sp) (Hoffberg). Comedy drama, laid in a cabaret. Maglia Barth. 60 mins. Rel. Jan. 15.

Delitto di Mastrovanni (It) (etropolis). elodrama. leto Palermi. 60 mins. Rel. Jan. 15.

Deerter (Russian) (Garrison). More class struggle. I. Pudovkin. 80 mins. Rel. Oct. 1.

Donz Francique (Sp). (Nasseth). Musical romance made in Spain. Dir. Hans Behrendt. 60 mins. Rel. April 15.

Doppelbratung (Ger) (General). Romance of a composer's marital mixup. Fritz Kampers. Lien Deyers. Dir. MacFric. 60 mins. Rel. March 15.

Doe Mas Uno Doe (Spanish) (Fox). Comedy romance. Dir. John Reinhardt. 60 mins. Rel. Oct. 15.

rel Eisenjager (Ger) (General). Comedy. Else Elster, Fritz Kampers. Dir. Robert Lord, Franz Hofer. 60 mins. Rel. March 15.

rel von der Kavalierie (Ger). Another military farce. Fritz Kampers. Dir. Carl Reinhardt. 60 mins. Rel. April 1.

Der Keine (Ger) (General). Operetta. Glitta Alpar. Karl Froehlich. 80 mins. Rel. Oct. 15.

In Mann Will Nach Deutschland (Ger) (Par). Musical comedy. 80 mins. Rel. Nov. 15.

Inmal Eine Grosse Dame Sein (German) (Ufa). Comedy with music. Kaethe von Nagy. Dir. Gerhard Lamprecht. 70 mins. Rel. Oct. 15.

l Dio Que Me Quieras (Sp) (Par). Romance in the theatre. Carlos Gardel. Dir. John Reinhardt. 80 mins. Rel. April 1.

l Hombre Que Se Relia del Amor (Sp). Romance from Madrid. Dir. Benito Peroldo. 60 mins. Rel. July 15.

lao Gurt (Norwegian) (Scandinavian). From Bjornson's novel. Ir. John Brunius. 80 mins. Rel. Nov. 15.

En Natt (Sw) (Scandinavian). War and love. 80 mins. Rel. Jan. 15.

Fantasma del Mar (Sp). (Sp). Spooks and love. Dir. Fernando de Fuentes. 80 mins. Rel. April 15.

Ferien vom Ich (Ger) (Ufa). Romantic comedy. Ir. Hans Deppe. 80 mins. Rel. April 1.

Finanzen der Grossherzoge. (Die) (Ger) (General). Comedy of nobility with music. Dir. Gustaf Grundgens. 60 mins. Rel. April 1.

Flickern Fraz Gamma Stan (Scandinavian). Comedy with music. Dir. S. Reumann. 80 mins. Rel. April 1.

luechtlinge (German) (Ufa). German refugee yarn in the Fat East. Hans Albert, Kaethe von Nagy. Dir. Gustav Vocky. 80 mins. Rel. Oct. 1.

Fraulein Lieselot (German) (Casino). Magda Schneider. Romantic comedy. Dir. Johannes Gutter. 60 mins. Rel. May 15.

Fruehlingamarechen (German) (Gen). Romantic operetta. Dir. Carl Froehlich. 60 mins. Rel. May 15.

Freut Euch Des Lebens (German) (Ufa). Romantic comedy. Leo Eliazak. Dir. Hans Steinhilf. 80 mins. Rel. Nov. 1.

Fronteras del Amor (Sp) (Fox). Musical romance. Jose Mellica, Rostia Moreno. Dir. Frank Strayer. 80 mins. Rel. Dec. 1.

Fuerst Worenzoff (Ger) (Ufa). Romantic drama. Brigitte Heil Arthur Robinson. 60 mins. Rel. Nov. 15.

Golden Tassu (Rus) (Amkino). Adventure in Siberia. Ir. Vladi Ir. Schneid. 80 mins. Rel. Jan. 1.

Graefin Mariza (Ger). Operetta. Dorothea Wleick. 80 mins. Rel. Jan. 15.

Gretti Ziti doe quales (Ger). Lottery ticket mak English. Dir. Carl Boese. 80 mins. Rel. Feb. 1.

Gross Change. (Die) (German) (Kinematograph). Canille-Horn. Romantic drama. Ir. Victor Jansen. 80 mins. Rel. May 1.

Helmat am Rhein (Ger). Romantic drama. Ir. Carl Boese. 60 mins. Rel. Dec. 1.

Hochzeit am Wolfgangsee (Ger). Ir. Hans Behrendt. 80 mins. Rel. Jan. 15.

Huszarelein (Hung) (Danubia). Romantic comedy with music and military background. Dir. Steven Seckely. 60 mins. Rel. April 15.

Ich Sing Mich in Dein Herz Hinein (Ger) (Casino). Comedy with music. Lien Deyers. Dir. Fritz Kampers. 80 mins. Rel. June 1.

Idolos de La Radio (Sp). Romantic musical. Dir. Eduardo Ins. Rel. June 15.

lglol Diakot (Bungarian). Comedy with music. Ins. Rel. Jan. 1.

Jo As Oreg a Maxhal (Hung) (Danubia). Farce with music. Ir. Victor Jansen. 80 mins. Rel. Feb. 1.

Johannnacht (Ger). Love in the Alps. Lili Dagover. 80 mins. Rel. Feb. 15.

Judas von Tirol. (Ger). Analogy to the Passion! 80 mins. Rel. April 15.

Juliets Compra un Hijo (Sp) (Fox). Marital drama. Catalina Barquera. 11-ber Roland. Dir. Louis King. 80 mins. Rel. March 15.

Jungfrau Megen Maria (Ger). Romantic comedy (Ufa). Ir. E. W. E. 80 mins. Rel. March 15.

Kaiserwalzer (Ger) (General). Musical. Eggerth. Dir. Friedrich Zeinick. 80 mins. Rel. Jan. 1.

Kelte Mamelei. (Die) (Ger). Comedy romance. Jan. 1.

Koeszenceom Hogy Elgazott (Hungarian). Ir. May 1.

Konjunkturir (Ger) (General). Drama of profiteering. eiss Ferdi. Dir. Fritz Kampers. 60 mins. Rel. April 15.

Krach um Iolante (German) (Ufa). Rural comedy. Carl Froehlich. 100 mins. Rel. May 15, Rev. May 15.

L'Ereditella Zio (Ital) (etropolis). Dir. Amleto. 80 mins. Rel. June 15.

Les As du Turf (Fr) (Paramount). Comedy of Poligny. 60 mins. Rel. May 1.

Liebe in Uniform (Ger) (Germania). George Jacoby. Rel. Oct. 1.

Liebe Dumme Mama (German) (Bavarian). Comedy. Dir. Rel. March 1.

Liebe, Tod und Teitel (German) (Ufa). Kaethe von Nagy. From a Robert L. Stein. 100 mins. Rel. Feb. 15, Rev. May 23.

Lieba und die Erste Elsenbahn (Ger) (Ufa). Romantic comedy. Dir. Haase 80 mins. Rel. Feb. 15.

Lila Akak (Hungarian). I're-war musical romance. Dir. Istvan Seckely. 70 mins. Rel. May 15.

Lionora. (La) (Sp). Mexican melodrama. Rel. June 15.

Lilom (Fr) (Fox). Molnar's play. Charles Boyer. Ir. Fritz Lang. 85 mins. Rel. March 1, Rev. March 20.

Lockvogel (Ger) (Ufa). Mystery romance. Dir. Hans Steinhilf. 80 mins. Rel. Jan. 1.

L'Ondrone (Fr). Love in a garrison. Marielle Chartal. Dir. Simon Schiffrin. 75 mins. Rel. June 15.

Madame Butterfly (Fr). Faithful transcription of Flaubert epic. Dir. Jean Renoir. 100 mins. Rel. Nov. 15, Rev. Nov. 27.

Maryska (Pol). Rural romance. Ir. Jan Nowina-Przybylski. 60 mins. Rel. Jan. 1.

Maine Frau, die Schuetzenkoenigin (Ger) (Germania). Theatrical farce. —Dir. Carl Boese. 80 mins. Rel. Jan. 1.

Men on Wings (Rus) (Amkino). Story of Soviet aviation. J. Ralsman. 80 mins. Rel. June 15.

Mercedes (Spanish). Musical comedy. Dir. Jose Castillevi. 80 mins. Rel. May 15.

Mit der March Dick und Duenn (Ger) (Franz Glita). Comedy romance. Dir. Micieli Svet (Slovak). 80 mins. Rel. Nov. 15.

Micieli Svet (Slovak). 80 mins. Rel. Nov. 15.

Moscou (Rus) (Amkino). First Russ musical. Ir. G. Alexandrov. 90 mins. Rel. March 15, Rev. March 27.

Mutter und Kind (Ger) (General). Mother-love drama. Henry Porter. Dir. Hans Steinhilf. 80 mins. Rel. Nov. 15.

Nacht und Tag (Sp) (Fox). Version of 'Pursued'. Dir. Harry 80 mins. Rel. Nov. 15.

Odio (Sp). Melodrama of life in fishing village. Ichard Harlan. 70 mins. Rel. Jan. 1.

Page vom Dalmase Hotel. (Ger). Comedy with detective ramifications. Dolly Haas. Dir. Victor Janson. 70 mins. Rel. March 15.

Payasadas de la Vida (Sp). Love in a circus. Dir. Migul Zacaras. 70 mins. Rel. Jan. 1.

Pechmarie (Ger) (Fox). Comedy about a lady with hard luck. Dir. Eric Engl. 82 mins. Rel. April 15, Rev. April 24.

Peter Vize (Fr) (Cineport). Life on the far side. Dir. A. Macharet. 80 mins. Rel. June 15, Rev. July 3.

Prenes Garde a la Peinture (Fr) (Tayproun). Original version of Christopher Beun. Simone Simon. Dir. Henri Chomette. 70 mins. Rel. Aug. 15.

Prinzessin Turandot (Ger) (Ufa). Adaptation of the opera. Koethe von Nagy, Willy Fritsch. Ir. Gerhard Lamprecht. 80 mins. Rel. Jan. 15.

Pupo Mummio. (El) (Spanish) (Hoffberg). Mystery melodrama. Dir. Jorge Bell. 60 mins. Rel. May 1.

Rakoczi indule (Hung) (Danubia). Musical romance, with Paul Abraham. 80 mins. Rel. Nov. 15.

Red Village. (The Russian) (Amkino). Sabotage in the power plants. 60 mins. Rel. Brodyanik and Korah. Rel. May 1.

Reiter von Deutsch-Ostafrika. (Die) (Ger). Semi-historical drama. Dir. Carl Reinhardt. 80 mins. Rel. June 1.

Riachulo (Sp) (Hoffberg). First Argentine-made pic. Musical romance. Dir. L. J. Moglia Barth. 80 mins. Rel. Dec. 1.

Romance (Sp) (Fox). First picture made in Porto Rico. Romantic drama. 70 mins. Rel. Oct. 15.

Rosen aus dem Suden (Ger). Romance with Strauss music. Dir. Walter 80 mins. Rel. April 15.

Savens Till Hennes (Sw) (Scandinavian). Ir. Ivor Johannson. 70 mins. Rel. Feb. 15.

Schlemihl. (Ger) (German) (Kinematograph). Curt Bola. 80 mins. Rel. Nov. 1.

Schmelleiter, der (Ger) (General). Native drama on coast of Friesland. Ir. Curt Oelert. 80 mins. Rel. Feb. 15.

Schloss Hubertus (Ger) (Ufa). Romance in the Alps. Ir. 80 mins. Rel. Feb. 27.

Schwazer-Jaegerjohanna (Ger). Nationalistic burp in Napoleonic setting. Dir. Johannes Meyer. 60 mins. Rel. April 1.

Senora Cascada (Sp) (Fox). Marital drama. Catalina Barquera. 80 mins. Rel. Jan. 15.

Senor James Tilling. 70 mins. Rel. Feb. 15.

Stuby Ulanakle (Pol) (Principal). Military 80 mins. Rel. Feb. 15.

Song of Happiness (Rus) (Amkino). hope. Ir. G. Gardin. Dir. April 1.

Sonne Gant Auf. (Ger). Musical romance. Ir. 80 mins. Rel. Feb. 15.

Soviet Journey (Rus) (Amkino). Tour of Russia. 80 mins. Rel. April 1.

Soviet Russia Today (Rus) (Amkino). Ir. Edward 80 mins. Rel. March 1.

Spiel Mit Dem Feuer (Ger) (Ufa). Domestic relations comedy. Dir. Ralph Arthur Bother. 70 mins. Rel. Nov. 15.

(Continued on page 32)

TWIN CITY FIGHT FOR 10c ADMISH

Minneapolis, Sept. 17. That the industry will be disrupted and revenues seriously curtailed if compelled to service de luxe theatres charging a dime admission to set forth in affidavits filed by local film exchanges, who are defendants in an action brought in federal court by the Benz Bros. in a suit to compel the distributors to furnish subsequent-run product for the Palace here and the Twin City, 1,200-seat Lyceum, St. Paul. The exchanges justify their claims in supplying product for certain so-called Gateway district theatres in the lower loop districts playing double features at a dime top on the ground that these are "store theatres" and "it always has been customary to service them." The exchange affidavits deny that their companies furnish product to any regular theatres playing twin bills or having a dime scale. However, counter-affidavits by the Benz Bros. name theatres in other sections of the country "owned and controlled" by the producers and having a double feature policy. The counter affidavits state that the Twin City and Lyceum dime theatres now being serviced are "made over stores" and cite the local Bijou, a 1,500-seat theatre that formerly housed legitimate road attractions. They also state that the St. Paul Orpheum is a distributor-controlled theatre (Radio). Hearing in the matter, twice postponed, is scheduled again for this week.

Syracuse Map Changes

Syracuse, N. Y., Sept. 17. Syracuse's rialto, as result of the recent pooling agreement entered into by Warners, Fox and Schine interests, will undergo a general realignment. The number of major first runs will stand at three, a reduction of two, with the pooling interests controlling two of the three. Standing aloof will be Loew's State (Metro, United Artists and Columbia - roduct). Keith's will be the pool's No. 1 theatre, playing the pick of Radio, Warners, Fox, Universal and Paramount pictures. The Twain City, original Schine house, will also continue a first-run policy, playing the excess 'A' releases and 'B' pictures. The Paramount, now in its second year of operation under lease to RKO, will become a second-run outlet, and will be the first downtown major house under circuit control to do so. It will have available the product effected by the pool. The Strand, which reopened this week under an extension of the old sublease by RKO from Warners, will, at the same time the Paramount shifts from first-run, drop its present first-run policy, for one of subsequent runs. Similarly, this will be the first attempt by the circuits to try such a policy in the downtown area. RKO Schine will centralise all publicity for pooled houses in Syracuse, with George O'Brien, formerly of Hearn's Journal-American advertising staff handling press agency for Keith's, Eckel, Paramount and Strand. Henry Earle is back at the reopened Strand as house manager. Brighton, South Side de luxe nabe, pretty much of a white elephant since from its opening day several years ago, is again dark, the Karp interests quitting. House had Lester Wolfe as manager. A Central N. Y. branch is reported talking terms, but the deal is contingent upon the result of another sale pending.

'Guts Man' Suit

Joe Laurie, Jr., and Dolph Singer have started court proceedings against Universal on film, 'She Gets Her Man', which the two allege is based on their original yarn, 'She Gets Her Man', submitted to U a few months ago.

Singer is with Warners.

Backer handling case.

WALLACK'S, N. Y., GOES GRIND

Wallack's, old-time legit house on West 42d street, N. Y., is scheduled for reopening as a picture grind this week. Same interests as operate Cohan on Broadway reported behind project, with dual policy set.

GROSSES-AMAZING!

RADIOGRAM
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 THE INTERNATIONAL SYSTEM

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 15 WORDS FOR THE USUAL PRICE OF 10
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 B PORTLAND ORE 10

JAMES R GRAINGER
 GENERAL MANAGER UNIVERSAL PICTURES CORPN
 ROCKEFELLER CENTER NEW YORK

DEAR JIMMIE IN SPITE OF TERRIFIC HEAT DIAMOND JIM OPENED
 TO MARVELOUS BUSINESS OUTGROSSING ANY UNIVERSAL PICTURE WE
 HAVE PLAYED PAST TWO YEARS STOP BEYOND QUESTION OF DOUBT
 YOU HAVE GREAT SHOWMANS PICTURE WHICH WILL ROLL UP A
 TREMENDOUS GROSS FOR YOURSELF AND THEATRES EVERYWHERE REGARDS

J J PARKER
 BROADWAY & UNITED ARTISTS THEATRE

1935 SEP 10 PM 6 07

'Diamond Jim,' now in its third week at Roxy, rates with 'Hat' and 'Anna' on its Roxy showing. House currently looks for a \$28,000 third week and film would stay a fourth, but for congestion of bookings.

the get bus th us n-
 Denver, Sept. 10. Last week 'Diamond Jim' (U) hung up standouts every day, closing with \$8,500, and was taken to the Broadway for an extended run.

RECORDS-PHENOMENAL!

Baltimore, Sept. 10.
 Keith's (Schanberger) (2,500; 15-25-30-35-40) — 'Diamond Jim' (U). Grabbing a grand \$7,000, and will stick another session.

Philadelphia, Sept. 10.
 Last week, 'Diamond Jim' (U), second week, and still above average, fine \$5,500.

Detroit, Sept. 10.

Fox (Fox) (5,000; 25-35-55) — 'Diamond Jim' (U) and vaude, 'Opera Under the Stars' revue. Pic is the thing even though the stage show is something different. However, the gross will stick high at a fine \$23,000.

Seattle, Sept. 10.

Orpheum (Hamrick) (2,700; 27-37-42) — 'Diamond Jim' (U). Plenty advance ads, reacting to strong b.o. trade; \$6,800.

HOLDOVERS-NATURALLY!

Newark, Sept. 10.

Branford (WB) (2,966; 15-65) — 'Diamond Jim' (U) and 'Girl Friend' (Col). Very nice at \$15,000.

Chicago, Sept. 10.

'Diamond Jim' (U) turned in a wal-loping \$26,100.

San Francisco, Sept. 10.

Orpheum (F&M) (2,440; 30-35-40) 'Diamond Jim' (P) (3rd week). ought to be very okeh at \$6,000 Last week good at \$7,500.

"DIAMOND JIM"

UNIVERSAL'S SENSATION OF THE NATION!

Behind the Keys

(Continued from page 19)

J. Payette continues as divisional manager for WB in this territory as well as product buyer. "Wonders will just take some of the burden off his boss."

— Lou Jacobson has acquired the Elektra, Essex, Md., from Paul Caplan.

WB has taken the Auditorium, former legit house, from Leonard B. McLaughlin, g.m. of the Penn Mutual Corp., for one-week, 4-walls rental with option for second week, for road-showing of "Midsummer Night's Dream," which will be two-a-week here at \$1.65 top, starting Nov. 8.

Loew's vaudeville Century has entirely sound-proofed its projection booth, one of few such jobs on record anywhere. Booth is now specially cooled and heated, with glass between projectors and stage and screen. Boothmen hear from amplifying system attached outside booth.

Charlotte, N. C.

Managers and assistant managers of 25 theatres in the Carolinas and executives of the home office here of North Carolina Theatres, Inc., held a two-day conference at the Charlotte Chamber of Commerce. H. F. Kinney and R. B. Wilby, executives of the theatre chain, had charge of the conference.

Spartanburg, C.

Cost estimates of American Legion memorial-auditorium here slashed from \$105,000 to \$97,000, with city co-operating as co-sponsor.

Bob Talbert of Palmetto Amusement, Inc., is coming to the Strand back from two weeks beach and mountains vacation.

With Robin & Cheryl Exposition shows booked here a full week during county fair (Oct. 15-19) and other large competition, Palmetto houses planned to show more pictures, with colossal ad space, paper display, top offerings, v.o.d., etc.

Plaza (Publix-Bamford chain) at Asheville, N. C., is resuming amateur nights once a week, which paid well last year.

Denver.

Fox Intermountain has added the State Theatre at Boulder, Colo., to its group. The equipment was purchased by the Isis Theatre Co., who leased the building from the Silver State Theatre Co.

Park theatre at Greeley, formerly owned by Bud Kelly, has been taken over by Publix.

A new theatre at Terero, N. M.

Will be opened by A. Nelson about Oct. 1.

T. W. Couch has sold the Walsh Theatre, 4th St., Yalaha, Colo., to Dolz Menace.

His theatre has been taken over from Paul V. Cull by M. L. Hart.

Construction of a new theatre at Tucuman, N. M., will be started sometime this month by Arch Hurley who owns the Princess Theatre. Hurley will also lease from the government a theatre to be built on the site of a reclamation dam near Tucuman.

D. E. Conrith has opened the Roxy Theatre at Fallsdale, Colo.

Lincoln.

Answer to the Indie Theatres \$153,000 suit here in Federal court was filed this week by film company defendants asking in an exhaustive petition that several of the allegations be stricken entirely from the petition and others be made more specific. Officials in both the Indie and State Theatres deny the suit. The amount of \$1,797,000 in two suits to recover damages allegedly accrued under the collusion and conspiracy practiced by defendants in the sale of films. Answering companies were Paramount, United Artists, Universal, Vitaphone, Fox and MGM. Trial is set for the first part of October.

John Quinn, who operates the Piger, Piger, Neb, goes to Bank Night this week.

Roy Headrick, Lyric manager, Haverhill, Neb., gave out notice of appeal when his many court slaps with a \$50 and costs fine for operating, bang night here.

Joyce Haverhill, Neb. is going two-for-one several nights a week.

William Youniss, Grand Island, Neb., is making a cut in the price of voking Nebraska's anti-picket law in the Hall County court, after labor troubles. Union operators asked for a cut in his slurred.

Plaza, Portsmouth, N.H., which has been dark for several months, thieves have carried away nearly all the booth equipment a bit a time.

City Manager Milton Overman, of the Western chain here, predicted Willard Kramer to house manager at the Varsity and Leland Misch-nick in the same capacity as was a wedding present.

W. K. Trudell, treasurer at the Capitol (F.P.), has been named manager of the Brant theatre, Brantford, which is being reopened Sept. 27.

Kingsport, Tenn.

Sunday shows may be legalized at the next meeting of the City Council following the introduction of an ordinance repealing Sabbath shows.

Fly United's "NIGHT-HAWK"
Lv. New York 12:30 a. m. (EST)
Ar. Cleveland 3:12 a. m.
Ar. Chicago 4:40 a. m. (EST)
Also new faster OVERNIGHT service to CALIFORNIA

Reservations: Any United Air Lines Office, travel bureau or telephone office. New York—58 E. 42nd Street, MU 2-7300.

UNITED AIR LINES

JANE MOORE AND BILLY REVEL
Return Engagement 't'his Three
LOEW'S STATE, NEW YORK
This Week!
Opening Sept. 30th, Paradise Roof
Personal Mgt. WALTER BATCHELOR

"JUMBO" NEW YORK

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Film Reviews

Thunder in the Night

(Continued from page 15)

ations and incidents of a reasonable character. Kären Morley plays the diplomat's wife and Paul Cavanagh does the husband, both giving back and forth performances. Gloria Roy, girl who murdered her would-be blackmailer, has an unrequited love for a man who has as much as others, but gives a good account of herself while there. Several lesser parts are ably played. Gene Lockhart, principal comedy butt, very good—good cop, ailing Lowe, while Russell Hicks, Arthur E. Carew, John Qualen and Una O'Connor are all well cast. **C**

TWO SINNERS

Republisc release. Fred M. Kruger production. Features Otto Kruger, Martha Sleeper, Minna Gombell, Ferdinand Munier and Gene Collins. Directed by Fred M. Kruger. Producer, Fred M. Kruger. Story, "Two Sinners," by W. P. Sullivan. Screenplay, Fred M. Kruger. Adaptation, Fred M. Kruger. Director, Fred M. Kruger. Cast, headed by Otto Kruger and Martha Sleeper, is thoroughly capable, but won't pull it through. Story originally was a novel and later a magazine serial. It probably read better than it plays in screen form, more than it does in the picture being slow and actionless. Fred M. Kruger, producer, has given the subject strong production backing, but the direction of Arthur Lubin leaves much to be desired.

Among other things, too much stuff is laid out in a cold, hard, played by Cora Sue Collins. Effort, seemingly, has been to throw the weight of the narrative too much on her shoulders, rather than confine it to the two leading characters. Kruger and Martha Sleeper. Child is followed by Gene Collins, by the camera, many scenes leaving the leads standing around to wait for her. Story also leans heavily, unnaturally, so far as she's concerned, turning her from an unrepentant young girl to a girl who suddenly becomes managing director of events, finally splitting the two leads.

Picture plays almost entirely among five persons featured in it, cast, in addition to Kruger and Martha Sleeper, are Gene Collins, Minna Gombell and Ferdinand Munier. An effective portrayal of the adventures of a young girl, by Miss Gombell, while Munier becomes a vivid type as her paramour.

Opening in London, where Henry Vase is just released from prison for having shot the mug who got away on his wife who was at war, the action shifts to the south of France, where it sticks until the finish. Kind of interest, but not very far and ingeniously, with the ex-con making a play for the governor to Miss Gombell, who is a girl. It's anything but a whirlwind romance and plots along until getting tiresome. Last two reels of the picture gather audience momentum and make fast film entertainment. Had the opening and middle been up to the pace maintained later, "Two Sinners" would get better dates and grosses. The end has been a little too long and the end has been immeasurable. It looks like Deeping, in writing the story, took a situation too far, and with a lot of chapters in leading up to it. In any way those last two reels are good motion picture pictures. **C**

Kanske En Gentlemen

(Perhaps a Gentleman)

(SWEDISH MADE)

Stockholm, Sept.

Trefim production and release. Arvid Järnström. Directed by Ragnar Arvid. Cast, headed by Ragnar Arvid, G. B. Shaw, "Pygmalion," at the Astor and Plaza theatres, Stockholm, Aug. 21.

(In Swedish)

"Two men see a 'Pygmalion,' and on the way home meet but that one of them, who is a wealthy business man, can make a fortune out of the Stockholm quay and pick out a tramp who is taken to the wealthy man's luxurious home. Last two reels of funny situations develop in the procedure of changing the tramp into a gentleman.

Headline the wealthy man's son steals a necklace from his mother to pay gambling debts, and circumstances cause the theft to be blamed

on the tramp. Two girls fall in love with the tramp as a gentleman; one is the rich man's daughter and the other his secretary. Best part of the picture is the scene where the tramp and his friends at a cafe near the quay dressed in his fine clothes and tells them what a swell time he has had. The picture is a comedy, but it is found out that the tramp couldn't be changed into a gentleman. He had always been a gentleman. He saves the family from disgrace by clearing up the theft, but his own money, which he got for playing the rich man's scheme to amuse his family and, when he disappears from the house dressed in the same rags in which he came, he is followed by the rich man's secretary.

Adolf Jahr is the main figure, and the other roles are filled by Carl Barkind as the wealthy man, Ivar Kage his friend, Olga Anderson his wife and Hans Rind as his daughter, all legit names here. There are several scenes in this picture which reminds of Jahr's previous work in "Peterson & Bendel". Latter is the picture which started trouble in Germany because of anti-Jew angles. This one is an episode where the necklace is pawned at a Jew's shop, and Jahr has a similar scene with the Jew in the picture. The picture is a comedy, but it is found out that the tramp couldn't be changed into a gentleman. He had always been a gentleman. He saves the family from disgrace by clearing up the theft, but his own money, which he got for playing the rich man's scheme to amuse his family and, when he disappears from the house dressed in the same rags in which he came, he is followed by the rich man's secretary.

Picture got good writeups in the local press and looks like a big success. **B**

PARADISE CANYON

Long Star production and Monogram release. Features John Wayne. Director, Carl P. White. Screenplay, Carl P. White. Producer, Carl P. White. Cast, headed by John Wayne, Archie Stout, at the Astor, Sept. 17. Sept. 15-17, '35. Running time, 85 mins.

A western that has what it takes in thrills, action and plot development. Above the average action opera. Presents John Wayne in the role of a tough bronco who drags his date with plenty of strong support. Wayne is government sleuth, cowboy, regalia and detail, to uncover counterfeiters operating near Mexican border. He first suspects a "Doc Carter," owner of a medicine show. This pursuit of medicine show and his crew eventually leads him to his man. Idea has been usually well developed for this sort of pic, with the result that few air pockets are encountered. Romance introduced via the medicine show owner's daughter. High dive off a cliff into a lake is the high-raiser.

Production has had some good job plus okay performances turned in by Wayne, Earle Hodgins, Reed Howes, Yakima Canutt and Marion Roney.

Good enough as single feature in some houses where family trade and kiddies expect these drags.

Drives well in spots where they go for westerns illustrated by way young men and others packed into this house. **C**

(In German)

(Not for U. S. Release)

Gossamer entertainment of the pleasant, sentimental Cinderella variety. The story is set in a toy instrument factory, which gives opportunity for plenty of humorous dialogue, and excuses to burst into occasional numbers.

John Mills gives an easy, natural portrayal of the rich man's son who falls in love with one of his father's factory girls. He doesn't even know, at first, that she is in the firm; not only she is connected with the business. It all arises through her love of beautiful things and her habit of going into shops and picking the most extravagant articles on show. She does this once too often, when she marches into the store and orders a Rolls-Royce and, having overheard it is sold, hurls insults she will not take. One day she overhears her father's name, and insists on letting her have the car.

Conservation on face of the girl's

parents when the auto arrives outside the humble antique shop she

Stern mother visits showroom to

Inquire reason of delivery and is

as an advertisement. Wealthy youth

has realized the girl's circumstances

and bluff and conceals his own

fact. Gossip and scandal arise

through the Cinderella's salary be-

ing too high for her position.

While there is no prejudice

against foreign actors, the picture

seems to be a case of the original

abroad. She is adequate, but does

not shine in anything like a starlike

manner.

Robertson Hare is at his best as a

timorous instrument-tender and has

plenty of scope for laughs. The

Far all-round amusement in the

second feature class. **B**

Girl Who Came Back

First Division release of Chesterfield Pict.

George R. Batchelor production. Features

Shirley Grey, Betty Hutton, and

Shirley Grey. Directed by Chas. Lamont. Story,

Edward Adamson; casting, May Beatty;

production manager, John May; production

assistant, John May; at Loew's Mayfair,

Sept. 11-12, '35. Running time, 85 mins.

Shirley Grey plays the girl who

disappears from the picture. She

returns in the picture. She is

played by Betty Hutton. She is

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CALENDAR OF CURRENT RELEASES

(Continued from page 22)

leberlin.

Strostrupp, 1917. War 61.

Rel. Feb. 11.

Sunn, Yvonne (Amkino). Glorifying Soviet youth. Silent. Dir. Paul

Koromoff. 75 mins. Rel. Aug. 15. Rev. Aug. 21.

Suzanne Tiersu-n Secrete (Sp.). Marital farce. Roita. Laz. Dir.

10 mins. Rel. June 1.

Tango Bar. (Sp.). Musical melodrama. Carlos Gardel, Rosta Moreno.

Dir. John Reinhardt. 85 mins. Rel. July 1. Rev. July 17.

Three Songs About Lenin (Russian) (Amkino). Newsreel compilation.

Dir. Vetrov. 55 mins. Rel. Nov. 1.

Thunderstorm (Ruse) (Amkino). Russian melodrama. Dir.

15 mins. Rel. Oct. 1. Rev. Oct. 2.

Tierra, Amor Y Dolor (Sp.). Domestic drama. Dir. Ramon Peon. 60 mins.

Rel. Aug. 1.

Tjocka Slakter (Swedish) (Scandinavian). In. Solve Cederstrand.

70 mins. May 15.

Topaze (Fr) (Fr). Gallo satire. In. Louis Garmier.

15. Rev. Feb. 15.

Tovarish (Russian) (Amkino). Love and comradeship in the Revolution.

2. Timosenko. 70 mins. Rel. May 15.

Tres Amores (Spanish) (U). Heavy drama. Anita Campillo, Mona Maris.

Dir. Max. 70 mins. Rel. June 15.

Tres Berretines, Los (Sp) (Hoffberg). Argentine comedy.

Jan. 1. 70 mins. Rel. June 15.

Unbekannte, Der (Ger.) (U). 70 mins. Rel. June 15.

Und Wer Quest Mins (Ger) (General). Back-stage romantic comedy. Dir.

B. W. Emo. 70 mins. Rel. Jan. 15.

Une Etrole Disparait (Fr) (Far). Murder of a film star. Suzy Vernon, com.

20 mins. Rel. Feb. 22.

Unschuld vom Lande, Die (German) (Casino). Comedy of fight for stage

career. Dir. Carl Boese. 80 mins. Rel. May 1.

Viktor und Viktoria (Ger) (Ufa). Theatrical operetta. Renate Mueller.

Dir. Richard. 70 mins. Rel. Jan. 15.

Violetta, La (Sp). Raquel Meller. Based on an old saint;

60 mins. Rel. Jan. 1.

Vuelo la la Muerte, El (Sp). Mexican aviation

Cast. 70 mins. Rel. April 15.

Waltz Time in Vienna (Ger) (Ufa). Musical based on Johan Strauss.

Renate Mueller, Willy Fritsch. 70 mins. Rel. Nov. 20.

Wenn Herren Sich Finden (Ger). (Germania). Romantic comedy.

And. Dir. Erich Engels. 80 mins. Rel. Nov. 1.

Youth of Russia (Russian) (Kusska). Historical drama. Dir. Gregory Kozintz-

ev, Leonid Trauberg. 80 mins. Rel. April 15.

YOUTH OF RUSSIA (Yiddish) (Sov-Am). Religious conflict.

70 mins. Rel. Nov. 1.

Zigeuner (Ger). Romantic comedy with music and Alpine background.

Dir. Chas. Klein. 70 mins. Rel. April 1.

Zycie J. Pilsudskiego (Pol) (Metropolis). History of the life of Marshal Pi-

ludski. Dir. Richard Orlyndy.

Key to Address

Harold Auten, 1540 Broadway.

Ambush, 249 West 45th St.

Bavaria Film, 485 Fifth Ave.

Casino, 240 E 86th St.

General Foreign Sales, 729 7th Ave.

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Mexico Wants U. S. Acts, but It's for Pesos

Scarcity of native talent has Mexican managers clamoring for attractions in their theatres. Scarcity necessitates performers bicycling between club dréts, theatres and radio to keep all open. This condition has the Central American impresarios angling for all American act possible, according to Martin Wagner, of the William Morris office, who returned last week from a tour of Mexico.

There are a dozen theatres in Mexico City all anxious to book acts from the States; another six in Monterey, Tampico and Guadalajara.

Agua Caliente is out because of the morgue atmosphere there since the chance cathedral has been sheltered. Border town of Juarez never id count.

There are two drawbacks to working below the border. First is the tough situation. Theatres adhere to a strict policy of peso payoffs. While salaries look healthy enough in the coin of the realm, when changed into the more familiar U. S. green, they retain little of the flush. There is a very large exchange difference between currencies of the two countries.

Second is the theatres themselves. While some are in excellent physical condition, others are badly dilapidated and considered shleppas.

There are no chains in Mexico, each theatre operates independent of its competitors. In this way, a few frequently done acts are permitted to rotate through several theatres in Mexico City by jumping in to another house after completing an engagement in the immediate vicinity.

Wagner has arranged for the Hilton Sisters to go down there on straight salary basis the end of October. This type of act (slamases) and other music turns are in demand because of non-conflict in tongues. He is also negotiating for similar dates for Sally Rand and Thurston. If set both will be in on percentage deals.

DUNCANS SPANKED IN BANKRUPTCY WASHUP

Los Angeles, Sept. 17. Verbal spanking was given Vivian and Rosetta Duncan by Federal Judge William P. James, in refusing to discharge sisters from bankruptcy.

Court said girls were negligent in making appearances during four years of bankruptcy litigation. They were blamed for not vigorously pushing their discharge, but for shifting from lawyer to lawyer and because only \$1,500 in assets can be located.

Original filing listed debts at \$105,000 and assets at \$22,500. Present ruling places sisters' case back in same status as originally.

Midwest Vaude Adds

Chicago, Sept. 17. Perk-up of vaude time in the midwest last week, but about the consummation of deals for the booking of the National, Louisville, by the Billy Diamond office as a full-week stand, and the Palace, Ft. Wayne, for four days weekly.

National will use five acts. Palace is an RKO stand, which will try vaude on a Sunday to Wednesday filing.

Big State-Lake Weeks

Chicago, Sept. 17. State-Lake theatre has hit money and attendance high for the year in the front fortnight on two special stage attractions: Fred Allen Town Hall-Amateurs unit and the Daily Times-Metro finals on its local screen contest.

House did 29,000 in the fortnight.

Trio Shifts Personnel

Vaude trio of Young, Worth and Wyle has partially split up, with Young out and the act now being billed at Worth, Wyle and Howe.

New combo is currently at the late, Balto.

Jobless on Parade

Ritz Bros. have applied to Gen. Johnson for the use of 100 relief workers.

They want them as sand-wich men to cover Broadway during the Ritz' date at the State, New York, next week (20).

BROOKLYN PAR MAY SEE VAUDE

St Fabian is flirting with a vaudeville policy for the Paramount, Brooklyn, at which time the Fox would go straight sound. That's very fine, however, although the Fox musicians and deekheads are on notice, just in case.

Switchabout of the downtown Brooklyn film map has the Par mulling the vaude idea and not presentations. Loew's Metropolitan has some strong product on deck, the Albee (RKO) is talking of twinning which, states the Par management, would force it into flesh.

Agnetta Sues Sassafrass For \$3,000 Commissions

Suit against Tony Labriola, known as Sassafrass, by Agnetta, agent for \$3,000, filed in July in City Court, Queens County, has been answered by the defendant and is expected to come to trial in a few weeks.

Agnetta claims \$3,000 as his bit of the work he has earned in the past year and half. Louis Randell, acting for Sassafrass, charges that the contract was breached because of the agent's inactivity in procuring stage for the defendant. It is further stated that the only employment afforded by Agnetta were a few break-in vaude dates for which he was paid. Since then the agent has clicked in the current Earl Carroll show, 'Sketch Book', which, it is claimed, is what prompted the plaintiff to bring suit. Nature of latter is breach of contract, but involves the stipulated sum.

Labriola is originally from vaude, in which he appeared with Jack Lallien before going in 'Sketch Book'.

Loop Hand-Shakers

Chicago, Sept. 17. Lot of New York visitors looping around last week. Among them were Abe Lastfogel, John Hyde, Ferdie Simon and Max Tishman. Howard Pierce and Dave Idzal came in from Detroit for some vaude look-around.

Boys took some peeks at the newer units hitting the boards, besides casting an eye at the new set-up of the Chez Parce.

B'way Par Set for Stage Show Return; Name Bills, \$8,500 Budget

Return of stage shows to Paramount on Broadway is now set with the date still problematical, though probably the week starting Oct. 4. Date of resumption depends on how long the current film, 'Big Broadcast' (Par) will run. It starts a second week Friday (20) and may run a third, leaving the way open for the house to start its stage show program Oct. 4.

Announcement of the resumption of live entertainment at the Par has already been made on a large placard in the inner lobby of the theatre. This also fails to mention a starting date. Picture tentatively set to follow 'Broadcast' is 'Peter Rabbit'.

Upping Admish

With the stage shows will come a hike in the admission scale (present top is 85c) to partially meet the expense of the name shows that are planned for the theatre. No new acts have been set for the opening show as yet. Glen Gray's Casa Loma band, at \$7,500 net weekly, has been booked to open at the Par Oct. 18 for a two week run.

Deal was set by Phil Bloom of Rockwell-

AFA CHARGES CIRCUITS 'BOYCOTTING' VAUDE, ASKING GOV'T FOR SUPPORT

FOX MILWAUKEE SHAKEUP

Manager Leaves, Dave Miller lifts From Riverside

Milwaukee, Sept. 17. In a surprise move that may mean a general change in the operation of the Fox-managed Wisconsin and Palace theatres in the loop here, Harold Fitzgerald, general manager, announced that Livingston Lanning, manager for the past several years, had resigned. No successor was named by Fitzgerald but believed the post will go to Edda Wiesner, associated with Fox in operation of several outlying and city houses. Lanning has made no plans for the future.

Fox has taken over Dave Miller and his band, for two years the attraction at Eddie Welsfeldt's Riverside. Miller goes into the Wisconsin, Sept. 21 with a revue built around himself. After playing the Wisconsin one week, Miller will start his amateur radio shows from that theatre on Thursday nights over WISN.

The amateur shows have become a big draw at the Riverside with Miller having been m.c. and chief auditioner. Miller's band will also be used at the Wisconsin and at the room and as house band at the Palace.

Aside from announcing the amateur shows will continue at the Riverside, Welsfeldt has made no revelation. It is believed Bob McElroy, who has directed night club and Hotel Schroeder bands will follow Miller at the Riverside.

Miller's leaving the Riverside and his debut at the Palace comes with Welsfeldt's announcing of his trump stage show for the year, Major Bowes' amateurs.

Unit Girls in Crash

Burlington, Vt., Sept. 17. Four girls of the 'Star of Stars' unit troupe were seriously injured when their car overturned near Montpelier, Vt. Hospital reports said all would recover. Arlene Clem, of Quincy, Mass., Judy Swanson and Ruth Brigham, of Boston, and Mae Boudreau, of Cambridge were the passengers.

Paul Dennis, operator of the machine, was held by the state police.

Kerr to M.C. Tyros

Don Kerr, WMCA announcer, opens at Fox, Brooklyn, Friday (20) on 'Radio Revels' show, which presents the weekly amateur winners of the Kerr radio contest. Tonight night is aired Monday nights over WMCA.

Kerr released from all station chores during the stage m.c. job.

O'Keefe agency. Average stage budget for the theatre is expected to be around \$5,500.

Besides the starting date, other matters that are being ironed out now by Boris Morros, Par's stage production head, and the operators are deals with the stagehands and musicians' unions. No real difficulties, however, are being anticipated from these quarters.

Par goes into stage shows with the field practically clear on Broadway so far as the de lusers are concerned. Capital, with the right picture, will offer no competition, while the Roxy, because of its much lower admission scale and cheaper shows, will be out of the Par's class. Loew's operators, before deciding on whether the Capitol will follow suit, will wait to see how the Paramount's initial stage start opens.

New York theatre managers were scheduled to meet yesterday afternoon (Tuesday) with the Musician's union, Local 802, to discuss new wage scales for theatres using or planning to use stage shows. Paramount returning stage show policy Oct. 1 will be followed by the Capitol, also Broadway, around Jan. 1.

Actors' Union Staging Mass Protest Meeting in N. Y.

—Campaigning in 9 Towns for Vaude Return

A Route

Asked how he was coming along, a vaude actor answered: 'Okay. We just opened at the Roxy. Next week we go to Wanamaker's'.

No Payoff, Unit's Fem. Trio Thumbs Back Home

Baltimore, Sept. 17. Three girls came into Balto last week with tale of being stranded with a unit in Grafton, W. Va., and when no dough looked forthcoming after they had subsisted for two days on the cuff, hitch-hiked here, where parents of two of the girls, a sister act, Rhoda and Jackie Lee (nee Snyder) live. Other femme is Anne Trevor.

Trio had been out with a 20-peopled unit tagged 'Palais Royale'. Show, owned by Jack Van, had been out about six weeks, starting in Marion, O., and wildcatting through small towns, playing two shows on percentage.

According to the three girls who thumb-waved themselves here, they were paid salaries for first fortnite out and then things got tough, money coming in only a dollar or so at a time. According to the girls' version, they went to Van early in a.m. of day they left show, aroused him out of his hotel and asked for help; claim were told he had none.

Van's version is slightly different, and the unit is still out, this week playing Lancaster, O., and as far as can be determined, none of others in return has deumped.

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Tooters-Theatres Still Deadlocked in Philly

Philadelphia, Sept. 17. Meeting Monday (16) between Fox theatre management and committee representing musicians' union resulted in deadlock. Dispute is now where it was: afore, with both sides standing pat and saying next step is up to the other.

This is the first meeting between opposing sides, management previously refusing to discuss matter unless union representatives were given full power. No meetings have been held or scheduled between union and Stanley-Warner management, operating Earle and various nabe houses normally using vude shows.

Points at issue are size of house bands and whether Fox and Earle will agree to use two bands each. Both managements turned thumbs down on two-band idea and offer 14 (Earle) and 18 (Fox) men each. Pending settlement, Fox and all Stanley-Warner houses are on straight film policy.

Wayburns Bankrupt

Ned Wayburn and his wife, Marguerite, last week filed voluntary petitions in bankruptcy with the Federal Court in New York. Wayburn gave his liabilities as \$567,579 and stated he had no assets.

Mrs. Wayburn's schedule set for Oct. 11 at \$73,533 and no assets. For Wayburn, the bankruptcy oath was the second taken within several years.

Penguin Act Arrives

World's only performing Antarctic specimen, 'Pete the Penguin', arrived in New York yesterday (Tuesday) for a spot in the 'Bring on the Dames' show-unit being produced by Michael Todd in Chicago.

European penguin act was signature for Todd by Lou Wolfson of the William Morris Agency.

American Federation of Actors plots a mass-meeting the night of Sept. 25 at the St. James theatre, New York, in protest against what is claimed to be the general boycott of stage shows by the major theatre circuits. A resolution asking the government to adopt a plan submitted by the AFA for national rehabilitation of vaudeville will be submitted to those in attendance.

AFA at present is campaigning in the nine towns in which it has branches for the return of vaudeville. Special squads gathering petitions among laymen, merchants, etc. About 100 men and women this week will start a similar campaign in all of New York's five boroughs.

Branches are located in Bridgeport, Chicago, Cleveland, Detroit, Milwaukee, Minneapolis, Philadelphia and Pittsburgh.

First petitions completed were filed at Bridgeport, which Ralph Whitehead, executive secretary of the AFA, forwarded to Marvin Schenck, Loew theatre exec. Schenck replied that Loew's, which also operates a picture house, has repeatedly tried to restore vaude in Bridgeport, but it had always been unprofitable. He added, however, that shows will be played there whenever feasible.

Vaude plan submitted to the government around for an expenditure of around \$9,000,000 to get a self-supporting stage show circuit started in other than metropolitan districts.

Bozo Doesn't Look Like Bozo, So Audience Riots

St. John, N. B., Sept. 17. Opening show of Bozo Snyder and his musical revue, for an eastern Canadian tour, was far from auspicious. It was at the local Empire and in addition to picture fare.

An uproar was created, with nearly everybody in the house participating, when a demand was made for refund of admission price. The impression prevailed in the audience that Bozo was not the original comic of that name.

Disorder was finally quieted down with the aid of police.

Miller Joins Morrison

Bill Miller, of the indie agency field, has joined the Chasle Morrison office, in charge of the vaudeville department.

Miller will represent Morrison on the RKO floor and the outside.

'Lone Ranger' Unit

Chicago, Sept. 17. Because of the click of the 'Lone Ranger' radio show on the Mutual and Michigan radio networks, the Baking Co., which sponsors the three-times-weekly radio script, also sponsoring the show in theatres. Max Halperin agenting.

Unit is carrying a line-up of 16 people, including the 'Ranger' himself, 'Silver', the horse, plus comedy and singing characters for variety.

Now being booked on the Butterfield and Great States time before heading east.

Cooper Shifts to Phila.

Ralph Cooper, m.c. at the Apollo, in Harlem, for the past year and a half, opens at the Lincoln, Philly, on Friday (20), doing similar chores. He also directed WMCA's Amateur Night in Harlem, the broadest Wednesday nights at 11 o'clock over inter-city service, ever since its start a year ago.

Willie Bryant has succeeded him at the Apollo.

Resuming Cushman Units

Seattle, Sept. 17. Cushman units are coming back to northwest, opening week stands at Rex (Sterling), Sept. 29, the unit to hold the boards every other week. From here acts jump to Beacon theatre, Vancouver, B. C.

Burleycue-Film-Legit Combo Policy For Old Fifth Ave. on Broadway

Unusual policy three distinct types of entertainment—burlesque, films, and legit—will be attempted at Jack Stern's Fifth Ave. theatre, New York, this fall. A burley and pictures are incumbents and change in policy will add legit revivals. Theaters currently, at a combo of antiquated films and burlesque, 25-year of variety, legit and vaudeville is located on Broadway at 28th Street.

Around mid-October old-time meliars such as "The Drunkard" will come in for exhumation. Stern will have a repertoire of nearly every old vehicle that played the house during its heyday. Reference to the public library has assisted. Strippers and films will grind during day at two-bits and legit will come on nightly at \$1 top. George Damroth, who directed for Stern's summer shows at Elverhol, N. Y., will handle the legit crew.

Intention is to install pseudo gas lamps, sell peanuts and litter the floor with proverbial sawdust for "atmosphere." Kind of show depends on time warranted. Stern will hold each play until milked.

Casting for stock company is already under way. Rehearsals start in about two weeks. Augmenting the picture films of "The Great Train Robbery" and reels on the Tommy Burns-Jack Johnson fight of 25 years ago, etc., will be used as program filler.

The Fifth Ave. has an unusual history and has quartered some of the theatre's greatest personalities. In its prime it played Drews, Barrymores, Edwin Booth, Madame Adams, James O'Neill, Joseph Jefferson and Eleonora Duse's American premiere at \$30 per box. It passed through the hands of Gilsey, Daly, Miner and Proctor to the present lessee.

Possible that the City Theatre, Newark, N. J., will get a revival of "The Drunkard" also under Stern's banner. He has already engaged Jerry Sylvan, who played role last year in New York, for the lead in mosquito town venture.

Buff's 2 Burlys

Buffalo, Sept. 17.
Buffalo will have two burlesque shows beginning this week. The Gavety will be reopened by Flanagan & Irons with a stock and twenty-five girl chorus. The Palace, which has been open all summer to good returns, is continuing with stock burlesque and pictures.

BURLY-VAUDE COMBO

Newark, Sept. 17.
With the settlement of the strike, the Empire began to show burlesque with two acts of vaude Sunday (15), under the management of Henry Brook and Ed Rose. The show is 25-35c mats and 35-55c at night. Show is continuous.

STARS ON PARADE

(INDEPENDENT WHEEL)

About the only "change" in the new burlesque, about which the Minskys and Isay Hirst have been speaking during formation of their Independent Wheel, is the \$1.50 a week increase in chorus girls' salaries. And the girls had to go out on strike to get it.

Now, perhaps, the Minskys and Isay Hirst, and all the other burlesque managers for that matter, ought to go out on strike, and maybe they'll wind up with something besides the same old boiney.

"Stars on Parade," first of the season's traveling troupes to reach the Republic on 42d street, follows formula and attains the status of saleable stuff only when the stripping is on. There's plenty of stripping, however, and some of it by a couple of lookers, or at least lookers on the stage under dim lights and with their clothes off. Pat Paree, instigator of the Peaches Strangers school, and the nearest to Peaches that's come along yet.

Al Golden, who has gained the topmost heights of burlesque straightmanship because he knows a few more three-syllable words than the average, propped "Stars on Parade," and you'd never suspect it unless seeing the show. Golden didn't neglect himself when dishing out the material and spots. His stuff, leaning tenderly in the direction of abnormalities which are now considered the zenith of burlesque humor, is all over the place, and Golden along with it.

They've seen Clyde Bates' bartending so long that to recognize every little movement, yet this drew the best laugh returns of the show.

In the troupe besides Golden, Bates and Miss Furee are Stanley Simmons, Marion Carroll, Sammy Weston, Jack Hunt, Connie Ryan, Jack Ryan, Minnie Mae Moore, Carmen Blaine Logan and Jaquet Wilson. There are 18 girls, all stripping for the posing, but yet to learn a time step.

So this is new burlesque. Tch, tch, those Minskys are such kidders. Big.

Girl Act to Orient

Seattle, Sept. 17.
Di Gaetano dance act, five girls, sails in 10 days for Shanghai, China, to open at Cathay early in October. Otto Schmidt, manager, and a dressmaker go with the act, which starts on the far east circuit, under personal direction of Ed. J. Fisher. Act. Booked in orient for a while.

Bijou Circuit

Week of Sept. 22
Vantessera—Republ. New York. Sane Della—Verba, Brooklyn. Space Makers—Howard, Baltimore. Pace Makers—Howard, Boston. Hit Hat Rev—Empire, Newark. Line, Women & Song—Hudson, New York City. Say It With Girls—Gavety, Washington, D. C.

MINSKY H'WOOD SHOW GOES NORTH TO FRISCO

With the strike settled, "Life Begins at Minsky's" reopened at the Playhouse Friday (13) for two days before leaving Hollywood. Troupe plays the Civic Auditorium, Long Beach on Sept. 21 and 22, Alhambra, Santa Barbara 24 and 25, and opens in San Francisco for a run Sept. 28. Nothing set to follow "Frisco," as the show probably going to Miami in the winter. Joe Weinstein is in San Francisco looking for a house.

SYR. BURLESQUE ON PROBATION

Syracuse, N. Y., Sept. 17.

Return of stock burlesque to the Civic, under the George Katz banner, is "probationary," according to City Hall report.

Company, headed by Benny "Wop" Moore, with Beverly Carr producing, opened Saturday and city officials, for the house. If the operating policy meets the city administration's specifications for "cleanliness," the license will be forthcoming. If not, it will be curtailment.

Chief Inspector of Public Assemblies Charles Wilkes will eye the shows for William E. Rapp, commissioner of public safety. Wilkes is a fireman, doubling as Alhambra man for the City Hall.

Operation of the house by Katz last spring was not exactly satisfactory to the city administration, which reported six or seven complaints. Criticism was directed at both dialog and strip artists. This didn't prevent Katz from featuring three of the latter in this week's first show—Ruth Donahue, Mabel Francis and Evelyn Cusaway.

New troupe is B. A. A. with Moore as deputy. Spring lineup was non-union, and this was another factor in the city's uneasiness.

Katz made overtures to the Stage Hands and Musicians Unions for the full unionization of the theatre this season, but found the former asking for six men at \$40 each, and the latter also talking pre-dress salaries. So Katz has four non-union stage hands at \$25 each, and a pit band in kind. Latter has Gary Schumann, concert pianist, as leader.

2 Balto Burlys Open

Baltimore, Sept. 17.
Minsky's Palace reopened this week with indie pix and burlesque policy. Grind from 10 a.m. till 6 p.m. films and flesh. House then opens at 8 p.m. with burlesque. Only performance plays "Nite top 750." Current show is intact from Minsky's Republic, N. Y. Next week's show likewise, but from then on stock burlesque. Put on by Maurice Castelle is managing house. Bur's other burly barn, Hon Nickel's Indie Gavety, reopened after summer slumber last week. At 9p., top, house three-days touring show on the Izzy Hirst circuit.

Unit Reviews

BILL HOGAN UNIT

(ORPHEUM, LINCOLN)

Lincoln, Sept. 13.

Riding on the crest of plenty of time over CBS in the past few months, Hogan was quick to open the midwest RKO time starting here and routing through Sioux City, Ia., Dan Moines, Cedar Rapids, Minnecapolis and St. Paul. He's offering strictly a band show, in fact, as clocked here 32 minutes of his 48 on stage are devoted to the band alone doing six numbers, and an additional 14:20 done backing various singers.

Flutish and performance of the troupe is almost flawless as far as music is concerned, but the two acts carried, Ben Chavez, card manipulator and musician, and the excellent terlists, Ted and Mary Taft, aren't enough to make it a good stage show. It's generally too much of the same.

Opening is a radio bit, overlong, wherein 16 different air programs are cloven from behind the drop. Hogan being the only member of the organization out front and making the motions of tuning a set. Uses this as an excuse to bring in

Inside Stuff-Vaude

Ned Dobson, back from Hollywood, brought Joe Phillips' screen test with him. So Louis C. Kinney and Marvin Schenk could have a tag. Test film has the comic hiding under a toupe and feverishly thumbing a telephone book to call up a notorious woman.

Phillips went to Hollywood on the advice of Sidney and Schenk. First film assignment will be in "Riff Raff" (34-5). Spotting was done by Rufus LeMaire. Dobson also plans going back to Hollywood.

Theatrical agents in the Los Angeles sector, particularly those operating in the vaude, club, party and night spot fields, are undergoing a quiet checkup from state labor commission offices, charged with licensing and policing the entertainers.

Prob, plus tightening up on issuance of licenses, is reminder that agents are financially responsible and must operate in ethical manner.

Odd situation has cropped up with amateurs, who have won prizes on Major Bowes' broadcasts, offering themselves for stage show booking as Bowes amateurs which they actually are as a result of having appeared on his program whether winning prizes or not.

Rub is that booking of the amateurs conflicts with personnel of Bowes' own amateur units, five of which are out on the road at present.

New Acts

DANCE JUBILEE (5)

Dances

G. O. H. N. Y. (Special)

G. O. H. N. Y.

Curtains part disclosing entire fivepiece, four girls and a boy, on full stage for a run of standard hoofing. Act breaks up while girl and male partner remain to hop up and down some low steps. It's familiar stuff by itself, though delivered quite well by the duo.

Next, two girls who resemble each other enough to be twin return for a rope-skipping dance. Other solos are confined to contortion bending, fast whirling and sundry acrobatic flourishes. None of it can be labeled expert hoofing, as it looks too strenuous. All get together at the end for a straight hand-out of tap dancing.

Act is costumed in fair taste. Set is simple but has enough color to brighten up the stage. Audience none too responsive, even in view of the fact that the fivepiece worked hard and maintained a certain zip in presenting their stuff. A closer at this show.

THREE SPEEDS

Novelty

G. O. H. N. Y.

G. O. H. N. Y.

Trio, two men and a blonde girl, on roller skates for an opener. It's regulation fare, consisting for the main part in a lot of twirling, some mild dancing and general space coverage. At least there's movement.

One skater manages to light a cigarette while in action. The girl whirles in mid-air suspended from her partner's neck. She gets the brunt of the chore, having to serve as the main flash in practically all of the feats.

Act very short, and while not too smooth in running order, served its purpose in getting things started at this nabe house.

Hal Thompson's ork moves from DuPont hotel, Wilmington, to Four Horseshoe Club, Philly, Sept. 30, replacing Joe Frassetto, who goes to Hotel Pennsylvania (Philly), same date. Jimmy Tyson replaces Del Regis at Anchorage, latter going on tour. Universal Artists Bureau set them.

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State Dept.'s Lowdown on Argentine Conditions for U. S. Chorus Girls

That Buenos Aires all its painted to be for American performers—that here are no honorable gauchos riding loose for every American chorus girl that below the equator—is contained in a letter sent to the Secretary of State-Cordell Hull in Washington, D. C.

M. Warren, American Consul General in Buenos Aires, Argentina. Letter was sent in refutation of stories that have appeared in American publications recently, although so far as is known there have been no complaints recently on bookings in S.

In his letter, Warren states that he had asked the Buenos Aires correspondents of the New York Times and Variety to furnish their respective publications with information as to the actual conditions in Buenos Aires confronting American girls. Up to yesterday (Tuesday), the Times has not dwelt on the subject, nor has any word on the matter reached Variety.

The Lowdown

Letter states that salaries are fair in Buenos Aires, while living conditions are high, and that conditions are easily met by those with those with cabarets and revue theatres. Actors' Equity in New York is requested in the letter to warn American acts. Letter, dated Aug. 23, follows:

The Honorable, the Secretary of State, Washington.

Dear Sir:

I have the honor to invite the Department's attention to a copyright article written by James Aswell which appeared in the magazine section of the Atlanta Constitution and other newspapers in the United States on July 7, 1935, regarding the opportunities for American show girls in Argentina. This article depicts wealthy Argentines as anxiously awaiting the arrival of such girls in order to marry them at the earliest opportunity and points out the brilliant chances for show girls to seek their fortunes in this country.

American chorus girls now employed by the Casino theatre in Buenos Aires are required to give from four to six shows daily in that theatre and in cabarets operated by the same management. Their salaries average \$45 per week, a sum believed to be slightly in excess of that current in the United States for similar work. However, the cost of living in Buenos Aires for American theatrical entertainers is particularly high because of their unfamiliarity with local conditions. This assertion in the above mentioned article that Argentine men are desirous of marrying American show girls is erroneous.

Contracts

Theatrical contracts in Buenos Aires, especially those made by cabarets and revue theatres, are easily broken by the management of such enterprises, and the artists have but slight possibility of securing legal redress because of the expense and time involved. Wage stipulations are often completely ignored. As a result of these conditions, the Consulate General has repeatedly been obliged to intervene in matters of this nature on behalf of American show girls and other classes of entertainers. In such cases this office has insisted that the return passage to the United States for such girls be paid.

To offset the propaganda put forth in the article written by James Aswell the Consulate General has requested the local representatives of the New York Times and the theatrical magazine Variety to furnish their respective publications with information as to the actual conditions in Buenos Aires confronting American chorus girls.

It is respectfully suggested that the Actors' Equity Association of New York be requested to advise members intending to enter engagements in Argentina that they should not make any contracts with theatrical enterprises in this country unless in-

Major Bowes

(Continued from page 1)

In addition to his amateur show activities, Bowes is still managing director of the Capitol theatre on Broadway, through which he is understood to average about \$900 a week.

In reaching a weekly income at the rate of \$1,000,000 a year, Bowes hits a record gained by very few, manager or actor, in show business. A few others, such as Al Johnson, Mary Pickford, Charlie Chaplin and some executives, have probably earned \$1,000,000 in the course of a year through percentage deals and publicity stunts, but none besides Bowes has ever seen it coming in at the million rate every week. It should also be taken into account that this rate of income would have to hold up on a basis of 52 weeks, unusual for show business.

Bowes has been in the sizable income brackets for years as managing director of the Capitol and a member of the Metro-Goldwyn-Mayer picture company board, but his spectacular earnings did not start until less than a year ago, and at an age when most men have completed their careers.

Bowes, born in San Francisco, started his theatrical career in Seattle, where he married the late dramatic star, Margaret Hillington, and shortly after came to New York to enter management. In New York he went into the theatre real estate business with John Cort and Peter McCormick, with whom he built the Cort theatre in Times Square and a house in Boston. When Messmore Kendall built the Capitol in 1918 Bowes went in as managing director. His Metro film connection followed through the Low-Metro partnership buy into the Broadway picture house.

It is paradoxical that Bowes did not turn actor until middle age, and the advertising brought him to his present position of top money man of show business with one of the largest weekly incomes in the United States.

Los Angeles, Sept. 17.

Major Bowes' amateur unit that has been playing the southern territory has been booked into the Paramount here week of Sept. 26, despite the aggregations picked from radio tryouts to come to the Coast.

Additional playdates now being framed for San Francisco and San Diego. Unit draws weekly salary of \$3,500.

390 Chorines

(Continued from page 1)

organization. Of the standing membership there is rarely more than one-third used.

Some chorus people have despairing and relinquished their calling during these years of slim pickings, however, although still on the books. This number, claims Equity, is negligible and is no cause for alarm.

That Hollywood has made any dent in the ranks is also overestimated, claims Chorus Equity. Most of the chorus girls in the film colony are natives of the vicinity and have never seen Broadway, says headquarters.

reversible round-trip steamship tickets are purchased in advance and their salaries for the period of their contracts are deposited with an American bank, leaving a balance or correspondent in Buenos Aires.

Respectfully yours,
A. M. Warren,
American Consul General.

Hai Sands' 'Broadway to Rio Revue,' with eight femme specialists, sailed Saturday (14) for a tour of the chorus girls in the film colony are natives of the vicinity and have never seen Broadway, says headquarters.

According to Sands, the Atlantic has deposited \$5,000 in New York bank, partially guaranteeing the troupe's salaries and also has paid the girls' round-trip fares. James Schure went with the troupe as manager.

15 YEARS AGO

(From Variety and Clipper)

Marcus Loew dropped as one of the defendants in a suit by J. P. Robertson over the picture rights to "The Henrietta," which he and W. H. Crane had played on the stage. Seven still left in the case, including Soc. Am. Dramatists and Composers. Suit compromised.

Bill Brady agreed to stick on as press of the Nat. Assn. of the Motion Picture Industry. Only man they could all agree upon.

Charles Chaplin resenting the remarks of Mildred Harris Chaplin about his thrift, and wiring newspapers to print stories at their own risk. Going through the divorce wrangle and she talked freely.

'Aphrodite' led \$70,000 in its first week in Chicago. That included the \$10 opening.

Joe Schenck took the back page of Variety to introduce a new comedian—Buster Keaton.

Eddie Cantor signed a two-year contract with the Shuberts for \$1,450 a week.

In the 'Scandals of 1920' Jack Ross posted Lester Aiken with a blackberry pie as an impromptu. Got a big laugh, but no hit with Aiken.

'The Temptation of Eve' being readied, but producer could not get an actress for Eve. All objected to the undress. But that was 15 years ago.

Now there were two leagues of Republican actors. Al Jolson headed the original. Frank Bacon topped the copy.

Kickback on the recent Shubert rule was carried at the rate \$1.83 per share for the first six months. Was selling around \$25-\$30.

Newly incorporated Orpheum circuit was carried at the rate \$1.83 per share for the first six months. Was selling around \$25-\$30.

Severe act shortage around N. Y. as always in the period when summer theatres and winter houses were both open. Many acts did two houses. This was the week the late Will Rogers played the Union Sq., Hammerstein's, Palace, Colonial and Alhambra. Others only doubled. Rogers' salary was \$200, so he drew down \$1,000 for the week.

London interests were ogling the Sels-Floto show. Circus had netted \$500,000 on the season. Ringling got it.

Coney Island closed with concessions well ahead of the nut in spite of the recent street car strike. Previous season had been different.

If Relatives Wrote Press Notices

By Joe Laurie, Jr.

Joe Doakes, the bum now headlining at the Gem, is just a punk. When he first started in show business I was married to his sister and I let him sleep in our house when his old lady would throw him out because he couldn't get a job. He would rather sing on the corner than work. He also would often copy my good suit. I was making dough those days and had two suits, but he always copied the best one, and his sister would help him do it, which would start a fight for a while. I had to finally say I forgave the guy so that the wife and I could talk again.

I have to laugh out loud when I read the press notices he sends us. They tell what a great guy he is and about all the hardships he went through. They mean what his family went through.

His mother took care of six kids and the house of the six Joe was the worst, and still is. He used to cop the few pennies the old lady put away on the top shelf. Joe was the tallest and could reach. He took up the stage business because

Moss Tosses Agent Case Back at Corporation Counsel—A Hot Potato?

50 YEARS AGO

(From Clipper)

In Chicago Haverly's new Minster Hall turned more people from the operation than were able to gain admission.

Barnum circus in Canada. Notice posted that any purchase, however small, would call for instant dismissal. Patriotic and customs angles.

Syndicate formed in Ft. Wayne to complete the Masonic Temple in return for a five years' lease on the theatre. Funds gave out on the original operation before the upper stories were completed.

H. Anstey's 'Tinted Venus' headed for the courts. There were three versions, one by William Wilde, brother of Oscar.

Clipper referred to a woman dramatist as 'the woman who was often married and often not'.

Skating rinks were opening up again, but not many weathered the season.

Ned Harrigan opened the Park as his home theatre to a large business, reviving 'Old Lavender,' raised to four acts. Mats were Wed. and Sat., instead of Tues. and Thurs., as at the old Comique.

Cal McCall, the operatic manager, hailed into court to answer Heinrich Conreid's charge that he pulled the latter's nose. McCall out on bail. Row over rights to 'Beggars' Student' Conreid doing it in German. Conreid later managed the Met. opera.

American Opera Co. issuing a prospectus of a season of grand opera, sponsored by Mrs. Jeanette Thurber and Theo. Thomas. When it failed they dumped it all on Mrs. Thurber's shoulders. Emma Juch head canary. It was Mrs. Thurber who brought D'Yonk to America for her conservatory.

P. G. Hubert of the Lyceum Co. denied that his company was involved in the legal troubles. House was rented to Gustav Froman and Steele McKaye, who subleased to American Theatre Building and Management Corp. Latter was the goat.

Daly's theatre reopened with the Florences. House had been done over with the lobby in textile waste and tiled floor. First in any N. Y. theatre.

J. M. Hill took over the Union Square. Made many notable productions there. Went to the Stand-

Hearing on the New York License Department's complaint against Bill Schilling for allegedly operating an employment agency without a license adjourned Monday (16) by Magistrate Leonard McGee (fil Sept. 30. Postponement came upon appeal—covered for license. Commissioner Paul Moss suddenly threw the case into the lap of the Corporation Counsel's assistant in court, with the latter pleading that he was unprepared to go ahead with the case.

Last time a similar matter went to court (License Department vs. Charles Allen), Commissioner Moss was defeated in the licensing attempt and then placed the blame on the Corporation Counsel's office for assigning an assistant who was a 'legal specialist in bastardy' and unfamiliar with theatrical affairs.

I. Robert Broder, counsel for Schilling and the indie agents' association, attempted to force the issue Monday, but Magistrate McGee stated that it was only fair that an adjournment should be granted, inasmuch as it was the first time the Schilling matter had come up.

Surprise feature was the fact that Commissioner Moss' special counsel, especially engaged by the license department and the indie agents' association, ducked the matter. Moss spent almost a year figuring out how the reps can be forced to become licensees, despite the fact that the indie agents' law has not been changed since Allen's dismissal in Special Sessions court.

Allen was to have been a test case on the licensing matter, but apparently it didn't work with Moss, as now Schilling is to be tried with what Moss claims to be 'new evidence.'

ard when Keith took the Square for vaudeville.

Mrs. John Drew opened her Arch Street theatre 'The Red Rival.' Only her personality saved the old house, which was already too far from the theatrical center.

Saranac Lake

By Chris Hagedorn

Rudd Plank, our x-ray reading expert is never seen without his spaniel.

Ray Ketchum, who's wife visits him daily, is doing fine after his fifth major operation.

Bob Farley, Helen Morgan's pianist, entertains every evening in the lounge for the patients.

Johnny di Giovanni has taken up duties supervising sound in five New Jersey houses.

Gladys Palmer, personality girl, admitted another birthday, Sept. 7.

Harry Gordon, former flea-weight champ, now in the lightweight class.

Little Beatrice Lee gaining nicely.

Mr. and Mrs. James Marshall and their two daughters closed camp at Rainbow Lake for their home in Flushing.

Milton (WB) Pollack up for one meal in the dining-room.

Fifi Klimas, infirmarium embroidery worker, turning out some beautiful work.

Sue (nurse) Dornbush to Philly for a week's vacation.

Kitty Vogelle left to try curing at home after four years of N.Y.A. residence.

Bill (WB) Canton, after three years of bed-rest, taking leave of absence for one month to visit family in Brooklyn.

Marie (Buckley) Blanch, four weeks of bed infirmarium, down to the up-patients' floor.

Marian Greene in dining-room for one meal with plenty of style.

Margaret Newell, the cheerful lass now two years in bed, is teaching her canary to eat out of her hand.

Freddie Vachman contemplating downtown change for one month.

Zeta (Madison) Brown (Geddes) opened community shop in Glens Falls, N. Y. Zeta is an ex-N.Y.A. patient.

Write to those you know in Saranac.

D-D's Show Methods

First book publisher to go in for exploitation, publicity and advertising on a wide scale from a show-manship standpoint is Doubleday-Doran, which has just installed a new department for the purpose of Robert Haydon Jones is in charge and will work with a staff of four to begin with, handling all branches. Jones' theory will be that books are basically entertainment and that they must be sold from that standpoint, just as stage shows, films and radio. D-D previously had one person in charge of publicity and another handling advertising, but the integration attempt, just as do most other publishers.

Jones previously handled radio and feature publicity for R. H. Macy & Co., and for a year or more was with the Lawrence Fertig advertising agency, handling radio and books. While with Macy's he conducted a weekly book-radio program.

Beyond going after publicity and advertising in a show biz manner, D-D has installed a motion picture department, only publisher to do so. Leda Bauer, formerly with the Famous Players-Lasker company in New York, is in charge, contacting picture companies on all D-D books for possible tieups or deals.

ag

Dell reviving its Terence X. O'Leary's War Birds Magazine as a bi-monthly, under the abbreviated title of War Birds Magazine.

At the same time, Street & Smith is altering the title of its Bill Barnes Adventures mag to Bill Barnes Thrills, and is conducting a sensational ballyhoo campaign for the periodical.

Street & Smith sending Clyde Pangborn on an aerial tour of the world in behalf of the magazine. Pangborn to stop in about 25 of the leading cities. Pangborn will be accompanied on the flight by E. L. Robbins, of the Street & Smith organization, who will arrange for various exploitation stunts en route. Street & Smith meeting other competitors in other ways. Reduction in price of Best Detective Magazine to 10c, has caused S. & S. to go the other way on its Detective Story Magazine. Has upped the price to 20c.

League Seeks Needy

Following the approval of the national writers' relief project, Authors' League is seeking to determine the identities of all scribblers who may be in need of relief. Wants to have authors secure employment on work relief projects as they become available, and to learn whether the present projected plans are sufficient to take care of all qualified authors in need of relief.

League is asking all members to send in names if requiring relief themselves, or to forward the names of other scribblers needing aid.

Unfilm Script in Book

In an unproduced screen play to be published in book form is that being issued by Traylor-Lane, Coast publishing house, which recently moved its headquarters to New York.

Entitled 'The Gentleman on Horseback,' it's by Bernard McConville, picture scenarist.

Last season two picture scenarios were brought out in book form, 'The Great Barnum' and 'The Silver Streak.' Both were published after the screen productions.

Pa. Pub. Moves to N. Y.

Telegraph Press, of Harrisburg, Pa., announcing that it has taken New York offices.

Has an idea for a series of what it calls Scoop Books, volumes on topical subjects. Bookie Carter, the radio commentator, has authored the first, entitled 'Black Shirt,' and 'Skin,' and it's now on the press. Others to follow will be handed out on assignment.

On Civilization's Future

Charles J. Carroll has organized the Survival Publication Co., Inc., to issue a new monthly mag called Survival.

Edited by Frederick Bell H. Bond, the new periodical deals with weighty subjects having to do with the survival of present-day civilization.

Reviving Poetry Digest

Alan P. Pater reviving his Poetry Digest, but with an altered policy. Instead of using original poetry, will place the best of the rhymed poems that have appeared elsewhere.

Will additionally use some prose about poets and the rhyming craft.

Free Ad

The Hartney Press had a nice ad in the N. Y. Herald-Tribune Sunday book section last week (15), which they didn't pay for.

Pete Howe, paper's book ad salesman, told Harold Goldsmith, Hartney's treasurer, and tried to get him to buy Goldsmith was convinced but challenged Howe to a ping pong match. If he lost he would take the ad. Goldsmith won, so Howe came through with the ad, paying for it himself.

Book Biz on Upbeat

New book output thus far in 1935 continues to show a gain over that for the corresponding period last year, and end of the annum will show a considerable increase in production for the full period. Outlawing of the codes failed to halt the increase, as was expected it might, with each month showing an increase over the corresponding month last year.

With the end of the summer, book production will be considerably increased. Will reach its height before Christmas.

Entry of a number of new book houses not the sole reason for the increase in book output. Number of established houses have perked up production.

Increase has been most marked in the second place as books on topical subjects, replacing biography as the runner-up. Also a pronounced increase in volumes of poetry.

Publishers' lectures

With seventy-five representatives in attendance from all sections of the United States, the National Publishers' Association convention at Buckwood Inn, Shawnee-on-Deleware, Pa., and elected the following officers for the coming year: William B. Warner, of New York, president of McCall Publications, reelected president; first v-p, Lee W. Maxwell, of N. Y.; second v-p, J. Collins Phillips, of Philadelphia; treasurer, Roger W. Allen, and secretary, Lewis Wurzburg, both of N. Y.; directors: A. L. Cole, Albert Shaw, Fritz Franks, Henry Lee and Roy Dickson, all of N. Y., and C. J. Stark, of Cleveland.

Time spent covered all phases of the publishing of periodicals.

Ians New Mag

Charles A. Penn, who publishes the Model Craftsman, has organized a voluntary organization, Penn Publications, to sponsor a couple of new mags. Ideas for the Penn Publications still in the formative stage, and nature of the proposed periodicals won't be made known until ready.

Model Craftsman won't be grouped in the Penn Publications, continuing as a separate identity.

Mark Kelly Leaves Coast

Mark Kelly, long considered the Coast's ace sports writer, resigned as sports editor of the Los Angeles Examiner last week, flew to New York to discuss a five-year contract on a New York daily in the same capacity, which he has been with the Hearst organization for 19 years.

Prior to coming to the Coast, he was on the Chicago Herald Examiner. He is replaced on the L. A. Examiner by John Connolly, the paper's baseball writer who came from the San Francisco Call.

New Gun-Shoe Pulp

Magazine Publishers, the chain mag house, has a new detective-story pulp on the way, the first issue of which will appear in a week or two. Fierce competition among the pulp publishers is resulting in secrecy as to the new mag's title until it's actually on the stands.

A. W. Wynn, who heads Magazine Publishers, also editing the latest link in his chain of mags.

New N. Y. Handout

Latest thing in a metropolitan giveaway is a strictly pictorial publication called 'New York Vistours.' Published by Vistours, Inc., it will be distributed at hotels, air lines, steamship and railroad offices, etc.

Head of Vistours, Inc., is A. Loomis, with J. McKittrick associated in the enterprise.

Ship-News Scrib's 1st

James Street, ship news reporter for the New York American, has written a novel, as yet untitled. It has been accepted for early publication by Simon & Schuster.

Paris and Barbusse

Two hundred thousand Parisians turned out for the funeral services of Henri Barbusse, French author, but the story didn't get into the leading newspapers of the town for more than a few lines. Reason: Barbusse was a communist, and died in Paris while working for the communist party.

In addition to the red papers, however, he got one good obit in Paris, that of Leon Daudet, editor of the Action Francaise, rooming in Paris, and therefore on the other end of the political line. Daudet, a literary man, handed recognition to Barbusse's literary quality in an article entitled 'Le Drame Charnel,' meaning politically different from his own.

Trade Papers Active

Number of changes and realignments in the trade paper field, foreshadowing much activity in that end of the publishing biz this season.

W. B. Iff, the Chicago publisher, adding a new one to his string called the Mail Order Journal. Intended for those interested in mail order sales and advertising methods.

Lloyd Kenyon Jones editing. Another new trade paper to appear soon is the one which the Beard Publishing Co., of Detroit, now has in preparation, covering the used car field. No name decided on as yet. Will be issued weekly.

Couple of trade papers have changed hands. Institution Publications, which got under way with the acquisition recently of Hospital Management, has now also acquired The Quinifer. Will be renamed The Institution. Owned by Lewis W. Britton, says an ad editor.

Conover-Mast has taken Wines & Spirits Merchandising from Lou Murray Publications. Will merge it with its own Liquor Store & Dispenser.

'Nother Nat! Sports Mag

Another new sports mag aimed for national appeal now in the making, to be known as Sport Nat; Inc., has been announced. A month or so. Group sponsoring a new publication is headed by Perry Biel. Previous effort along the same line was National Sports, published by Ted Brown, the editor of the old World, didn't last.

American Sporting Life, which succeeded recently after a brief existence, will get another try. Has been acquired by William Friedman, who will give it a shot of adrenalin.

American Sporting Life covered sports in general and the turf in particular.

Bob Newhall's Sports magazine debuts under October dating. New publication, published in Cincinnati, is a 24-page, half news page size. Newhall, who has been with the paper for five years and former sports editor of the defunct Cincy Commercial Tribune, is editor. Price is 25c, with General Mills, Newhall's current sponsor, offering it for 10c plus two box lids from Wheaties. Distribution is via mail for most part.

Royal Fuller Dead

Royal K. Fuller, formerly a star reporter by Starbuck's, sportswriter in England, can't escape knowing about it. Tome records experiences of R. J. Minney, while working on script of 'Clive of India' for Darryl Zanuck. Mentioning plenty of names and not all complimentary, book carries a comprehensive index.

Enterprising Hollywood book-seller, who got in a shipment, is circulating everybody mentioned. Chapman & Hall, British firm, published it. He is survived by his wife.

thors See Them

Picture people mentioned in 'Hollywood by Starbuck's' sportswriter in England, can't escape knowing about it. Tome records experiences of R. J. Minney, while working on script of 'Clive of India' for Darryl Zanuck.

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Short Waves erge

Rader Magazine has absorbed D. X. Log of the World, the combined mag to be issued under the title of not all complimentary.

Best Sellers

Best Sellers for the week ending Sept. 14, as reported by the American News Co., Inc.

Fiction	
'Elin of Iron' (\$2.50)	By Ellen Glasgow
'Money in the Horn' (\$2.50)	By H. L. Davis
'Lucy Gayheart' (\$2.00)	By Willa Cather
'Green Light' (\$2.50)	By Lloyd C. Douglas
'Fair As the Moon' (\$2.00)	By Temple Bailey
'The Inquisitor' (\$3.00)	By Hugh Walpole
'North to the Orient' (\$2.50)	By Anne Morrow Lindbergh
'Europa' (\$2.75)	By Robert Bliffant
'Mazy, Queen of Scotland, and the Isles' (\$3.50)	By Stefan Zweig
'King Lehr and the Gilded Cage' (\$3.00)	By Elizabeth Drexel Lehr
'Life With Father' (\$3.00)	By Clarence Day
'Asylum' (\$2.00)	By William Seabrook

Book Reviews

Short But Good

MacKintay Kantor, one of the country's ace writers, shows his mastery of the English language by condensing an entire novel beautifully into about 100 pages in 'Voice Bugle Anne' (Coward-McCann; \$1.25). Book is that curious anomaly, a dog story that's not overly sentimental and has general appeal. Metro has the screen rights.

John Taintor Foote, playwright, turns out an unimportant little book called 'The Idiot' (Appleton-Century; \$1). It's really just a short story and doesn't deserve being put between covers on its own. Story of a kid who learns to like to fish and hunt too convincingly, for that matter, intriguing. Too skimpy for films.

CHATTER

Conde Nast back from Europe. Sylvia Thompson will winter in

Countess Culen back from Spain and France.

John V. Weaver back from Hollywood.

Gina Kaus coming over for her first visit soon.

A. D. Peters, London literary agent, in N. Y. for a look-see.

Rita Weisman back in N. Y. after a summer on the Maine coast.

Nila Cram Cook doing a lengthy book on her Indian experiences.

Mary Ellen Chase returning from England soon with a new book.

Quentin Reynolds in Hollywood gathering picture material for Colliers.

Arthur Stringer has completed that new novel, and off to Alaska, again.

Alvin Johnston's peach 'Frofile' on Curr Van Anda in a recent New Yorker.

Frances Marlon in town, and autographing copies of her novel, 'Vallée'.

Cora Older, widow of Fremont Older, doing a bio of William Randolph Hearst.

Martin Mooney's 'Crime, Inc.' will be published in book form by Whittlesy House.

Herbert Agar, the book writer, has joined the staff of the Louisville Courier-Journal.

Katherine Newburgh has quit Harper's to devote her future to scribbling on her own.

Trentwell Mason White has joined the editorial department of the Public Publishing Corp.

William S. Hart has had a book on his short stories published, called 'The Law on Horseback.'

Clemence Dane, author of 'Legend,' is really winning Ashton.

Took her pen name from that of a church.

J. Peter Small now associated with Norman H. White, literary agency. He directs the play and scenario departments.

Julie Broussac, the former newspaper lass, has had her first novel, 'A Preface to Maturity,' published by Grosvenor Publishing Co.

Robert L. Crowell, of the Thomas Y. Crowell Co., back after a tour of the various writers' conferences for new book material.

Dual by-lines on news stories are rare, but the N. Y. Daily News has two teams of by-liners. Martin Sommers and Warren Hall split billing the Huey Long follow-ups, now in New Orleans; and Doris Fleischer-John O'Donnell, the regular Washington correspondents, are at Hyde Park, N. Y., with the President.

isecogation

Most at-tries of mixed bed marriages go more or less crazy in an effort to whip up its client tension to make the subject interesting to those not interested in the social problem. Somewhat different is Hailie Dickerson's 'Stephen Kent' (Hartney; \$2).

The author draws such interest as she derives from the concern she is able to create in her characters, seldom rides the propaganda angle and draws to a dramatic finish with material from the preceding plot factors. There is sincerity and understanding to her story of the occurrence, which does not know her negro blood until the day before his marriage. The first child is a throwback and in horror the father hides from his wife this blood taint, tell her the child is dead. Instead he has her placed in a negro woman to raise and becomes the hero of the story.

Not an appealing theme, and not for pictures, but more interesting than the teacher's subject suggests.

Teacher's Hardships

Ellis Enslow is a country school teacher who wrote a piece for the Saturday Evening Post telling about her experiences; it got a lot of attention nationally and since now expanded it to book size. Book is titled 'Schoolhouse in the Foothills' (Simon & Schuster; \$2), and credits say it was written in collaboration with Alvin F. Harlow.

It is a more interesting book than would appear on the surface and really will appeal to whoever gets beyond the first chapter. Miss Enslow's struggles in a tiny country schoolhouse, with pupils often older than herself and under exceptionally difficult situations is an eye opener of what goes on in America, but what few people in big cities can either realize or understand. No film angles.

Keeps Going

Apparently there's something about South America to inspire authors to get away from the pattern plots. Perhaps it's because of the wider scope. Whatever it is, Roy Delworth's 'Gold of the Gods' (Harping; \$2) feels the influence. It starts off well and gets better as it goes along, sweeping into the spectacular for the finish. Makes a real action story. Lillis Farnol answers an advertisement for a blonde stenog to go to a Brazilian diamond mine owned by Derek Derger. She finds Derger slightly crazy with his sense of power and learns she's to be palmed off with a diamond mine. She really coaxes them to unearth the vast treasures of the goddess. Even the usually biased reader will get a kick out of this section.

Delworth's made into a good action picture.

ibus of Crime

A fast moving, but thoroughly horrible whodunit, is 'The Grindie Nightmare,' by G. Patrick (Hartney; \$2). Subject matter is really too tough for general consumption and women reading it are liable to be distinctly offended. No chance for films.

Stewart Gayle spins a good tale in 'Sentry Box Murder' (Scrblner; \$2), but it is poorly written. Story is good, action is plentiful and characters well drawn, which makes

the novel a real thrill. A thread-worn clothes a line. Could films be made? Ethna Lina White depends mostly on ancient formula for plot in her book 'Wax' (Crime Club; \$2). As never in a wax museum has been done so several times before and just matter. If not better, not likely film material.

Starr Takes ASCAP Post, but WB Maintains Royalty and Radio Demands

Way has been cleared for man Starr, treasurer and consolidator of the Warner Bros. interests, to be elected to the board of directors of the American Society of Composers, Authors & Publishers when it meets Thursday (19) for the first time since June. Starr will replace Edwin H. McCullough, p. and gen. mgr. of WB publishing firms.

In agreeing to Starr's placement on the board, it was made known by Warner Bros. last week, no change of decision was implied. Owner of Harms, Remick, Whitmark and World declared that it had every intention of withdrawing these firms from the Society unless the ASCAP board consented within the next month or so to make a complete revision of the Society's methods of royalty distribution and to work out a plan that will drastically increase ASCAP's income from radio.

Standing prominently in the way of the second demand is the five-year extension of contract that Warner Bros. has been handing out to radio stations. Among the latter are outlets owned and operated by NBC and Columbia.

As a result of the study, the present situation, made during the past four months, Warner Bros. has come to the conclusion that the burden of the music tax on radio is badly distributed and that unless a way is found to tap the income of the networks at the source, which is the money actually taken in for the sale of hookup time, the WB publishing firms have nothing to gain by remaining with the Society.

Warners declares that it cannot understand why the indie broadcasters must be made to pay 5% of the time they sell locally or for national spot advertising when the time sold through a network hookup garners the Society but 1%.

20-FOX AFTER MILLS MUSIC

Hollywood, Sept. 17. Deal is on for 20th Century-Fox to purchase the Mills Music Co. along the same lines as proposals that were on with Metro a short time ago. It would give the film company acquisition of the Mills catalog for a substantial sum to be paid to Jack and Irving Mills, with the latter pair being retained to operate the publishing concern on contract.

Proposition was discussed last week in New York, with Frank Orsatti representing the Mills interests and Joe Moscovitz handling negotiations for 20th-Fox. Confab was slated to move to the Coast shortly, with Orsatti getting together with Moscovitz, Joseph M. Schenck and Samuel Buzzell, attorney for Mills.

Eddie Guest's Publisher

Edgar Guest now has a music publishing firm putting out his works. Jack Mills is including 15 of the Detroit poet's roundleays in a special folio for the music and bookstore counters.

Folio will also contain the incidental music that was written for a series of shorts for which Guest provided the poems.

NAME BANDS POLICY

Canton, O., Sept. 17. Little Hobfau reopens in its former location Oct. 1. Carl Sinclair is manager.

Entertainment policy will be entirely different than last winter's, and, instead of Bavarian music, spot week name dance bands and floor shows, with change of talent weekly.

BALLAD FOR 'MONTE CARLO'

Hollywood, Sept. 17. Bert Kalmar and Harry Ruby have saved a ballad, 'Moon Is in the Sky', to 20th-Fox to be spotted in 'Man Who Broke Bank at Monte Carlo.'

NBC Grabs Morrison, Chi, from Kennaway

Chicago, Sept. 17. NBC has sniped off the Terrace Garden niterly in the Hotel Morrison, taking the spot away from Kennaway, which has been booking for several years. NBC is placing Radio Madrid orchestra on the Terrace Garden roster starting Oct. 15, replacing Glenn Lee.

It marks the start of a name parade for the Terrace Garden, which has been using the smaller time bands for some time. Niterly is on an NBC wire.

Deny MPPA Plea In \$15,000,000 Hodgman Suit

Music Publishers' Protective Association must remain one of the defendants in the \$15,000,000 conspiracy and anti-trust suit brought by S. Theodore Hodgman, as assignee for the Royal Amphitrite Corp., until the case comes to trial. Judge Bondy so ruled in Federal Court, New York, last week when MPPA asked that the complaint be dismissed. The others named by Hodgman in the action are American Telephone & Telegraph Co., Western Electric, ERPI and American Society of Composers, Authors & Publishers.

Counsel for MPPA argued that the organization should not have been involved in the alleged conspiracy to keep Amphitrite out of the sound device field because MPPA had never entered into a contract with ERPI or any other electric outfit, or with any motion picture company. In denying MPPA's motion for dismissal, Judge Bondy declared that he was disinclined to pass on a question of this sort when the only evidence presented was affidavits.

Because MPPA is not a corporate body, the plaintiff served the papers personally on Louis Bernstein as president of the organization. The court did consent to the MPPA's asking direct defense of the suit and relieving Bernstein of the personal citation.

FR. CASINO'S \$50,000 OPENING WEEK GROSS

New Clifford C. Fischer wrote at the French Casino, N. Y., grossed over \$50,000 on its first week, including a \$10 premiere.

Average check at the cabaret-theatre ranges between \$3.75 and \$4.25. Capacity is 1,400.

CRAWFORD ILL

Music Publisher May Dispose of His Business Interests

Boby Crawford, head of the music publishing firm bearing his name (nee DeSylva, Brown & Henderson, Inc.), has been killing the past fortnight. Nervous and general delirium, the music publisher has been mulling the idea of disposing of his business to a Hollywood film affiliate, and enter picture production on the Coast.

MacK Gordon and Harry Revel, under personal contract to Crawford, got in by plane from the Coast for powwows with the music pub.

Reichman's Run

Pittsburgh, Sept. 17. Kay Kyser succeeds Joe Schuman at William Penn hotel Oct. 6 when latter returns to the Statler in Boston.

Reichman will have set something of a William Penn record when he quits town, having been at the spot four consecutive months, longer than any other orchestra has ever managed to stick on this job.

Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the following is the listing of the songs most played on the cross-country networks last week, in relative standing, according to the approximate number of combined plays on W.E.A.F., W.I.Z. and W.A.B.C.

I'm in the Mood for Love
Check to Check
You're All I Need
Accent on Youth
Couldn't Believe My Eyes
East of the Sun
Lulu's Back in Town
And Then Some
Without a Word of Warning
Isn't This a Lovely Day
I'm on a Sea-See
Top Hat, White Tie and Tails
Rhythm and Romance
Little Gypsy Tea Room
Loafin'
I Feel That You Think
So Nice Spine You Again
I Wish on the Moon
Sweet and Low
Oregon Trail
I Feel a Song Comin'
Truckin'
Let's Swing It
Early to Bed
From Top of Your

St. L. Musicians Turn Down F.&M. Deal but Ask Gov't for Coin

Members of the musicians' union here hopeful WPA authorities in Washington will approve a project fostered by Board of Public Welfare to give employment to nearly 200 here next summer. Project devised by Frank J. Sullivan, Superintendent of Recreation for city, calls for concerts to be played in community centers, eleemosynary institutions and public parks which have been without this form of entertainment for several years, due to curtailed municipal revenue. Total cost would be \$195,878.

Clarence E. Maurer of the Musicians' Mutual Benefit Assn., advised the city assn. will furnish, without charge, use of its music library valued at more than \$25,000 and half-time services of Samuel P. Meyers, pres., and Al Schott, representative of M.M.B.A.

Musicians have had little work here since films became tuncful and recently refused an offer of Fanchon & Marco management for 12 weeks at \$1,275 per F. & M. planned to bring Olsen and Johnson, Tex-Mustangs and others here if musicians would go along with experiment to determine if such shows were profitable. Refusal of union to enter into a limited engagement agreement caused cancellation of plans.

Wife Insulted, He's Socked; Sues for 5G's

Akron, Sept. 17. A broken jaw and other injuries allegedly received when he went to the defense of his wife, upon whom another diner was trying to force his attentions, has brought a \$5,000 damage suit against Stone's Roof Garden, night club, by Leo Mayntner. The suit charges the management did not exercise 'ordinary care' for the protection of the club's guests.

Suit Over License

Rochester, Sept. 17. Gabriel Ronzo, proprietor of The Gabies, Sea Breeze, is suing Sheriff James E. Malley for \$10,000 for seizure of his liquor license in connection with closing an alleged innocent and with a troupe of female impersonators.

The sheriff later returned the license, pending a hearing before the state liquor commission. The show also continued in defiance of the sheriff's edict after Ronzo satisfied two civil judgments that led to padlocking the place for two days.

Rankin's Niterly

Chicago, Sept. 17. Bill Rankin, night club show producer, has opened his own spot-out on the West Side.

Called the Town Club, with Ray Gallet associated in the management.

Music Sees \$1,000,000 New Income Yearly from N. Y.-Phila. News Wire Service Licenses; Paine Negotiating

Phillips, Hall Home; C. C. Score to Maurice

Before returning to London, Peter Maurice clocks to Jack Phillips for English rights to current Cotton Club, New York, score. Maurice is to be spotted in a forthcoming London revue, with 'Truckin' in for a build-up.

Jimmy Phillips, together with Henry Hall, BEC musical head, returned home Thursday (12) after a 10-day stay.

14-HOUR GRIND IN WASH. NITERLY

Le Paree, Washington, D. C., show meinery which reopens Sept. 20 after summer shutdowns, will inaugurate a new type—to these parts—entertainment policy when it offers grind floor show from 12 o'clock noon to 2 a.m. daily. Spot will play \$1,000, 20-25 people shows, in unit form, booked by National Agency, Balto.

The 14-hour stretch of unbroken entertainment will be run off along following lines: From noon to 2:30 dance music with floor-show acts interpolated; till 4 o'clock a piano duo of warblers will give out intimate chattering; from 4 till 7:15 Hawaiian string quartet will stroll from table to table playing and vocalizing for the cocktail-hour crowd; then the band and floor-show squeezes in till 8:30, at which time the dinner crowd is dispersing. Till things warm up again at 10:30 the piano duo stays front-and-center, then the band and floorshow on tap till 1 a.m., when the Hawaiians return and take hold till closing hour.

STRINGFIELD QUILTS N. C. SYMPH, GOV'T PROJECT

Charlotte, N. C., Sept. 17. As a result of differences between Lamar Stringfield, conductor of the North Carolina Symphony Orchestra, a government ERA project that pays unemployed musicians \$15 a week, and S. O. Shepherd, former manager of station WUNC of Asheville, recently named business manager of the symphony, Stringfield has turned in his resignation to Mrs. Thomas O'Brien of Raleigh, state relief administrator.

Mrs. O'Brien has dispatched a representative from her office to Asheville to investigate the matter and see if things can be worked out. Stringfield said he could not direct the group under working conditions imposed by the business manager. Shepherd said he was merely complying with instructions laid down by ERA.

Stringfield founded the state orchestral group and has directed it for 16 months.

OLSEN'S SQUARER

Keeps Promise to Make Good on Easton Booking Mix-up

Easton, Pa., Sept. 17. George Olsen, who through mistake in booking arrangements, did not show up at Dorney Park on Sept. 5, several thousand dancers being disappointed, made good his promise to make up for it by coming to the park Thursday (12) and bringing Ethel Shutta with him. Large crowd greeted them.

On Sept. 5, while crowd was waiting for Olsen, the Flare, a dance hall manager, put in a long-distance call and learned that Olsen did not know he was booked for that night. But Olsen promised to fill a later engagement.

Music figures to add to its income anywhere from \$500,000 to \$1,000,000 a year from the development of the type of wired music and news service which Ticker News Service and Tele-Flash have established in New York and Philadelphia. Plums would go to the music industry by way of a novel mechanical fee collected by the Music Publishers Protective Association and performing rights royalties paid to the American Society of Composers, Authors & Publishers.

Where the MPPA proposes to garner plenty is from the right granted to operators of the brand-ticker idea to manufacture devices used for public performance purposes. Licenses have been issued for the making of records to be used over the air and via wired networks of the power line type, and under the law, unless the copyright owner permits, a recorded musical composition licensed for one form of transmission may not be used over another medium. With the copyright owner reserving the right to compel the ticker contingent to make their own records, the only way that the latter can escape going into the recording business on their own and, instead, be free to buy transcriptions already on the market, is to make a special licensing deal. The latter is ready to relieve the ticker element of the necessity of making their own records if it will agree to pay \$15 for every recording set installed in a cafe, restaurant, saloon or any other public place operated for a profit.

1,050 Subscribers

Ticker News Co., which operates over telephone lines from a central studio, has 400 subscribers in Philadelphia and about 300 in New York. Tele-Flash has about 350 receiving sets installed in the latter city. Fee for the services is \$180 a year.

For the past several weeks the heads of the Ticker News Co. and Tele-Flash have been trying to work out with John G. Paine, chairman of the MPPA, a licensing arrangement to cover the use of copyright music by the two services, which heretofore have confined their broadcasting to sports and news events. Acting on the application of Ticker Co., Paine last week agreed to give it 30 days' right to use transcriptions, provided the service will furnish the MPPA with facts, figures and other data about its business which will enable the publishers to work out a permanent mechanical license agreement for the medium. Paine's permission was also made subject to the consent of ASCAP to waive its right to claim a performing fee from the ticker outfit's clients during the experimental period.

In advising the members of the board of the MPPA, Paine declared last week that the Ticker News management believes that the use of current popular music will bring it a substantially larger number of clients but that it prefers to experiment with the idea before talking turkey with the music industry.

Music Notes

Abe Meyer supervising music on Radio's 'Beach Masters.'

Nacio Herb Brown and Arthur Freed to Laguna to turn out 'This Time It's Love' for Metro.

New Savoy-Plaza, N. Y., lounge opens Oct. 3 with Dwight Fiske, Rosita and Fontana and Dick Gasparro's orchestra. Basil Fomene to alternate with latter on music.

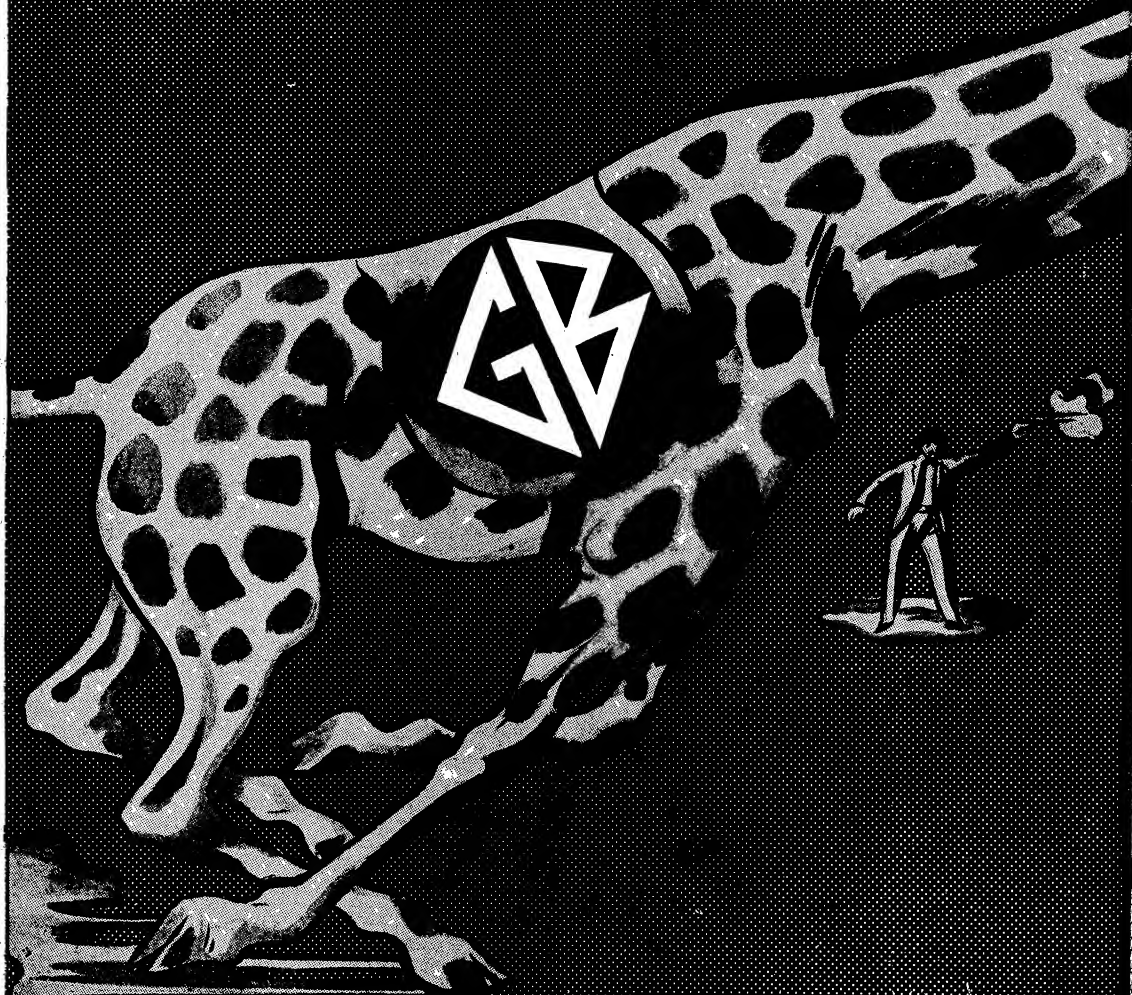
John Leopold, arranger, and Sigmund Krumsold, concert, handed new contracts at Paramount.

etro used chorus of 40 voices for background track on 'Mutiny on the Bounty.'

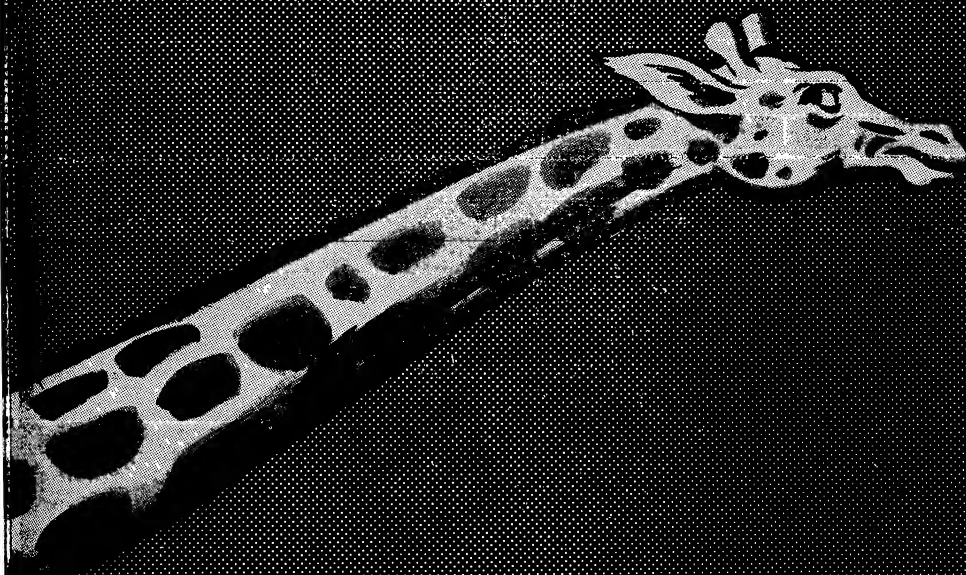
Ben Oakland and Milton Drake are writing the music for the floor show which opens at the Paradise restaurant, N. Y., around Oct. 6. Bill will include Ella Logan, Bob Lawrence, Pegleg Bates, and Moore and Revel.

BEATS THE GUN!

39 steps ahead
of any picture
this year



Tops 'em all . . . Boom days of '29
ROBERT DONAT • MADEIRA



**"MORE THAN A HOLDOVER.
IT IS A PUSHOVER . . FOR
ANY EXHIBITOR**

*Saturday's admissions totalled
30,453 . . . exceeded any day's
admissions at the Roxy since
'Cockeyed World'"*

HOWARD S. CULLMAN
Trustee, Roxy Theatres Corp.

**brought back by receipts of "39"
E CARROLL in "THE 39 STEPS"**

Off-the-Air Recorders Must Have MPPA License, Says John G. Paine

Recorders who make a business of taking programs of the air have been advised by the Music Publishers' Protective Association that operators must obtain a license under the provisions of the copyright law and that hereafter they must obtain a mechanical license. Under the compulsory license provision of the law, the off-the-air recordings will be subject to a royalty of 2¢ per mechanical number per disc.

MPPA holds that regardless of whether the recording is done for placement of the record on another station or for the purpose of keeping a permanent record of the broadcast program the mechanical phase of the law applies. Making of a record of this type without first obtaining a license from the copyright owner or his rep, avers the publishers' association, constitutes an infringement of the copyright.

In a letter addressed last week to makers of off-the-air recordings, John G. Paine, chairman of the MPPA board, declared that the publishers in the association have, after studying the law, decided that they would no longer permit the unauthorized use of their material in these recordings. MPPA, he said, was preparing a proposal for licensing this type of manufacture.

Recorders involved are asked by the letter to furnish the MPPA with a complete report of the classes of recording they do, and to indicate how they turn out a week, month or year, and whether they are doing the work on their own or under contract to some person or firm. Biggest customers of these off-the-air recorders are agencies who use the discs for spot bookings or for their files. Talent also makes substantial use of the device to get an idea of how the last broadcast sounded and where there was room for improvement.

Paine in one paragraph of his letter outlines a ticklish legal question that faces the MPPA in its move to license the off-the-air recorders. "It would appear," wrote Paine, that this license can be in the case of musical compositions which have been previously recorded be taken out under what is known as the compulsory license provision of the law. The legal aspects of this situation, however, are now being studied, and certainly this compulsory license provision does not apply to the soundings which are made primarily for public performance purposes, but no right or license can thus be obtained for any musical composition which has never prior to taking of the record been used for the manufacture of records.

WMCA REVIVES DEPT. FOR WOMEN'S SHOWS

WMCA, New York, which called off its regular department last spring, is reviving it on a new femme series presented by Helen Leighton. She'll be heard six times weekly starting next week, with two of the days sponsored by the Cardinal Laboratories have signed for a series of 13 programs, Monday and Thursdays, using participating shows. Bargains for the woman buyer are to be offered. Blackett-Sample-Hummert, Inc., handling the C. L. account.

Alice O'Leary Sues

Boston, Sept. 17. Alice O'Leary, one of the best known radio singers in this territory (Yankee Network), has filed a petition for divorce against Arthur J. O'Leary of Medford, Mass., in Middlesex Probate Court, Cambridge. Charge: "Intoxication."

Mrs. O'Leary, tentatively gets custody of two children and a slight allowance of support money.

McCosker Returns

Alfred J. McCosker, president of Bamberger Broadcasting Service and MBS chairman, returned last Thursday on his trip after a month's vacation in Europe.

In London, he visited Sir John Reith, managing chief of BBC and also crossed over to Paris for a short inspection of stations there.

Mrs. Melrose Mending

Cleveland, Sept. 17. Mrs. Edythe Fern Melrose, manageress of Station WJAY, is still in the hospital here following a serious major operation. But she is on the mend.

She is carrying on part of her station duties from the hospital.

CBS Holds Off Publicity on Its Reforms

Contemplated plans for renewed publicity on CBS's curtailed commercial allowances have been shelved for the moment. Previously the web was understood to be thinking about telling the radio audience once more how its programs are minus extended plugging, and some spot announcements were written to that effect. But they have not been used, and apparently won't be for some time. No reason given for being mum on the matter.

CBS feels, however, that its rules are being observed with proper reverence by sponsors. Agencies are being timed and recorded. Such recordings show that advertisers are staying well within the allotted limits, or even duck appreciably under.

Lady Esther's plugs (on a half hour show) have been running between 1:19 and 2:15 minutes in the past month. Lux (on an hour show) runs from 2:26 to 3:37. March of Time (quarter hour) varies between 1:30 and 2 minutes. Campbell Soup stays within the limits of 2:36 and 3:39 on an hour show.

Also appreciably noticeable is the showmanship sponsors have been using to get the most out of their clipped moments. Dramatized commercial announcements and tricks of various kinds are getting to be the vogue. Agencies feel that the sales appeals will thus not only be more palatable to the audience, but will actually get to be integral and popular parts of the program.

PAR DICKERING FOR 'ONE MAN'S FAMILY'

Hollywood, Sept. 17. Paramount, with its eye on the screen rights to the Jimmy Allen radio serial, is on the fire for another; hopes to grab the screen rights for 'One Man's Family.'

Latter has risen from an obscure one station broadcast emanating from Los Angeles to one of the leading script serials on the air, being broadcast by NBC.

Paderewski Postpones

Ignatz Paderewski's air date scheduled for Oct. 12 over NBC is one due to pianist's illness in Switzerland. Network negotiating for a future date as soon as possible.

Polish pianist has a radio holdout from start.

Would End Transcription Chisel

Efforts Impend to Eliminate Dubious Practices in Wax Industry

Latest element in radio to undermine the establishment of standards and a code for their business are the territorial distributors of transcription services. Territorial go-betweens figure on working out a set of selling conditions which will bind them all in operating for indie transcription manufacturers.

Initial test of the distribut is to pledge themselves against poaching on the other fellow's preserves. Next move will be to draw up for submission to the indie disc makers a standard representation contract,

ASTAIRE'S 2 AND 2

Splitting L-S Broadcasts to Catch Next Film's Release

Hollywood, Sept. 17. Fred Astaire's resumption of his Lucky Strike broadcasts, due to start from here this Saturday (18), almost went cold last week, but a compromise agreement has been reached between the star's studio (Radio) and the agency (Lord & Thomas) handling the L-S account. Astaire's return was scheduled for two airings, but his following pair of appearances go over until December.

Threatened impasse cropped up through an "availability" clause in Astaire's other contract. With work about to start on his next picture, 'Follow the Fleet,' the studio was loath to blow the whistle for time out for preparation on the broadcast. Hence, the compromise of two and two instead of four in a row. Also probable that the studio figures that in December it will be approaching release time and that Astaire can again take the Irving Berlin score and bounce it over the country in advance of the film, as in the case of 'Top Hat.'

Monte Hackett, the L-S agency, flew here from New York to supervise production for the two Astaire broadcasts (21-22). With Hackett are Gregg Williamson, who produced the Astaire shows, and C. H. Nathan, the former's assistant. Hackett will return east over the weekend.

ESSO-NBC-U.P. DEAL ON NEWS

Standard Oil of New Jersey (Esso) is to right the news broadcasts on all NBC owned and operated stations east of the Mississippi, with the contract calling for four-five-minute periods a day every day in the week at 10 and 11 a.m. Deal, which becomes effective Oct. 7, will have NBC using United Press for the first time on the network, and is for a minimum of 13 weeks.

Stations in the hookup will be WFAF, WJZ, New York; WBZ, WBZA, Boston-Springfield; WGY, Schenectady; KDKA, Pittsburgh, and WMAL, Washington, with the network's latest coming around 8:30 a.m., 12 noon, 6:30 p.m. and 11 p.m. These same spots are now being used by the network to clear the Press-Radio bulletins.

With the purchase of the UP service, NBC has put the final brush to the Press-Radio agreement. Understanding is that it will not use the P-R service for the network at regular periods. NBC will continue as a member of the Press-Radio bureau, paying the fees for each of the stations it owns and operates and resorting to the P-R service for immediate news flashes to be broadcast on a sustaining basis.

Paid Talent May Not Compete for Texaco

Cincinnati, Sept. 17. Talent on the payroll of WLW was not permitted to compete in the Texaco 'open spots' auditions conducted at that station for four days, ending Sunday (15), by order of John L. Clark, gen. mgr. of the Crosley super.

Trials were supervised by A. J. O'Connor of the Hanft Metzger agency. There, were 300 contestants.

CKLW, Windsor, with Canadian Talent Only, in Program-Building Sprint

Hal LeRoy for Radio

By Pete Wemhoff

Collegiate adventures of Harold Teen, well-known cartoon character, being set for additionaling in next few weeks with Hal LeRoy in featured title part. Orchestra known as 'Professor Prager's Collegians,' which includes several from Lennie Hayton's crew, is to provide the music. Music and comedy is built along typical college lines. Bruce Evans did script job.

Roger White Productions is building show. LeRoy made film of same title for Warners.

Roosevelt's Son May Join Armer Regional Net

Elliot Roosevelt may join the Southwest Network in an executive capacity. Report that the President's son would soon switch his vocational interest from aviation to broadcasting developed last week following the visit to New York of Lee Armer, head of the Texas regional.

While in New York Armer discussed the matter of appointing a personal sales rep for this city to take the place of John Blair & Co., which severs its connection with the Southwest system Sept. 30.

SCHENLEY OFF WHIN; ORIGINAL AMS STAY

Under reputed pressure from the government's informal spot pedal order on hard liquor advertising on the air, Schenley Products withdraws Oct. 8 as sponsor of the weekly Jay C. Flippen amateur show on WHIN, New York.

Schenley has been one of the New York indie station's principal advertisers. WHIN intends to maintain the Flippen program with or without another sponsor.

ANNUAL DECISION

Myrt and Marge Back Again for Wrigleys

Chicago, Sept. 17. As had been generally expected, Wrigley will bring the 'Myrt and Marge' script-back to the Columbia spread with the start of the winter season.

Each summer when 'Myrt and Marge' goes out there is talk of a replacement show in the fall. When autumn rolls around, however, Wrigley officials seem to figure that, after all, the 'Myrt and Marge' name is still pretty big and something too valuable to toss out into the alley.

Baker Campaigning

Muscateen, Ia., Sept. 17. Norman Baker, operator of XBX-T, Nueva Laredo, Mexico, and recently denied a permit to operate a radio station here, has concluded a number of open air talks here in the interests of a proposal to re-establish his cancer treatment hospital and air station in Muscatine county.

Special reproduction equipment was used to tout former patients treating five years ago and to gain testimonials which may be used to barrage the Federal Communications commission to allow Baker again to get an air lane in Iowa again.

Thompson Leaves WCKY

Cincinnati, Sept. 17. Maurice Thompson takes leave as studio program director of WCKY Friday (20) to joint WJDX, Jacksonville, Fla., in a similar capacity and to double as vocal director of a college in that town.

He joined WCKY in 1928, shortly after its opening, as baritone and announcer.

Question of CKLW's Windsor, will do when it switches from Columbia to Mutual net Sept. 23 has been settled. Having lost its Detroit studio through orders of the Federal Radio Commission and forced by Canada to use only Canadian talent, CKLW has been an enigma since it was announced this summer that WJR would take over the CBS and WXYZ would become the local outlet for NBC. Ontario station switched to Mutual, which will feed only 40 hours a week of sustaining and commercial programs here.

Under this arrangement, CKLW was forced to produce from 60 to 70 hours weekly of its own programs, which is more than double its present output. Now the station will do this, with only Canadian talent available, was learned today.

Burden Las been placed on Stanley Switzer, who has been raised to program director. He formerly was in that capacity only for CKLW, and he broadcasts CKLW's stuff to Canada.

Staff artists so far lined up include Miss Dell Adams, contralto; a girls' trio, 'Three Maids of Harmony'; Wellington Sutton, tenor; Joe Gentile, who will give a 'Happy Joe' program every morning and turn sportscaster in the evening; Ted Smith, a tenor who has a piano and solo act, and a male quartet, 'The Four Redcoats.'

A staff pianist and an organist, not yet signed up, also will be included. The new 12-piece orchestra is Joe Doakes's.

New Program

Sustaining programs so far set up are 'Ectera,' a variety revue with rock, me, comics and singing acts, one hour each Thursday evening; 'News and Notes,' Saturday, featuring ork and guest soloists; and a transcription of Dick Tracy. Shows CKLW will receive from WLW and WGN include 'Crosley Follies,' Music from Grandstand, Thrilla, Crime Trials, Heywood Brown, Sintonella, and Siberia Singers.

When the setup can be worked out satisfactorily, CKLW expects to feed several programs to the net. Unless the Federal Radio Commission, at its Oct. 24 hearing, permits CKLW to broadcast at least its Mutual programs in the Detroit studio, the station intends to abandon the net.

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'LONG LIST' BROKER CUTS

Copyright Clearance Protection

Bureau Fails to Win Support

Move to set up a Central Research Bureau to check copyrights on all music appears doomed to disappointment as a result of reaction of smaller stations last week to the proposal. Two major objections were raised by the minor radio broadcast outlets.

One is the fear of major networks dominating and perhaps controlling such a proposed bureau and the other is the practice of smaller stations in using works of obscure authors, personally friendly to the broadcaster. Small station officials believe installation of such a bureau might halt this practice.

With inance of such a research bureau by a major network, the smaller station spokesmen claim that it would provide a means of tipping off their future program and material to competing stations. Small station officials feel that this would place them at a distinct disadvantage. Consequently, the stations such as WNEW, WINS* and WMCA, would prefer to handle their own clearance of numbers.

Personal friendship angle which permits smaller broadcasters to get certain compositions on the air, although appearing to be a minor difficulty on the surface, is a point that is repeatedly brought up by the small stations.

Precedent claim also is against the bureau. Similar bureau or company was set up in Radio City to provide sweeping clearance for all stations when R. C. opened about two years ago. It soon failed.

Unidentified Angle
On the right side of the ledger, station officials admit that there is urgent need for some such research bureau as a means of speeding up a comprehensive check of all musical numbers to be played on the air. Under the present scheme of things, radio stations have to refuse approval of certain musical selections simply because the composer and selection have not been properly identified.

Another angle is the conviction of some station officials that the practice of certain individuals in checking so-called infringements of copyrights is rapidly approaching the racket stage. According to these officials that a regular routine is followed in recording all broadcasts in hope of catching a station in the act of violating music rights, and then to bring evidence over to the publisher in question.

LINTON REPS WREN PLAN 'BARN DANCE'

Chicago, Sept. 17.
Ray Linton takes over exclusive representation for WREN of Lawrence-Kansas City according to a deal set by Bing Smith of WREN on a special trip made to Chicago last week. Linton adds WREN to his representation of WMCA, New York, and the Inter-City web.

WREN is planning to devote more time to the farming element of Missouri, Iowa and Kansas territory. Smith is now making arrangements for the spotting of rural type entertainment on the WREN transmitter and will shortly add special Barn Dance features besides the establishment of an artists booking bureau for WREN Barn Dance vaude units.

Metaxa on Radio

Georges Metaxa joins Manhattan Merry Go Round (De Lyons toast-paste) on Sept. 26 over WEAF. It's his first major air spot.
Blackett-Sample-Hummert, Inc., in charge of account.

Sheila Barrett Guests

Sheila Barrett, just back from London, opens the Paul Whitman (Kraft-Phenix) show Oct. 3. Charlie Morrison assisted.

DOUBLEDAY-DORAN AIRS

Whodunits Will Be Broadcast Over WOR

Doubleday-Doran, book publishers, go on the air over WOR, New York, with a weekly broadcast of their crime books starting Sept. 28. It's a weekly Sunday night half-hour at 8:30, and the publishers hope to sell it as a commercial.

D-D has a special crime book sub-ed called Crime Club and will label its broadcasts the same way. Hugh-Austin's 'It Can't Be Murder' will be the first book. Publisher thus expects to reap publicity for its books and at the same time earn a coin return if getting a commercial. Authors of the books will be cut in.

W. P. CHRYSLER AS ACTOR IN OWN SHOW

Walter P. Chrysler, Sr., will turn the spotlight on a one-act exploitation radio show in behalf of the Plymouth car Oct. 3. Show goes out over the Mutual network through WOR, New York, with the J. Sterling Getchell agency, handling the account, seeking deals with 25 additional stations. Both NBC and CBS network outlets are being negotiated for.

Talent set so far includes Lou Holtz, Pick and Pat and Lowell Thomas. Beatrice Lillie is tentative. Releases are being sought from their regular sponsors for the one-time services of Phil Baker and Burns and Allen. Agency is figuring on the probability of pickups for most of the talent.

Chrysler will play the lead in the dramatization of the assembling of an automobile.

Broadcast will run an hour, starting at 1 p.m.

WDAS DEFENDANT IN WARING MUSIC SUIT

Philadelphia, Sept. 17.
Another injunction suit to halt playing of his records by 'unauthorized' outlets was brought last week (13) by Fred Waring against station WDAS. Similar to actions brought last month against a recording company, ballroom and restaurant.

Tuition, notified of action, declared it had only one Waring record on file and had played that only once on special request from a listener. Intimating 'something funny somewhere,' station said it had never had any demand from listeners for Waring music until the one request and that suit had followed immediately.

Waring is president of National Association of Performer Artists, which is seeking more stringent and punitive copyright laws. Suits are being brought by Waring personally in N. A. P. A.'s behalf.

Toronto Radio Theatre

Toronto, Sept. 17.
Backed by radio service organizations, Metropolitan Broadcasting Company is erecting studios and a radio theatre to seat 450, with program to be piped to CFRB and CKCL here. Several of the local larger sponsors have signified their intention of staging their programs from the new radio theatre.
Expected to open in another, fortnight.

BLAIR DROPS 10; TREND IS SEEN

Short List Station Representation Viewpoint Receives New Support Through Action—Blair Formerly Had 22 Stations

CRITICISM

Controversial question of long list versus short list station representation took a step in favor of the short list brokerage viewpoint last week when one of the long rep firms decided to specialize on comparatively small number of stations. One group within broadcasting, frankly critical of long list selling, contends that this season may see the washing up, or at least the playing down, of wholesale groupings.

New action again underlines the charge that the long list brokerage service alleged as typical of long list station reps. Fact that the reps with lots of stations are on the defensive is seen in a tendency to increase their staffs in the hope of silencing some of the criticism by pointing to more 'personal' service.

Spot business has been good, but seems momentarily to be undergoing a setback which may help account for the broadcasters' intensified favoring of short listers. On the other side, the brokers themselves are when it is finding greater felicity in specialization. More intelligent presentations to advertising agencies, closer and friendlier relations with the station owners are reported as with any temporary curtailments. It is felt that the mushroom era in brokerage practice has passed and that conditions now favor adjustments.

John Blair's Idea
John Blair is the representative now joining the short list bloc. Acting on the premise that a station rep should be able to serve his clients at highest efficiency if he is loaded down with too many stations, he has decided to cut his list down to 12 outlets. It is his intention to continue the selling operations of his organization eventually to 10 markets.

WREN, Kansas City, is no longer represented by the Blair office, and with the exception of WREN, Blair will have severed his affiliation with the Southwest Network, WHCC, Rochester, WIP, Philadelphia, and KFSD, San Diego, KTRH, Houston, (13) and also with the program of the Southwest link, will continue to be presented by Blair. Blair expects to make a similar arrangement with KRLD, Dallas, which also is now included in the Southwest setup.

Blair figures that he cannot do justice to his more important stations, from the viewpoint of actual representation, if he is burdened with the obligation of representing a long list of outlets. Such conditions do not allow for a constructive satisfactory job in the case of every station.

WWL LEASES STRAND THEATRE, N. ORLEANS

New Orleans, Sept.
Captain A. Pritchard, general manager of WWL, a new lessee of the Strand theatre, Radio shows will be presented in the reopened playhouse beginning next week. Most of the broadcaster's talent will be heard from the stage of the theatre after 10 p. m. daily.
Enterprise requires construction of a stage below the level of the present one. James W. Williams, program director of WWL, will be in charge of the theatre's programs, and A. S. Foster, promotion manager of the station, will be in a like position at the station. Arrangement is to allow audiences to see broadcast programs.

100-Watt Locals Sought by Scripps-Howard with WFBE, Cincy as 1st Acquisition

Just an Idea

Minsky Burlesque, New York, is again radio-minded. Wants to bring its runway attractions into the home.

It's a problem to the burlesque execs just how to handle radio.

Amateur strippers were suggested, but immediately pencilled out.

'Jumbo,' \$10,000, May Go Texaco in Wynn Spot

Radio version of the legit-circus spectacle 'Jumbo,' if and when commercially sponsored by Texaco, will run around \$10,000 in cost weekly. Hanft-Metzger agency auditions the show next week for the oil company as a possible replacement for Ed Wynn-Graham McNamee. Wynn renewal now appears unlikely, with the account unwilling to meet the comedian's \$7,300 salary demand.

'Jumbo' setup includes the entire stage cast with exception of Paul Whiteman's band, which is disqualified, through its exclusive air commitment until Dec. 5 to Kraft-Phoenix. Jimmy Durante will be featured. Understanding is that Billy Rose, producer of the show and lyric writer, and the Ben Hecht-Charles MacArthur writing team are included in the deal as scripters.

Rose will open the stage 'Jumbo' late this month at the Hippodrome, New York, with the air version, if set, to run concurrently. Whatever show Texaco finally decides on, the orchestra will be Eddie Duchin's, holding over from last year's setup. On his Texaco contract Duchin has 26 weeks to go at \$2,500 per.

Backstage broadcast of 'Jumbo' rehearsal activities is scheduled over WINS, New York, Thursday night (18) at 8 p. m. EDD* Ed Smith is handling the eyewitness description of Billy Rose's circus spectacle preparations.

While there'll be plenty of noise, station will bring various principals, including directors, technicians, musicians, etc., to mike for brief squibs.

Program will emanate from Manhattan Opera House, where the dancing and dramatic portions are being staged.
Lee and J. J. Shubert are trying to make a radio side deal for 'At Home Broad,' legit revue which opens this week on Broadway. Beatrice Lillie and Ethel Waters, featured in the show, among others would be included in the air setup. Agents are seeking a Sunday afternoon spot.
Asking \$7,500.

Socony's Preview

As a new radio showmanship stunt, Socony-Vacuum staged a preview of its forthcoming fall air show Sunday morning (15) at 11 in the CBS Radio Playhouse on West 44th street, New York. Show played to n invited audience.
Program starts on CBS Oct. 4 for a weekly half hour on Friday nights. Truitt includes Harry Von Zell in a m. c. role; Connie Bonwell, 'Jim and Irene, and Mack Meith's orchestra.

Scripps-Howard's entry into the station operating field is regarded in broadcast circles as having been perfectly timed, particularly from political angle. With the newspaper chain figuring to do most of its acquisitioning through grants of the Federal Communications Commission, the path couldn't be any more clear or the obstacles any more plentiful than they are right now. Relations have been so cemented in Washington that Roy Howard is expected to encounter little difficulty in getting what he wants.

Chain has already applied to the commission for wavelength allotments in Columbus and Toledo, while in Cincinnati it has bought the 100-watt WFBE, with Oct. 1 the takeover date. Two other Ohio towns that the newspaper string is interested in are Akron and Cleveland. Whether to obtain possession of an outlet in either spot through purchase or resort to the commission hasn't been decided. Karl Bickel, who was relieved of the presidency, to start the Scripps-Howard in the radio business, is due in Cincy today (Wednesday) to handle the formalities of the WFBE transfer.

An administration hostility which has handicapped Hearst radio development, is expected to prove Scripps-Howard's gain. How close the latter alliance has progressed is due in Cincy today (Wednesday) to handle the formalities of the WFBE transfer.

Bickel declared Monday (16) that the chain had no intention of acquiring a station in every one of the 24 spots it operates a newspaper. One town which he said had been checked off the list is New York. Bickel, who is credited with being responsible for detaching Roy Howard from the attitude proposed any trucking with radio, asserted that since every other newspaper chain was in radio there was no alternative but to get into the business on its own.

Scripps-Howard, said Bickel, purposes to confine its acquisitions to 100-watt stations. It is not, he added, interested in building a network to compete with established commercial enterprises, but to make the best use of the medium to promote circulation and circulation of its newspapers.

Present station setup in Columbus and Toledo, averred Bickel, allowed for no other move than the one Scripps-Howard has made. Of the four outlets in Columbus, WBSN and WCWL are owned by the Wolf Bros., who have their own newspaper, the Dispatch, WAUI is controlled by the State of Ohio, while WOSU belongs to Ohio State University, and operates part time. Toledo has but one station, WSPD.

Niela Goodelle Sued by Max Hart for \$980

Suit has been filed in Municipal Court of New York by Max Hart, agent, against Niela Goodelle, singer on the 'Cutex' radio program. Agent alleges \$980 is due him on an unpaid loan.

Suit charges that Hart granted the loan to Miss Goodelle while she was unemployed so that she might purchase some costumes necessary to her work in the State of Illinois in Chicago last year. At that time it is reported Miss Goodelle answered charges with a declaration of infancy at time loan was negotiated. Present defense is general denial.

Louis Randall represents Hart in the litigation.

Talent 30% of Radio Costs; Over 85% of Agencies Get 15% on Production Items

Over 85% of the agencies, according to data compiled by the American Association of Advertising Agencies, now charge their clients a 15% commission on talent, with the trend in that direction indicating that the exception to the rule will be negligible within the next year or two. Statistics gathered by the same source show that the percentage of talent costs as compared to the entire appropriation for radio is still decidedly on the increase.

Average program is now spending 30% of its entire budget for entertainment. This percentage represents a boost of around 10% over what it was in 1933 and 5% over what it was last year. Of an advertiser's entire appropriation the talent bill comes to between 7 and 15%. On the basis of the \$48,000,000 that NBC and Columbia are expected to do this year, at the least, talent turnover from the networks for 1935 should come to around \$15,000,000.

Radio department's portion of the average agency's payroll has also taken a substantial jump during the past two years. Broadcasting now accounts for 12% of the expenditure for inside personnel. During 1934 it was 7%. Of the 15% of an agency's payroll that goes for production the radio department's share is now 2%. Two years ago it was less than 1%.

STRONG LOCAL TONE IN PHILA.

Philadelphia, Sept. 17.

Indications are that fall business among Philly stations will be biggest in history. With station estimates ranging anywhere from 20% to 30% increase over last year's figures, studio execs are beginning to have trouble finding available time for big accounts. Several report probability of being entirely sold out across the board during certain extended periods of the day.

While local stations are exceedingly skittish about revealing any figures in dollars and cents, certain comparisons are available. WDAZ, one of smaller stations, anticipates 200% jump over like period last year, calling that "extremely conservative" estimate. Station is having rush of new accounts after summer that equaled last winter—an unheard-of condition. Instead of usual falling off in business during warm weather, station found new accounts coming in all summer and went on for many days it has added so many requests for spot announcements that schedule is full, and there is a waiting list. Six new accounts have been added in last two weeks on special offer of six 15-minute periods a week classification. Station is now trying to clear sustaining programs off the board to allow for 10 more of the series of six 15-minute periods. It estimates it will sell "about" seven of the 10. WDAZ in last few months has built new transmitter, moved into new studio and gone into new agency and national accounts. Despite increased rate, almost all foreign language business over its companion station, WRAX, is sold out.

WIP is likewise experiencing boom in business. For the first time in station's history it's able to make showing on sale of evening time, when competitors have been in the past. Like WDAZ, this station also has spurred on national and agency accounts, but, unlike WDAZ, it doesn't credit much of interest to new studio. Albert A. Cormier, v.p. and general manager, is generally seen as prime force in that.

Taken in all classifications and over all hours, WIP shows a 75% increase over like period in 1934 to about 75%. Its morning schedule is already almost complete; afternoon is not going so well, but evening is

(Continued on page 58)

Correspondence

Easy Aces, on the 7 p.m. opposite Amos 'n' Andy on WEAF, received a postcard (one) from a fan saying she would have to give up A. & A. Goodman Ace sent the card to Godden and Correll with the following note:

Gentlemen: Well, this looks like the handwriting on the postcard for Amos 'n' Andy. What would it be worth to you two kids to have me write some lousy script when we go on in opposition to you? Sincerely, Goodman Ace.

P. S.—Make that read "some lousy scripts."

To which Amos 'n' Andy replied: "Our secretary sent you that card."

HAWAII RADIO HITS UPBEAT

Fred J. Hart, prez and gen. mgr. of KGMB, Honolulu, declared while on a visit to New York last week that Hawaiian broadcasting was seeing the biggest boom in its history. Radio, he said, was prospering almost in ratio with the upturn taken by the tourist trade and the export business, which is several hundred percent over what it has been in recent years. KGMB's commercial income, Hart stated, has picked up 110 percent, compared to the corresponding first eight months of 1934.

KGMB is building new studios, made almost entirely of sugar-cane products, in Honolulu, along with a new 1,000-watt transmitter, and by Jan. 1 it will have established a studio of its own in San Francisco. Hart, who is co-partner with the Consolidated Amusement Co. in the station, said that the Frisco plant will start off feeding its island transmitter with a new service and in due time develop two full hours of relayed entertainment. Hart intends to put studio-built musical programs with bands picked up from around Frisco. Only way, he explained, that Honolulu can get any live entertainment from the mainland is by setting up its own Coast studios.

Company which he heads, said Hart, is also building a station in Honolulu, and the KHEB and the main purpose of erecting it is to get behind the signal shadows created by the island mountains. It's now licensed to operate at 160 watts but Hart hopes to get a transmitter in place before the transmitter is actually installed.

Opposes KGU

Hart's visit to the States this time was primarily to appear as an intervenor before the Federal Communications Commission in the application of KGU, Honolulu, for an experimental shortwave station. At a hearing before the commission Sept. 5, Hart charged that KGU planned to put the shortwave output to commercial use, alleging that the station had already obtained a contract from the local tourists bureau for a series of shortwave programs. KGU is owned by the Honolulu Morning Advertiser, while KGMB has a tieup with the Honolulu Star Bulletin. To get around the Advertiser's refusal to publish KGMB's program listings as text matter, Hart said, he runs a weekly ad in the latter sheet containing the subsequent seven days' schedules for his station. Star Bulletin confines itself to KGMB's listings on its radio page.

Hart joined the Honolulu outlet in August, 1934, coming from KGW, San Jose, Calif., which he had operated for 15 years.

Paula Goud, picture and legit p.a. is on WFN, New York, Friday matinees with a dramatic series, "Letting You In," dealing with stunts she has pulled during her career.

Admen Detail Fall Offerings

Barbasol Co.

By FRANK B. SHIELDS

Treasurer, Barbasol Co.

Barbasol this season will rely upon Singin' Sam to carry its advertising message to the radio listeners. He will be heard on a coast-to-coast CBS network on Monday nights, and over station WLW, Cincinnati, on Friday nights.

As we look upon radio, the field can be divided broadly into two types of broadcast, one is big, tending to be formal and largely follows stage ideas of showmanship. The other type is the informal, more intimate style of show of which Singin' Sam is one of the foremost exponents. We have been discussing the latter type of program and are, therefore, continuing it this season.

Borden Co.

By STUART PEABODY

Director of Advertising and Commercial Research

Since we are not planning any programs for the fourth quarter of this year, it is not possible to give you our broadcast schedule for the coming season.

But we have and will continue to be extensive users of radio, both network and spot. The requirements of our varying products are so different that we favor no single major type of program, but vary our programs widely with the product.

Bristol-Myers

By J. M. ALLEN

Advertising Mgr., Bristol-Myers Co.

Fred Allen returns to the "Town Hall Tonight" radio program on October 1 and schedules a straight nine months' run until July 1, 1936.

This combination of an outstanding comedian and an amateur show with unquestionable drawing power is a particularly happy one. As a master of ceremonies in the amateur show, he reaches unusual heights. Fred Allen's return is heralded to 55,000 druggists by means of a window poster. Inert in Drug Topics, which will be received by the trade on September 30. The display of this poster in the windows of drug stores for three days prior to his return should have unusual attention value.

Sal Hepatica window displays this fall feature Fred Allen and Portland Hoffa in 18 inch heroic size heads with dialogue as follows:

Fred Allen: Wow, Portland! Is that an idea coming up? Quick, hold it! Is it anything new we can see about the KHEB and the main purpose of erecting it is to get behind the signal shadows created by the island mountains. It's now licensed to operate at 160 watts but Hart hopes to get a transmitter in place before the transmitter is actually installed.

Sal Hepatica's commercial story will be the same as last year's, featuring Sal Hepatica's two way action—as a laxative and as an alkalizer—and Ipana as an effective means of the care of the gums as well as the taste of the teeth. "Town Hall Tonight" will continue as a one hour program from 9:00 to 10:00 Eastern Standard Time, with a repeat show for Pacific Coast from 12:00 P.M. to 1 P.M. The complete Red network and supplementaries will be used coast to coast.

Colgate-Palmolive-Peet

By KEN E. DYKE

General Advertising Manager

Colgate-Palmolive-Peet Co.

As an early pioneer in the radio advertising field, the Colgate-Palmolive-Peet Company has been a leading sponsor for several years its first radio advertising was the Palmolive Hour, featuring Olive Palmer and Paul Oliver and broadcast continuously from December 2, 1927, to December 9, 1931. This program was hailed as one of radio's first big shows. The company now operates two network programs and three spot broadcasts, but in a short time will inaugurate another network series and seven more spot programs. Addition of the new shows, of

course, signifies a substantial increase in the advertising budget. The perennial gossip, Clara, Lu 'n' Em, will be reintroduced to the radio audience in a new series starting Monday, October 14. They will broadcast over a nation-wide network for the first time. Previous series have been broadcast only as far west as the Rocky Mountains. The Pacific Coast portion of the series is being undertaken with the firm conviction that the three comedies will be as popular in that region as they have been for years in the remainder of the country.

Other two network programs now on the air deserve mention before the spot broadcasting program. Palmolive Beauty Box Theatre, devoted to radio adaptations of musical comedies and operettas, has now been on the air continuously for 18 months. The musical series was designed both to entertain and to sell the world's largest-selling beauty soap, and it has an irrefutable record of accomplishment. It will continue indefinitely and several noted vocal artists will appear as guests in the immediate future.

Hit of Glass series, featuring Gertrude Berg as the author, director, and feminine lead, is considered the successor to her amazingly successful series, "The Goldbergs." The Colgate Institution is sponsoring it only a few months ago and already it has a big and growing audience. The sponsor considers Mrs. Berg as one of the most original and creative writers of the day and the House of Glass program a realistic human drama.

Three spot broadcasts now on the air are the Colgate Mysteries, over WOR, and Phil Cook's Note Book, over WIOD, Miami, and WDAF, Kansas City. The latter two are recordings. The Colgate Mysteries at first consisted of two 15-minute programs on the same night. Under this schedule the dramatic narrative of a crime was enacted at the first broadcast and in the second broadcast the solution of the mystery was given. These two elements have been incorporated in one 30-minute show, and the change augurs well for the future.

Phil Cook's Note Book, the recorded series, is also to be introduced over seven more stations, the call letters and starting dates as follows: WDRC, Hartford, Monday, Sept. 23; WEAN, Providence, Monday, Oct. 21; WVVW, New Haven, Monday, Sept. 23; WORC, Worcester, Monday, Sept. 23; WOKO, Albany, Monday, Oct. 28; WEEU, Reading, Monday, Oct. 7, and WFBG, Altoona, time not yet decided.

This Fall serves to indicate the wide range of our interest in radio broadcasting, and likewise to illustrate our belief that we must use a wide variety of programs to appeal to the prospective users of our many products.

Daggett & Ramsdell

By A. J. MILLARD

Advertising Mgr., Daggett & Ramsdell

Our new seasonal plans call for a local program over WOR in New York and another similar one over WGN in Chicago. We are preparing Daggett & Ramsdell beauty preparations.

These programs are also intended to assist in promoting our new Daggett & Ramsdell Salons in those two cities.

General Foods

By RALPH STARR BUTLER

V. P. in Charge of Advertising

Four major radio programs will be sponsored this fall by General Foods. With certain changes that will insure an increasingly favorable acceptance, the Maxwell House Show Boat will embark upon its fourth year of successful broadcasting. Jack Benny returns to the air this month with a new orchestra, a new tenor, new business. He should quickly re-establish himself in the position he held last winter as radio's No. 1 popular favorite. Helen Hayes will inaugurate a new Sanita Coffee series with dramatic offerings prepared specifically for her and for this broadcast.

There will be a thread of continuity between the programs, but each week's play will be complete in itself. This is the first time that Mrs. Hayes has been signed by a commercial sponsor for a regular series of dramatic offerings, and we are confident that her extensive popularity following, built by stage and screen, will accompany her to the air and make this one of the outstanding broadcasts of the winter. Conrad Thibault, Harry Slater's orchestra, and a group of associated artists will inaugurate a new series of broadcasts in October for Log Cabin Syrup. A prize contest awarding an automobile each week to the winners will be featured. Together with the popularity of the entertainers, this will undoubtedly attract a large audience to this unusual program.

Lehn & Fink

By DOROTHY COCKS

Advertising Mgr., Lehn & Fink, Inc.

Eddie Cantor will begin a new 26-week series over a coast-to-coast Columbia hookup on October 6 at 8 p.m. EST. While Cantor is on the Coast engaged in his film work, a new series will be on the air. Surrounding Cantor is a cast including Parkyarkarkus and James Wallington.

Also on October 6 we will start a 26-week series for The Honey and Almond Cream. These programs will be on the same network at 8:30 p.m., and we will use an instantaneous switchover from the Cantor to the Hinds programs just as we did last winter. The entertainment on the Hinds series, however, is not yet definitely settled.

In addition to our two network programs, we are planning a number of local shows from various stations all over the country. These will be daytime programs addressed to housewives in the interests of Hinds Toner and Almond Cream. In general, our plan is to buy successful station programs which have ready-made followings. One of these will be the "Life of Mary Sothern" over WLW when it comes back on the air this fall. Others will go on the air this fall. Hinds Toner and Almond Cream season beginning the week of November 4. Schedules are intended for approximately 26 weeks.

Procter & Gamble

Cincinnati, Sept. 17.

Quarter hour daytime script programs are Procter & Gamble's major radio tactic this fall following the foldup of the Ivory Soap Tent Show last Sunday night on the NBC.

"O'Nies" now supplanting the defunct evening splurge, bringing the soap giant's roster of daytime programs to four, all of which are domestic dramas. Others are "Ma Perkins" for Oxydol, "Vio and Sade" for Camo, and "Home, Sweet Home" for Chippo. Additionally there is an evening network spot for the "Tim Healy Stamp Club" for Ivory Soap. P&G is currently planning on a quarter hour music program, a limited network for Drone shampoo, and has released a local program for American Family soap in Chicago only.

Barton Jones WTAM

Cleveland, Sept. 17.

Howard A. Barton, former vice-president of Albert P. Hill Co., is newest addition to WTAM staff as head of sales promotion.

Barton is author of "How to Write Advertising," he was former radio consultant to Serrat, Inc. and Carter's Inc.

Mildred Olsson has quit WHK, Cleveland, and Judy Sherman, taking her place in program department. Bob Mortensen also returning to WHK's continuity department.

Mrs. Cormier Very Ill

Philadelphia, Sept. 17.

As Albert A. Cormier, wife of v.p. and general manager of WIP, was last week moved to the Atlantic Hospital for special care at Pleasantville, N. J., she underwent an operation last year. Her present condition is very serious.

RADIO'S STRONG FORECAST

ALL INDICATIONS POINT TO COIN

Factors Favorable to Broadcasting—PWA, Stipulation, Breathing Spell All Helpful

STABILITY

Broadcasters right now are making plans for the merriest Christmas and the happiest New Year they've ever had. All indications point to an \$85,000,000 gross for 1935 which means 12 sweet million more than in the highest previous annum.

For that happy state of affairs radio can address its orchids to such giants as General Foods, Procter & Gamble, Standard Brands, Ford, Pepsi, Campbell Soup, et al. The big boys dug deep into their pockets this year, and hauled out enough dough to enable them to grab off a monopoly of the night-time network circuits, thereby elbowing the small advertising fry into an overflow reservoir. When that spilled over, the local stations partially sponsored it up. Situation means cavvy at most every table.

NBC reports that the average per-sponsor expenditure this year is up \$43,000 over last. Average station hours per sponsor zoomed from 437 to 578 on the same web. CBS is calculating its sponsors for \$20,000 more apiece than last year, and says there is a marked trend toward coast-to-coast hookups.

Success Stories
Momentum derived from that situation is now regarded as speedy enough to hold well into next year. The networks (who do nearly 60% of the total radio business) have developed a knack for catering primarily to big advertisers who hold the strings to the richest purses. So long as the web can keep up that intimacy, radio is practically certain of a reasonably good intake. Success stories about radio are being circulated faster than ever right now, and success stories are one of the best ways of making the big timers write out checks for appropriations.

Another big boon to radio's future well-being is indirectly supplied by the U. S. government. Washington is bearing down on the relief handouts and farm subsidies, and that dough, of course, winds up in the big advertisers' cash registers eventually. There's some \$4,880,000,000 ready to circulate in relief alone. The hayseeds are getting their share, too, via subsidies for not raising pigs, potatoes, cotton and wheat, and in some cases there are pegged prices on what they do raise.

How the plow-jockeys benefit by these tactics is illustrated in a Standard Statistics report that sales of farm implements were up 75% early this year and that the mail-order houses are doing a walloping business.

As the broadcasters see that situation, it means more money for their pet—the big sponsors—and more radio time from each of them, since none wants his competitors to beat him to the draw.

Breathing Spell

Concurrently Washington is stroking the fur the right way via still another declaration—the highly touted 'breathing spell.' Angle on that is that next year is election year, which means that the Roosevelt regime is calling off some of its investigations, reform talk, and regulatory bills so that the big boys will rally to the Democratic standard. Meantime the giants feel relieved, and immediately start making hay while the sun shines. At least, that's what everybody hopes will happen.

Further factors bolstering the broadcasting situation are to be found immediately within the ranks of radio, or close to them. Such factors are viewed as making current sponsors happier people, and their future import—is that they may assist in re-emerging old advertisers or attracting a batch of new ones. The following list is pointed out as most important by the radio boys:

1. The 'stipulation and waiver' agreements now being cooked up by the Federal Trade Commission to supplant the FCC's earlier and tougher handling of stations on the score of accepting questionable accounts. Under the pending new arrangements a station needn't ever fear loss of license so long as it consents to kick offending advertisers off the air after proper notification. Broadcasters think this will cure their case of the jitters in the matter of questionable accounts.

2. Better mechanical equipment. Most of the bigger stations are investing in some kind of new antennas, tubes, studios, etc., and immediately thereafter cutting big coverage and steeper rates. Possibility now exists that the FCC may road the 100-wattners into some kind of mechanical clean-up, too. Should make sponsors happier to know that an east wind from the ocean or a high office building across the street won't send their precious commercials into limbo.

ANPA Sniping Flogs
3. Failure of other media to deflate radio is noted. Opinion is that the magazines' attack of a year ago and the current ANPA warfare are flogs. Too many faulty statistics, or bad interpretations of good ones. In some cases the whole attack created agency bad will, because the agencies felt the attackers indirectly made them out to be nitwits and saps for putting so much dough into radio. Anyhow the agencies are cordially sick and tired of hearing one medium brag about how it can sock another in the neck. Agencies think it's more spite than truth.

4. Increases in the strength of advertising agencies' radio departments. Broadcasters figure that if the agencies were as busy as departments they must certainly intend to make future use of them. Latest agency to lay some new foundation stones is Marchbanks & Post. At least two decent sized programs have resulted from that move—the Guy Lombardo splurge on CBS, and the forthcoming Gabriel Heatter newcasts over NBC. Other agencies doing similar building and doctoring.

5. Consolidations in the ranks of the stations. New hookups are springing up everywhere, sometimes among only two or three stations, sometimes among as many as eight or nine. Sales spiel to the sponsor on this point is that such a hookup enables him to save money. He only has to buy one set of talent to suffice for broadcasts in a number of cities. Also means that each station in the huddle helps the others to dispose of commercial time.

6. Easing up of attempts at reforming radio. Since CBS issued a batch of edicts about its wonderful new behavior and NBC has been sending out press releases on its high-minded attitude, the reform movement has slowed down. Predictions are that it will stay slowed down in most instances, with only minor rumpus in isolated spots. Anyhow sponsors are getting used to being less blatant over the air than they once were, and that may temporarily help some.

Radio is feeling its oats right now. It's still a supplementary advertising medium. But the cash is rolling in just the same.

WARNING TO SHOWMEN

Stations Should Be Careful of Phone Use for Remotes

Radio stations pulling remote broadcast stunt programs should be careful how they employ telephone wires, without authority. Some stations have already gotten in jams through using ordinary telephone wires for hook-ups.

Commendable enterprise may be cancelled by troubles with the phone company. As a rule the gamble isn't worth the grief that may follow. A. T. & T. subsidiaries in general have an absolute rule that wires used for broadcasting must be used only on special leased arrangement. There may be exceptions in various areas but these are unreported.

DEMAND STILL FOR CONCERT STARS

Even though General Motors has not decided on a policy of popular or concert music for its Sunday evening spots, the bookers of concert names anticipate as great a turnover this season as they had during the 1934-35 period. Like the situation that prevailed last season, a majority of the Class A names in the concert and operatic field will find themselves gravitating among three programs.

Last season the three-way swing took in Ford, Atwater Kent and General Motors. This season Squibbs will substitute for the motor combine. Already Lucrezia Bori has been booked for the route. She opens the Squibbs series Thursday (19) and is slated to play the Ford show Oct. 6 and the Atwater-Kent stand Oct. 17.

Other accounts that will this season 'cull' the entertainment in either in whole or in part, from the concert ranks are Firestone (Nelson Eddy and Richard Crook), Packard (Lawrence Tibbett), Vick's (Grace Moore), Chesterfield (Lily Pons and Nino Martini), Palmolive (guest) and Kraft-Phenix (guests, until Nov. 25).

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1935 Will Gross \$85,000,000; See Upward Curve Through 1936

Washington, Sept. 17. Best second-half business in industry history is confidently expected by trade observers here in surveying fall and winter business prospects on the basis of actual performance during the first six months of 1935. General forecast of National Association of Broadcasters is that the current year's time sales will exceed 1934 by approximately 25% and that total volume will be considerably ahead of the previous peak year.

With the industry still carried forward on the strength of late winter and spring momentum, N.A.B. statisticians look for definite improvement in the regional network and national non-network fields this fall and winter, due essentially to the almost complete sellout of network time, which will carry these branches of the broadcasting business to new peak levels. Smaller and local should benefit considerably from the general brightening of the picture.

With virtually all government indices, as well as most independent forecasts, giving foundation for an optimistic outlook, industry leaders figure broadcasters will share profitably in the apparently widespread improvement of business conditions.

Expect \$85,000,000
In expecting total 1935 time sales will reach the unprecedented figure of \$85,000,000, N.A.B. trend-calculators look for \$40,000,000 value of business during the second half-year. This means all radio advertising should run substantially ahead of the comparable period of 1934, when total business approximated \$34,000,000.

Broadcast advertising has survived the seasonal summer slump this year better than during the two preceding years when N.A.B. was collecting figures, and the industry accordingly seems poised to go forward steadily to new heights in all branches. Summer drop was much smaller than last year, with indications that August will show a better relative condition than did July, and momentum gained during the first six months appears certain to start the fall season off considerably above any previous year.

With networks reflecting record volume of business and reporting expansion of most desirable periods, leaders particularly look for continued steady advances in the regional field. Variety of factors causes this outlook, notably the indication that distributors now have greater appreciation of sectional value, regional networks are more alert and aggressive, and manufacturers and distributors whose business is confined pretty much to cer-

tain localities are making wider use of other facilities.

Definite improvement in spot accounts likewise is looked for, primarily because of the exhaustion of preferred hours on national networks. All classes of stations should share in this sort of business, observers believe, and locals especially should be in a position to profit.

What will happen in the live talent and transcription fields is anybody's guess, Washington watchers agree. For the first half of 1935, there was evidence of growing use of station-produced programs in the national non-network field, accompanied by a decline in transcription volume, while the pick-up in talent business in the local field outdistanced transcription improvement.

Whether this condition will continue into the fall, N.A.B. analysts dislike to say, but it is believed significant that during July the volume of advertising by national advertisers using station talent presentations zoomed 176.1% above July, 1934, and talent business ran 60.5% above July, 1934. Transcription volume, on the other hand, was 87.5% above 1934 and approximately the same degree better than 1933.

Bright Outlook for '36

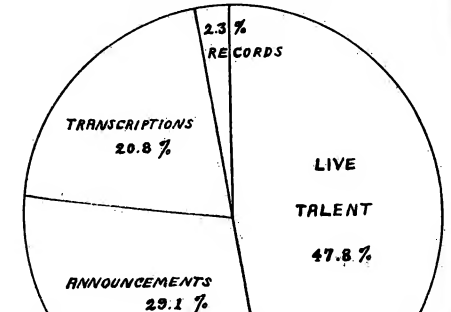
Looking around the corner into 1936, industry observers think that the wild scramble for time this fall will have the ultimate effect of checking a summer decline next year and will lead to establishment of accounts comparable to preferred position advertising in printed media. If fall and winter business reaches the levels expected, watchers believe that large-scale sponsors will take steps to insure they will be able to get desired time next fall.

While sell-out of best chain periods may have the effect of diverting business to regionals and of boosting non-network business on high-power stations, these types of advertising are expected to gain because of the general business pick-up which seems well established. In all, Washington looks for a healthy fall and winter business.

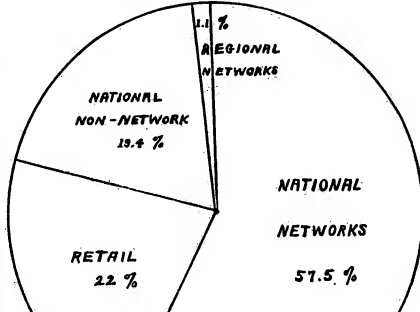
Walter Campbell Very Ill

Denver, Sept. 17. Walter N. Campbell, production manager of KOA, was operated on at St. Luke's hospital Saturday and is in a serious condition. Campbell has been on leave of absence due to ill health for several weeks. Campbell was manager of WLAC for two years, and opened WAFB, Birmingham, which he managed for some time before coming to Denver four years ago.

Current Program Division



Current Money Division



AMATEUR CYCLE STILL NATION-WIDE BUT FLOPPING IN SOME COMMUNITIES

**Retail Sponsors of Amateurs Mostly Former Spot
Announcement Buyers—Some Towns Poverty-
Stricken for Talent**

New York City, Sept. 17.—New York city has at least 14 amateur programs on the air. Five amateur programs are identified with local stations. It has been estimated that there are at least 800 radio amateur programs, under various conditions, nationwide, exploiting free talent in the United States. Cycle has apparently displayed no signs of weakening.

Chart of amateur programs heard in metropolitan New York area:

NBC
Chase & Sanborn, Major Bowes, Sundays.
Johnson's Wax, Opportunity Matinee, Sundays.
Ipswich, Town, Tonight, Wednesdays.

CBS
Feenham, Jr. Perkins, Sundays.
Horn & Harder, Children's Amateur (starts Oct. 13).

WOR
Conti Products, O. McIntyre, Sundays.

WINS
Kingsbury Beer, Nick Kenny's Amateur hour, Sundays.
WNEW
Canadian Fur Trappers, National Beauty Amateur hour, Sundays.

WHN
Schenley's (Jay C. Hippen, M.C.), Tuesdays.

WMCA
Herbert's Jewelry Amateur hour, Sundays.
Independent Stores, Children's Opportunity Hour, Sundays.

WBXN
Ten participating sponsors, Italian amateur hour, Sundays.
Ten participating sponsors, Irish amateur hour, Sundays.

Amateur Script Writers program, Tuesdays.

**SAN ANTONIO ABOUT
FED UP ON SIMONS**

San Antonio, Sept. 17.—Town stands but as one location where amateur cycle has been generally shunned. With one exception, current amateur set-up involving KMAC, indie outlet, a suds manufacturer and Texas radio stations have steered clear of the tyros.

Currently KMAC is producing an amateur show for Monte Carlo beer, a recent Texas brewed beverage. Tyros air each Sunday at studio. Winners appear on Texas stage following Thursday. Suds manufacturer will give away an auto to the winning finalist. The sponsor's first fling at an amateur show, previous radio advertising being held to spot announcements.

Amateur productions are a pet avocation at WJAI and KTSA. KABC shuns the amateurs, as does KONO, although latter station, up until three weeks ago, produced a suds-pure production for San Antonio Music Company. The station is that fans are fed up on the suds pure.

**DX FANS SAY CYCLE
SPREADING ABROAD**

Baltimore, Sept. 17.—Radio amateur craze has spread from the States down into Central and South America. The suds-pure programs are presented down in the Latin countries along patterns pioneered in this country, so seems as if the boys down there have borrowed the idea from their northern neighbors.

Listeners in the States fond of short-wave reception have noticed in past month increasing number of amateur programs. Local stations, especially from Cuba and Panama, and from all the other stations down there. Stations operate between 47 and 62 meters. Station HP5B, located in Panama City, seems to be top-dog in number of amateur shows, sifting about as many as can squeeze on, so such periods must be popular. Saturday and Sunday the big days for such suds-pure shows; on these nights it is easy to

pick up more than 15 stations offering suds-pure programs. The amateur craze proved just a flurry in Baltimore itself and the stations are not even considering suds-pure shindigs for autumn. Started here last winter, but petered out, conclusively this summer. But one amateur show locally emanating remains, weekly evening half-hour over indie station WCBM, bankrolled by Moses Kahn & Sons, purveyors of bargain-priced clothing. The Kahn series started around first of year and has proved eminently satisfactory to sponsor, who at present plan to continue indefinitely.

Kiddle Klubs on WBAL and WCBM, vet organizations both, oustly weathered the amateur wave and are still strongly entrenched. Totals are, of course, pure. But for that matter so are all persons sustaining here on all four stations, save handful of selected entertainers on WBAL, who air regular programs.

**FRISCO AMATEURS'
8 HRS., 20 MINUTES**

San Francisco, Sept. 17.—Total of eight hours 20 minutes now being used by the suds pure, divided among six stations. Only national amateur hour is the Maj. Bowes gang. KFRC's "Opportunity Parade" is the only one with RKO Golden Gate theatre, contestants having to go past the gong on the theatre stage before they get on the air. One winner a week gets following week with Charlie Kaley's Greater Californians for salary as prize.

Other amateur hours are part sustaining, part sponsored, with only one amateur group, that sponsored by clothing firm, possibly pushing paid talent out of the picture. However, this clothing firm had gone off air a couple of years ago, claiming couldn't afford to pay for both time and talent.

**KNOXVILLE HAS TWO
SPONSORED, TWO NOT**

Knoxville, Sept. 17.—WROL has two amateur programs. First is weekly amateur night, 8:30 (CST) every Friday night, sponsored by Bower's Army stores, selling usual army and navy salvage stuff. Prizes awarded best bets. Bower's has never used radio advertising before, so no professionals have been displaced.

Second is Kiddle Land, sustaining program, conducted by Miss Nettie Sargent Monday, Wednesday and Friday at 5:30 (CST). Uses child talent, all amateur.

WNXX also has two amateur programs. First is amateur night every Wednesday from 9:15 to 9:45, sponsored by Royal Jewelry Company. Program comes from stage of Tennessee (Wilby) theatre. It timed in with "Every Night at Eight" for four days straight, but has now settled down regularly. Sponsors formerly used only spot plugs between transcripts, etc.

Second is Children's Hour, now at 6:45 (CST) but to end when Daylight Savings time ends in New York, shifting CBS programs up an hour. Uses local child talent, but sells commercial spots as ably. No contracts currently.

**AFTERNOON PROGRAM
AT WGY, SCHENECTADY**

Schenectady, Sept. 17.—Only regular amateur program originating over WGY, Schenectady, is a quarter-hour shot, late Tuesday afternoon, called "Microphone Discoveries" and sponsored by the John B. Haupt Furniture company of Albany. So far as is known, it has not displaced any professional talent.

Gene O'Haire, who has worked on

other commercials and sustains over WGY, studios neophytes and m.c.'s, broadcasts from transmitter's Albany studio. Applicants requested to go to sponsor's store for blanks, etc. On the air for about six months. Price of program, \$100 a week. The "Haut" Hostess varies, some of them being fairly costly, as air-mention of products goes. Not all the entertainers are newcomers to local radio, but few of them have worked on other than a gain-experience, etc., basis.

**STATION RATES UP,
OFF AFTER 8 YEARS**

St. John, N. B., Sept. 17.—For eight years steadily, Wassona, Ltd., a local firm operating two cut-price stores, sponsored a noon hour program, from local CHSJ (nee CFBO) and titled "Wassona's Warbles." This was wholly of amateur talent, concentrating on boys and girls of school ages and young men.

However, with a boost in the rates at CHSJ, the Wassona program has been taken off the air, except on special occasions. Formerly, this was one of the most popular of locally sponsored radio programs, particularly on Saturdays.

With boy and girl listeners who brought the stipulated number of coupons and labels from the firm's drushandies, participating in a theatre party every two months. Candy and nuts were distributed at this Saturday morning, gathering in a local theatre plus an hour and a half school program.

Eastern Bakers and Dwyer's, two rival baking firms have, intermittently, sponsored half hour and hour broadcasts of amateur programs from CHSJ, through remote control, the amateurs performing in two local dance halls, with a local orchestra supplying the music. These groups, being Messer's Lumberjacks and Davis outfit, these amateur nights in the dance halls for remote control broadcast under the sponsorship of the competing baking firms, have been suspended during the summer season, but are likely to be resumed in October.

Wassona's Warbles program developed a hillbilly aspect in New Brunswick, and a juvenile hillbilly band was organized. This band made appearances on local stations and in concerts, using the name of the sponsor.

But all in all, amateur programs have not caught on in this section, the great bulk of the talent used both in the old and new professional performers, but the volume of these has been much reduced in recent months, and ordinary talking machine records substituted.

**INDIANAPOLIS HAS
NO AMATEUR SHOWS**

Indianapolis, Sept. 17.—WFBN has never had an amateur show under any title.

WIRE had 13 weeks of the suds-pure spots, but the program was dropped by the station. The program was a final stage presentation with remote broadcast from Loew's theatre. At the present time WIRE has no amateurs either in or out of disuse.

**WINSTON-SALEM NOT
HOT FOR AMATEURS**

Winston-Salem, Sept. 17.—Amateur radio programs may be the rage in other parts of the nation, but they're a dud as far as WSJS here is concerned. The station has been conducting a series of programs for juveniles known as "Stars of Tomorrow" for a 15-minute period once each week. The age limit for this program is 12 years, and the talent is restricted to two or sometimes three youngsters.

Sometimes a 10- or 14-year-old will be allowed to compete, but this is seldom.

Anchor Store, a department store, and Silver's, a variety store, have both listener interest not so hot

and dropped the idea after a couple of programs.

Sustaining amateur program has developed only one performer so far. She is Frances Tucker, blues singer, now 14, who has been warbling for Silver's for more than a year.

Advertisers here are thumbs down on amateur programs and prefer experienced talent or electrical transcriptions.

**BEVERAGE DISTRIB
SPONSORS AMATEURS**

Davenport, Sept. 17.—Stations WOC, WOC-TV, and WHBF, Rock Island, Ill., are preparing a schedule of amateur programs for fall with indications pointing to hookups with competing beverage distributors. Billed as the Juvenile Theatre, the Rock Island soft drink manufacturer, recently concluded a contract with WHBF after several weeks of negotiations.

Orpheum theatre from which amateur programs were broadcast once a week at the end of the year will probably resume relations with WHBF soon, winners to get a three-day vaude date and chance to compete for cash prizes at conclusion of the season which registered strong last season.

Station WOC presented a station sponsored amateur series in its own auditorium with admission free and with resident again the best with possible connection with Capitol theatre, a Tri-States house.

**THEATRE-STATION
DEAL IN LINCOLN**

Lincoln, Sept. 17.—Only amateur program here is in conjunction with Orpheum stage shows. Weekly program with about seven amateurs on average is broadcast over KPOB and KFAB. It's charge of Beth Langford. Voting at the theatres and by mail selects champ each month and the winner gets a spot in the Orpheum stage show at professional pay. This is the only program of kind here.

**AMATEUR SHIFT BY
SPOT BLURB BUYER**

Columbus, Sept. 17.—Only two amateur programs in this city, and both on one station at present time. WAUI, after 10 weeks of hour presentation of beginners, dropped its program fortnight ago after presenting talent from 46 amateurs around Ohio.

WCOL has had one amateur spot for six years, with all kids as talent. Recently signed this one with Friedman Fine Co., Inc. for year. Friedman has been using just spot announcements in past. About 100 kids on tap to draw from, with some outstanding. WCOL's First Nighters broadcast has two bids for sponsor which may be closed in next week or so. First Nighters presents anybody over 14 years old, without preliminary audition. In eight weeks (nine acts on each program), six artists were picked for regular jobs from this talent hunt. Mail on this program outstanding; with over 1,000 letters received since its start.

**ONLY ONE AMATEUR
SHOW IN CHICAGO**

Chicago, Sept. 17.—Amateur programs, which never were spectacular in the town even in the height of the national craze for the novice entertainment, are restricted in Chicago at present to a single program on the Phillips 66 program on WGN as handled by Guin Brown. This program has lasted through the storm and strife of amateur competition while the rest of the field has curried up and died.

Only other program which had any noticeable outstanding strength in the community was the R. G. Dun cigar program over WBEB on a tie-up with the Balaban & Katz Oriental theatre. This program followed a precedent set by the client here on a similar arrangement. This show, however, lasted only 13 weeks in Chicago and then blew.

There has been little furore about amateurs in this city. The two amateur units, Maj. Bowes' and

Fred Allen's, have played two downtown theatres and brought no startling up-beat of business. The State-Lake theatre operates its own "Opportunity Night" on Mondays for strictly vaude. Amateurs and, has been having a profitable time of it, but this has nothing whatever to do with radio.

Boston stars here tried some amateur stunts running 15 minutes each five times a week, switching between WMAQ at NBC and WBEB at CBS but that lasted just a couple of weeks and ended with a somewhat auspicious start. For the rather middle class Boston department store this was much in the nature of a one-time stunt rather than any elaborate radio policy.

**WHAM AVOIDS CUFFO
SHOWS, WHCC HAS 2**

Rochester, Sept. 17.—Rochester has two amateur radio programs, the All-Pen gasoline show Monday nights from the stage of the RKO Palace theatre, and the children's show, sponsored by Stephens' Women's Wear Store Sunday afternoons. All-Pen has been running for eight months, and appears set to continue. Before sponsoring the program the oil company has used only spot announcements. Station WHCC launched the program in the studio, and when it caught on with a bang. All-Pen has moved it to the Palace stage to accommodate crowds that wanted to see the broadcast. It has proved an outstanding draw for the theatre which gets attraction free for use of the stage.

Program is maintained on a high plane with all talent given fair chance, but enough bad ones to give the audience laughs. The program consists of card system by which talent seeks votes gives gas stations definite clout with the program.

Before starting the children's show, also on WHCC Stephens had an inexpensive musical program. Master of ceremonies, prizes and other station service brings cost of this program higher than former paid talent. Children's show has been running five months.

Station WHAM has shunned amateur programs, partly because of its large staff of musical and dramatic talent, its only try in this field was sustained for a few months in the spring by the University of Rochester. Speakers, musical and dramatic clubs appeared on successive programs, bringing around listeners responsive to variety as a free plug for the university.

**SOUTH BEND CHILLED
BY 300 AUDITIONS**

South Bend, Sept. 17.—South Bend radio stations, WSBT and WFAM, are not using amateur talent.

After 300 auditions, the talent did not come up to the C. B. S. and Chicago, Chicago station called, which is their direct competition.

**STATION SHOW FOR
SPONSOR'S OVERFLOW**

Houston, Sept. 17.—KTRH radio station, Saturday nights, 8:30-9:30 (CST). Now in its 28th consecutive week. Sponsored by Modern Appliances, Inc., Electro Lux Distributors. No previous experience, but current show about two months and has signed a 52-week contract.

KTRH junior amateur hour is station-produced, for children under 12, to take care of overflow from regular amateur hour. No sponsor, Saturday mornings.

**INDIFFERENCE KEYS
OMAHA ATTITUDE**

Omaha, Sept. 17.—Survey of Omaha radio stations with regard to amateur programs reveals that none of the three stations here, WOW, KOIL-KFAB, WAAW, are making any regular amateur talent excepting one Saturday morning show which has been running on WOW past two years. Idea started by Bea Baxter, now in radio in Minneapolis, is to bring youngsters to the mike and display their talent. Pro-

(Continued on page 48)



GUY C. EARL, JR., presiding and controlling owner of Radio KNX, pioneered radio broadcasting in Southern California as far back as 1924, when KNX was but a 500-watt station, broadcasting from a tiny hole-in-the-wall studio.



NAYLOR ROGERS, vice-president and general manager, whose vision has made possible the growth of KNX to its present position of national importance. Today KNX operates on 50,000 watts of power on a national-cleared channel.

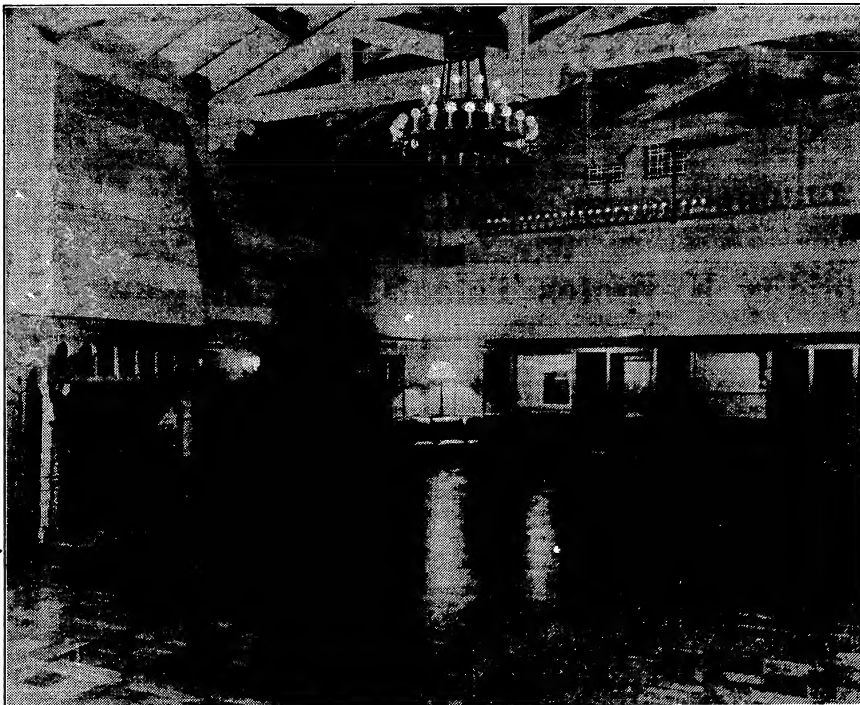
Hollywood's KNX Wows 'Em With New Studios

Conclusive evidence of Hollywood's fast increasing prestige as a national radio center is seen in the opening of the new KNX Studios in the film capital.

The new studios, which represent an investment of \$250,000, incorporate the latest details in broadcast engineering and include six separate studios, all decorated in original color schemes.

On January 1, KNX's new single mast vertical radiator antenna was completed, which engineers claim has increased the signal efficiency of the station by over fifty percent.

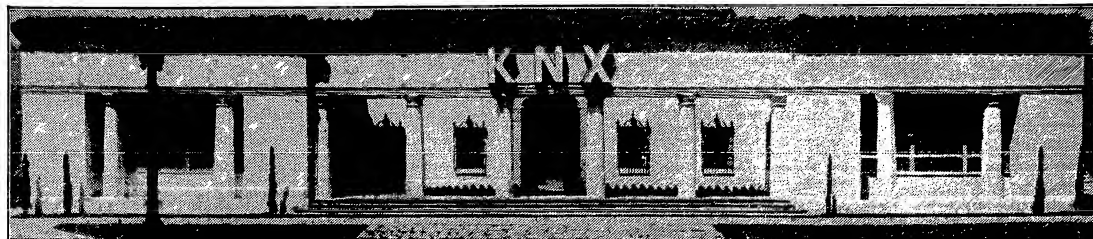
National advertisers are viewing with unprecedented interest this new set-up, due to the full western coverage obtainable through this 50,000-watt independent at single station rates. Close observers look upon these progressive activities as a direct challenge to the two Pacific Coast networks, and soon, it is believed, the station will launch a campaign to institute KNX as the "Single Station Chain" to cover the west.



MASTER STUDIO A, with its rich appointments, eight-foot walnut wainscoting, heavy-beamed ceilings and candelabra, lends an atmosphere of luxury and formality to the programs originating within its walls, and is sufficiently large to accommodate a complete symphony orchestra. The floor's construction is patterned with an artistic arrangement of blocks of oak which blend harmoniously with the heavy Renaissance motif. In the rear may be seen the enclosed producer's observation booth and monitor room. In addition to Studio A, there are five other studios, all decorated in original color schemes.



TOWERING 465 feet skyward, the KNX single mast vertical radiator is as high as the Los Angeles City Hall and is responsible for the powerful signal enjoyed by KNX throughout Western America, Canada and Alaska.



Located on the corner of Sunset boulevard and Gordon street, the new KNX Studio has been entirely engineered for broadcast; occupied by the Motion Picture Hall of Fame and is considered one of the show places of Hollywood.

The building was for

ADVERTISING AGENCIES CONTINUE TO CONTROL NETWORK CASTING, PRODUCING

Fundamental Buyer-Seller Confusion by NBC and CBS Seen as Bar to Progress in Coaxing Agency Confidence

Despite the past year's strenuous efforts by the major network artist bureaus, and particularly NBC's, to persuade the advertising agencies to give them more authority in the booking and producing of commercial shows, indications are that the agencies are deterred to supervise the works themselves for another year at least. With few exceptions the important network programs in '35-'36 will again be agency-staged and booked.

Arked by inside and outside criticism to the effect that it exercised little or no control over the show, many angles of commercial programs going out over its own stations, NBC last winter concentrated several of its artist bureau staff men on the advertising agencies with orders to bring 'em back alive. But the agency response remained ice cold and the network got nowhere.

Survey of production lists for the past season shows that of 102 commercial shows now on the network or due to open by Oct. 1, NBC fields staging and booking authority over only 12 or slightly more than 10%. Network control is represented on other programs through the presence of contract talent in the casts, but wields no authority over the production or booking.

More Experienced
The bureau's contention that they are more experienced in the way of air showmanship than the average agency radio department staff is discounted by the agencies. For various reasons they prefer to control their own booking as well as staging.

Networks' artist bureaus are regarded by the majority of agencies merely as talent representatives, persons and agencies are therefore classed with all other agents from the Broadway sector and elsewhere. Because the artist bureaus, separately or combined, do not represent a major share of the available talent, agencies prefer to maintain an open door policy and play the field as regards talent purveyors.

Still another direction in which the artist bureaus have missed fire is in their relationship with other agents and talent reps. Halfhearted efforts to encourage the patronage of agents have been futile and the agencies and artist bureaus are direct competitors and refuse to accept them as booking offices or sales sources.

Consequently, and with the encouragement of the advertising agencies, the talent agents give the agencies first call on all material and see the artist bureaus only as a last resort. The best they can hope for from the latter is a sustaining spot for an act, and this in view of the record showing few commercial sales directly via sustaining 'build-ups.' There is the additional fear that the artist bureau will take a share of the act away from the original agent.

Artist bureaus are precisely in the same boat with all other agents in having limited talent lists to offer the advertiser. They are not to be expected to obtain any special recognition. General advertising agency attitude is that the artist bureaus, as agents, regard the 10-20% commission from agencies as being of their money, with the artist bureaus desirous of selling mainly their own acts.

From a production viewpoint the advertising agencies maintain that the network artist bureaus have failed to show by past performances why any exclusive authority should be vested with them.

It has been suggested before that the only way the agencies would be able to obtain even partial booking and staging control over shows on their own airways is to establish themselves strictly as booking bureaus, with all advertisers required to bring their talent through the network, if not the actual production of shows. But this would necessitate the networks forgetting about the agency sideline and the

comlish grabbing from actors. Majority of advertising agencies declare that as long as the networks continue to hold talent-peddling and comlish uppermost in their activities, they (the agencies) will insist on retaining full control and authority over their shows.

Omaha Amateurs

(Continued from page 46)

gram uses no regular musicians or hired talent, but depends solely upon the kids, three or four of whom are presented on each program.

Station WAAW, owned by the Omaha Grain Exchange, recently tried out the amateur idea with the Omaha Outfitting Co. as sponsors. This station went on twice each Saturday for six weeks, featuring in a prize contest, and proved successful enough to merit consideration of another. As yet no other execution of the idea has been attempted at this station. Sponsors previously hired professionals, and doing so again.

Omaha studios of KOIL-KFAB, where most non-chain local programs are originated for the network of the Union Holding Co.—KOIL-KFAB-KFOR—makes little attempt to use amateurs. Station maintains a dramatic cast of ten people who has proven sufficient for practically all of the locally originating broadcasts.

Recent state-wide amateur contest originated by the American League was a success, which was to send a band to the National convention drew the support of all three stations, principally WOW, which did some broadcasts. John

AMS UNDEVELOPED IN NEW HAVEN, CONN.

New Haven, Sept. 17.

As far as this town is concerned, amateur programs are pretty much in the formative stage. WICC (New Haven and Bridgeport) has strings out on two or three sponsors, but as yet has lined up nothing definite. Only amateur program locally is through WIXBS (New Haven and Waterbury), which handles the Carroll Cut Rate Perfume Friday night weekly program.

Carroll hour is signed for a ten-week period. Products plugged are cosmetics and a general list of goods. Hour offers cash prizes, merchandise prizes and grand prize of theatre engagement to talent used. Sponsor is a chain organization and not previously used air time in another New England city on its list.

EL PASO'S 10-DAY 'OPPORTUNITY' STUNT

El Paso, Sept. 17.

KTSM, on El Paso station, has just completed its Opportunity Contest, sponsored by Philco radio dealers.

San 10 nights, with 10 winners selected from 200 entrants. Winners appeared on Plaza theatre stage and divided \$50 cash and various merchandise prizes. Advertiser previously had not sponsored paid professional talent.

No other amateurs on KTSM, except on courtesy programs by churches, clubs, etc.

Timidity Keynotes Talent Forecast

Unless broadcasting does an about-face after the season is under way, radio audiences appear to be in for a diet of old, familiar faces on the airwaves in '35-'36. Advertisers have shown practically no tendency to gamble on untried talent in their entertainment plans for the new season.

On new network shows set this far there appears but one new name—Helen Hayes. Considering Miss Hayes' stage and screen rep and her following in both areas, it is probable that she will be a regular star appearances she's no gamble for her effort sponsor, Sanka, at \$2,000 per week. And as a 'new' name, Miss Hayes is new only so far as consistent broadcasting is concerned.

Sponsors are showing a decided preference for such ready-made air stars to the exclusion of every other type of personality. A few may go in for new support players, such as Jello which is placing Michael Bartlett on the Benny show in place of Frank Parker, but for the top spots in important air productions the bankrollers demand first flight names or nothing.

In most instances they are likely to windup with the nothing, since the theatre has been pretty well liked of radio possibilities in the star stage and screen ranks. Meanwhile radio is doing little or nothing in the way of creating its own names, so the future seems far from bright where fresh star dust is concerned.

orrows

Extent of the average major program sponsor's timidity but new players is manifested in the fact that, rather than go out into unexplored fields for talent, most of the important advertisers prefer copying successful and established names from fellow advertisers, if able. A few have been lucky enough to step in and pick up a name cut loose through another advertiser quitting radio, but the majority of twitches the artist has been enticed by a bigger offer.

Among major programs which will change their talent line-ups but use familiar faces during the coming season are Kraft-Phoenix, which swaps Pat Whitehead for Bing Crosby; Good Gull, which he replaces the late Will Rogers with Phil Baker; Coca Cola, which exchanges Frank Clark for Ray Noble, and the 'baker's broadcast' (Fleischmann), which is following Joe Penner go out into unexplored fields for new products going on in its first time the first time aren't want to take a chance, on something new. For instance Campbell's (Tomato Juice), which stepped in with a \$5,000 weekly offer and grabbed Burns and Allen even before the team's previous sponsor, General Cigar, had left the air.

Agents and talent representatives say they're up against a stone wall in attempting to sell important advertisers anything but artist of proven air quality. The rub is that there isn't enough to go around. The

names-only attitude is life among advertising agencies as well as the advertisers themselves.

Situation makes it tough for an agent to ease a new face into the picture, even when convinced that the novelty is sure-fire future star material. The program bankrollers are not so easily convinced. On several occasions agents with confidence in their 'discoveries' have attempted to sell the advertisers by building up their artists into stardom via the salesmanship route. This routine requires the agent to give the artist a terrific build-up, in answer to which the advertiser or ad agency man says, 'Never heard of him.' Whereupon the agent replies, 'Tch, tch, tch,' by way of implying 'how ignorant.' But the tough advertisers remain tough and so far it hasn't worked. Even though many cases it would be worth the advertiser's while to take a capable agent's word for an artist's ability.

Number of 'new' names presented on the air by major programs during the season of '34-'35 was slim, as usual. They included such people as Beatrice Lillie, Joe Cook, Ray Noble, Cornelia Ott Skinner, Block and Sully, John Charles Thomas, Lud Gluskin and a few others. The list was notable chiefly for the absence consisted 100% in names that were established in other amusement fields long before radio. No advertiser had the courage to go out and dig for something new, except the amateur show sponsors, and these allied the effort and other variety shows evince a basic preference for established names, but the nature of their production routines requires frequent delving into the unknown realm. But these are one-time jobs only and many acts are shy of them in fear they may flop through lack of proper radio guidance or preparation, which would require them to start all over again.

Talent handlers believe that to start all over again is the fact that it is difficult for an act to establish itself in one appearance, as witness the fact that regularly booked artists on run shows seldom really get away until the third or fourth week.

As for co-operation on talent from the rest of show business, broadcasting has no grounds for complaint. The cream of stage and screen talent is radio's for the asking, but it's up to radio to go out and get it.

Radio's Banner Year

Insofar as estimates enable a comparison of the twelve months of 1935 with the twelve months of 1934, the radio barometer will run December 31 next show approximately the following:

	1934	1935
TOTAL GROSS TI	\$72,887,000	\$85,000,000*
NBC Time Sales	27,833,000	32,000,000*
CBS-Time Sales	14,825,000	18,000,000*
Networks Share of total	68.8%	69%
Average expenditure per NBC sponsor	104,692	147,682
Average Expenditure per CBS sponsor	109,347	129,302

*VARIETY est
*CBS estimate.

DEPT. STORE NEW ON AIR B.R.'S KIDDIES

Buffalo, Sept. 17.

Four amateur shows in action here, not counting unusual sustaining artists who work for glory.

WKBE offers the Victor Amateur Hour, sponsored by the Victor Furniture Co., presented on the stage of the Lafayette theatre. Now in its third 13-week series, Victor Co. had booked off the air-jumped on the bandwagon when the amateur craze buffed.

WBEN—Buffalo Evening News—Shea's Buffalo jointly sponsor amateur show on stage of latter. Has been airing all summer. One in a series of stunts station, paper and theatre have been co-opting on for number of years.

WBEB Children's Hour, Sunday mornings, on for more than three years, sponsored by Liberty Shoes.

WBEN Children's amateur hour, begun Sunday (8), sponsored by Loonak Bros' Dept. Store, not previously airing.

None in Chattanooga

Chattanooga, Sept. 17.

WDOC, Chattanooga, has no advertiser-sponsored amateur programs, Frank Lane, station manager, stated. What few local performers are recruited by advertisers draw pay.

5 EX-PRO BACKERS IN ON SIMON PURES

Louisville, Sept. 17.

WHAS, Louisville Courier-Journal station, has hoped about the amateur (Jewell) wagon, with a contest for amateur talent, winners to broadcast on a series of radio programs and appear in person for a week at the Rialto theatre here.

A amateur talent contest by newspaper and eight local merchants. Five of the sponsors have at various times sponsored professional paid talent over the same station. List of sponsors follows:

	rof. Talent
	Previously
Sponsor	Sponsored
J. Bacon & Sons.....	No
Bensinger Outfitting Co.	No
Will (Jeweler).....	Yes
Central Furniture Co.	Yes
Falls City Brewing Co.....	Yes
Frank Pehr Brewing Co.	Yes
Sales Furniture Co.	No
Rudolph Wurzlitzer Co.	Yes
Grand prize is \$100 cash and week's paid engagement at Rialto theatre, Louisville. Second, \$50; third, \$25, and five other awards of \$15 each, all with week's paid engagement at Rialto theatre. Finals will be held at Jefferson County Armory, Oct. 6.	

Applicants must secure audition blanks at one of the stores after which they are called for audition. Eight acts to be selected and one assigned to each sponsor firm. Each winner will appear on 15-minute program over WHAS on behalf of his sponsor. Grand prize will be made on basis of 40% by applause from audience and 60% on selected judges' opinions.

Oakland, Cal.

Oakland, Sept. 17. Only two amateur programs running in town, both of recent origin. Both are full hour, once weekly.

KLX has show sponsored by Henning's Butter-Krist Sandwich Shops, which began Friday, Sept. 13. First time on air for Henning, program will run 13 weeks with 25 bucks prize each week with \$50 for final winner. Placed by station.

KROW's hour is sponsored by the Italian Daily News of San Francisco, began Aug. 14. Uses any talent, Italian or otherwise. News has had and still has paid professional talent on another program.

Kids in Evansville

Evansville, Ind., Sept. 17. Local station, WEF, has a children's amateur program every Saturday morning which has been on the air for several years and which is quite successful. At the present time no adult amateur program is heard over this station.

Broadcasters at Capital

Washington, Sept. 17. John Kendall, attorney for KGW, Portland, and KVI, Tacoma, Frank Doherty, KRKD, Angeles, Jack W. Duckworth, KID, Idaho Falls, Idaho, Arthur Church, City, Delrich Burke, Neb., H. K. Carpenter, WHK, Cleveland, E. A. Allen, WLVA, Lynchburg, Va., D. E. K. apoll, W. A. Chambers, WDAS, delphia, Charles A. Hill, Mich.

The "Radio Honeymoon" is Over

*Success in radio advertising calls for
showmanship that entertains—and sells*

THE good old days are gone in radio. Simply "being on the air" no longer means that millions of sets are being tuned-in to your program.

People no longer listen out of sheer amazement at radio's miracle. Now they take it for granted. And refuse to come to the show unless it is good.

Building an audience of millions today calls for showmanship that entertains—and sells. This means: "giving the audience a program so magnetic that it wins instant welcome for the sponsor's message."

This type of salesmanship in showmanship opens up millions of sets day after day, week after week, to your selling message. Recent results prove that it gets and holds the big profits.

It has enabled us to deliver commercial messages for as low as \$1.00 per thousand actual listeners.

Just a few months ago, a Lord & Thomas radio program sold \$700,000 worth of one drug product alone in ten days.

For another of our clients, a radio program on four stations sold so much goods that the manufacturer had to re-open a factory unit this Spring which had been closed for years.

Usually, to play safe, we let the thousands decide what the millions will like.

Thus, a short while since, we tested an utterly new type of daily strip show. Announcements on five consecutive days over a 5,000 watt test station, brought 64,000 sample requests. So we knew what to expect from the same show on the network. We are not surprised, at the time of this writing, that independent surveys prove it the most popular day-time sponsored show on the air. And after only a few months' time.

*Some radio "firsts"
credited to Lord & Thomas*

(NAMES ON REQUEST)

It has been said that Lord & Thomas pioneered more

new things in radio than all the other agencies combined. Those credited to us are listed briefly below:

- 1. First Daily Radio Contest of National Scope**
It rocked American streets with conversation. Made an average of 10,000 one dollar sales a day for months.
- 2. First Daily Network Strip Program**
Started a whole new technique of commercial program building.
- 3. First to Rebroadcast Commercial Program**
Repeat same program late at night for Far West coverage.
- 4. First Big Hit Variety Musical Show Sponsored on Network**
Set the pattern for big commercial musical production shows in radio.
- 5. First Commercial Broadcast of Metropolitan Opera Series**
- 6. First Commercial Series of Pick-ups of Foreign Dance Orchestras**
- 7. First Sustained Commercial Series of Spot Pick-ups**
Artists and orchestras from all over country picked up on same program.
- 8. First to Present Authentic Police and Dept. of Justice Dramas**
- 9. First in Number of Contest Returns**
1,800,000 forty-cent purchases in two weeks.
- 10. First Chain Sponsorship of Football**
- 11. First Network Daytime Serial Show to Women**

*Talent which was first sponsored or
popularized nationally by
Lord & Thomas clients*

Amos and Andy; Bing Crosby; Eddie Duchin; Hal Kemp; Walter O'Keefe; Phil Cook; The Goldbergs; Rosario Bourdon; Donald Novis; Fred Astaire; Lum and Abner; Al Goodman; The Revellers; Walter Winchell; Jack Pearl; Clara, Lu and Em; The Cavaliers; B. A. Rolfe.

LORD & THOMAS • *advertising*

NEW YORK, 247 Park Avenue • CHICAGO, 919 North Michigan Avenue
TORONTO, 67 Yonge Street • PARIS, 16 Place de la Madeleine • LONDON, ENGLAND, Millbank, Westminster
LOS ANGELES, 691 West Fifth Street • SAN FRANCISCO, 235 Montgomery Street

FORECAST OF LEADING AGENCIES

N. W. AYER & SON NEW YORK CITY

Most liberal spender in the Ayer fold continues to be Ford, currently sponsoring Waring's variety with Stoppig and Best. Tuesday evenings and ready to resume the Detroit Symphonies on Sundays. Both are aired by CBS.

Brand new is Atlantic Refining's "Atlantic" Friday. "Musical Duo" program is set for Saturdays on CBS and calls for Frank Parker, Jack MacBryde, Rita Allyn, Rosemary De Kamp and Everett Slocan.

J. C. Eno is putting more Crime Clues on the NBC Blue with a Coast re-broadcast.

Kellogg continues to feature Ruth Etting, Wallace Sisters, and Red Nichols' orchestra in the College Prom series on Fridays, plus the usual Monday to Friday shot at juveniles via the Singing Lady, both on the Blue.

Ford Motor Co. (Dearborn branch) spotting J. I. Stevenson on WJR, Detroit, with sport flashes. Programs run a quarter hour (6:30-6:45 week days, and 7-7:15 Sundays), every day the Tigers play. When Tigers are on the road, five-minute resumes of the game are given.

Ford Motor Co. (Milwaukee branch) using a quarter hour wax program on WTJM, Milwaukee, Sundays at 5.

Golden State Co. (dairy products) sponsoring "Menu Fishes" Mondays through Fridays on the Coast.

Kellogg Co. (cereal) using play-by-play baseball over KMOX, St. Louis, a trio over WIP, Philadelphia, and WOJ, Washington, and participation in a New England Free Food Institute over five New England stations. Also a "Riding with the Texas Ranger" show over the Texas Quality Group.

Copper's Gas and Coke to continue sponsorship of "Five Star Final" over WMCA, New York, and WIP, Philadelphia, Mondays through Fridays at 8:15 p.m., and Sundays at 9 p.m.

McKesson and Robbins (Calox tooth powder) participating in "Uncle Don" over WOR, New York.

Sealed Air (rubber) sponsoring "Bully and Betty" at 6:45 p.m. over WEAP, New York.

Webster Elenberg Corp. (cigars) scheduling Transradio news flashes over WOR, New York.

B.B.D. & CO., INC. NEW YORK CITY

"March of Time" has been resumed on a new five-a-week schedule, with its running time cut to quarter hours. Goes over 40 CBS stations, sponsorship being divided between "T" and Remington Radio.

"Big Ben Dream Dramas" continuing for Western Clock Co. over the Red on Sunday afternoons.

Bond Bread has Julie Sanderson and Frank Crumley in "Home Sweet Home" on the Coast.

E. I. duPont de Nemours & Co. begins a "Cavalcade of America" next month (8) over CBS on Wednesday evenings, 8-8:30 p.m. Will dramatize events of American history.

Atwater Kent (radio sets) on CBS Thursdays with an orchestra and guest stars.

Caporandum Co. scheduling its Carobundrum band for CBS as of next month (19).

Following clients using various forms of spot: Continental Baking; L. S. Donaldson; R. W. Fitch; General Baking; Gold Dust Soap; Shinola White shoe polish; and Silver Studd; International Sugar Food Co.; Larus & Brother Co. (Edgewood tobacco); Niagara Hudson Corp.; Oshkosh Overall Co.; Porto Rican American Tobacco Co. (Blackstone Cigar); Remington Rand; Sevel (Electrotherm refrigerators); Waitt & Bond (Quincy cigars and Yankee cigars); Western Savings Bank; and Geo. A. Hormel & Co.

BENTON & BOWLES NEW YORK CITY

Colgate-Palmolive-Peet sponsoring a new set of "Colgate Mysteries" over WOR, New York, Mondays, 8:30-9 p.m. Richard Gordon cast as Prof. Foreney.

Palmolive Beauty Blue theatre continuing over the NBC Blue, Ed-

wards, 9-10 p.m. with a repeater for WJW, Chicago, and some western stations at 11:30 p.m. John Barclay and guest soloists featured in the musical comedies and operettas. C.P.P. also running "House of Glass" on the Blue Wednesdays, 8:30-9 p.m. for Super Super Washing Powder. Clara, Lu, N. Em returning to the air over the Red next month for same sponsor (Colgate-Palmolive-Peet). Will play the 5-6:15 a.m.-spot Mondays through Fridays.

Likewise for the same sponsor "Phil Cook's Note Book" will appear Mondays, Wednesdays and Fridays at various times over WJW, Miami; WDAF, Kansas City; WDRC, Hartford; WFPG, Altoona; WEAN, Providence; WVVW, Wheeling; WORC, Worcester; WOKO, Albany; and WEDU, Reading.

General Foods (Maxwell House coffee) continuing the "Showboat" on the Red web at the usual Thursday evening time, featuring Lanny Ross, Frank McIntyre, Conrad Thibault, and others.

Log Cabin (maple syrup, and another GP account) starts a series over the Red next month on Wednesdays, 10-10:30 p.m., with a cast headed by Conrad Thibault and Harry Salters orchestra.

Bristol-Myers will have its regular "Town Hall Concert" cast back next month. Will then consist of Fred Allen, Portland Hoffa, Jack Smart, and the Mighty Allen Players (NBC Red, Wednesdays 9-10 p.m.).

Same sponsor using a sports review for Mink Rub over KWK, St. Louis, and WGN, Chicago.

BLACKMAN-SAMPLE- HUMBERT, Inc. CHICAGO, ILL.

Attitude of General Mills is that after a ten years of steadily increasing its radio expenditure, experimenting with new types of programs for the utmost in radio experience might still not be amiss. GM is now sponsoring several experimental programs.

Company's regular lineup each week includes ten musicals, two home service talks, ten dramas, all on a near-national basis, plus sixty baseball games and 12 sports resumes.

BLACKMAN ADVERTISING, Inc. NEW YORK CITY

Three programs now running for Procter & Gamble, with a fourth due in October. A fifth, "Uncle Charlie's Ivory Tent Show," has just been ordered after a week's run. Capt. Tim Healy's Ivory Stamp Club—aimed at juveniles and now appearing thrice weekly over WJZ, WBZ and WBZA—is to be enlarged to the NBC Blue and of this month. The O'Neill's five-a-week dramas begin on the Red next month in afternoon spots.

"Vic and Sade" and "Home Sweet Home" are the new drama series continuing on the Red.

EMIL BRISACHER and STAFF SAN FRANCISCO

Geo. W. Caswell Co. (National Crest Coffee) is continuing Gilbert & Sullivan over the NBC Coast hookup. Believed to have the oldest continuous radio show in the country, having sponsored the operettas since 1921. Also using one day-time show on same net, consisting of music and drama.

Heads-Up Brewing Assn. (Acme beer) also using a musical variety of offering over the NBC Coast web, plus Denver, Salt Lake City and Phoenix. Also some spot announcements.

BYER & BOWMAN, Inc. COLUMBUS, OHIO

Broadcasts over WLW of all Ohio State football games, both at home and away, make up the fall schedule of the Ohio Oil Co. Red Barber is to do the announcing, with Say Sayer giving highlights between the halves.

Plugging will be held to a minimum, and no commercial breaks are to interrupt progress of the game.

Betty Bowker is to go on "A. New York, and the Inter-City group, with a Wednesday afternoon program of songs.

CAMPBELL-EWALD DETROIT, MICHIGAN

General Motors opening its winter series next month (6) with a resumption of the symphonies that have been the work of the Women's National Radio Committee's awards. But this year the hookup will be increased to include the coast-to-coast Red of 62 stations.

Week-end now running Saturday nights on the Red for Chevrolet, will terminate October 12th, and will be supplanted by a program as yet undetermined.

Meantime Chevrolet keeps up its Musical Moments' disc series on 300 spot stations.

CRAMER-KRASSETT CO. MILWAUKEE, WIS.

Maybelline Co. is continuing on the NBC Red with "Penthouse Serenade" for another year with same cast, but is expanding current hookup to 55 stations.

Sterling Products placing 130 disc programs entitled "The Monticello Party" for Dr. Caldwell's Syrup Pepsin. Programs run five mornings weekly on a 26-week test over 22 South and Southwest stations.

Illett Rubber again spotting hill-billy music on Saturday evenings over outstanding rural transmitters in Midwest.

Pine Balm Co. ready to release a series of spot programs in Midwest and South. Talent not set.

A. J. Kramm making sectional radio tests for Balm Argentina, hand lotion. Scripts call for feminine gossip with musical background.

Miler Hatcheries will shoot quarter hour ruralists over stations in Midwest and South after first of the year.

D. Hill Nursery Co. spotting wax invitations to visit its nursery over Chicago stations.

Maytag Co. sponsoring University of Iowa football games over WHO, also continuing a radio test in Los Angeles.

Norge Corp. now using nationwide spot, expected to blossom out with a network show in late fall.

WM. ESTY & CO. NEW YORK CITY

Starting October 1, R. J. Reynolds Tobacco (Camel) is bringing the "Camel Caravan" back to CBS Tuesdays and Thursdays 9-9:30 p.m.

Health Products (Feanmint) continuing "National Amateur Night" over same web on Sundays 6-6:30 p.m.

No definite plans as yet for Thomas Leeming & Co. (Baume Benque) which used the Mutual hookup last year.

I A GOLDMAN & CO. BALTIMORE, MD.

Frankly preferring professionals to the moon-pures for entertainment value, the Gunther Brewing Co. is sponsoring a show with an amateur twist over WRC on Monday evenings. Liberal newspaper ads and showmanship voting hooks snare fairly audience interest.

Half a dozen pros do their stuff during the initial 15 minutes of the half-hour show, three winners being determined by an electronic gadget that registers the strength of audience applause. Program concludes with a script show giving each winner a role.

Meantime the listening-in audience can also stick an ear into the voting by getting blanks from Gunther dealers. Artist receiving most votes in a month gets a silver cup. Ultimate winner at the end of 13 weeks of balloting draws a gold cup, and a week's engagement at Loew's Fox netting \$200.

W. S. HILL CO. PITTSBURGH, PA.

Glimalene is sponsoring "Glimalene Carnival" half hour Thursday mornings over the NBC Red. Coverage is aimed mainly at women, housewives in particular.

Frank Hennessey latest member of announcing staff of KLT, Little Rock, Ark. Formerly with WLAC, Nashville.

HUTCHINS ADVERTISING CO. ROCHESTER, N. Y.

Philo Radio & Television is scheduled to continue Radio Carter in his customary CBS spot Mondays through Fridays.

HUTCHINSON ADVERTISING COMPANY MINNEAPOLIS, MINN.

Pillsbury Flour has "Today's Children" on the NBC Blue, and supplementaries five mornings per week, also "Cooking Close-Ups" on CBS Wednesdays and Fridays.

Gluek Brewing and Northwestern National Life Insurance are coming in for local programs consisting of newscasts, ball scores, sports reviews, and sponsored football.

H. W. KASTOR & SONS CHICAGO, ILL.

Welch Grape Juice continuing Ruth Etting dramas Fridays on the Blue, with one-minute spots on various schedules.

rene, a Procter & Gamble shampoo, has Jack Randolph singing and musical schedule over WMAQ, WWJ, and WFBR, also some one-minute spots.

Photo Water beginning a quarter hour musical disc schedule, dubbed from World's Library Service, on a once-a-week basis over 30 small stations, coast to coast.

JOSEPH KATZ CO. NEW YORK CITY

Ex-Lax, which has betaken itself to spot without waiting for the CBS and -laxative axis to take its toll, is releasing a campaign over 50 stations consisting of dramatizations of John Hix' "Strange As It Seems" yarns.

Radio Institute of Audible Arts has okayed the series.

HENRY J. KAUFMAN WASHINGTON, D.

Donlins in the "Grand Hotel" manner, musical and all, are being sponsored by a list of participating clients Mondays, Wednesdays, and Fridays over WJVS, Washington, at 9:30 a.m. Name of the program is "Daily at the Switchboard"; the ingredients being the operator's one-way chatter anent internal embroilments in the hostelry, with a murder for a lead-off to hold audience interest.

Saks Fur Co. taking two quarter hours over WRC, Washington, per week. Entertainment is of the song and patter type by the Hunnicuts under the title "College Sweethearts." May be increased to three-a-week.

Liberal Credit Clothing Co. using World discs on a Friday spot over WJVS.

Chermer Motor Co., biggest local Ford dealer, signing for 48 half hour shows on a once-weekly basis over WJVS. Arthur Godfrey to conduct them at a Jack Benny. Agency's spot buying has been up since over last fall. Looks like a big local year for that type of business.

CARR LIGGETT, Inc. CLEVELAND, OHIO

Spot announcements have been placed on 30 stations for the I. T. S. Co. (rubber heels), the only account now using radio. Announcements fall between popular chain programs and after play-by-play accounts of baseball games. One station gets a five minute newcast four days per week.

I. T. S.'s fall-winter schedule will continue the formula currently in use.

LORD & THOMAS NEW YORK CITY

International Cellucotton Products Co. (Kiepers tissues and Quasi deodorant) sponsoring "The Story of Mary Marlin" on CBS daytime, coast-to-coast. Runs five-a-week at 11:30 CDST, and consists of a serial drama designed especially for a woman audience.

Horlick's Malted Milk has moved

'Lum and Abner' from the Mutual web to the NBC Blue.

Pepsodent continuing the venerable "Amos 'n' Andy" grind on and off.

Additionally Pepsodent is taking a daytime show this year to start next month (7). Scheduled for the NBC Red Mondays, Wednesdays and Fridays, 4-4:30, and feature Al Pearce and his gang. Will plug Pepsodent tooth powder and Junia face cream.

Pinaud (men's toiletries) on three stations of the Mutual web Mondays through Fridays, 7:15-7:30 p.m. Also using transcription on KXN, Hollywood, and KFRC, Toronto. Program features Paul Pearson and orchestra, and Jeannine.

RCA Radiotron sponsoring spot announcements on 15 stations.

Crew Levick (gasoline and oil) shooting a live talent show, featuring comedy and song, Mondays through Fridays 6:15-6:30 p.m. on WJVS, Washington, D. C.

LORD & THOMAS CHICAGO, ILL.

Lucky Strike sponsoring Lennie Hayton and orchestra, plus Fred Carlisle, Kay Thompson, Charles Carlie, and the Rhythm Kings, over the NBC Red Saturdays, 8-8:30 p.m.

Cities Service continuing on the Red Fridays 8-9 with Rosario Boudon and orchestra, Jessica Drago-nette and the Cavaliers. Also using 15 other stations in addition to the web.

Radio Corporation of America about to sponsor Sunday afternoon variety over the Blue. Frank Black and NBC symphony orchestra, John B. Kennedy, and guest artists (names not yet announced).

Bourjols (perfumes) using the NBC Blue Mondays 8:30-9 p.m. with Mark Warnow and orchestra, Odette Myrth, Dickens Sisters, and Milton Watson.

MARSHALL AND PRATT NEW YORK CITY

Standard Oil Co. of New Jersey continuing "Lombardo Road" with split CBS coverage from Maine to Louisiana, with the guest stars doing them.

Scott and Bowne featuring Gabriel Heatter in a "Week-end News Review" over NBC Blue Saturdays and Sundays, 5:45-6. Five Scotty pups to be given away weekly for winning letter on "Why Scott's Emulsion fortified is the best way to take cod liver oil."

Crusaders, a non-profit organization, continues over Mutual, Yankee and WLV Mondays at 10 p.m., featuring Fred G. Clark, national commander.

American Radiator using Dale Carnegie to expound "Little Known Facts About Radio Stars" on a six-a-week nation-wide spot basis. Program has a contest, awarding writer of the best letter a complete heating system.

Roger & Gallet bringing Bob Crosby and his orchestra to the NBC Blue Fridays at 8:15, next month. It's the toliery maker's first ether attempt.

McCANN-ERICKSON CHICAGO, ILL.

Standard Oil of Indiana has placed a Sunday night variety show to start in October over the CBS midwest hookup with Jack Hyllon, British maestro, as conductor. Currently the same sponsor has a daily sports review over KWTO. Coverage for gas and oil, tires and accessories.

Standard Oil of Nebraska has a Wednesday spot on KFOW and WOW, presided over by Link Lyman, Nebraska line coach.

Daggett & Ramsdell sponsoring beauty and style chatter over WGN thrice weekly.

DAN B. MINOR CO. LOS ANGELES, CAL.

Wishnue Oil is entering its second year of "Wishnue's Teas" live talent sponsorship over KJL.

Western Auto Supply Co. winding up third year of "Outdoor Reporter" on KFWS. The show is seasonal, Al Roberts.

W. J. Ross using live and disc pro-

(Continued on page 57)

SOUND BUSINESS POLICY



DOING THE REAL JOB FOR THE ADVERTISER !

What Agencies Want From Stations

Because essential data about radio stations is worked up by each station according to its own individual format the Detroit office of Campbell-Ewald has called for more standardization. "In at least one case a new format was adopted in accordance with the request. WHEC Rochester is now circulating 'Important Facts' about itself with a minimum of verbiage and especial emphasis on the cold hard facts.

Material is enclosed in an outline form incorporating 16 major divisions and numerous sub-divisions. Sixteen points and their sub-points run as follows:

- I. General Policy
 - a. Define policies.
 - b. Advertising content.
 - c. Announcements.
- Station Popularity is Based Upon—
 - a. Outstanding local features.
 - b. National tie.
 - c. Reception quality.
 - d. Local preference of merchants.
- III. Time of Broadcast.

- IV. Competition from Other Stations.
- V. Transmitting and Broadcasting Equipment.
 - a. Studio equipment.
 - b. Transmitting equipment.
- VI. Dial Position.
 - a. Operating frequency.
 - b. Matched frequencies (if any).
- Management.
 - a. Managing director.
 - b. General manager.
 - c. Commercial manager.
 - d. Program director.
 - e. Staff.
- VIII.
 - a. Description of Retail Trading Area.
 - b. Newspaper Affiliation (if any).
- IX. Description of Retail Trading Area.
- X. Newspaper Affiliation (if any).
- XI. Newspaper Listing in Surrounding Towns.
- XII. Merchandising Service of Station.
- XIII. Network Affiliation (if any).
- XIV. Radio Sets in Station Area.
- XV. Surveys the Station Has Made.
- XVI. Conclusion.

Agencies-Sponsors

Piso (cough syrup) has signed for 13 weeks over full MBS network starting Oct. 22 on a twice weekly spread. Series will be broadcast Tuesdays and Thursdays at 12:15 p.m. EDT. In addition to MBS, program will also be heard over WCAE, Pittsburgh; WAAB, Boston, and WGAB, Cleveland.

Aitken-Kynett the agency for the sponsor, and will select the program shortly. Program to originate from WOR, New York.

National Export Advertising Service placed the following business through the Conquest Alliance Co.: Carter's Little Liver Pills, spot announcements on PRA3, Rio de Janeiro; PRF3, San Paulo; PRAS, Pernambuco; PRC2, Porto Alegre, Brazil; HP5B, Panama City; H5F, San Domingo.

Listerine, usual travels, KSRM, Philippine Islands, and CMW, Havana; children's amateur hour, XEW, Mexico City; spot announcements, CMW.

Pro-play-lac-tic Toothbrush, spot announcements, XEW.

Negritas, 364 minute announcements, CMX, Havana.

Wolland Furnace has signed for a stip across the board on WGN the Chicago Tribune station, starting on Sept. 30, for a script show titled "The Couple Next Door." Show will gallop at 8:15 p.m. central time. Account placed through Chicago Blackett-Sample-Hummert agency.

Nash account swings over to the

J. Walter Thompson agency on Oct. 1. Account had been previously handled for several years by Fred Gericks & Mitchell agency though the Thompson agency has produced the Nash special radio shows on Christmas and New Year's days, besides having the Lafayette auto account in its own shop.

Wilf Davidson, CRC baritone, just appointed announcer at government owned CKY, Winnipeg.

rove Laboratories, Inc., begins Flash Gordon series over WOR, New York on Oct. 14.

Garcia Grande Cigars, series of spots, placed through Peck Advertising Agency.

Mitchell Schuster's Orchestra sponsored over WOR, New York, by M. J. Fur company, on Sundays at 2:15 p.m. Viennese waltzes is the main fare.

Betterton Coffee Co. set for a fourth series of amateur contests following close of third. Show has been on WCMI, Ashland, Ky., for past 18 weeks.

Gardner-Greist building Armo Iron Master program with Frank Simons for American Rolling Mills back over WJZ, starting Oct. 23.

Auspitz & Lee handling Better Speech account over WJZ, which begins Sept. 29 for a Sunday series at 3 p.m. Words to the Wise, program label which will be aired over WBZ, WBZA, WPIL, WBAL, WMAL, WSYR, WHAM, WKDA, WGAR, WJR, WCKY, WLS, KWK, WMT, KSO, KOIL, WREN, WLW,

WTMJ, WLW, WTML, KSTP, WEEC, WDAY, WRVA, WPTF, WJAX, WFLA, WIOD, WAVE, WSM, WMC, WSB, WAPI, WSMB, KVOO, WKY, WBAP, KPBC, KOAL, KTHS, KDA, KDFY, KFO, KFI, KGW, KOMO and KIQ.

London Charac r Shoes, Inc., New York City, using spot announcements without entertainment from five metropolitan stations. Peck Advertising Agency.

Smith Coal Company, of Kearny, New Jersey, begins series 30-minute presentations via WAAT, Jersey City, September 22. Will be on from 1 to 1:30 p.m. each Sunday, with "King Cole" orchestra featured. Account placed through Bess & Schillin, Inc.

Charles Michaels Department store, of Elizabeth, N. J., is using Jack Moore in a daily program over WNEW, New York.

Lester's Credit Department store, Camden, N. J., has placed an order for two 15-minute broadcasts daily over WDAS and one quarter-hour program via WIP each day. Bess & Schillin handled the deal.

Sid Gary, the Alabama Trio and Carl Fenton's orchestra, plus Dick Fishel, sports commentator, are featured on new series of 30-minute variety shows which "GGG" Clothes inaugurates over WMCA tomorrow (Thursday). Bess & Schillin handled the placement.

Ein, Incorporated, of Newark, is hitting WMCA and WAAT once a day with a 15-minuter featuring Jack Moore, "Song Salesman." Business placed via Bess & Schillin, Inc.

Current Spot Accounts

NATIONAL OR REGIONAL ACCOUNTS USING ANNOUNCEMENTS OR SPONSORING SPOT PROGRAMS EITHER RECORDED OR WITH LOCAL LIVE TALENT, ARE INCLUDED.

SPONSOR	AGENCY
A. C. Spark Plugs.....	D. P. Brothers, Detroit
American Home Products Corp.....	Blackett-Sample-Hummert, N. Y. C.
American Oil Co.....	Joseph Katz, Baltimore
American Radiator Co.....	Marshall & Pratt, N. Y. C.
American Tobacco (H. Tareyton).....	Lawrence Gumbelner, N. Y. C.
Am. Washing Machine Mfgs. Assn.....	Lord & Thomas, Los Angeles
Armstrong Co. (cosmetics).....	Coolidge Adv. Co., Des Moines
Associated Oil Co.....	Lord & Thomas, San Francisco
Atlantic Refining Co.....	N. W. Ayer, N. Y. C.
Alburn Motors.....Direct
Bell Brothers.....	Applegate, Muncie, Ind.
Bernard Perfumes.....	Helmer Swanson, St. Louis
Best Food (Nucos).....	Bento & Bowles, N. Y. C.
Bio Tabs.....	Bess & Schillin, N. Y. C.
B. C. Remedy Co. (medicinal).....	Charles W. Hoyt, N. Y. C.
Blainstone Products Co. (medicinal).....	Redfield-Johnstone, N. Y. C.
Both Fisheries.....	Sellers Service, N. Y. C.
Borden Co. (cheese).....	Young & Rubicam, N. Y. C.
Bristol-Myers (Mint).....	Benton & Bowles, N. Y. C.
Bulk Motors.....	Campbell-Ewald, Detroit
Bunte Bros. (candy).....	Fred A. Robbins, Chicago
Cardinal Exchange.....	Lord & Thomas, Los Angeles
Carchal Laboratories (shoe polish).....	Blackett-Sample-Hummert, N. Y. C.
Cape Cod Shirt Co.....	Lanpher & Schonfarber, Providence
Capitol City Products.....	J. Horace Lytle, Dayton, O.
Carlton & Hovey (Father John's).....	Johnson, N. Y. C.
Carlsbad Sprudel Salts (medicinal).....	Kiesewetter, N. Y. C.
Carter Medicine Co. (liver pills).....	Street & Finney, N. Y. C.
Chas. H. Phillips Chemical Co. (ilk of magnesia).....	Blackett-Sample-Hummert, N. Y. C.
Chesapeake & Ohio.....	Campbell-Ewald, N. Y. C.
Chilean Mfg. Co.....	Van Sant, Dugdale, Baltimore
Chrysler Corp.....	Erwin Power, Pittsburgh
Clark Bros. Teaberry Gum.....	Benton & Bowles, N. Y. C.
Colgate-Palmolive-Peet.....	Addison Lewis, Minneapolis
Commander-Larabee (flour).....	Gotham, N. Y. C.
Compress Cigar (La Palma).....	Erwin Power, Pittsburgh
Continental Cigars.....	Aitken-Kynett, Philadelphia
Coty, Inc.....	Milton Blom, N. Y. C.
Crazy Water Crystals (medicinal).....	Luckey Bowman, N. Y. C.
Crowell Pub. Co. (Woman's Home Companion, etc.).....	Geyer, N. Y. C.
Cryolite Products.....	Woodman-Atwater, Chicago
Crusaders.....	Marshall & Pratt, N. Y. C.
Curtis Candy Co.....	McJunkin, Chicago
Daggett & Ramsell.....	McCann-Erickson, Chicago
Detol Mfg. Co. (insecticides).....	Aitken-Kynett, Philadelphia
Detol White Lead.....	Erwin Power, Pittsburgh
Diamond Crystal Salt.....	Benton & Bowles, N. Y. C.
Dr. Pepper (soft drinks).....	Tracy-Locke-Dawson, Dallas
J. G. Dodson (Frozen Yeast).....	Ruthrauff & Ryan, N. Y. C.
Dodge Bros. (autos).....	Ruthrauff & Ryan, N. Y. C.
Doan's Backache Kidney Pills.....	Beckwith, St. Louis
Dr. Lyon's (toothpaste).....	Blackett-Sample-Hummert
Dr. Miles Lab. (Alka Sel).....	Wade, Chicago
Dr. Scholl (footpads).....	Donahue & Co.
Dreznia, Inc. (face cream).....Direct
Dryus Ther. Products (medicinal).....	Heath Seehof, Chicago
E. I. du Pont de Nemours.....	B. B. D. & O., N. Y. C.
Educator Biscuit.....	John W. Queen, N. Y. C.
Edwin Cigar Co.....	Gelles Agency, N. Y. C.
Emerson Drug Co.....	J. M. Mathes, N. Y. C.
Ex-Lax Mfg. Co. (pills).....	Young & Rubicam, N. Y. C.
Fairfax Laboratories.....Russell Comer, Kansas City
Faustless Starch.....	Young & Rubicam, N. Y. C.
Fels-Naphtha Co. (soaps).....	Metrop. Adv. Co., N. Y. C.
Feltman Currie (shoes).....	Fletcher & Ellis, N. Y. C.
Florsheim (shoes).....	N. W. Ayer, N. Y. C.
Ford Motor Co.....	H. W. Kastor, Chicago
Four Way Cold Tablets.....	H. W. Kastor, Chicago
French Lick Springs Corp. (Pluto Water).....	Fletcher & Ellis, N. Y. C.
Fruit Industries, Ltd. (wines).....	B. B. D. & O., N. Y. C.
F. W. Fitch Co. (shampoo).....	B. B. D. & O., N. Y. C.
Gardner Nursery Co.....	Tracy-Locke-Dawson, Dallas
Gebhardt Chili Powder Co.....	B. B. D. & O., N. Y. C.
General Baking Co. (Bread Bread).....	Young & Rubicam, N. Y. C.
General Foods (Cal-X and Grape-Nuts).....	Blackett-Sample, N. Y. C.
General Mills (flour).....	Campbell-Ewald, N. Y. C.
General Motors.....	Smith & Drum, Los Angeles
General Petroleum of Cal. (oil).....	B. B. D. & O., N. Y. C.
George A. Hormel & Co.....	Cramer-Krasselt, Milwaukee
Gillette Rubber Co.....	Ruthrauff & Ryan, N. Y. C.
Gillette Safety Razors.....	B. B. D. & O., N. Y. C.
Gold Dust Corp. (Shinola White shoe polish).....	Ruthrauff & Ryan, N. Y. C.
Goodrich Co. (tires).....	Beaumont & Tohman, Cleveland
Greyhound Bus Lines.....	H. W. Kastor, Chicago
Groves Laboratories (Groves Chili Tonic).....Direct
Hartz Mt. Products (canary food).....	J. Walter Thompson, N. Y. C.
Hathaway Bakeries, Inc.....	Maxon, Detroit
H. J. Heinz Products.....	Maxon, Detroit
Hohner, Inc. (harmonica).....Aitken & Currier, N. Y. C.
Hollywood Mask, Inc. (cosmetics).....	Schwimmer & Scott, Chicago
Horlicks.....	Lord & Thomas, Chicago
Household Finance Corp.....	Frey & Ayer, Chicago
Hyral (tooth powder).....	N. W. Ayer, N. Y. C.
International Sugar Food Co.....	B. B. D. & O., N. Y. C.
ITS So. (rubber heels).....	Carr-Liggett, Cleveland
Johns-Manville.....	J. Walter Thompson, N. Y. C.
Jack Frost Sugar.....	Young & Rubicam, N. Y. C.
Jullan & Kokone (Fruit Saver Shoes).....	Aubrey, Moore, Baltimore
Kellogg Sales Co. (cereals).....	N. W. Ayer, N. Y. C.
Kissproof, Inc.....	Blackett-Sample-Hummert, N. Y. C.
Kopper's Gas and Coke Co.....	N. W. Ayer, N. Y. C.
Kroger Grocery & Baking (coffee).....	Ralph H. Jones, Cincinnati
Krueger Brewing Co.....	Fuller & Smith & Ross, N. Y. C.
Kyanite Enamel.....	B. B. D. & O., N. Y. C.
Larus & Brother Co. (Edgeworth tobacco).....	B. B. D. & O., N. Y. C.
Lancaster County Seed Co. (seed).....	C. F. Kern, Philadelphia
Lever Bros. (Lifebuoy).....	Ruthrauff & Ryan, N. Y. C.
Lever Bros. (Rinsol).....	Ruthrauff & Ryan, N. Y. C.
Libby, McNeill & Libby.....	J. Walter Thompson, N. Y. C.
Little Crow Milling Co.....	Rogers & Smith, Chicago
Marrow Mfg. Co. (Mar-o-oli).....	Heath Seehof, Chicago
Maxwell House (coffee).....	Benton & Bowles, N. Y. C.
McAleer's Auto Polish.....	Maxon, Detroit
Mission Orange Juice.....	Leon Livingston, San Francisco
Mordian Salt.....	Wade, Chicago

RADIO'S GREATEST 2-STATION COMBINATION!

**WMCA
WJZ**

NEW YORK'S
OWN STATION

WIP

"PHILADELPHIA'S
PIONEER VOICE"

Spot Vs. Web Price Parity

When the chains revised their rates last winter, the spot and transcription fraternity thought they had a small talking-point. According to their figuring, the chains for the first time had a rate higher than a combination of all the local station rates. That meant, of course, that spot broadcasting was cheaper than network broadcasting, whereas usually the situation is in reverse.

But the talking point is by now just about washed up. Individual stations jacked their local rates as fast as possible to get them on a par with the steeper network quotations. Situation now is exactly where it was before all the rate-revising got started.

The spot boys aren't much concerned about the matter though. "Business is pretty good."

DENVER ZEST FOR AMATEURS ON LAG

Denver, Sept. 17. Amateurs over local radio stations are on some 13 programs. The Denver theatre ran an amateur hour every Wednesday night for six months, a record for Denver, but have discontinued them for lack of applications. They used 10 acts at first, with only eight later on. The Rivoli, a dime grind, runs amateur night on Wednesday nights.

Amateur programs heard over Denver radio stations:

Sponsored by Gross Finance Co., weekly amateur program for thirteen weeks, last program this week. Company did not formerly have program employing professional talent.

Programs over KFEL-KVOD. Victory theatre, eight weeks of weekly amateur programs broadcast from stage of theatre, by remote control over KFEL-KVOD. Theatre previously used talent from their stage shows to advertise on radio programs.

Harco Conservatory of Music, one-hour weekly amateur program over KFEL-KVOD, for thirteen weeks. Conservatory formerly used own talent on programs.

Public Service Co. of Colo., sponsored an amateur hour over KOA on Aug. 17. This culminated a week of auditions at their store, winners appearing on the broadcast. Company did not formerly have program employing professional talent.

TEXAS REGIONAL IS 100% AHEAD OF '34

San Antonio, Sept. 17. Fall big on Texas Quality Network is up fully 100 percent over start of last season, web having annexed 15 sponsors who purchase 11 1/4 hours weekly. Several new sponsors in prospect expected to add to the regional time sales which are becoming serious headache for NBC.

Web is beginning to pay attention to sustainers. Texas group Monday (16) started its own farm and home hour. Stint, 26 minutes daily, originates from Tomasa A. & M. Hege with institutions' agricultural and home experts backed by college band. This shuts out NBC's f. and h. hour along the line. Web's other sustainer is a half-hour variety review weekly.

Three 50,000-watt hours which composes the net are strategically located in three major trade areas of the big state, fact which is emphasized in scramble for new biz. WFAA in Dallas originates majority of regional programs. WOAI, San Antonio, and KPBC, Houston are other outlets for the regional. Both originate small percentage of programs.

Current sponsors are Employers Casualty Co., Morten Milling Co. (flour), Crazy Water Crystal Co., W. Lee O'Daniel's Hillbilly Flour, Dr. Pepper Bottling Co., William Cameron Co. (built in furniture), Murrus Mill & Elevator Co. (flour), Bevelly Mills (flour), W. K. Kellogg Co., Southwestern Ice Manufacturers Association, Gebhardt Chill Powder Co., Fant Milling Co. (flour), Southwestern Greyhound Bus Lines, Humble Oil & Refining Co. and Texas Lumbermen's Association.

WIP Acts. Expand

Philadelphia, Sept. 17. Two of WIP's oldest spot announcement accounts are crashing into bigger time class. Beginning yesterday (16) Crawford (furriers) take six 15-minute ET periods weekly and Bond Shoes use one-night-a-week show until able to get available time to stretch it to six a week.

Little Change in Name Bands; Noble, Dorseys in First 15; Some for Flip Crowd Only

Opening of the new broadcast season finds little change in the line-up of organized dance bands with commercial pulling power. The two units which have during the past season developed enough of a loudspeaker following to establish them among the first 15 best bets on the air, as determined by a survey taken among the leading advertising agencies, are those of Ray Noble and the Dorsey Bros.

First 15 hands as picked by advertising agency men follow.

1. Guy Lombardo.
2. Paul Whiteman.
3. Fred Waring.
4. Wayne King.
5. Rudy Vallee.
6. Ray Noble.
7. Hal Kemp.
8. Casa Loma.
9. Eddie Duchin.
10. Ben Bernie.
11. Dorsey Bros.
12. Ted Fio Rito.
13. Abe Lyman.
14. George Olsen.
15. Dick Himber.

Appeal ings

In rating the various dance units on the basis of their commercial value several of the agency men placed them in one of three classes: (a) all-around attraction, (b) where the appeal is strongest among the younger element and (c) where the personality of the leader takes precedence over the music. Unanimously assigned to the first classification were Lombardo, Whiteman, Waring, Noble, Fio Rito and Olsen, while those cited as having their major strength among the kids were Garber, Duchin, Dorsey Bros., Kemp and Casa Loma. Style of King and Himber, as well as that of Duchin, was described as lending itself par-

ticularly to the task of garnering femme attention. Vallee and Bernie were tabbed as the two outstanding instances in radio where the musical fare of the unit serves as a runner-up to the personality. Of pertinent interest, as disclosed by the survey, is the commercial standing that has developed during the past few seasons among those leaders who depend for the personnel of their aggregations on studio staff or freelance musicians. Tagged by the agency buyers of talent as notable cases in point were Johnny Green, Al Goodman, Frank Black, Mark Warnow, Andre Kostelanetz, Raymond Palge, Lennie Hayton and Don Voorhees. Picked as outstanding comers in the latter group were Warnow and Green.

Close runners-up among the organized band choices of the agency men included Jan Garber, Ozzie Nelson, Red Nichols, Al Goodman, Horace Heidt, Little Jack Little, Gus Arnheim, Art Kassel, Phil Spitalny and Leo Reisman.

CHILDREN'S HOUR IN ALTOONA STORE

Altoona, Pa., Sept. 17. WFBG, Altoona station owned by the William F. Gable company, department store, and operated by Gable Broadcasting company, Inc., broadcasts but one amateur program, The Children's Hour, from the children's department of the store. Talent is under 16 years of age and performs before an audience. Winners of the weekly contests appear at the Misher theatre and are 'suitably' rewarded. Sponsors are the store and the theatre.



WWJ

Detroit's Leading Radio Station and World's Pioneer Broadcasting Station

ANNOUNCES

Construction of New Transmitting Station and New Studios

Within the coming year Detroiters will see rise, a new home for their favorite radio station—WWJ.

Already a new transmitting station is beginning to take shape on another location.

The new studios and the new transmitting station together, will offer Detroit listeners one of the first complete demonstrations of high fidelity transmission.

With Detroit leading the nation in recovery and WWJ first in the ears and hearts of Detroiters, radio advertisers will do well to investigate the possibilities offered by programs on WWJ—the first radio station in the world to broadcast regular daily programs.

National Representatives
JOHN BLAIR & COMPANY

Edited Radio Agency List

Advertising Agencies with Active Radio Departments are Enumerated Under Cities in Which They Are Located. No Attempt Has Been Made to Include Branch Offices.

Albany, N. Y.

Geo. S. DeRouville
DeRouville Advertising Agency
11 North Pearl Street
Albany, N. Y.

Baltimore

F. A. Goldman—
I. A. Goldman Company
100 North Eutaw Street
Baltimore, Md.

G. B. Larson
Joseph Katz Co.
16 East Mt. Vernon Place
Baltimore, Md.

E. M. Mier
Adcrafters, Incorporated
16 St. Paul Street
Baltimore, Md.

Boston

R. F. Mudros
Frank T. Day, Inc.
729 Boylston Street
Boston, Mass.

D. Powell
S. A. Conover Co.
75 Federal Street
Boston, Mass.

J. Raymond Minter
Ingalls Advertising
137 Newbury Street
Boston, Mass.

J. H. Flestin
David Malkiel Advertising Agency
260 Tremont Street
Boston, Mass.

D. Winslow Crannell
O'Malley Adv. & Selling Co., Inc.
244 Washington Street
Boston, Mass.

Allen H. Wood, Jr.
Wood, Putnam & Wood Co.
208 Washington Street
Boston, Mass.

Buffalo

Finley H. Greene
Finley H. Greene Adv. Agency
360 Delaware Ave.
Buffalo, N. Y.

Charles J. Coward
Moss-Chase Co.
425 Franklin Street
Buffalo, N. Y.

H. W. Comstock
Vars. Addison, Inc.
Vars. Bldg.
Buffalo, N. Y.

Burlington, Vt.

D. R. Bedell
W. & Peterson, Inc.
94 Church Street
Burlington, Vt.

Chicago

F. G. Ibbett
Aubrey, Moore & Wallace, Inc.
410 North Michigan Ave.
Chicago, Ill.

Roscoe Barrett
Blackett-Sample-Hummert
221 North LaSalle Street
Chicago, Ill.

H. Ray Henderson
Doremus & Company
208 South LaSalle Street
Chicago, Ill.

Karl Frederick
Frederick & Mitchell, Inc.
333 North Michigan Ave.
Chicago, Ill.

Henry Klein
Frey & Ayevard
333 North Michigan Ave.
Chicago, Ill.

Irving J. Rosenbloom
Gundlach Adv. Agency
400 North Michigan Ave.
Chicago, Ill.

S. J. Andrews
Hans Metzger, Inc.
520 North Michigan Avenue
Chicago, Ill.

N. L. Pumpian
Henri Hurst & McDonald
520 North Michigan Avenue
Chicago, Ill.

Frances Hooper
Frances Hooper Adv. Agency
400 North Michigan Ave.
Chicago, Ill.

Ed Alesiere
H. W. Kastor
360 North Michigan Avenue
Chicago, Ill.

R. M. Kyland
Kirland-Engel Co.
646 North Michigan Avenue
Chicago, Ill.

Tom Davis
Matterson, Fogarty, Jordan
307 North Michigan Avenue
Chicago, Ill.

Raymond Atwood
McCann-Erickson, Inc.
910 South Michigan Avenue
Chicago, Ill.

George Enzinger
Morris, Windmuller, Enzinger
230 North Michigan Avenue
Chicago, Ill.

Walter Rubens
Neisser-Meyerhof
400 North Michigan Avenue
Chicago, Ill.

Dale Carroll
Ruthrauff & Ryan, Inc.
360 North Michigan Avenue
Chicago, Ill.

George Couper
Sellers Service
8 South Michigan Avenue
Chicago, Ill.

Dick Marvin
J. Walter Thompson Co.
410 North Michigan Avenue
Chicago, Ill.

Nate Caldwell
Towers Adv. Service
Strauss Bldg.
Chicago, Ill.

E. F. Hummert
Blackett-Sample-Hummert, Inc.
221 North LaSalle Street
Chicago, Ill.

L. D. Mather
E. H. Brown Advertising Agency
140 South Dearborn Street
Chicago, Ill.

Joseph T. Ainley
Erwin, Wesley & Co.
230 North Michigan Ave.
Chicago, Ill.

R. H. G. Mathews
Ford, Browne & Mathews
222 N. Bank Drive
Chicago, Ill.

Henry C. Klein
Charles Daniel Frey Co.
333 North Michigan Ave.
Chicago, Ill.

L. A. Drew
George J. Kirkgasser & Co.
400 North Michigan Avenue
Chicago, Ill.

George T. Isaac
Lord & Thomas
919 North Michigan Avenue
Chicago, Ill.

Walter S. Holden, Jr.
MacFarland, Hays & Co.
333 North Michigan Avenue
Chicago, Ill.

Frank Steel
McJunkin Adv. Co.
228 North LaSalle Street
Chicago, Ill.

Albert E. Shebel
Murphy, Carroll, Dean,
35 East Wacker Drive
Chicago, Ill.

Helen Wing
Needham, Louis & Brorby, Inc.
360 North Michigan Avenue
Chicago, Ill.

B. I. Wood
Philip O. Palmer & Co., Inc.
520 North Michigan Avenue
Chicago, Ill.

Russell B. Williams
Reincke, Ellis, Young, Green &
Finn, Inc.
520 North Michigan Avenue
Chicago, Ill.

Richard T. Robb
Richard T. Robb & Associates
28 East Jackson Blvd.
Chicago, Ill.

William F. Roche
Roche, Williams & Cunningham
310 South Michigan Avenue
Chicago, Ill.

Everett G. Ople
Rogers & Smith Adv. Agency
20 North Wacker Drive
Chicago, Ill.

R. J. Scott
Schweimler & Scott
Mather Tower
Chicago, Ill.

Bess Johnson
Stack-Goble Adv. Agency
8 South Michigan Avenue
Chicago, Ill.

Harold Bean
Jewell F. Stevens Co.
19 LaSalle Street South
Chicago, Ill.

Kenneth C. Ring
J. L. Sugden Adv. Co.
307 North Michigan Avenue
Chicago, Ill.

Geo. C. Hooper
James H. Turner
520 North Michigan Avenue
Chicago, Ill.

Cincinnati

John Sinn
Frederic W.
Ingalls Bldg.
Cincinnati, Ohio

Cleveland

Neville Bayless
The Bayless-Kerr Co.
Hanna Bldg.
Cleveland, Ohio

C. F. Wm. Bamberg
Campbell-Sanford Adv. Co.
Farley Bldg.
Cleveland, Ohio

S. R. Boal
Foster & Davies, Inc.
2116 B. F. Keith Bldg.
Cleveland, Ohio

Carr Liggett
Liggett, Carr, Inc.
1259 Leader Building
Cleveland, Ohio

Frank G. James
Sweeney & James Co.
Bulkley Bldg.
Cleveland, Ohio

W. T. Crago
Gordon Vichek Adv. Agency
516 Hixson Bldg.
Cleveland, Ohio

Columbus, O.

Joel M. Burghalter
Byer & Bowman, Inc.
329 East Broad Street
Columbus, Ohio

Dallas

Connie Joan Connor
Carpenter-Rogers Company
812-14 Wholesale Merchants Bldg.
Dallas, Texas

Lloyd C. Boyd
Connor Adv. Agency Inc.
1523 Walton Street
Denver, Colo.

Denver

C. A. Salstrand
Ball & Davidson, Inc.
Colorado National Bank Bldg.
Denver, Colo.

C. F. Cusack
C. F. Cusack Advertising Com-
pany
1594 Arapahoe Street
Denver, Colo.

Des Moines

Kerr S. Forman
Coolidge Advertising Co.
Ins. Exchange Bldg.
Des Moines, Ia.

C. R. Dudley
Fairall & Company
1210 Capitol Theatre Bldg.
Des Moines, Ia.

Detroit

Walter Craig
Brooke, Smith & French, Inc.
82 Hancock Avenue, East
Detroit, Mich.

M. A. Hollinshead
Campbell-Ewald Company, Inc.
General Motors Bldg.
Detroit, Mich.

D. L. Kirk
C. E. Rickard Adv. Agency
640 Temple Ave.
Detroit, Mich.

(Continued on page 56)

(ADVERTISEMENT)

MIAMI VALLEY SCOOP CONSCIOUS

Station WHIO's habit of crashing the air with news flashes is making radio fans in the Miami Valley scoop conscious.

Through its affiliation with the Dayton (Ohio) Daily News, the station grabs news hot off the wires.

The boys of WHIO have chalked up the following Scoops: Aug. 7—first in southern Ohio to air blow by blow account of Louis-Levin's massacre; Aug. 16—first in southern Ohio (one of first in U. S.) to flash report of Rogers-Post death crash; Aug. 23—first in U. S. to announce J. B. Royall winner of Grand American Trap Shoot Handicap; Aug. 26—first in southern Ohio to radio news of Queen Astrid's death; Sept. 8—first in southern Ohio to report shooting of Huey Long.

Scoops such as these are offered, without extra charge, as a part of

the news service now available over WHIO. With all the big headlines crowding up this fall, some alert buyer is going to get double the value of his advertising dollar.

Sponsorship of SI Burick—sports ed of the Dayton News and WHIO sports commentator is also available. Sport fans have followed SI's coverage of everything from heavyweight championship fights to ping pong tournaments, and they like his stuff—written and spoken.

Listeners interested in the news service or SI Burick sponsorship can get complete information by writing or wiring WHIO, Dayton, Ohio.

WHIO has 1,118,501 potential listeners in its primary zone and the station is going after them with power, programs and publicity.

It's the UNUSUAL that CLICKS!

FOREIGN LANGUAGE Programs, Too, Are Proving "Clickers" on This Independent, Full Time Station . . . Now—

Radio Station WHOM
OFFERS A

NEW TRANSMITTER NEW ANTENNA SYSTEM NEW COVERAGE in ALL languages WHOM

New York Sales Office: HARRY F. O'MEALIA, President
and Studios: 20 West 57th Street, Plaza 3-1504
ROLAND TRENCARD, General Manager
Jersey City Studios: 2808 Hudson Boulevard
Journal Square 2-2529

The Only Full Time Station in the Metropolitan District
Specializing in Foreign Language Programs

W B N X

MILESTONES ON WBNX
FIRST—Increased space—
additional studios.

SECOND—High Fidelity
Speech Input Equipment.

NOW!—NEW 190 FOOT
1/4 WAVE ANTENNA!!!

MARKS
THE
SPOT

These events show why WBNX
gives you the New York market
intimately, intelligently and inex-
pensively!

WBNX—New York Write For Booklet "Market Coverage"

NOW-5000 WATTS-W-I-N-D

We announce the authorization by the Federal Communications Commission of an increase in daytime power to 5,000 watts. New equipment is now being installed and is expected to be in operation within the next six weeks. The smart advertiser knows that effective Chicagoland coverage is to be had from a combination of 5,000 watts, a vertical radiator, and 560 kilocycles.

560 Kc.—W-I-N-D—FULL TIME
NATIONAL ADVERTISING OFFICES, 201 N. Wells Street, Chicago, Ill.

TRANSCRIPTIONS VS. LOCAL TALENT A MATTER OF SUPPLY, ECONOMICS

Nation-Wide Reports Indicate Uses of Library Service by Stations and Attitude Program Quality—Wax Spreads

Variety presents herewith material on electrical transcriptions culled from various cities. Specific uses of library service and general attitude of stations and retail sponsors are cited. Bearing in mind that wax is radio's newest form—in the transcription sense as it is its oldest entertainment source—in the phonograph record sense—it appears that with increasing organization, sales promotion, and acceptance the e. t. lib is going to be more important. However its limitations are of a character sufficient to remain a perennial problem. Perhaps the greatest ally of the transcription is the melody of a good deal of local showmanship and the acrobacy of half-passable talent in many forms. That with the cheaper prices—if such remains true—is the chief stimulating influence in the forecast.

Sunday local situations are summarized herewith:

Bridgeport, Conn.

E. T.'s have yet to attract consistent support of advertisers in WICC (Bridgeport-New Haven)

area. Only pressings lately spotted by station are Life Buoy (RCA), Carter Liver Pills (RCA), Chevrolet (WGB), Silverdust (World) and Watch Tower (Allied).

No disc inroads into local live talent noted. In fact, there is a signal instance of the opposite. Last season Mitchell Dairy (Borden) opened with Jones and Hare transcription and then turned to 'Memory Song Man' (Joe Lopez), singing request and stock tunes.

Pop platters comprise 'Town Topics' hour, during which 100-word announcements are alternated with free l'ubs of community goings-on.

Rochester, N. Y.

Little more than five per cent. of the time on Rochester radio stations is taken by electrical transcriptions. Both stations make every effort to sell live programs. Trend at WHEC is definitely away from waxed service with the station building up low cost talent shows and selling them to advertisers. Waxed service is sold when the station is unable to

provide otherwise what the advertiser wants or to keep program at lower cost.

WHEC maintains a Standard disc library and uses some World and Decca records on certain programs. These have supplanted regular phonograph records which formerly were used extensively.

Trend at WHAM is toward use of more transcriptions. Station's greater power makes it the medium of many national spot advertisers. World transcription library is maintained and many RCA discs used. About at third of this station's programs are local and two-thirds of these are live talent.

Birmingham, Ala.

Use of discs has not interfered materially with local talent because there is a drouth of sponsors who will still out for pro talent. They will take all of the amateur stuff they can get and if they can't get that, discs will be used. For instance, several of the department stores here have built up programs of records and labeled them with some fancy name. A coffee company has had such a program for a long time which consists of about 15 minutes of records.

WJBY at Gadsden has recently taken the NBC discs and is supplementing this with local talent while WAPL, Birmingham, not only uses phonograph records but those of the World Broadcast. At WBRC most of the discs played are commercially sponsored. For example, the Dodge Motor Car discs.

WGBN is not using as many of the especially prepared discs as formerly. At one time they had the World but at the present time most of the records are phonographic obtained through a world agreement with one of the local merchants. They get the McGregor-Sallie e.t.s.

Louisville, Ky.

Of Louisville's two stations, only one (WAVE) has made extensive use of electrical transcriptions for both commercial and sustaining programs.

WHAS, local CBS outlet, since its beginning in 1922, has been reluctant to use recorded broadcast material. At present a few commercial recordings are being used which business was spotted through the station's New York representative. Ordinary phonograph records have never been used on the station, with the possible exception of test broadcasts, usually conducted in the early hours of the morning, between sign-off and opening of the station in the morning.

NBC's Louisville outlet, WAVE, subscribed for some time to World service. Waxed programs have been used as sustaining and for sponsorship, and might be said to have a tendency to switch some local advertisers from live talent to the recorded material. Station recently concluded World service, and is now using NBC Thesaurus for both sustaining and commercial. Most important local account using waxed material is Citizen's Union National Bank, which broadcasts on Sunday nights a 30-minute program called 'Galaxy of Stars.'

Altoona, Pa.

Use of a staff orchestra for a two-hour period daily, station staff vocal and instrumental talent and voluntary programs along with phonograph records has precluded the use of the library services by WFBG, Altoona.

Gable company owns and operates broadcasting station.

Baltimore

Danger of electrical transcription programs supplanting live talent periods in Baltimore seems very remote. Stations here disclaim any present inclination to offer sponsors waxed entertainment. With few exceptions only discs used locally are ones spotted on national accounts, which have counterparts on many other wtrations around the country.

Listed below are the notables: WBAL: Crazy Water Crystals, 15-mn. musical programs twice daily, were Sunday, transcriptions presented by MacGregor & Sollic. 'Helpful Harry's Household Hints', 5-mn. sketches on twice weekly advertising American Assn. of Washington

Machine Manufacturers, discs made by Sound Studios. There is a daily early a.m. musical review running 15 mins. on sustaining, with manufacture by RCA-Victor. Chevrolet motor cars are advertised by 3-a-week quarter-hour orchestral transcriptions made by Sound Studios. Flash Gordon serial is on for 15 minutes once a week, sponsored by local Hearst newspaper. Same publishing firm also b.'s another weekly quarter-hour period, sketches tagged 'Front Page Dramas.' Both these Hearst-sponsored programs were waxed by RCA-Victor.

WCAO: The Ice Publicity Assn. has a weekly quarter-hour show tagged 'Ice Carnival', made by RCA-Victor, entertainment by hand and disc lists. Also weekly 'Dodge motor cars are plugged by 15-min. programs, made by Decca, presenting Victor Young's work. The Bay State Fishing Co. advertises twice weekly with 5-min. sketches, waxed by RCA-Victor. Then, the station has a series of e.t.'s tagged 'Melodious Melodies', made by Lockwood & Shackelford Co. of Los Angeles, with entertainment furnished by Victor Young's work. The programs, on sustaining on occasion, when station finds self hard put to fill in when a program has been suddenly cancelled. Also, station has numerous commercial 1-min. recordings, which are reeled off 'tween programs, but they do not muscle-out live talent, since they are all-copy without whiff of entertainment.

WGBM: Only one commercial e.t. on this, indie station, and no sustainers. Solo if 5-min. period on each week-day for local clothier, Blum's, consisting of series of songs, riddles and snatches of songs, made by World Broadcasting.

WFBH: Has Judge Rutherford on once weekly, 15 mins. advertisement by Freeman & Lang. Twice weekly Carlsbad Salts advertisement with 15-min. programs presenting Warbler Dick Newton, with waxes pressed by Columbia, distributed by Broadcasting Abroad Co. Then the local clothier, Blum's has 5-min. transcriptions on daily here as on WGBM. WFBH, however, gets a new wax series started next week, when John Hix 'Strange as Seems' series of twice-weekly quarter-hour periods plug Ex-Lax.

Chicago

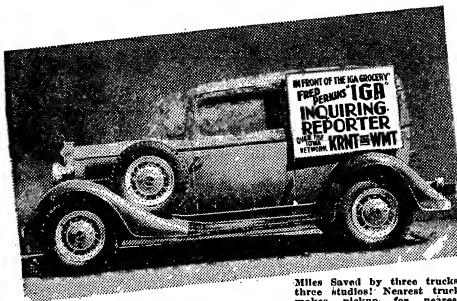
Waxed library shows have meant little in this town as far as commercial shows are concerned. Stations almost entirely have signalled for disc libraries strictly for sustaining services and hit-in spots. On WGN, the Chicago Tribune station, only at single show has been using World library discs for its programming. That is the Procter & Gamble morning ride for American Family soap. But starting last week the show switched to live talent with guest stars surrounding Virginia Clark who heads show as the 'Friendly Neighbor.'

On WEBB, the Columbia station, only one show is using disc programming through the Standard Library. That is the Schulze Baking company. This show was formerly a live talent affair using rather moderate cost performers.

Greatest users of library programs for commercials are the two NBC stations, WENR and WMAQ, which have six disc shows between them: Miller's Fur, Goldberg's Clothing Store, Simon's, Hill's Nursery, Goodrich Vacuum and Gordon's Clothing Store. Of these six only one (Continued on page 59)

IOWA NETWORK SENDS REMOTE CONTROL CARS 18,304 MILES ON SHOW BUSINESS

—On One Program Only!



Xiles Served by three trucks, three studios! Nearest truck makes pickup for nearest studio.

In the next 52 weeks we will set up portable microphones in 104 different Iowa towns to broadcast direct from 104 I.G.A. grocery stores. It'll be quite an event in each town with everybody turning out, including local officials and newspaper editor, to be interviewed by the I.G.A. Inquiring Reporter. Before each broadcast the I.G.A. Inquiring Reporter will tour the town making personal calls in a unique merchandising tie-up. Let us tell you more about this program and other selling shows we've successfully staged. Write today or call our representatives, John Blair & Co., New York, Detroit, Chicago and San Francisco.

THE IOWA BROADCASTING SYSTEM

to Stations of The Des Moines Register and Tribune

Do You Know These Facts About the Iowa

- Two network combinations are available: KSO-WMT and KRNT-WMT.
- The Iowa network (either combination) covers 23 of Iowa's 25 largest cities; 21 with a signal strength of 0.5 millivolts or more.
- The Iowa network reaches 358,440 (80%) radio sets; 84% with a signal strength of 0.5 millivolts or more.
- The Iowa network reaches in addition, 222,130 (60%) radio sets in Minnesota, Wisconsin, Illinois and Missouri, 49% with 0.5 millivolt signal.
- Each station is affiliated with either NBC or CBS network.
- Completely equipped studios are maintained in Des Moines, Cedar Rapids and Waterloo.

KRNT CBS BASIC Day Mornings WMT NBC BASIC RUC Cedar Rapids Waterfalls KSO NBC BASIC RUC Des Moines

Young & Rubicam Four Big Star Radio Shows

(in the order of their appearance)

★ LAWRENCE TIBBETT

for Packard Motor Car Company

America's favorite baritone in a new series of radio concerts with Don Voorhees' Orchestra every Tuesday evening, 8:30 to 9:00, beginning September 24th, Columbia Network

★ JACK BENNY

for Jell-O

Radio's popular comedian with Mary Livingston, Johnny Green's Orchestra and Michael Bartlett, Tenor Every Sunday evening, 7:00 to 7:30, E.S.T. beginning September 29th NBC-WJZ Network

★ PHIL BAKER

for Gulf Refining Company

The famous radio and revue star in "The Great American Tourist" with Beetle and Bottle and Hal Kemp's Orchestra Every Sunday evening, 7:30 to 8:00, E.S.T. beginning September 29th Columbia Network

★ HELEN HAYES

for Sanka Coffee

The great stage and screen star in an original radio serial "The New Penny" by Edith Meiser (This is the first time a star of stage and screen has appeared in any radio serial) every Tuesday evening, 9:30 to 10:00, E.S.T. beginning October 1st Mountain and Eastern time Monday Evening, 9:00 to 9:30, P.C.T. NBC-WJZ Network

Young & Rubicam, Inc.

Advertising

New York Chicago Detroit

Edited Radio Agency List

(Continued from page 54)

Ivan Frankel
Simons-Mechelson Company
Washington Boulevard Bldg.
Detroit, Mich.

Fort Wayne, Ind.

Ralph W. Neeb
Louis E. Wade Advertising
2200 Lincoln Tower
Fort Wayne, Ind.

Grand Rapids.

G. H. England
John L. Wierengo & Staff Inc.
Bldg. & Loan Building
Grand Rapids, Mich.

Hartford, Conn.

M. C. Manterach
Manterach Company
170 High Street
Hartford, Conn.

Houston

Francis Gilbert
Jay H. Skinner Adv. Agency
Sterling Bldg.
Houston, Tex.

Huntington, W. Va.

Wilfred Guenther
Monte Little Company
1st National Arcade
Huntington, W. Va.

Indianapolis

Stephen F. Wilheim
The Caldwell-Baker Company
1204 Merchants Bank Bldg.
Indianapolis, Ind.

Jacksonville, Fla.

Hunter Lynde
Associated Advertising Agency, Inc.
National Bank Bldg.
Jacksonville, Fla.

Kalamazoo

Joseph B. Northrop
Northrop Advertising Agency
Kalamazoo, Mich.

London, Ont.

T. H. Yull
McConnell, Baxter & Eastman
Ltd.
806 Huron & Erie Bldg.
London, Ontario

Los Angeles

James M. Dignan
Roy Alden & Associates, Inc.
1031 South Broadway
Los Angeles, Calif.

Hai Barnes
Wm. A. Ingoldby Company
1110 Walter P. Story Bldg.
Los Angeles, Calif.

F. Hume Seymour
Llewellyn-Seymour Company
Subway Terminal Bldg.
Los Angeles, Calif.

Ted Cate
Mayers Company, Inc.
1240 South Main Street
Los Angeles, Calif.

T. T. McCarty
McCarty Company
1206 Maple Avenue
Los Angeles, Calif.

D. W. Cummings
Philip J. Meany Co.
816 West 5th Street
Los Angeles, Calif.

Scott Clyde
Dan B. Minor Co.
1151 South Broadway
Los Angeles, Calif.

Virginia Kistler
Parson Jay Moss & Associates
228 Ins. Exchange Bldg.
Los Angeles, Calif.

Louis McDermott
Smith & Drum, Inc.
650 South Grand Street
Los Angeles, Calif.

Memphis

L. F. Muller, Jr.
Lake-Spiro-Cohn, Inc.
Sterick Bldg.
Memphis, Tenn.

Miami

C. E. Haley
MacDonnell-Carlton Adv. Agency
Seibold Building
Miami, Fla.

Milwaukee

Neel Taylor Hall
Burns-Hall Advertising Agency
157 North Broadway
Milwaukee, Wis.

Gustav Marx
Gustav Marx Adv. Agency, Inc.
125 East Wells Street
Milwaukee, Wis.

J. E. Gleibish
Cramer-Krasselt Co.
733 North Van Buren Street
Milwaukee, Wis.

R. Oakes
Klaus-Von Pietersom-Dunlap Associates Inc.
744 North 4th Street
Milwaukee, Wis.

Minneapolis

J. K. Mortland
Campbell-Mithun, Inc.
Northwestern Bank Bldg.
Minneapolis, Minn.

Herb Mason
Hutchinson Advertising Company
Hodgson Bldg.
Minneapolis, Minn.

Montreal

H. E. Smith
Stevenson & Scott, Ltd.
1620 University Tower
Montreal, Quebec

Newark

Jean Wannamaker
Chas. Dallas Reach Advertising Agency
68 Park Place
Newark, N. J.

New York City

Sidney Matthew Wells
Acorn Agency, Inc.
1270 6th Avenue
New York City

Hans Kaufman
Advertising Guild, Inc.
258 Fifth Avenue
New York City

William M. Tyack
Amsterdam Agency, Inc.
680 5th Avenue
New York City

F. A. Platte
Anderson, Davis & Platte, Inc.
1270 6th Avenue
New York City

Ralph Wentworth
Atherton & Currier, Inc.
420 Lexington Avenue
New York City

Ben Hershefeld
J. P. Muller & Co.
512 Fifth Avenue
New York City

Douglas Coulter
N. W. Ayer & Son, Inc.
500 Fifth Avenue
New York City

Arthur Pryor, Jr.
Batten, Barton, Durstine & Osborn, Inc.
323 Madison Avenue
New York City

Chester Bowles
Benton & Bowles, Inc.
444 Madison Avenue
New York City

Marlo Ingham, Castleman & Pierce, Inc.
136 East 38th Street
New York City

Milton H. Blow
Blow Company, Inc.
444 Madison Avenue
New York City

Carlos de Angelo
Blackman Advertising,
630 Fifth Avenue
New York City

Henry Blackman Sell
Blaker Advertising Agency
120 East 41st Street
New York City

W. T. Malone
Luckey, Bowman, Inc.
350 5th Avenue
New York City

H. A. Marsh
Franklin Bruck Advertising Corp.
1270 6th Avenue
New York City

J. H. McKee
Cecil, Warwick & Cecil, Inc.
230 Park Avenue
New York City

Gertrude Hardeman
Samuel C. Croft Co., Inc.
28 West 44th Street
New York City

Rutherford Platt
Platt-Forbes, Inc.
386 Fourth Avenue
New York City

E. Noakes
Frank Presbrey Co.
247 Park Avenue
New York City

H. M. Billerbeck
Richardson, Alley & Richards Co.
370 Lexington Avenue
New York City

E. W. Gladwin
Riegel & Lettingwell,
25 West 46th Street
New York City

Philip Ritter, Jr.
Philip Ritter Company
130 West 42nd Street
New York City

A. H. Kaplan
Rose-Martin, Inc.
21 West 46th Street
New York City

F. B. Ryan, Jr.
Ruthrauff & Ryan, Inc.
Chrysler Bldg.
405 Lexington Avenue
New York City

Myron P. Kirk
Ruthrauff & Ryan, Inc.
Chrysler Bldg.
405 Lexington Avenue
New York City

Arthur H. Ashley
Alfred J. Silberman, Inc.
12 East 44th Street
New York City

Richard A. Porter
Stack-Goble Adv. Agency
400 Madison Avenue
New York City

E. D. Hallcock
Steuerman Adv. Agency
370 Lexington Avenue
New York City

Roy Spector
Sternfield-Godley,
280 Broadway
New York City

John F. Mayer
Street & Flannery, Inc.
330 West 42nd Street
New York City

John U. Reber
J. Walter Thompson Co.
420 Lexington Avenue
New York City

F. J. Leles
Topping & Lloyd,
485 Madison Avenue
New York City

Joe M. Dawson
Tracy-Loock-Dawson, Inc.
22 East 40th Street
New York City

Mewburn G. Duncan
Veredburgh-Kendy Co.,
515 Madison Avenue
New York City

Kenneth Randolph
White-Lowell Company, Inc.
389 Lexington Avenue
New York City

William Stuhler
Young & Rubicam
285 Madison Avenue
New York City

Richard Zinn
Zinn & Meyer, Inc.
1519 Broadway
New York City

R. P. Clayberger
Calkins & Holden
247 Park Avenue
New York City

(Continued on page 64)

Outstanding Local Programs Available for Sponsorship on WHB in Kansas City

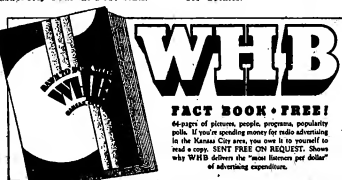
PLAY-BY-PLAY FOOTBALL—Direct from the "Big Six" playing fields by remote control. WHB begins its football schedule September 25, with the Notre Dame-Kansas game at South Bend. Our broadcast crew includes Ed Cochran, sports editor of the Journal-Post; Jess Kirkpatrick, former All-American halfback; "Babe" Boyl, WHB special events broadcaster; and Jack Todd, WHB program director. Wire for details of the ten-game schedule available.

NEWS BROADCASTS—Presenting Kansas City's best known and best liked newscaster, John Cameron Swayze, in three daily recaps—using United Press and/or Radio News Association dispatches for national and international news, with local news by the Kansas City Journal-Post staff.

JESS KIRKPATRICK—In songs of sure-fire appeal to the feminine audience. Here's an opportunity for some manufacturer of cosmetics, soap, clothes or foodstuffs! Jess can sell 'em for you!

WEB STAFF FROLIC—Kansas City's biggest daytime show, with Doctor Pratt as Master of Ceremonies, and an all-star cast.

NORTHSIDE MUNICIPAL COURT—This sustaining feature is not available for commercial sponsorship, in spite of the fact that it is probably the most popular broadcast heard in the Kansas City area, day or night. A few "spots" are open before and after the broadcast, for 30-word, 100-word, or 500-word announcements. Ask for details.



DON DAVIS, President

JOHN T. SCHILLING, General Manager

KANSAS CITY'S DOMINANT DAYTIME STATION

Nerts!

Any ballyhoo to the effect that Memphis can be covered, adequately and dependably, any hour of the day or night, by an out-of-town station, no matter how heavy the wattage, is simply NERTS. Nashville is 225 miles distant. Cincinnati 500, St. Louis, 325.

Plenty of network and station audited surveys to show that listeners of the Mid-South overwhelmingly depend on WMC for NBC features and many showmanship, locally originated programs. It's the radio market master of the Memphis market which is the South's First Market in trading area population — over 2,000,000 consumers, and the brightest spot in the busiest section of the nation.

Commercial program identification and liberal publicity co-operate The Commercial Appeal — largest daily circulation South.



Wattage 2,600 Daily; 1,000 Night — In the Middle of the Dial
Owned and Operated by The Commercial Appeal

New York and Eastern Representative: Chicago and Mid-Western Representative:
NORMAN CRAIG
230 E. 50th St., Tel. Plaza 3-4085
New York City
JACKSON & MOORE
1619 Ave. N., Tel. FR. 2826-27
Chicago, Ill.

<h1>NEW</h1>	WJJD STUDIOS Three new studios, one including a Master Wurlitzer Organ	WJJD COVERAGE The kind that you get when using a vertical radiator antenna with 20,000 watts power it is now under construction.	<h1>NEW</h1>
	WJJD RATES WJJD rates now afford the best buy available for any high-power station in a metropolitan market such as Chicago. Improved program facilities plus added coverage will naturally result in higher rates. Make arrangements for your time now.	WJJD Chicago's Most Powerful Independent Radio Station 201 No. Wells St. Chicago, Ill.	

Forecast of Leading Agencies

(Continued from page 50)

grams, recently completing its "Extra-Club" series. No definite inter plans.

McJUNKIN ADVERTISING COMPANY CHICAGO, ILL.

More love and romance, and increased dexterity in handling commercials, are to be injected into the Princess Pat Players program, as it continues its Monday night run on the Blue. Princess Pat Cosmetics recently added a test program with Milton Charles over WBMM to its schedule, which may eventually blossom into a network show for CBS.

Enos Chemical Co. signing up "Wooley-the-Moth" series on NBC for a third year.

Coyne Electrical School starting radio in connection with its magazine plugging.

MOSS-CHASE CO. BUFFALO, N. Y.

Quality Laundry, Buffalo Industrial Bank, Danahy Packing Co., and Bradford Oil Refining all have a hand in the morning "Musical Clock" platters at various times during the week.

Approved Laundries using spot announcements in an institutional series for 13 laundries.

William Simon Brewery broadcasting baseball Saturdays 3 to 5 p.m.

NEWELL-EMMETT CO. NEW YORK CITY

Liggett & Myers Tobacco Co. (Chesterfield) returning to the air Oct. 2 in a series similar to the one of last year. Andre Kostelanetz and his orchestra back. Big name singing act headed off by Lily Pons and Nino Martini.

Programs are scheduled for Wednesdays and Saturdays 9-9:30 p.m. over CBS.

SCHWIMMER & SCOTT CHICAGO, ILL.

Hollywood "Ask" (cosmetics) re-signing for a 28-week continuation over WGN, Chicago, using two quarter-hour spots weekly with Francis X. Bushman and Allie Hill in a Hollywood gossip turn.

Stineway Drug Co. (local chain) using an hour of "Morning Musical Chimes" on a six-a-week basis over WMAQ, Chicago. Contract calls for 52 weeks. Programs consist of recordings, time, temperature and weather.

Studebaker Sales Co. of Chicago continuing Pat Flanagan in a baseball review over WBMM, Chicago, for the remainder of the ball season. To be followed by a musical.

Robert Bartlett Realty Co. using a male octette two evenings per week over WBMM.

Christian Business Men's Committee re-signing a 35-minute non-daily spot over WJJD, Chicago, Mondays through Fridays.

Adams & Eiting (subsidiary of Glidden Paint Co.) starting a campaign for Checker Flag Store Assn. using three quarter-hour daytime programs. Featuring Milton Charles, singing organist.

S. J. Kendall & Co. (real estate) using a musical over WBMM, Chicago, on a three-a-week basis.

Lite Soap Co. contemplating use of WLS, Chicago, but no program set as yet.

Bonne & Co. (Zono nose drops and ointment) to use six spot announcements per week on WMAQ and WGN, Chicago.

G. M. L. Co. (auto finance) scheduling two quarter-hour spots and one half-hour per week on WBMM, Chicago. Daytime musical.

Chicago Herald & Examiner has purchased full Sunday morning hour on WBMM for 52 weeks. Ulmer Turner, radio editor; to read the funnies.

Walton Finance Corp. sponsoring a three-a-week sports review over WCFL, Chicago.

STERNFELD-GODLEY, Inc. NEW YORK CITY

M. J. Fur Co. has signed a quarter hour on Sundays over WOR, and four-quarter hours weekly on WJMC on 13-week contracts. Programs are musicals by Mitchell Sliester's orchestra with male and female vocalists now being auditioned.

Schedule begins September 15 under account executive Philip Scheft.

SWEENEY & JAMES CO. CLEVELAND, OHIO

Firestone Tire & Rubber is slated to continue its Monday night stand over the NBC Red with Margaret Speake and the Firestone Ensemble. Nestle LeMur contemplating wax.

J. WALTER THOMPSON NEW YORK CITY

Standard Brands is scheduling a quartet of programs for its various products this fall. Major Borden (for Chase & Sanborn) and Rudy Vallee (for Fleischmann's Yeast) continue on their customary NBC spots. "One Man's Family" will likewise adhere on the NBC Pacific Coast hookup, but on the 22nd it will begin plugging Royal Gelatin instead of Tenderleaf Tea. "Voice of the People" currently on an NBC Sunday evening spot (for Royal Aspic & Pudding or Fleischmann's Yeast) will be supplanted by Robert ("Believe It Or Not") Ripley, Ozzie Nelson's orchestra and Harriet Hilliard next month (6). At the same time the product to benefit from the commercial will be changed to Fleischmann's Yeast for Bread.

Union Central Life Insurance Co. re-signing "Road and Drama." Alexander Woolcott coming back for Cream of Wheat next month (10) over CBS.

Northam Warren Corp. (Cutex) continuing the Cutex program with Nella Goodelle, also on the Blue.

Libby, McNeill & Libby (evaporated milk) has "Og, Son of Fire" for the juvenile thrice weekly on afternoon spots over CBS. Same firm participating in a program on the Coast. Also sponsoring "What to Eat and Why" over WOR, New York.

Lever Bros. (Lux toilet soap) has recently switched to the Radio Theatre to CBS, and it will remain there Monday nights.

Northern Trust Co. spotting "The Northerners" over WGN, Chicago. Swift & Co. using two programs, "Women's Magazine of the Air" and "The Swift Studio Party." Deems Taylor is m.c. Both NBC.

Emerson Drug (Bromo-Seltzer) carrying on with "N. T. G. and His Girls" over the Blue.

General Cigar (White Owl's) scheduling "The Adventures of Gracie" with Burns & Allen for later this month (25) over CBS.

Kraft-Phenix Cheese Corp. has Paul Whiteman in his Kraft Music Hall variety show over the Red. Elgin National Watch Co. begins next month (4) over the Red with Art Kassel's orchestra, the Mills Brothers and Hal Totten.

Al Johnson to continue in the "Shell Chateau" on the NBC Red. Hathaway Bakeries using spot announcements on four New England stations.

TOMASCHKE-ELLIOTT, Inc. OAKLAND, CAL.

Cardinet Candy Co. is figuring on starting its second year of "Night Editor" dramas next month over the NBC-KPO Coast and RM nets.

TRACY-LOCKE-DAWSON DALLAS, TEXAS

Dr. Pepper renewing "Sugar and Boy-Friends" five talent show over the Texas Quality network on another 26 week contract. Series is composed of comedy skits supported by Pepper Upper trio and Alex Keeser's orchestra.

Same sponsor using spot broadcasts (platters) on 35 southern stations.

Universal Mills (Gold Chain flour and Red Chain feeds) sponsoring one-minute dramatized discs over several stations in Texas and Louisiana.

Gebhardt Chili Powder Co. (on the air continuously for 512 weeks) now using two programs over Texas Quality net, and may possibly participate in "The Woman's Magazine of the Air" on the NBC Pacific Coast hookup this fall. One of the two programs now appearing in Texas is the "Mexican Supper Club of the Air." The other is a morning program entitled "From the Patio."

Texas Centennial planning radio, but nothing set yet.

YOUNG & RUBICAM NEW YORK CITY

Jack Benny and Mary Livingston resume their fall and winter turn for Jell-O on the 29th. As usual, the show will occupy the 7-7:30 spot on the NBC Blue, coast-to-coast. But this year the supporting cast has been revamped, and now consists of Michael Bartlett, tenor, and Johnny Green's orchestra.

General Food's Sanka (coffee) has signed up Helen Hayes for her first continuous radio dramatic series, entitled "The New Penny." Music by Mark Warnow. Starts October 1st over the Blue Tuesdays 9:30-10.

Packard Motor Car sponsoring Lawrence Tibbett assisted by Don Voorhees and orchestra over CBS Tuesdays 8:30-9 as of the 24th.

Phil Baker with Beetle and Bottle, Hal Kemp's orchestra, a male quartet and a girl's trio make up the Gulf Refining Co.'s new fall show. Scheduled to start the 29th over CBS 7:30-8. Title of the affair is "The Great American Tourist." Borden sponsors "Magic Recipes" with Jane Ellis on Wednesdays 11:45-12 a.m. over the NBC Red.

Horton Ice Cream continuing "The Fuzzlers" over WOR.

Fels-Naptha (soap) shooting a spot campaign into 25 cities. Ditto William G. Gellatly formerly with CBS, now on sales staff at WOR, New York.

HEARST STATIONS HAVE

LISTENERS

AUDIENCES ALREADY BUILT

SUCCESSFUL LOCAL PROGRAMS

SIX MAJOR MARKETS

Let's tell YOU about these outstanding stations and their established programs

HEARST RADIO

Representing

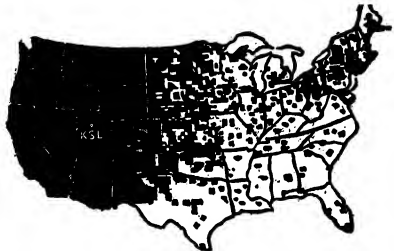
Pittsburgh WCAE Baltimore WBAL
New York WINS Milwaukee WISN
San Francisco KYA Los Angeles KEHE

Hearst magazine Building
850 Eighth Avenue
NEW YORK
Columbus 5-7000

Hearst Building
Market at Third
SAN FRANCISCO, CAL.
Douglas 2336

Hearst Building
1326 W. Madison St.
CHICAGO, ILL.
Central 6124

They Call It Showmanship!



IN SUMMER!

Eight Half-hour Shows on KSL, presented from July 11th to August 29th, pulled

27,123

written responses for one client, representing returns from every State in the Union, and from every county in the West.

The show, known as the Radio Playhouse, and featuring the KSL Players, was Created by KSL—Written by KSL—Produced by KSL.

SUMMER OR WINTER, IT TAKES SHOWMANSHIP PLUS POWER

THIS STATION HAS THEM BOTH

50,000 WATTS

KSL

THE VOICE OF THE WEST

AFFILIATED WITH CBS

SALT LAKE CITY, UTAH

WFAA WBAP has

1. THE FACILITIES

\$300,000 transmitter. High fidelity RCA equipment.

2. THE POWER

50,000 watts on nationally cleared channel (800 k.c.)

3. THE STAFF

PERSONNEL OF OVER FIFTY, INCLUDING:

Three outstanding conductors.
Three staff arrangers.
Twenty-five man orchestra unit.
Production department.
Merchandise department.
Publicity department.
Unexcelled technical staff.
usic li

4. THE AUDIENCE

Potential circulation of 807,302 radio homes (Jan. 1, 1935).

First place in listener preference shown by EVERY accredited survey.

5. THE MARKET

Transmitter's location midway between Dallas and Fort Worth makes BOTH cities LOCAL markets. Per capita figures place these cities far above National average.

Coverage includes all of North Texas, Oklahoma and productive sectors of Louisiana, New Mexico, Missouri, Arkansas and Kansas.

Coverage area has annual retail sales close to two billion dollars; annual spendable income of well over four billion dollars.

6. THE SPONSORS

LOCAL SPONSORS, including the Southwest's leading concerns, sponsor MORE LIVE TALENT PROGRAMS ON WFAA-WBAP than originates from any other station in this region.

NATIONAL SPOT SPONSORS place more PROGRAMS ON WFAA-WBAP than on any other station in the Southwest.

NETWORK SPONSORS have MORE PROGRAMS ON WFAA-WBAP than on any other station in the Southwest.

The Southwest's
Premier Station

WFAA-WBAP

DALLAS FORT WORTH
The Nat'l broadcasting Co.
Texas

ONE AMATEUR SHOW IN LOUISVILLE, KY.

Louisville, Sept. 17. Stations in this town have not gone in very extensively for amateur shows. WAVE, local NBC 1,000 watts is only broadcaster which has attempted to do anything in that line. WHAS, Columbia's outlet here, and the voice of the Courier-Journal & Louisville Times, apparently satisfied to fill the bulk of its schedule with CBS commercial and sustaining. Mainline 12 place staff work as backbone of most of the sustaining shows, with staff artists, singing combos and the like.

First experiment with an amateur hour was tried by WAVE from Indiana theatre, across the river in New Albany, Ind., about two years ago. This was a 30 minute session picked up from the stage of the theatre, with announcements spotted between each act. Cash prizes were given, and program was handled by Charles Harris, now Albany man, on a percentage arrangement with the station. This was discontinued about six months ago, after NBC sent through some new commercials, which claimed the time filled by the amateur hour.

WAVE now carries a half hour amateur program, sponsored by Crutcher & Starks, local haberdashery. This is broadcast Fridays, 10:30-11 P.M. C.S.T. Program was started about three months ago, sponsors not having been on the air

Station Dilemma

Philadelphia, Sept. 17.

After steadily losing popularity among all local stations, amateur contest shows took a final count last week at WDAS. Payoff was decision of final winner of Woodside Park-Daily News-WDAS 'talent quest' prize to be 13 weeks' contract as sustaining station. When Eddie Stevens, tap dancer and trumpet player, copped the laurels, station was stumped. It couldn't use tap dancer or solo trumpeter and union regulation wouldn't allow putting winner in band. Execs are still scratching their heads, but will probably pay Stevens 13 weeks' salary and call it quits.

previously. George Patterson, WAVE program director, emceed the program, and auditions the talent. A prize of \$10 is given to the winner, who appears on the following week's program. The contest program is said to have drawn 3,000 votes on a single broadcast.

Ila Logan and the Dave Herman band have been teamed by NBC for a build-up series, which will give them two quarter-hour broadcasts a week, starts Sept. 19.

Leon Sipes has resigned from spot staff of KLRA, Little Rock. Moves to KELD, El Dorado, Ark.

MILWAUKEE DISPLAY STRICTLY ROUTINE

Milwaukee, Sept. 17.

Home talent and amateurs are having a hard job breaking onto the airwaves on Milwaukee stations, WTMJ and WISN. Only one purely amateur hour is now on tap, run by WISN in conjunction with the Riverside theatre, one half hour program every Monday with the theatre supplying the talent from the audience.

WTMJ recently ran an amateur contest in conjunction with Fox theatres but since has laid low on the sitcom pupae. Both WTMJ and WISN use kids on their special hours with WTMJ handling about ten youngsters daily on the Capt. Larry program with Larry Teich the boss and WISN using about half that number on its Cousin Betty Program.

WISN also uses some embryo radio folk on the 'Downy' by Hermans' daily half hour but there have been working on the job about six months now with the result they are classed professionals.

THEATRE BROADCAST IN PINE BLUFF, ARK.

Pine Bluff, Ark., Sept. 17.

KOTN, 100 watt here, has one amateur program, which is broadcast each Saturday morning by remote control from the Community theatre. It is a commercial in which the station and theatre co-operate with the Arkansas Baking Company in Buttered Flap broadcast.

Boys and girls are enrolled in the Pals club and the amateur program is put on at the theatre each Saturday 10:30 for half hour. Prizes are awarded on the vote of those present.

Philly Looks Good

(Continued from page 44)

approaching sell-out. Increase in national business can't be compared with last year, as there wasn't any then, but agency commissions for last few months are 170% over 1934 figures.

Estimates for WCAU, local CBS outlet, fall business show it should about equal last year in net, but increased overhead means gross will be considerably larger. For first time in history of station, summer's books were written with black ink of red ink. Entire first three periods of 1935 were far over 1934, and present estimates are that station's evening card will be about filled. Of course, much of that will be network business. Taken as a whole, station's outlook for this fall is for almost 30% more business than last.

WFIL's Steady Climb

Comparisons on other two local stations are impossible, since neither of them have been in existence a year. However, WFIL, local NBC blue outlet, has shown steady increase over each preceding month. The rate of increase, moreover, is accelerating. Estimates are that station will be 25% booked during afternoon and 50% booked during evening by the time fall is under way. Among expected accounts are 20 new local accounts in both afternoon and evening classifications and 16 new network accounts in both periods. Morning hours are jammed almost solid from 8:15 to 11. The station estimates its total fall business will be divided about 60% locally and 40% network (that is locally sponsored and network sponsored). Even in its first year WFIL is far ahead of combined WPT and WLIT (stations it replaced) businesses.

KYWB, local NBC red outlet, is lagging behind other local stations with very few affiliates. Sponsors have not been drawn to station in anywhere near equal ratio with listeners. Only few months old, station had to start from scratch, and is further handicapped with public by being in same building with WCAU and therefore being thought of as some sort of subsidiary of that station at least among the uninformed. That's a condition studio staff is trying to combat. Meanwhile network accounts are increasing as NBC sells time on WFAA-FM, but local accounts are not keeping pace. Nevertheless, Dr. Leon Levy, station president, is refusing to reserve time (even at agency request) for political programs without full payment in advance. Station is too new to make possible any comparisons with former periods.

KMBC Shows Win Again

Among Biggest Mail-Pullers on Columbia Network

New York—Ted Malone's "Between the Bookends" reported to again top all CBS programs in August fan mail. For several months features has had the net's sustainers. Only mail magnet is occasional offer of a bit of poetry or prose to listeners whose requests are accompanied by self-addressed, stamped envelopes.

"Happy Hollow" — "Your Home Town, My Home Town" daily rural show, the Columbia Coast-to-Coast web, a class runner-up in August fan mail.

Both features originate at KMBC, Kansas City, where "Happy Hollow" and "Between the Bookends" got their start in national success.

Predict smart sponsors will quickly grab these remarkable ready-made audience features.

WFIL

NBC BLUE NETWORK
PHILADELPHIA
1000 WATTS

FIRST AGAIN!

Broadcasting Exclusively

PHILADELPHIA
FOOD FAIR
AND
BETTER HOMES
EXPOSITION

OCTOBER 15th to 25th

WJAY

We Cover All of
CLEVELAND
Cover Most All
OHIO

We Give You
Coverage and Results

CLEVELAND PEOPLE USE

WJAY

EDYTHE FERN MELROSE
Manager

DOES THAT NEW
TOWER INCREASE
WJAY'S
SERVICE AREA?

OVER
200%
5000 WATTS
WBAP
RICHMOND, VA.

Transcriptions Vs. Live Talent

(Continued from page 55)

was previously on the air here with live talent; and that is the Miller Fur Store which used coffee-and-talent. NBC programs naturally are the NBC Thesaurus discs.

Neither of the two Ralph Atlases stations, WJZD and WIND, uses any disc library service and therefore have no commercial programs with library discs. Both stations have some commercial with phonograph records in the mornings. Also WIND uses some MacGregor & Solle 15-minute recorded shows on a sustaining basis on one-time shot arrangement.

St. John, N. B.

lectrical transcriptions have made little headway here. Ordinary phonograph record is the arch-enemy of the talent at CHSI, formerly CPBO. Since the increase in rates at this station, the number of sponsors has dropped off, the station is turning to the ordinary record provider for "entertainment."

Formerly, local orchestras, singers, elocutionists, instrumentalists, had been getting a growing play from the sponsors. The pay had been from \$2 to \$25 per broadcast, per individual. Even in what were purely amateur programs, apparently, cash or merchandise prizes were offered by the sponsors at each broadcast.

At present, no local sponsor is using the electrical transcriptions. The Boston Sunday Advertiser, uses electrical transcription twice weekly from the St. John station, to advertise its real estate. Outside of this, there is no regular use of the special discs at the local broadcasting base.

Houston, Texas

KXYZ, Houston, has recently inaugurated complete World Broadcast System service. Idea is to dress up local presentation and elate profuse use of phonograph records on a non-chain basis.

KTRH and KPRC get transcriptions prepared for national commercial accounts such as Chevrolet, Dodge, Dr. Pepper. This does not affect talent employment, nor does it eliminate phonograph records on certain spots.

Columbus, Ohio

Transcription services get big play in Columbus, with three out of four stations using several units.

Fourth is WOSU, Ohio State university station, non-commercial.

Heaviest user is WCOL, with NBC Thesaurus, Standard, Transco and MacGregor & Solle on the list. None of these are sponsored, but all services are used pretty much of the time. MacGregor had been used for some three years; NBC for three weeks; Transco in two years and Standard, three or four months. WBNS uses same services, has had them about the same length of time, and none of them are sponsored.

This station, however, doesn't employ much wax work, being a CBS outlet, and with much time taken by the net.

WAIU handles World service, and has used it for many years.

In case of all three stations, not much money is available for talent, and services are preferred instead of ordinary phonograph records. No records on any kids from listeners with public seemingly satisfied with wax.

Winston-Salem, N. C.

Electrical transcriptions have not caused any inroads into the local talent here and advertisers clamor for local talent and will use it whenever feasible. Only on rare occasions are waxed programs used by local advertisers, and then only when local talent is not available.

WSJS scrapped its phonograph records early this year and took on the World Broadcasting Service electrical transcriptions for use on sustaining programs where local talent is not available.

Norris O'Neil, manager of WSJS, believes transcriptions have helped to improve the quality of the station and a higher standard for local talent has been established. Radio talent has welcomed such competition for its insight into radio production technique in the bigger centers.

Schenectady, N. Y.

Aside from commercially sponsored discs placed by agencies WGY recently has not been broadcasting any music, else, announced as an "electrical transcription." Platters used on two half-hour every-morning commercials (7:30-8:30), between one and two-minute commercial announcements, on 9:45-10 a.m. slot, and between similar tabblings, 6:35-7:45 p.m., are announced as "recordings" and apparently are ordinary phonograph records.

Number of transcribed commercials, from outside agencies, has increased in past two or three years. Doubtful if they have taken much work or pay away from in-the-fleshers, most of whom are members of WGY's staff or in the employ of General Electric Co., station owner. However, use of these rubbers prohibition of sustaining time taken from NBC red web. One new commercial, sponsored by Florence Stove Co. of Massachusetts, is a discer, whereas in previous falls, the station had studio quartet and instrumentalists.

Second of the "Musical Clocks" is sponsored by Breslaw Bros., who, in switching to w.a., did get away from live-paid talent. For six years this culture concert used Forrest Willis, crooner-pianist, not connected with WGY.

Davenport, Ia.

WOC, Davenport, has recently acquired Standard service and WEIB, Rock Island, has World and NBC discs. In neither case does employment of human voices or paid talent become affected.

In both instances specially recorded broadcasts are replacing phonograph records to marked degree.

Dubuque, Ia.

WKBB has been using Radio Transcription Company's electrical transcriptions for months and getting away from the ordinary platters. It has not affected the status of talent and other musicians employed by the station, in that the transcriptions are sandwiched in and made to bolster up whatever program is on the air.

Main idea in switching from ordinary phonograph records to the specially recorded broadcast records has been to give the outlet a metropolitan air and build up its own staff and artists appearing in conjunction with the transcriptions.

San Antonio, Texas

Three major transcription services employed locally have had little effect on live talent since such talent has always been at a low ebb and very limited in scope.

In most instances purposes of platters has been to replace phonograph records especially in case of KABC, indie station, which has purchased the NBC Thesaurus. Formerly station leaned heavily to records.

WOAI, NBC and Texas Quality Network outlet, uses World platters. Accounts using this service never used live talent. Station uses 30 minutes daily platter service, four of which half-hour stints are sponsored.

Standard services used by KTSA, SBS and CBS outlet. In this instance there has been a small replacement of live talent. Wax works heard about three quarter hours daily.

New Haven, Conn.

Among operators of the two local stations, WROC (New Haven and Bridgeport) and WIXBS (New Haven and Waterbury), consensus in the matter of what effect the use of electrical transcriptions has on curtailment of employment of local talent is that the use of discs has made practically no dent as far as hiring of local performers, musicians, etc., is concerned.

WROC gives very little time to transcriptions and handles most of its waxed service through phonograph records, supplementing commercial announcements. In general, the ratio of live talent to canned entertainment at this station is four live programs to one waxed one.

WIXBS uses a single (half-hour daily) phonograph period, and swings more heavily to transcrip-

tions. Of the waxed service used, about 85% is NBC Thesaurus and the balance Standard.

Both stations state that waxed programs are not killing any local talent employment at all and are used primarily as fill-ins.

Lincoln, Neb.

Wax programs here are definitely at the expense of local talent, KFJR using several 15-minute periods per day via World Broadcasing System staff. Station at one time was almost exclusively a wax station, using ordinary phonograph records and very little talent. Now link has augmented regular discs with WBS material.

However, the use of wax here has meant the difference in many cases of whether or not a client is on the air, the latter feeling the talent situation is often overboard of the ad budget, while wax can be handled much more cheaply. KFJR, the most constant user, has found a variety program in this manner for the spot which used to go all day long on pop tunes.

Indianapolis, Ind.

WFBM uses Standard Program Library. This service is offered to accounts for the payment of the MPFA fee, and without additional charge for the disks themselves.

WIRE uses both Thesaurus and Standard's "Sons of the Pioneers," a hillbilly group. The former has six quarter hours sponsored by "differ-ent accounts, and the latter is aired six times weekly and sponsored by one firm.

Both stations state that the transcriptions are used to replace phonograph records. They are offered to firms which will not pay for live talent, and in the opinion of program directors of both stations no musicians are displaced by their use.

Both stations use transcription service for co-operative programs where spot announcements are given. Both WIRE and WFBM are chain outlets and have few purely sustaining disc programs.

Knoxville, Tenn.

WNOX uses World wax, unless, of course, commercial spots furnish their own transcriptions. No ordinary records at all, being entirely supplanted by World library. As regards transcriptions displacing local pro talent, management tries to sell talent when possible, but says saturation point of good talent is soon reached and sponsors prefer smoother transcriptions. No strictly professional hands in town; players have daytime jobs for most part and can't get off. Time breakdown: about 65% CBS. Remaining 35% is about 75% local talent, 25% transcriptions.

KROL uses NBC Thesaurus wax. Ordinary records—used only about one hour a day for request programs. Standard classics record library at studio. Current tunes by exchange with local music store in return for spot plugs.

Rough breakdown of time division: 25% local talent; 25% transcriptions and records; rest Mutual Broadcasting and rebroadcasts. Local talent apparently unhurt by transcriptions.

Chattanooga, Tenn.

WDOD, Chattanooga, uses NBC Thesaurus and World waxed services from two to three hours each day. Frank Lane, station manager, stated that the waxed services have supplanted phonograph records to a large extent. They do not cut in on local talent, because WDOD has little such talent available and hardly uses it, he said.

Evansville, Ind.

WGFE, the local station, uses World library service almost entirely for sustaining programs. Employment of live talent by local advertisers has not been materially affected, since there is very little of that anyhow.

Seattle

Use of electrical transcriptions by Seattle radio stations has had a varying effect, depending upon the type of station using the discs.

For the smaller stations, which are minus the chain programs and which have little or nothing in the way of live talent shows, the discs serve primarily to displace phono-

graph records. However, on them the use of electrical transcriptions is small, and their waxed musical library service is limited. Freeman Lang and Titan Production Co. discs are the principal ones used by these stations.

Effect of discs on KOL (CBS) is to supplant chain sustaining time. KOL's live talent staff is small, and live talent sponsored programs on the station are few and far between. The situation with KOL seems to be that the discs are not luring sponsors away from supporting live talent shows. Instead, time on the air is being sold clients who would not advertise at all if they had to support an array of live talent.

Only two stations in town using the big waxed musical libraries are the jointly operated stations KOMO and KJR. KOMO uses Standard and KJR uses World. These stations, both under the same roof, have the largest staff and use more live talent than any other outfit westabouts. They are linked with NBC.

Bill Warren, KOMO-KJR program director, claims the discs do not affect live talent programs or sponsorship of them in any great amount. Warren said: "We recognize electrical transcriptions as superior to phonograph records and to some small live talent programs, but they do not affect the aggregate amount of our sustaining volume, and they have not affected the sale in any perceptible amount of live talent to local sponsors."

Los Angeles

Coast radio stations have developed a strong tendency to forego flesh programs for what they call the more convenient and less expensive medium of entertainment—electrical transcriptions.

Opinion is by no means unanimous on the reason and its effect both on the station and the performing gentry. Most operators are in accord, however, on the point that waxing has not increased unemployment among the players, but rather has had an opposite effect. They sum it up in this wise: It takes flesh to make wax.

Several stations are of the opinion that by playing transcriptions they strengthen their position in the fight on American Society Composers, Authors and Publishers for a

(Continued on page 62)

WXYZ

JOINS THE

NATIONAL

BROADCASTING

COMPANY

BLUE NETWORK

SEPT. 29TH

IMPORTANT NOTE:

WXYZ will continue the operation of the Michigan Radio Network, a key station presenting a full line of schedule of sustaining and commercial programs. Many sustaining NBC programs will be carried over existing stations.

KUNSKY-TRENDE

BROADCASTING CORPORATION

140 MADISON AVENUE, NEW YORK 17, N. Y.

Wm. C. RAMBEAU CO. Representatives, HOME OFFICES: Tribune Tower, Chicago 40

New York Office: 177 CHINESE BUILDING, New York

San Francisco Office: 100 FORTY-SEVENTH ST., San Francisco 4, Calif.

Los Angeles Office: 100 N. W. 10th St., Los Angeles 1, Calif.

Jaco

Symposium On Wax

Los Angeles

(Continued from page 69)
new arrangement, which would call for a 'per use' charge instead of the present 5%.

Tabulation reveals the following set-up on waxed programs:

KNLX: Using World, Freeman Lang and McGreggor & Solite transcriptions. Station uses no records.
KFL: NBC Thesaurus and World (Chevrolet only) for commercials only. No records.

KECA: and World (Chevrolet only). Long record play on classical music.

KHJ: Only waxes used are commercial transcriptions. World and Standard.

KIEW: Using Sillicus and World, also records.

KELW: Overboard on records with a few commercial transcriptions.

KFD: Mostly records.

KFSG: (church station).

KGFJ: Freeman Lang, McGreggor & Solite, Recording, Inc., Standard, Radio Transcriptions Co.; records, mostly orchestras.

KRKD: This one boasts the most complete library of records in town, but is going more and more for transcriptions. Uses Freeman Lang, McGreggor & Solite.

KTN: Freeman Lang, also heavy run of records.

KPPC: (church station).

KGER: Mostly records with occasional commercial transcription.

KWBF: Standard exclusively. Records are woven into continuities of several programs.

KMTR: Standard, World; heavy on records.

KWPC: McGreggor & Solite, World; records occasionally.

KFOX: Records, with occasional transcriptions.

KCAC: Freeman Lang transcriptions; heavy run of records.

Oakland, Cal.

KILX: The Oakland Tribune station has World Transcriptions exclusive in northern California, using them principally sustaining.

KROW: uses but few transcriptions—Judge Rutherford being main one. Prod, mgr., would rather use local talent than trans, but locals are so hot.

KRE: Berkeley, uses sponsored transcription such as Chevrolet and American Family Robinson. Station has about 3% live talent, 90% records and remainder transcriptions.

General situation, as up to transcriptions being used only when sponsored, or when local talent not procurable. Hasn't curtailed employment of musicians, most of whom weren't even getting coffee and doughnut money anyway.

Ottawa

Ottawa's two stations, CKCO and CKO, use the mill run of phonograph records for sustaining hours at odd times during the day but complete transcriptions are not overheard. 'Amateur guests,' etc., don't get much play.

What the Broadcasting Commission, does do, however, as regular policy is to make a wax of show-wave programs from England and run them at a later hour the same day to play up the British strain. Long wave, of course, used for re-broadcasts.

Miami, Fla.

Local talent has not seemed to suffer from the use of electrical transcriptions on the local stations. Standard and NBC Thesaurus discs are used with Standard canceling out October 1. Local merchants at this time of the year are not in a position to pay enough to attract any but the cheaper performers and professional talent here at present is at a low ebb.

During the winter season, merchants are partial to live talent when it is available. Discs have in most every case supplanted regular phonograph records.

Des Moines

Library service hereabouts is as follows:

KSO:—Standard

KRNT:—Standard

WMT:—Waterloo—World.

WHO:—World.

All stations report they are using maximum live talent and services haven't minimized this to any ex-

tent. Stations report the transcriptions have merely replaced records, and—much more satisfactorily.

Omaha

Two of three broadcasting stations in Omaha use extensive transcription libraries while the third has no service but makes use of the disks on a few programs.

KOIL: Complete World Broad-casting system of over 1,000 selections. These supply material for several daily programs, which are sent out from Omaha over any of the three stations of the Union

Holding Co. KOIL with transmitter at Council Bluffs, KFAB and KFOP with transmitters in Lincoln. Service has been in effect here better part of a year, and before that was used partially. Besides this KOIL presents two: three nationally sponsored series of transcriptions weekly.

WOW: WOW employs the Standard library consisting of some more than 300 selections, but makes only limited commercial use of them. Network NBC Red being the principle source of supply for station here, disks are only an accessory compared to the extensive use made of them at KOIL. WOW weekly presents 29 transcription broadcasts from eight local sponsors to lead the field in this respect.

WAAX: has used only two or three small series of transcriptions, mostly from famous orchestras, but depends a good deal on records. That slight use made of transcriptions here has been at the expense of records and not of professional or hired talent.

On the statement of Manager John Henry of KOIL the use of the World Service has been directly at the expense of locally hired talent, but gives the station a range in selections and a facility and convenience it could secure in no other way even at twice the expense. This has eliminated the use of records for a long period here, and the disks are used extensively commercially.

WOW has never made much use of records so that disks have not in this respect been a factor, but always tried to give local talent the work where possible so transcriptions are only a part-time accessory here.

Winnipeg

CJRC leads here in use of transcriptions. In all cases where platters have been taken by sponsors it has not affected professionals. Are using World, McGreggor-Solite and Irving Fotel at present.

Governing body, CKY and Western Broadcasting Bureau (CGX) not overburdened. CKY carrying Ma Perkins (RCA) and one or two one minute medicine announcements.

WBBB is using Patrice Muske-lee panache, which are manufactured in Edmonton, Alta., by Taylor-Pearson. Same sponsor takes different group of 'corn-fed' musicians each Saturday a.m. over local station (WBB-CJGX, Yorkton, Sask.).

Providence

Electrical transcriptions are used by all of the three broadcasting stations in town, but in each instance it is claimed that library service has not hurt local talent.

Wax service spotted during early morning hours at all stations, and only one has a spot in the evening. WBBN, Shepard's, uses the Standard library, and 15-minute program is spotted at 7:30 a.m., at which time the station opens its daily activities. Likewise at the Outlet station, WJAR, the NBC outlet here, where the World service is in use. The disc service used from 7:30 to 8 a.m. in the morning, and it is used again for a 15-minute broadcast in the evening at 6:30.

WPRO has been using NBC Thesaurus service during the morning hours, and is planning on adding Associated Music library, probably stretching out wax time to one hour daily.

El Paso, Tex.

Waxed musical library services have enabled station KTSM to offer program variety and to raise the standard of local programs. In the opinion of Karl Wylar, KTSM manager. Tendency has been to switch from ordinary phonograph records to specially recorded

broadcasts. KTSM subscribes to World Broadcasting System and McGreggor & Solite.

Wylar says acquisition of library program material has not affected the employment of performers and musicians by local retail advertisers.

Local talent never has been employed except on rare occasions.

XEBJ: Juarez (Mexico) station across river, uses phonograph records almost exclusively, with occasional remote control programs from night club orchestras sponsored by the cabarets.

Macon, Ga.

WMAZ, Macon does not use amateur programs such as talent discovery or opportunity quests, etc. Programs that use talent use it on a professional basis.

World service is used on electrical transcriptions but doubtful if local talent displaced through its use. Transcriptions have replaced use of ordinary phonograph records, but the amount of both used is approximately equal. An actual check of several days' programs showed on two more transcription quarter hours on some days and one or two more record periods on others. Thorough-out a week's period they divide 50-50.

So. Bend, Ind.

WSET-WEAM are using Standard discs, but it has not affected the employment of performers or musicians because none are available. They have switched to Standard Service to improve the sustaining program.

South Bend Tribune owns both stations.

Pine Bluff, Ark.

Station KOTN only uses two electrical transcriptions, both being commercial, the World, furnishing the Chevrolet, and Decca, the Dodge program, both of these are 15 minute programs.

None of these in any way supplant local talent or the employment of musicians or performers.

Charleston, W. Va.

Charleston's broadcasting station, WCRS, has an amateur program on Thursday nights, which is designated 'Novice Night.' It has no amateur programs sponsored by advertisers.

WCHS uses Standard electrical transcriptions, which represent a switch from World. When first inaugurated the station used ordinary records. The use of transcription has not had the effect of reducing the employment of performers, musicians, etc., by retail advertisers.

Buffalo

Electrical transcriptions undoubtedly help stations here to cut down the net, especially during summer lull.

Buffalo Broadcasting Corp., largest here, has two stations, WOL (WKBW), which divide Columbia Network Service. Transcriptions fill the gaps. Stations have been without a staff orchestra since spring.

Ray Wynn, pianist, Frazzetta, vocalist, and pianist, was only union musician on staff, being also the contractor.

Plan for fall and winter season is to hire musicians as needed for sponsored shows and special sustains, building around a small nucleus of staff men.

B. C. C. uses RCA-Victor, World, Broadcasting Abroad, Inc., Radio and Film Methods Corp., and Columbia Phonograph transcriptions. Largely sponsored, though waxes are used for sustains an average of two hours a day. Does not eliminate ordinary records of three hours daily (sponsored) 'Musical Clock' and 'Nancy's Shopping News.'

Other major station, WBBN, an RCA date, uses NBC Thesaurus, the Little Theatre transcriptions, 'Richard the Lion-Hearted,' and 'Paul Wing, the Story Man' and 'Betty and Bob.' Has less time for transcription than usual.

NBC service, Phonograph records used only in early morning 'Minute Men of Melody' musical clock show.

WBBR, 100-watter, dishes the wax heavily, with phonograph records at 11-line between wax results, and 'Many foreign language recordings used for Polish, Italian and German programs. Also has transcription libraries of Decca and Hollywood. Small live musical staff is retained.

Albany

Use of waxed musical service on WOKO has not crowded out local talent, but in some instances has replaced the local talent on sustaining hours because the records were better than the available in-persons.

World transcriptions are used. Prior to the library service, WOKO had many individual transcriptions and had a fair-sized collection. It never made a practice of using many records after the first few months of operation, although it still uses them on an occasional play.

Known as the 'Musical Clock,' in which the correct time is mentioned frequently, being interspersed with the records.

Local advertisers prefer good live talent, and so does the station, but the supply of talent is so extremely limited that both advertiser and station evidently must resort to using transcription.

Canned music has replaced musical service of station because WOKO has found, in its experience, that musicians are apt to start off fine on a program and then through lack of rehearsal the quality fades.

Denver

All three radio stations use the waxed library service primarily to get away from the phonograph record and not at the expense of local talent. WYOR and KFYR and KVOD use the NBC Thesaurus and the World service, respectively.

When used with advertising these programs carry spot announcements instead of the sustained program, no, otherwise employ talent to broadcast. These stations also carry various other transcription programs, mostly for the dealers in the district of national products, such as Chevrolet and General Mills.

Station KILZ uses the Standard library one-half hour each morning with spot announcements. This includes the Dodge program. These other times during the day local talent is used on spot announcements.

Transcriptions were first used in the district of national products, such as Chevrolet and General Mills.

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are numerous participation programs on wax.

Only four local stations now use regular transcription services. WCAU and KYW use World. WFIL continues to use the Associated shorties. WIP uses NBC Thesaurus, having replaced World.

WDAS, contemplating taking one of services in near future, is only one besides WFIL, which has E. T. (records) playing on replace phonograph records with transcriptions. Incidentally, and for what it may be worth, WDAS was last week taken by Fred Warding to halt 'unauthorized' playing of records on station records. WDAS also is using E. T. issued by Warners in tie-ups with their film showings.

All local stations, with network connection, (that include WU, WFIL, KYW) have network transcriptions sent by sponsors.

Ft. Wayne, Ind.

Barnsall O. Is the sole sponsor over WOWO, presenting an amateur show, having just closed a 13 week run, and scheduled to renew early in Oct. Firm has 17 oil stations in vicinity, all contributing to expenses, entries, etc., in the radio series.

WOWO first presented a 'guest' revue (same as the current amateur craze), fully eight years ago. Since then it has been a series of various guises, from talent quest to opportunity hours outright.

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13-YR. OLD PROGRAM AMATEUR EXCEPTION

Philadelphia, Sept. 17.

Amateur programs never live issue here as in some other cities are just about completely washed up.

Local sponsors never did take to them with any enthusiasm and now even listeners are fed up. About only reaction mention of amateur shows and contests arouses is remark that they are 'stale.'

Only local station still having amateur show (with exception of WIP's Uncle Wip and his children's hour—now in its 13th year) is KDKB, which is getting new talent.

Simon pures for cut-price store sponsors. That looks like innovation which may be good for awhile.

And Uncle Wip as pioneer kid's amateur show, getting new talent.

Willis Jones (Dairies) still has big following. For the rest, there just isn't a show.

Of course, in

PHILADELPHIA MUSIC-RADIO STALEMATE

Philadelphia, Sept. 17. Battle between local stations and musicians' union over matter of house bands remains stalemated, with all but one broadcaster playing waiting game and doing without remote donations. Single exception is WIP, which has taken over 100 remotes locally and has to settle dispute, since it receives good revenue from that source.

Negotiations between WIP and union have settled all but one point of difference, that being whether studio band may be used for commercials without extra pay or available for only sustaining shows. Question of basic rate and stretch were agreed upon, union winning establishment of eight men at \$37 figure and conceding studio unlimited stretch during daylight hours. Union's deadline of yesterday (16) was moved back to tomorrow pending settlement of final details. Indications are that agreement will be reached satisfactorily. Only alternative open to station if it fails to settle matter is payment of fee of \$3 a man for local remotes and \$4 for network remotes. But since it will be cheaper for station to give in on house band question, that will likely be outcome. WIP now only uses itself, but supplies Inter-City group.

There's little likelihood of other stations making more than minor concessions to union's demand that they have vital need of either house bands or remotes, they're in better position to hold out indefinitely. And they show every intention of doing that. Since the fact of fact WIP, some months ago offered union proposition of 18 men at \$70 scale, with only question of stretch open to argument, and union turned it down. Now union wants considerably decreased conditions and station, like others, is nixing it.

Publicity Associates Out as New Mgr. In

Change in management of WINZ, has eased out Publicity Associates as procurers and arrangers for the "Surprise Interviews" program aired daily over that outlet. Earl Ferris will supply people and ideas in future.

Since last May 2, Associates has arranged over 600 interviews for stations. Some months ago offered union proposition of 18 men at \$70 scale, with only question of stretch open to argument, and union turned it down. Now union wants considerably decreased conditions and station, like others, is nixing it.

100% WBBM Renewals

Chicago, Sept. 17. Every client on WBBM, the Columbia station, renewed contract on the station for one full year under the terms of the old contract when the station put its new \$610 rate into effect last week.

Despite the fact that there was a 100% renewal, with every sponsor taking advantage of the privilege of getting in under the wire, WBBM still got increases in rates, since many of the clients had been operating under contracts established two and three years ago.

WLVA Expands Staff

Lynchburg, Sept. 17. Addition of trans-radio news service and other personnel has resulted in increasing the size of WLVA's staff.

James H. Logan, formerly of WEHG at Charlottesville, has been placed in charge of the station's promotion, and also handles general announcing. Also on the announcing staff is W. D. Kingsbury, formerly connected with a chain department store. Eugene Howe has been appointed a time salesman. Brings the staff's personnel to 13.

BLUE COAL'S AMATEURS

But It's All Written Into a Three-Day Serial

Amateur idea will bow in as a dramatic portion of a regular weekly serial on Blue Coal's "Studio No. 1" series which starts Oct. 1 over NBC with Jack and Loretta Clemens. Johnny Cantwell of Ruthrauff & Ryan agency is handling the account, is scripting the program, incorporating the novice spread as a major motivation of the tale. However, it's not labeled an amateur hour outright.

Series will be heard three weekly, Tuesday, Wednesday and Thursday at 11:15 a.m. for a quarter-hour run. First day's program will be devoted to auditions; second, rehearsal, and third, actual performance of the novice. Two leading characters are a small-town radio station, and to make it pay start an amateur contest.

Same sponsor also begins "Vanished Voices" over CBS on Sept. 30, Monday and Wednesday at 6:30 p.m. Highlights and personalities of the past to be given current dramatizations in this one. Clyde North in charge of the writing chores; and Black Andrews in direction. Cast is now being assembled.

R. & R. agency also in charge.

Towers Blew Down in Storm, Station Sues On 5-Year Guarantee

Charlotte, C. Sept. 17. Manufacturers of the two 370-foot steel towers of WPTF, Raleigh, one of which crumpled before a stiff wind last June 15, have been sued for recovery of damages in the amount of \$5,140.90, allegedly suffered by the station as a result of the failure.

International Stacey Corporation and its subsidiary, the International Derrick and Equipment Company, of Columbus, O., are defendants in the action.

Towers, located seven miles west of Raleigh, were guaranteed for five years to withstand a wind velocity of 99 miles an hour, the complaint states. It is alleged that the towers were of defective materials, one blowing over and the other being left out of line when a stiff wind struck them.

A joint plaintiff with the station is the Continental Insurance company of New York. The insurance company has already paid the station \$5,140.90 under a policy issued to the towers. It is alleged that the manufacturers have refused to reimburse the insurance firm. The broadcasting company has assigned all of its equity in the possible damages to the insurance firm.

Princeton Games Set

Philadelphia, Sept. 17. With all three local colleges (Penn, Temple, Villanova) having scared away prospects for football games by impossible price, WIP has gone out of town to sign Princeton to season contract. With seven home games, including Penn, Williams, Rutgers, Navy, Harvard, Lehigh and Dartmouth, Nassau schedule is one of the choicest in East. Station gets games free, dividing wire rates with WMCA, New York.

Idea is to get name announcer for series to garner big listener crop and collect on deal by selling program chatter by recognized grid authority and follow game with sponsored summary. College has nixed sale of game description itself. Nothing set so far.

Possible sponsors for Penn games scrambled when college quoted \$10,000 price for season. Ser. last sold year for \$3500, but college named impossible figure to discourage broadcasting. Figured airlog hurt game, particularly on rainy or threatening days.

College this year asked \$3500, also a for idable rate, since schedule calls for only five Saturday games, two others being Friday night.

Clyde Lucas Eligible

Choice of orks for the forthcoming new Burns and Allen show has three candidates listed. Clyde Lucas, Little and Large Little and Ohmen and Arden are present sections waiting for the final.

Lucas becomes eligible on his impending admission into the local Teachers union. He will be available after his induction which comes in two weeks.

Crosby, Dorseys Set

Bing Crosby with Jimmy Dorsey's orchestra, takes Dec. 1 the Kraft Phenix spot now occupied by Paul Whiteman on NBC Thursday nights. Program will continue its variety policy and have Crosby doubling as m.c. Broadcasts will originate from the Coast.

Deal which was handled by the Rockwell-O'Keefe office gives Crosby and Dorsey a minimum of 36 weeks at \$5,000 a broadcast for the combination.

Whiteman held the account for three years.

ROOF THEATRE LEASED BY WOR

First major audience show set for MBS is United Cities' new series starting over WOR, New York, on Oct. 1, with sponsors presenting half-hour variety series in Times Square studio. NRG former spot at the New Amsterdam theatre. Deal was closed last Friday morning (13) with Erlanger interests, for the 800-seater, which will be renovated for the opening next month.

Studio is to be available also to both MBS and WOR accounts. WOR is planning now on moving some of its bigger sustaining shows over, in order to take care of public demand to sit in on a broadcast. Present studios on Broadway are too small.

Sinfonietta program directed by Alfred Wallenstein, Music for Today directed by Morton Gould, are under consideration as probable tenants of the new place. Both are sustainers. For the first program, United Cigar is planning to spread itself, with several trick effects up for presentation that night. Isham Jones orchestra, Loretta Lee and Elton Boys on the talent end for the initial broadcast.

Reed Joins Rambeau

Chicago, Sept. 17. Dwight Reed has been added to the sales staff of the William Rambeau office, station representatives. Reed was formerly with the Batten, Barton, Durstine & Osborn agency.

Congoin Compromise Likely

Company Will Drop Claims, Change Labels, According to Reports

Washington, Sept. 17. Possibility that Federal Communications Commission will drop its fight against radio programs sponsored by the Congoin Co. of Los Angeles, distributor of Argentine mate, was seen today in reports that the average consumer will cease claiming medicinal properties for its product.

Encountering resistance from a substantial portion of the 22 stations in the C. C. jurisdiction, the communications body was reported as satisfied that the company will take steps to meet government objections and that anything basic said in radio counties are outside the F. C. C. jurisdiction. Officials of the Commission, however, refuse to admit they have reached any decision while "one topnotch member declared had no knowledge at all of matters relating to Congoin blends."

With Postal authorities and Trade Commission, as well as Food and Drug Administration, and the F. C. C. gunning for the beverage on grounds it has no therapeutic values, officials of Congoin have been confronting for several days with government agencies in an attempt to clear the Argentine drink. State Department, which has been requested by Argentine authorities, it is reported, to make sure that no international limitation in practice was said to be attempting the role of government, peace-maker and umpire.

Change Labels

Congoin reps conferred at length with Food and Drug people about ways of checking further seizures

Petrillo Seeks One Music Rate For New York and Chicago Radio

10,000,000 CIRCULATION

Mollie Merrick, NANA Coast Writer, Conditioning, Program

Los Angeles, Sept. 17. NBC is auditioning "Hollywood Preview," new air show, for several agencies. It's headed by Mollie Merrick, North American Newspaper Alliance's Hollywood correspondent who is being heralded as having over 10,000,000 circulation or twice that of Louella Parsons. Miss Merrick's film chatter embraces 88 papers including Central and South America. She's asking \$1,500 a week.

Nola Day, NBC's Frisco vocal protégée at the moment, and Harry Jackson's orchestra are also in the new program. Young & Rubicam agency reported interested.

Radio Editors Should Reorganize on Wider Base, Declares Martin

Pittsburgh, Sept. 17. Radio Editors Association formed a year ago in Cincinnati and inactive since should be reorganized in the opinion of its president Darrell V. Martin of the Pittsburgh Post-Gazette. He hopes that the radio editor, who is a person of much prestige and that something to make the job and its holder more lustrous within the industry should be done. Meanwhile the present membership of the association, where and when to hold another convention and how to hold an election.

Voting by mail, even when certified, is unsatisfactory.

Peruna Sponsors WOWO Barn Dance Sept. 20

St. Wayne, Sept. 17. WOWO Barn Dance (20) returns to the late radio night, under sponsorship of Peruna. Unit has been on four most of the summer season, making lake resorts and small towns nearby. New series on for 13 weeks, and scheduled for a Saturday p.m. spot at 2:15.

Company Will Drop Claims, Change Labels, According to Reports

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Change Labels
Congoin reps conferred at length with Food and Drug people about ways of checking further seizures

Proposal made by James C. Petrillo, prez of the Chicago musicians' union, that a uniform scale of salaries be established for broadcasting stations coming under the jurisdiction of the Chicago and New York unions has reached the two-way discussion point. Officials of the New York union leave tomorrow (Thursday) for a meeting with Petrillo in Chicago.

It is Petrillo's contention that since the vast majority of the work in commercials and sustaining programs originate from these two cities the same wage standards should prevail for either spot. With a uniform scale in effect there would be no jockeying of program originations by the webs in order to take advantage of the lower wages, that one town may offer as compared to the other.

Delegation which is making the trip in behalf of the New York local consists of Edward Canavan, Jacob Rosenberg, Richard McCann and Samuel Tabak. Another topic slated for discussion is the possibility of the Chicago local of a rule imposing special fee on broadcasts originating from hotels, cafes and similar spots. In the case of the New York local, which ranges from \$1 to \$3 per picture, goes intact into the local's relief fund.

Trial License With ASCAP by Ticker News

Ticker News Service, Inc., the system of wired radio which already is supplying clients in New York City and Philadelphia, has taken out a 30-day temporary license with ASCAP. By the end of the trial period, company expects to have a fairly good conception of the number of regular outlets used by its wired system so that some basis for payment of set fees can be reached. Likely that Ticker News will show nearly 1,000 outlets by that time in regular use.

Ticker News in this test period also has obtained a fairly good idea of value of such license covering music to be played on its programs. Understood that ASCAP will insist on some sort of licensing set-up holding the station and in under category of a broadcast station since it maintains a studio in N. Y. and one in Philadelphia. Service goes largely to hotels, clubs, cafes and taverns, and is not having public address system to pick-up programs wired to spot.

WCAU's Union Tiffs HEADACHES A.R. SHOW

Philadelphia, Sept. 17. Union troubles in connection with CBS Atlantic City Radio show starring Frank Parker, are not settled yet. Agreement reached when musicians' union allowed Red Nichols to come into Philly (show originally from WCAU) to handle orchestra, with WCAU and station going to Anthony Candelori, nominal leader of crew, may blow sky high. Latest difficulty is over substitution of 10 men from Jan Savitt's band for like number of Candelori's outfit.

The 25-piece Candelori band auditioned show, but when dispute between WCAU and union caused cancellation of remote Universal Artists Bureau had all duty booking Savitt band, which it has under contract. To keep musicians working, it substituted them for regular men. Matter is now in hands of board of governors of union. First broadcast of Atlantic Show (14) paid approximately \$70 (including audition) per man.

Carmela Ponselle Set

Carmela Ponselle of the operatic-shower team starts a 13-week stretch on WCAU (13:45) show \$60 a week. Deal set by Bill Miller of the Charlie Aronson office

Edited Radio Agency List

(Continued from page 56)

L. S. Caskin
L. S. Caskin
Paul Cornell Co.
580 Fifth Avenue
New York City

Tom Everett
J. Stirling Cetchell, Inc.
405 Lexington Avenue
New York City

Louisa A. Witten
Hanft-Metzger, Inc.
745 Fifth Avenue
New York City

Paul Gumbinner
Lawrence C. Gumbinner
9 East 41st Street
New York City

Martin Horrell
Lambert & Feasley, Inc.
400 Madison Avenue
New York City

Dave Elman
Marchalk & Pratt
535 Fifth Avenue
New York City

Arthur Sinsheimer
Peck Adv. Agency
444 Madison Avenue
New York City

W. L. Chesman
Donahue & Co., Inc.
1270 6th Avenue
New York City

Harry M. Overstreet
Dorrance, Sullivan & Co.
347 Madison Avenue
New York City

E. Jason
J. Dresser Agency
1457 Broadway
New York City

S. H. Ellner
Joseph Ellner Company
821 Fourth Avenue
New York City

F. Friedlander
Empire Adv. Service
1460 Broadway
New York City

John C. Esby
Wm. Esby & Co.
100 East 42nd Street
New York City

Donald Bryant
Federal Adv. Agency, Inc.
444 Madison Avenue
New York City

Jerry Cady
Fletcher & Ellis, Inc.
500 Fifth Avenue
New York City

Roland Martini
Gardner Adv. Co.
330 West 42nd Street
New York City

W. A. Arner
Geyer-Cornell Company Ltd
745 Fifth Avenue
New York City

Geo. Comptois
Gobman Advertising Co.
250 Park Avenue
New York City

James H. Lang, Jr.
Grey Adv. Service, Inc.
128 West 31st Street
New York City

Herman Kornblum
Lawrence C. Gumbinner Adv.
Agency
9 East 41st Street
New York City

T. J. L. Crane
Hazard Adv. Corporation
235 Madison Avenue
New York City

Leon Bloom
Hirshon-Garfield, Inc.
10 East 40th Street
New York City

Wm. E. Larcumbe
Hommann, Tarcher & Sheldon,
Inc.
500 Fifth Avenue
New York City

Kingsley E. Humbert
Humbert & Jones
238 East 45th Street
New York City

Michael Altomari
John Karch Adv. Agency
280 Broadway
New York City

Wm. Roberts
Kayton-Spiro, Inc.
Herald-Tribune Bldg.
New York City

P. W. Orr
Lennen & Mitchell, Inc.
17 East 46th Street
New York City

Marlon Parsonnet
Lennen & Mitchell, Inc.
17 East 46th Street
New York City

Montague H. Hackett
Lord & Thomas
247 Park Avenue
New York City

Arthur C. Smith
J. M. Mathes, Inc.
122 East 42nd Street
New York City

Dorothy Barstow
McCann-Erickson, Inc.
285 Madison Avenue
New York City

Jules G. Moritz
J. G. Moritz, Inc.
51 East 42nd Street
New York City

Wm. Reydel
Newell-Emmett Co., Inc.
40 East 34th Street
New York City

J. F. Quick
Mark O'Day & Company, Inc.
400 Madison Avenue
New York City

E. J. Cogan
Paris & Heart
370 Lexington Avenue
New York City

David Crosler
Pedler & Ryan, Inc.
250 Park Avenue
New York City

Oakland, Cal.
Bruce A. Wilson
Atlee F. Hunt Co.
339 15th Street
Oakland, Calif.

Wallace F. Elliott
Tomaschke-Elliott, Inc.
Franklin Bldg.
Oakland, Calif.

Omaha
W. H. Kearns
Thomas Buchanan Adv. Company
412 South 19th Street
Omaha, Neb.

Philadelphia
H. H. Kynett
Altkin-Kynett Co.
1400 South Penn Square
Philadelphia, Pa.

Ward Wheelock
F. Wallis Armstrong Co.
18th and Locust Streets
Philadelphia, Pa.

Edward A. Davies
John Falkner Arndt
1411 Lewis Tower
Philadelphia, Pa.

Joseph Green
Adrian Bauer Adv. Agency
Architects Bldg., 17th and Sam-
son Streets
Philadelphia, Pa.

H. O. Stone
William Jenkins Adv.
220 South 18th Street
Philadelphia, Pa.

Miss M. E. Peoples
Sidney H. Weller Adv. Agency
1420 Chesnut Street
Philadelphia, Pa.

M. S. Well
Byren-Well-Weston, Inc.
Bankers Securities Bldg.
Philadelphia, Pa.

A. V. West
Clements Company, Inc.
Horn Bldg.
Philadelphia, Pa.

Edmund H. Rogers
Jerome B. Gray & Co.
13 South 12th Street
Philadelphia, Pa.

Harry B. Schwartz
Charles Gross & Associates, Inc.
1606 Walnut Street
Philadelphia, Pa.

Robert K. Hetherington
Hetherington Watson Co.
2220 Lewis Tower
Philadelphia

Pittsburgh
Allen F. Helnecke
W. S. Hill Co., Inc.
323 4th Avenue
Pittsburgh, Pa.

Portland, Ore.
Mrs. S. Goodrich
Adolph L. Bloch Adv.
108 N. W. Ninth Ave.
Portland, Ore.

Rochester, N. Y.
F. A. Hutchins
Hutchins Adv. Co., Inc.
17 East Avenue
Rochester, N. Y.

San Diego, Cal.
Robert Elliott
Robert Graemill Adv. Agency
316 Southern Title Bldg.
San Diego, Calif.

San Francisco
W. A. Brewer
Brewer-Weeks Company
564 Market Street
San Francisco, Calif.

Emil Brischler
Emil Brischler & Staff
Crocker Bldg.
San Francisco, Calif.

W. Vincent Leahy
W. Vincent Leahy Adv. Agency
Monadnock Bldg.
San Francisco, Calif.

W. C. Day
Leon Livingston Adv. Agency
Penthouse Mills Bldg.
San Francisco, Calif.

Seattle
B. V. Todd
Weller Service
Vane Bldg.
Seattle, Wash.

St. Louis
L. H. Budke
Budke-Cornell Adv. Agency
1123 Pine Street
St. Louis, Mo.

F. C. Weber
D'Arcy Adv. Co., Inc.
Missouri-Pacific Bldg.
St. Louis, Mo.

Glenn W. Hutchinson
Chappelov Adv. Company
3515 Olive Street
St. Louis, Mo.

Woody Klose
Mortimore W. Mears, Inc.
401 South 12th Street
St. Louis, Mo.

Sam Van Dyne
Wesley K. Nash Company
102 North Broadway
St. Louis, Mo.

St. Paul
W. Schindler
Chamberlin Adv. Agency
681 Endicott Bldg.
St. Paul, Minn.

St. Petersburg, Fla.
R. F. Bullard
Griffith Adv. Agency, Inc.
Times Bldg.
St. Petersburg, Fla.

Stockton, Cal.
Elmer Kirkle
Humphreys & Matthews, Inc.
644 East Market Street
Stockton, Calif.

South Bend, Ind.
C. F. Prell
Lampert-Pox & Co.
J. M. S. Bldg.
South Bend, Ind.

Springfield, Mass.
Milton Stoughton
Wm. B. Remington,
21 Bess Place
Springfield, Mass.

Jack Edwards
Norman W. Toler and Associates
631 Third Ave.
San Diego, Calif.

Toledo, O.
R. S. Siskley
United States Adv. Corporation
240 Huron Street
Toledo, Ohio

WPRO, PROVIDENCE, USES BIG THEATRE
Providence, Sept. 17.
There is only one amateur program going over the ether waves in Providence just now. WJAX, the Outlet Department Store, is sponsoring Children's Program every Saturday morning from 10 to 11 o'clock. It is non-commercial, and varied talent is used. The youngster who wins gets a week's engagement as a sustaining artist at the station.
Next month, however, WPRO, Cherry and Webb, will once more resume the Bamby Amateurs, which created considerable attention here last winter. This is commercial, and is backed by the New England Baking Co. to exploit Bamby Bread, which retails for 10 cents. The affair is put on a large scale, program being put on in the Metropolitan theatre, 3,400 seating capacity house, every Saturday night. Program goes over the air for one hour starting at 9 p. m. Theatre is usually jammed. Baking company is signed up for 18 weeks, as it was last winter.
Recently WEAN, Shepard's CBS outlet, held a purely civic amateur affair for Pawtucket and Central Falls playground officials. Time was furnished gratis, and lasted through summer months.

MIAMI'S 3 SHOWS CLICKING NICELY
Miami, Sept. 17.
Three amateur programs are aired weekly here, two by WIOD and one by WQAM. Former station turns out a 15-minute broadcast from its studios titled the Junior Amateur Parade. Sponsored by Economy Cleaners, popular-priced cleaning establishment, winners are rewarded with cash prizes. Sponsor has never used live talent heretofore. Same station also presents a 30-min. period each week direct from the floor of the Royal Palm Club. Sponsored by five independent merchants, all of which are small shops who have never used live talent before.
WQAM airs an hour amateur program each week from Bayfront park, produced by the station. All three programs have been clicking for the past two months. Have apparently not cut into live talent.

UNION FROWN KEEPS OUT CANADA'S AMS
Ottawa, Sept. 17.
Amateur try-out hours haven't yet hit the Ottawa air, and they may never become prevalent here because of the Dominion Government connection with broadcasting from the Canadian Capital through the Canadian Radio Broadcasting Commission.
In other words, the Government has to put forward foot because of the influence of organized labor, both commercially and politically. There isn't much encouragement for purely amateur or non-union stuff because of the watchful eye of labor unions. Some time ago a careless violinist was signed for regular programs, but the case became an issue with the Musicians' Union.

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Network Premieres
(Daylight Saving Ends Sept. 23)
SEPT. 18
'The Life Savers' (Life Savers, Inc.), Phil Dwyer, Jane Williams, Aldo Ricci orchestra. NBC-WJZ, 8:30 p.m.
'20,000 Years in Sing Sing' (Sloan's Lintiment) Warden Lawes. NBC-WJZ, 9:30 p.m.
SEPT. 19
World Peaceways (Squibb Sons), Deana Taylor, Howard Barlow, Luciezia Roli, Senator William E. Borah. CBS-WABC, 9:30 p.m.
Atwater-Kent Concerts, Jessica Dragonette, William Daly, CBS-WABC, 9:30 p.m.
SEPT. 21
Weekend News Review (Scott Bowne), Gabriel Heatter, NBC-WJZ, 8:30 p.m.
SEPT. 24
Packard Concerts (Packard Motor Co.), Lawrence Tibbett, Don Voorhees. CBS-WABC, 8:30 p.m.
SEPT. 25
The Log Cabin (Log Cabin Syrup), Phil Cook, Conrad Thibault. NBC-WEAF, 10 p.m.
SEPT. 28
Jack Benny (Radio-O), Mary Livingstone, Michael Bartlett, Johnny Green. NBC-WJZ, 7 p.m.
RCA Revue, variety bill, with talent yet to be picked. NBC-WJZ, 2 p.m.
Great American Tourist (Gulf Refining), Phil Baker, Hal Kemp Orch., Seven G's ensemble. CBS-WABC, 7:30 p.m.
Sunday Evening (Ford Motor), Victor Kolar, conductor, and guest concert artists. CBS-WABC, 9 p.m.
SEPT. 30
Tom Mix Adventures (Ralston Purina), script serial. NBC-WEAF, 5:30 p.m.
Og, Son of Fire (Libby, McNeill, Libby), script serial. CBS-WABC, 8 p.m.
Myrt and Marge (Wrigley Gum), script serial. CBS-WABC, 7 p.m.
Vanished Voices (Blue Coal), dramatic program. CBS-WABC, 6:30 p.m.
Hammerstein's Music Hall (American Home Products), Ted Hammerstein and guest support. NBC-WEAF, 8:30 p.m.
OCT. 1
Jack and Loretta Clemens (Coal). NBC-WEAF, 11:15 a.m.
Easy Aces (American Home Products), Jane and Goodman Ace, NBC-WJZ, 7 p.m.
Helen Hayes (Sanka Coffee), dramatic series. NBC-WJZ, 9:30 p.m.
Eddy Duchin Orch. (Texaco), with vocalists. NBC-WEAF, 9:30 p.m.
Kate Smith (Atlantic & Pacific Stores), with Jack Miller Orch. CBS-WABC, 7:30 p.m.
Camel Caravan (Camel Cigarettes), Cass Loma band, Walter O'Keefe, Deane Janis. CBS-WABC, 9 p.m.
OCT. 2
Town Hall Tonight (Ipana-Sal Heitica), Ed Allen, Portland Hoffa, Jack Smith, Peter Van Steeden. NBC-WEAF, 9 p.m.
Chesterfield Concerts, Lily Pons, Nino Martini, Andre Kostelanetz, conducting. CBS-WJZ, 9 p.m.
Burns and Allen (Campbell Tomato Juice). CBS-WABC, 8:30 p.m.
OCT. 4
Mills Bros. (Columbia Watch), with Art Kassel Orch. Hal Totten. NBC-WEAF, 10:30 p.m.
OCT. 6
Bakers Program (Fleischmann Yeast), Robert L. Ripley, Ozzie Nelson Orch. Harriet Hilliard. NBC-WJZ, 7:30 p.m.
Musical Moments (Luden's coughdrops), Al Goodman Orch. NBC-WEAF, 5:45 p.m.
The Town Crier (Cream of Wheat), Alexander Woolcott. CBS-WABC, 7 p.m.
Eddie Cantor (Pebecco), Parkyakarkas, Gus Arnheim, James Walington. CBS-WABC, 8 p.m.
Beauty Parade (Inds Honey and Almond Cream), talent to be picked. CBS-WABC, 8:30 p.m.
OCT. 7
Al Pearce and His Gang (Pepsodent), variety. NBC-WEAF, 5 p.m.
OCT. 20
Pi Valley (Finex), musical show with talent yet to be selected. NBC-WJZ, 3:45 p.m.
OCT. 25
Bob Crosby Orch. (Rogers Gallet). NBC-WJZ, 7:15 p.m.

Itty Bitty Moves
Starting Oct. 2, Itty Bitty Kiddie hour, with Perry Charles and Ward Wilson, shifts from Sunday night airing time to Wednesdays at 8:30 p.m.
Wilson's network dates necessitated the change.

FCC's Washington Docket

Washington, Sept. 17.

Grants and Applications

Construction of a new station and two increases in power were okayed last week by the Federal Communications Commission.

Application of WMBR, Jacksonville, Fla., for daytime increase in power from 100 watts to 250 watts was granted. Station WIND, Gary, Ind., received day power boost from 2½ to 5 kw, as Commish upheld Examiner Melvin Dalberg.

Probably heading for a court tiff, Commish silenced KFYZ of Bismarck, N. Dak., denying renewal of license to operate on 550 kc; in punishment for station having jumped power without Government sanction. Station is expected to appeal to D. C. court.

New transmitter is to be constructed at Buffalo. Sponsored by Roy L. Albright, it will operate on 1370 kc with 100 watts night, 250 watts day, sharing frequency with WWSV, Buffalo.

Flock of applications was set for hearing, including 10 pleas for new stations, one frequency change and one request for daytime power increase.

Referred to Exam

The following applications were referred to examiners:

Dean R. Richardson, Watertown, N. Y., new station operating on 1340 . . . 250 watts; Steel City Broadcasting Co., Pittsburgh, Pa., new station operating on 1430 kc, with 100 watts night, 250 watts day; Tusculoo Broadcasting Co., Tusculoo, Ala., new station operating on 1310 kc with 100 watts day; Hunt Broadcasting Assn., Greenville, Tex., new station, 1310 kc with 50 watts day; James H. Braffett, Price, Utah, new station operating on 1420 kc with 100 watts; Royal Miller, Sacramento, Calif., new station operating on 1210 kc with 100 watts; C. W. Snider, Wichita Falls, Tex., new station operating on 1500 kc with 100 watts; Whittle Furniture Co., Brunswick, Ga., new station operating on 1200 kc with 100 watts; Farmers Educational & Cooperative Union of America, Bismarck, N. Dak., using facilities of KFYZ, operating on 550 kc with 1 kw nights, 5 kw days; WCAZ, Carthage, Ill., daytime power boost from 100 to 250 watts; Station KOKO, Seattle, Wash., power increase from 350 to 750 kc, facilities of KXA, Seattle; A. W. Patterson Chattanooga, Tenn., new station operating on 1420 kc with 100 watts, days.

Play by Amos G. Carter for KGKO, Wichita, Kan., was seen in station's application for authority to transfer control to the big-shot Democratic politician and publisher. Owner of the Ft. Worth Star Telegram which operates WBAP, Ft. Worth, Carter has been whispered as angel for some of the army of small-town Texas papers seeking 100 watt quota-exempt transmitters.

The following applications were received during the week:

Clyde E. Britton, Lima, Ohio, new station to be operated on 550 kc with 250 watts day; A. J. Rowley, Ashland, Ohio, new station to be operated on 1200 kc, 100 watts day; James R. Doss, Jr., Tusculoo, Ala., new station to be operated on 1200 kc, with 100 watts day; Jess H. Jay, Miami Beach, Fla., new station to be operated on 1500 kc, 100 watts; Station KSAC, Manhattan, Kan., power increase from 500 watts night, 1 kw day, to 1 kw day and night; Station WEHS, Cicero, Ill., increase in day power from 100 to 250 watts; Station WKEL, Cicero, Ill., day power increase from 100 watts to 250 watts.

Knickerbocker Press, Schenectady, N. Y., new station on 1210 with 100 watts day; Continental Radio Co., Toledo, O., new station on 1210 with 100 watts night and 250 watts day; Continental Radio Co., Columbus, O., new station on 1310 with 100 watts; George E. Bailey, Valley City, N. D., new station on 1210 with 100; Donald O. Carruth, Tillamook, Ore., new station on 1500 with 100 watts day; KHSL, Chico, Calif., change of frequency from 950 to 630 kc, change of time from days to unlimited with 250 watts; and KOOS, Marshfield, Ore., change of time from daytime to unlimited with 250 watts.

Examiners' Reports

Favorable action by Commish for a new transmitter, applied for by the Pacific Acceptance Corp., San Diego, and for frequency change and power increase for station KIEM, Eureka, Cal., was recommended by Examiner P. W. Seward. San Diego station asks to operate days on a frequency of 1200 kc, with 100 watts. Frequency change from 1210 kc to 1450 kc, and power boost from 100 to 500 watts, for KIEM was advocated, as increase in quota would be slight in comparison to the service rendered to an area not now receiving adequate radio service.

Denial of request of KGCO, San Francisco, for change from specified to unlimited time, was advocated by Examiner Melvin H. Dalberg, as there is no substantial need for the additional service and granting of request would result in an increase of broadcast facilities in a state and zone already over quota at night.

Best for one of the stations in the United States operating with a power of 50 watts was recommended by Examiner Seward, in reporting on request of KPCC, Pasadena, Cal., for a raise to 100 watts.

George Bijur's Lectures In Advertising Agencies

George Bijur, CBS promotion manager, is on a lecture tour of the advertising agencies. On the first assignment of its kind undertaken by a Columbia executive, Bijur is alerting groups from within each agency on the meaning and purposes of the network's new listening area maps.

Included in his audiences are account executives and others in the various agencies who are not normally active in radio. In his talks Bijur tries to clarify the points and facts contained in the day and night spots of station coverage, and at the conclusion of the lecture he invites questions.

Tour gives CBS an opportunity to call attention to its exploits in the field of radio promotion.

WHN Ballyhoos 'Melody'

Station WHN, New York, will handle the opening tonight (18) of 'Broadway Melody of 1936' at the Capitol theatre on Broadway. Metro Aladdin Musical's premiere will be ballyhoosed over the air, but not common to similar first nights in Hollywood and environs. Celebs will be snared for lobby interviews, etc.

Same picture opened month ago in film colony and got the radio build-up.

Four-Unit Call Letters Prescribed for Cuba DX

Havana, Sept. 17. Local radio stations with three letters call were ordered to add one more to make it four, but the long-waves kicked and CMQ, CMX, CMW and CMK will remain as is, but the shortwaves COC and COH have turned to COCO and COHL. Advertisers are plenty of jobs at station COCO which has a meaning something like "the big bad wolf."

Silk Hat Reporter

Pittsburgh, Sept. 17. 'Man on street' radio program which has become so popular recently has been picked up by WWSW. Broadcast sponsored by Tucker and Tucker, had concern, with local theatres also tied in.

'Silk Hat Reporter' he'll be called and each program Framer is to single out an outstanding Pittsburgher for mention and a free cheapeau from his sponsors.

CHSJ's 2-Hour Silence

St. John, N. B., Sept. 17. CHSJ here went silent from 4 to 5 p.m. due to lack of customers, but the expectation is that it will return to continuous operation in the near future.

It has been found difficult to snare advertisers and the sustaining periods have caused deep penetration into the stock of records.

WOWO TO 25,000 WATTS

Will Expand Program Creation—Amateurs Out

Ft. Wayne, Sept. 17. Station WOWO's new 450-foot antenna tower now under construction is to be finished by Oct. 28, and power will be boosted from 10,000 to 25,000 watts. Blaw-Knox company of Pittsburgh in charge of construction work.

Hoosier outlet expects to expand greatly on its program service, using only professional talent, and weeding out much of its present amateur performers. Station recently started a sustaining series over CBS on 'We Sings' after-noon, 'Hoosier' radio, featuring a cast of 15, and is planning a similar spread for its wider coverage next month.

Public Warned Imposters Bob Up in Radio

Sponsors are going to some lengths in warning listeners against 'imposters' personal-appearing as characters or troupes which have clicked on the networks. Dr. Miles Laboratories, which present 'Uncle Ezra' on a thrice-weekly swing over the NBC red circuit, recently had announcements made that 'Uncle Ezra' was not tramping with any unit, that he lived in and broadcast from Chicago, and that the only other etheral program on which he worked was Alka Seltzer's 'Saturday Night Barn Dance.' Stated that letters had been received from dieters asking about traveling 'Uncle Ezras.'

On the Chase & Sanborn Hour over NBC, Major Bowes blasts the cities, and often the theatres, in which the various 'Amateur Hour' troupes are stage-appearing during the current week, and adds that these managers 'blinding other groups as 'Major Bowes' Amateurs', are guilty of fraud and will be prosecuted.

Paris Radio Exhibit

Paris, Sept. 8. Annual radio show, with 250 exhibitors, has opened at Grand Palais, giant Paris exposition hall, which covers nearly 10 acres. Growth of local biz is shown by fact that last year exhibitors numbered only 160. State radio occupies place of honor, and star showpiece of its exhibit is an explanation of 'directed short wave broadcasting' by which programs will be exchanged with Japan.

Newspapers also have stands, demonstrating systems they use for radio reporting of news events. Postcard exhibition, leading commercial station, has an exhibit in which it puts on personal appearances of its star announcers.

Long Funeral on WDSU

New Orleans, Sept. 17. WDSU broadcast details of the funeral of the late Senator Huey P. Long, assassinated last week in the state capital, from Baton Rouge. Microphones were placed at various points between the state house and the first resting place. Every detail was carried to listeners including the eulogy by the Rev. Gerald K. Smith, organizer of the Share-the-Wealth coalition. The station also broadcast details of the senator's condition at intervals after he was wounded.

Station was the only one describing the funeral while the senator broadcast all of his political speeches in his Louisiana campaigns.

Gimbel as Stage Juror

Philadelphia, Sept. 17. Ben Gimbel, WIP proxy, served on jury in 'Night of January 16th', courtroom stage melodrama, last night. He was asked to give a guilty. It so happened that station exec served, same night pictures were to be taken after performance. 'Jurors' were asked to stay and 'act' for radio, so that they could be photographed in numerous courtroom shots with cast. Pictures were for publicity purposes by the theatre.

NEW YORK RADIO PARADE

By Nellie Revell

Don Bestor's St.

Local 802 ruling expelling Don Bestor from union for one year and fining him \$1,000 (understanding 'Was upheld by Joseph Weber; Nation Union head. Men of the ork were fined \$100 per for accepting 'job below' price. Bestor has two weeks in which to clean up any business contracts, but while men in ork may play out the two weeks at French Casino, Bestor is not allowed to lead the ork. As in all such decisions the leader must also pay the men in ork the difference between what he paid them and what union scale . . . ver a period of time this makes a hunk of back pay.

Nine Concertmasters in Orchestras

Andre's Khatenatz's new Chesterfield 'Big Ork' composed of 45-men including nine concertmasters. Mr. addition to symphonic and test men. Concertmasters are J. Corigliano, M. Goussier, B. Ocko, L. Ash, S. Kotlarsky, M. Weinberg, I. Kraman, C. Guberman and G. Besrodya. (Sounds like the roster of the Fordham football team.) Khatenatz choir has the highest sopranos and deepest basses.

Touring Privileges

New Gull show opens in New York but both Phil Baker and Hal Kemp are have privilege of going on tour and being piped into program from whatever town they may be in. Kemp is set at the Hotel Pennay for the next few months. Baker, however, expects to go Hollywood soon.

acy-No Relation

Ed Plinaud, sponsor of new program over MBS, titled 'Jeannine in Lilac Ti . . . brought Jeannine Macie, the Jeannine of program, in from WLW as a two-day trip to meet the new station. Plinaud, however, and newspaper boys, not to forget the press agents. Sponsor had bought program by ear and eye at audition piped in from Cincy. Program was six-month sustainer over WLW as 'Macy and Her Men' and aired locally over WOR. Program name was changed cause execs feared papers would not list 'Macy and Her Men' for commercial program since WOR is controlled by Macy interests.

Scrambled Notes

Gene and Glenn new commercial for a hair tonic will keep the lads bawling. The contract calls for 13 weeks in one town, 13 in other, etc. Osborne and Souvaine shows. Herbert Taryton Cig the D'Artega ork of St. Louis. . . O&S also will produce a show for DiGarmo-Kibourne network, the Gruen Watch Co., . . . Louis Prima and ork band for Calif via New Orleans. Boys will take four-day rest in New Orleans and then to Coast. Another small ork from New Orleans with a trombone solo leader takes the Prima and the Harry Mac. Fayden, the NBC producer, is reading a new show. Program is about the life of Oscar Hammerstein. . . Lois Long of the New Yorker mag, starts a one-hour CBS sustainer on the 24th. For a change this show will be aimed at a woman about town instead of housewife. Hattie Carnegie will guest star on first show. . . The Harvest, Cigar program on CBS, produced by Walter Craig, offers good. Harvest dealer reaction—someone usually has been about the best of programs. . . Lucky Strike program on Coast will have to pay for standbys for the expensive expert musicians trouped from NY. . . Modern Choir augmented by two new voices giving a total of 15 for the group. . . The Herbert of WOR sales back from vacah launt to see frau on West Coast. . . BBDO sold Du Pont a program to start airing on Oct. 9. Show is 'Cavalcade of America'.

Short Shots

United Press bought by station WFBE in Cincy. . . Courtenay Dene hired a Detroit sportscaster to travel with their football team and radio the games. . . Clyde Kittel has a birthday on the 22nd. . . Notre Dame Savage back at desk 10 pounds heavier. . . Little Jack Little ork and Clyde Lucas at the New Yorker Hotel, are being considered for the new Campbell-Burns and Allen program at CBS. Client likes Lucas but Little is under contract to CBS for next putting on pressure to sell Little. . . Hilda Honey and Almond Cream with an open spot following the Cantor show had been dickered with Crosby to take that spot. . . Eight men were auditioned for the part of 'Steve' opposite Helen Hayes in the new program. . . McCann-Erickson auditioned a dramatic script for Consolidated Co., at NBC. . . Walls of studio 3A at NBC were reserved in an attempt to check the tightness of the studio. . . Lester O'Keefe, NBC production, will see his 'Venus in Silk' opera produced by Larry Schwab. Show will do two weeks out of town. . . The Annenberg's (control Radio Guide, Morn Tele, etc.) now control Tele Flash also. . . Ray Hedge, Clarence of Myrt and Marge show, visiting NY. Arrived by boat via Canal. . . Henry Nassberg is papa.

Stand By

Irving Rose, just folded his ork at the Jack Dempsey eatery, was fined \$350 by union for underscaling. As in Bestor case he must repay men the difference between what he paid and union scale rate. . . Marty Lewis is in Michael Reese Hospital in Chicago and very ill. . . Four boys on operating table having stomach troubles removed. . . Henry Haywood of CBS commercial program dept shifts to F. Wallis Armstrong Agency and will open their New York office. . . Connie Gates to Cleveland, the home town, for a month vacah away from mikes. . . Bunny Berigan returns his ork to Coast for a two month vacah. Lester Gottlieb has been appointed NY Radio Correspondent for the Screen and Radio Weekly of Detroit Free Press. . . Bill Haworth shifted the desk and ice box to a new apartment but still has his old phone number. . . Daly Paskman set a nice bit of Hollywood talent on programs in act. He set the 'One Night Monte Carlo' appearance of the Duke and Duchess. . . Two weeks to line up of Hollywood talent. . . Vic Erwin ork set for 9 weeks of Popeye. . . Bob Crosby and ork will air for Roger & Gallett from NY for one month and then air from road while doing one nighters. . . Joan Buxbaum, ex-secretary to Lawrence Holcomb, is now secretary to the National Advt. Mgr of the Bklyn Eagle. . . Jack and Dot Reid preening for a radio comeback. . . Congress Cafe will have a CBS wire.

Nemo

Joe Katz Agency engaged the Bob Taplinger o ce to handle publicity and exploitation for its spot recording campaign on Ex-Lax. . . Jack Roseleigh of the New York program and George Ford of House of Blues are set for legit 'Path of Glory'. . . Now that Gabe Heatter airs Sat and Sunday for Scott's Emulsion at NBC, he does his weekend at home on Mondays and Tuesdays. . . Dick Gasparie shifts from the Billmore to Savoy-Plaza on Oct 3. . . Maria Silvera birthdays on Oct. 2. . . The 'One Night Monte Carlo' appearance of the Duke and Duchess. . . Two weeks to line up of Hollywood talent. . . Vic Erwin ork set for 9 weeks of Popeye. . . Bob Crosby and ork will air for Roger & Gallett from NY for one month and then air from road while doing one nighters. . . Joan Buxbaum, ex-secretary to Lawrence Holcomb, is now secretary to the National Advt. Mgr of the Bklyn Eagle. . . Jack and Dot Reid preening for a radio comeback. . . Congress Cafe will have a CBS wire.

RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

Outstanding Stunts

OUTFITTING A GIRL
WJJD, CHICAGO

Outfitting a Girl Stunt

Chicago. Grayson's, Chicago femme clothes shop, has purchased a string of time on WJJD, the Ralph Allens station, for a new program arranged by Herb Sherman, sales manager of the station. Under Sherman's plan the program will originate both in the store and on the State St. entrance of Grayson's to get the direct human touch.

On the Monday 30-minute show Grayson's will pick up an employed girl while she is walking down the street and take her into the store to demonstrate over the station that the girl can be turned out in the height of fashion for only \$25 for a complete outfit from head to heel. The entire process of costuming the girl will be broadcast live on the store Wednesday's 30-minute will be known as the "Window Shopper," with WJJD announcer and Grayson's fashion expert getting opinions from the femme passers-by on the dresses in the window.

And finally the show on Friday is broadcast direct from the fashion show in the store, with professional manikins parading the various gowns.

GEORGE
G'NOT

WORKING ON
FOX LOT

Sole Management
HERMAN BERNIE
1619 Broadway

LEON
ELSCO

And His ORCHESTRA

CONTINENTAL CLUB,
HOLLYWOOD, CALIF.
CBS NETWORK

Sole Direction, HERMAN BERNIE
1619 Broadway, New York

GRACIE
BARRIE

OPENING IN
NEW "GEORGE WHITE'S
SCANDALS"

Sole Direction, HERMAN BERNIE
1619 Broadway, New York

"LITTLE"

JACKIE
HELLER

The Old Maestro's Radio Sensation

NBC NETWORKS

Mon., Tues., Wed., Fri. and Sat.

(Red and Blue Chorus)

THIS WEEK (Sept. 13)

LOEW'S-FOX, WASHINGTON

Sole Direction, HERMAN BERNIE
1619 Broadway, New York

VAUGHN
DE LEATH

MON., THURS., FRI., 3:30-3:45 P.M.

WJJD-NBC COAST-TO-COAST

Personal Met. HERMAN BERNIE

WREC Aeroplane Ballyhoo

Memphis. WREC used a real airplane to ballyhoo a mythical air journey involving 150 towns within a radius of 150 miles of Memphis. Some 30 of the bigger towns were actually visited by the plane, while the other communities received mention in the imaginary phases of the tour. Station placed during the period of the stunt 360 half-hour programs in which 4,500 announcements were made and 1,500 local merchants were mentioned.

Programs contained promotional facts about each community as well as musical entertainment.

ing Contest

Rochester, N. Y. Everything but the smell of the barnyard was broadcast by WHAM as a "milk parade" pickup from the Rochester Exposition, featuring a milking contest between two public officials. Jack Lee of the station stated a description of a modern milk plant from cow to consumer set up on the grounds.

Climate was return to the good old-fashioned milking method demonstrated by Commissioner of Public Works, Walter P. Cox. With the milk held near the pails, listeners could get the sound with a drop on how good the officials were at the job.

ing Public Apathy

Dubuque, Ia. Inquiring reporter on the WKBB staff had a hard time getting people to go on air in front of the Hartmann Furniture store mike.

John Price, station director, dug up an old alarm clock, whitened the face, and as it hangs in the window during the 15-minute broadcast period patrons battle for a minute at a time before his barrage of questions.

For when the alarm rings whom-

ing in on an air set for a dollar. The idea, in this sector is a novel one and has been clicking plenty.

Music Library Acquired Cheaply

Dubuque, Ia.

WKBB John Price, station director, and Gib Forbes, manager, have cluttered up the studio library with a mess of old sheet music that is proving to be invaluable as a part of the library.

Came about through a stunt team put on. Requested all listeners to dig into old piano benches and cabinets for musty numbers. These are played, when brought in, on a specially designed "Memory Lane" program. Donors get air mention for gifts.

ing 'Em Up

Indianapolis.

Durward Kirby and the Chuckwagon Boys made a personal appearance Thursday (5) at the Indiana State Fair. Chuckwagon program has been aired over WFBB for more than eight months, and the youthful Kirby, with a sub-cellar voice, donned a black broadcloth coat, black ten-gallon hat, string tie, gray wig, white mustache and goatee for the occasion, while the cowboys appeared in full western regalia.

Event was heavily plugged on the air prior to appearance at the Fair grounds and area in front of broadcasting booth was jammed to the guards with fans who came for a personal glimpse of the performers.

Human Interest in Dallas

Dallas. On impulse, a WEEA announcer interviewing shoppers at a department store sale on the spot, asked the Negro maid for her reaction.

"Lawsy, I can't even begin to keep the rest room clean," was her first statement for the million. Laughing, the announcer allowed the maid to go into details of extra work in the ladies' room, caused by the heavy crowds.

Patriotism

Charlotte, N. C. "That was the hardest work I ever did in my life," Charles Crutchfield, program director for WBT, said after he had a libel through a ten minute downpour of rain while American Legion junior baseball champion played a baseball game in the "little world series" played at Gastonia.

The tropical shower came, the players scampered off the field, but Crutchfield carried on for the listeners until the game was resumed. After the game he had to stick by his hotel room until his clothes were dried and pressed.

ize Newspaper's Serial

Spartanburg, S. C.

WFBC is broadcasting a dramatized version of "The Blue Door" new serial carried by the Greenville Piedmont, evening paper, with the cast consisting of local Little Theatre talent.

Daily comes off the press around 4 p.m. and three and a half hours later the day's published installment is enacted over the air.

STATION PORTRAIT

KFWB, HOLLYWOOD

Possibly no local station has a more colorful history than this frequency, owned and operated by Warner Brothers. Taking to the air as Max Baer, on WFBC's direct broadcast list with news tie-up with Greenville (S.C.) News, morning, and Greenville Piedmont, evening, Jimmie Thompson, WBT, and the "Bugsy" and "Ride" announcer, will headline Mike Thompson for the series. Begins Sept. 21 and ends Nov. 23.

it for Remotes Charlotte, N. C. WBT engineering staff has just completed construction of a battery remote receiving set that will supplement the station's present equipment for handling remote programs.

This new set gives operators two circuits instead of one from the point of remote pickup, a radio as well as telephone connection. This new equipment will help to monitor the station when on remote, will check against anything happening to a line.

WFBG Gets Burial Fund

Altoona, Pa.

WFBG, Altoona, provided a total of \$125 for the funeral expenses of a 12-year-old boy who drowned in rescuing a companion in a local ore hole. Making the appeal for contributions were the weekly "Bugsy Ride" birthday program, ordinarily an hour in length, the station extended the program over two and a half hours and on the day of the broadcast received \$31 with the balance received on the following day. Largest individual contribution was \$5, while many pennies were received from children.

Just a Sideline

Charlotte, N. C.

Recent riddles that have been put to Loree Peacock, Helen Suttle and Jack Phipps, chief phone-answersons at WBT, have included questions on: where is a good place to get a pair of shoes stretched, where can I get piano tuned, etc.

And then there was the woman who called, in the midst of pre-serves making. She had heard the recipe over the radio and was sure she had forgotten one item. Jack Phipps, who professes not to study very closely the home-making programs, asked a few questions and then suggested that perhaps what she needed was a plugger.

It was, she recalled with a start, the very thing.

'It's a Racket'

Philadelphia.

Titled "It's a Racket," new series handled over WIP by Better Business Bureau will explain petty grafts, thievery and shake-downs and ways to combat them.

Candid—Not Too—Camera

Sav. Antonio.

Series of candid camera shots of staff and artists of WFAA, Dallas, caught at work and play to be heard in various news plug-ins at the station. Blues warblers, announcers, production men and practically everyone in station personnel and artist roster caught by the prying lens.

'Production' for Phonograph Discs

Berkeley, Cal.

KRE, 100-watt Berkeley station, has inaugurated a program that has a waiting list of retail advertisers. Called the Albany All-Star Review, station tie-up with the Chamber of Commerce of Albany, a neighborhood village, and put on a half-hour program daily of records interspersed with spot announcements.

Program is presented in floor-show fashion, opening with swing number by band, then a vocal specialty, etc. Sponsors limited to five and after first broadcast two merchants called up and asked for time.

New York City.

Adult Education Project of State Board of Education, which has been presenting a series of Negro plays over WBNX, Bronx, is next to give an air version of a "rent party" scheduled for Thursday at 8 p.m. EDT.

"Muddy Waters" is the label of the series, and an all-color cast is used. Atmosphere counts a lot in these presentations, and the rent session is to carry all of the trimmings.

Station-Newspaper Joint Stunts

Rochester.

New tieup of WHAM with the Democrat and Chronicle being used for series of on-the-scene broadcasts of sports events. Region State Convention first big with Jack Lee of the station staff covering the event two days from last Convention Hall. Noise, music and parts of addresses by principal speakers included.

Sportcaster Lowell MacMillan and Truman Brizee are broadcasting the New York State horsehoe

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Tying in with the newspaper's traffic safety campaign, MacMillan and Brizee set up a mike at a busy traffic corner and interviewed pedestrians on traffic dangers and ways to avoid them as well as opinions of careless motorists.

control, with thousands of college students, players, alumni, others listening in.

Some 12 regional college games, to be played on fields from Durham, N. C. to Athens, Ga., on WFBC's direct broadcast list with news tie-up with Greenville (S.C.) News, morning, and Greenville Piedmont, evening, Jimmie Thompson, WBT, and the "Bugsy" and "Ride" announcer, will headline Mike Thompson for the series. Begins Sept. 21 and ends Nov. 23.

it for Remotes

Charlotte, N. C.

WBT engineering staff has just completed construction of a battery remote receiving set that will supplement the station's present equipment for handling remote programs.

This new set gives operators two circuits instead of one from the point of remote pickup, a radio as well as telephone connection. This new equipment will help to monitor the station when on remote, will check against anything happening to a line.

WFBG Gets Burial Fund

Altoona, Pa.

WFBG, Altoona, provided a total of \$125 for the funeral expenses of a 12-year-old boy who drowned in rescuing a companion in a local ore hole. Making the appeal for contributions were the weekly "Bugsy Ride" birthday program, ordinarily an hour in length, the station extended the program over two and a half hours and on the day of the broadcast received \$31 with the balance received on the following day. Largest individual contribution was \$5, while many pennies were received from children.

Just a Sideline

Charlotte, N. C.

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IL's Rodeo Pick-Up

Omaha.

Station KOIL went in again this year for its annual outdoor showmanship effort to bring the Sidney, Iowa, rodeo to listeners last week. For second year in succession Paul Luther handled the twice daily half hour bursts direct from the grandstand. Highlighted the description this year by bringing some of star performers to the mike.

Al Bates, chief operator, for the Omaha studios of KOIL-KFAB, set in the extensive system of remote lines. Meet was a four day affair this year and planned to be the same next year with KOIL also figuring to catch it again.

'Voice of Corn Licker

New York City.

WMAZ's newest hit billy program is labeled Voice of Corn Licker, getting its inspiration direct from the hill country down south. It's an inter-city presentation on Friday nights, with James A. Douglas, native of Kentucky, in charge.

Material is drafted mostly from the remote locales where the folk boil down their own likker, however any lusty drinking on the part of principals is pencilled out in the continuity. Station wants to get away from the usual mountaineer stuff in its latest one. Dwight Butcher, the homesome Pine Singer on the sustainer.

RAY NOBLE
RAINBOW ROOM
Radio City, New York
WEAF
12:30-1 P.M. DST
AND HIS ORCHESTRA
CITY
EXCLUSIVE MANAGEMENT
ROCKWELL O'KEEFE INC.
WILLIAM MORRIS AGENCY

BING CROSBY
Paramount
Pictures
EXCLUSIVE MANAGEMENT
ROCKWELL O'KEEFE INC.

Victor Young
SHELL
OIL
SATURDAYS
9:30-10:30 P.M.
DST
AND HIS ORCHESTRA
EXCLUSIVE MANAGEMENT
ROCKWELL O'KEEFE INC.

BARRY KINLEY
Sixty-second
Week
P. & G. Camay
DEBANS COM
WEAF-NBC
12:30-1 P.M. DST
Tues., Wed., Thurs.
EXCLUSIVE MANAGEMENT
ROCKWELL O'KEEFE INC.

AL DONAHUE
RAINBOW ROOM
RADIO CITY
NEW YORK
AND HIS ORCHESTRA
EXCLUSIVE MANAGEMENT
ROCKWELL O'KEEFE INC.

Your audience is waiting



DUKE
Ellington

AND HIS FAMOUS ORCHESTRA
(BRUNSWICK RECORDING ARTISTS)

Add the thousands of members in "ELLINGTON FAN CLUBS"... Add the great numbers who sing and play the latest HIT SONGS written by his prolific pen... Add the legion of followers who buy his outstanding **PHONOGRAPH RECORDS**... Add the thousands who crowd the country's **LARGEST BALLROOMS** to dance to his music... Add the capacity audiences that attend his personal and film performances in the **DE LUXE THEATRES EVERYWHERE**...

AND YOU HAVE

A Ready-Made Radio Audience of Millions Waiting to Hear the Inimitable Musical Magic that can ONLY and ALWAYS be provided by... DUKE ELLINGTON... and His World Famous Orchestra.



Here and There

Bill McKinney, ork pilot, now has regular announcing assignment on WMCI, Ashland, Md.

A. R. Innes, police judge, has returned with his piano program over WMCI, Ashland, Ky.

W. H. Schaper, formerly editor of 'Amusement Tab,' has joined the production staff of Bess & Schill, Inc., RKO building, as general assistant to Walter Kelly, program director.

rs. Howard Chandler Christy replacing One-Munson over Live-Boost for over MBS; during latter's illness.

Sid Gary's 'G Men Review' starts Sept. 18 over WMCA, New York. Goes on at 7:30 until 8:00 p.m.

Jackie Walsh, last with McCalls, Puba, now with N. W. Ayer publicity staff, New York.

Dick Fishel, sports speller for WMCA, into Mt. Sinai hospital this week for observation.

r. Charles Fleischer out as commentator for WMCA.

Tony Wons, who returns to New York this week as a freelancer, may take a leap in legit.

'Uncle Joe' Groce of WEEL, Boston, just back from a trip through Blue Ridge Mountains.

Joe Martin, amateur prize winner on WHN's novice spread on Tuesday nights, head the talent on Barney's new commercial over the New York

station, which started a nightly run Monday (16). Alex Hyde's music for a background.

Mal Kemp's...vocalists...Maxine Gray, Bob Allen, Jack Ennis and Saxy Dowell, will share the warbling assignment with Ed Smalle's Seven G's on the Phil Baker show for Gulf.

Peg LaCetra, Babs and her Brothers and the Four Showmen will guest on next Sunday's (21) Atlantic Refining stanza over CBS.

WILLH. Lowell, was the only station in New England that carried the full hour broadcast of the Will Rogers' funeral services from Hollywood.

Dick Cobb, formerly of WMEX, Boston, and an announcer at WLLH, Lowell, has been promoted to the program directorship of latter station. Second time in past several weeks that a program director's job has been acquired by a member of WLLH staff. Neil A. Wallace now having his 11ar position with WMAS, Springfield.

Greater Louisville Ensemble, mixed quartet, with eight years of continuous broadcasting, and first program ever commercially sponsored in Louisville, switches to WEAS October 5, after two years on WAVE.

E. K. Cargill, of WMAZ, Macon, has turned down an offer from Mercer University to broadcast their home games on a money basis. Local station has been offered Auburn and University of Alabama games free.

WREC has bought 31 acres of land near Memphis to build a new \$35,000 station.

Leslie E. Marshall latest addition to announcers' staff at WCAE, Pittsburgh. He succeeds Alan Trench, who has resigned to join his killing father in London.

Texas Quality network, which includes KPCC, Houston; WOAI in San Antonio; WFAA in Dallas and WBAP in Fort Worth, celebrated its first anniversary September 10 with a salute to the sponsors.

Pat Flaherty of the KXYZ, Houston, announcing staff, has resigned.

Don Daley has resigned from the staff of WCAX, Burlington, Vt., and joined the Dow & Peterson Advertising Agency.

Maurice Cliffer, KMOX, St. Louis, announcer, in hospital two weeks due to operation.

Colleen Moore, exhibiting her doll house in St. Louis, airing exclusively over KSD.

KSD, St. Louis, has purchased new 5,000-watt RCA high-fidelity transmitter and installation will start soon.

Derby Sproul, continuity writer at KOA, Denver, has gone over to KLZ, Denver, where he will do continuity and assist in production.

Memo Ballen, baritone, Chicago, added to artists staff at KOA, Denver.

Dick Fishel of WMCA, New York, for two weeks recuperating from an op.

Myrtle Leonard, Met. Opera warbler on WINS, New York, for series.

Sid Gary moves into WMCA, New York, for eight weeks starting next week on a program labeled 'Sid Gary and his G-Men,' to be broadcast Thursdays at 7:30 p.m. Program is sponsored by William P. Goldman Clothiers.

Clarence Putnam, p. for station KROW, Oakland, Cal, got stuck in studio elevator and stayed there: until five a. m., when fuse blew out and fire department couldn't get to Juice box.

Can't Please 'Em

Chicago, Sept. 17. They were at a recording laboratory, trying to get an effect of a bowling ball rolling down the alley and striking a stack of duck pins. After working for a long time, they finally hit upon a set-up of having a hard rubber ball rolling across a tympani top and striking a board. It came over the microphone exactly as the effect wanted.

Representative of the bowling equipment manufacturer who was having the discs made, piped up, and said: 'That's swell. That's got it. Only one thing is lacking. It doesn't sound like maple.'

BIRMINGHAM ALWAYS WAS AMATEUR TOWN

irmingham, Sept. 17. Statement of an executive of a radio station when queried about the number of amateur programs on the air explains the local situation in a nutshell. The executive was asked how many amateur shows the station had. His reply was 'all of them.'

Only two amateur programs in the broad sense of the word are being used here. One is styled pretty much after the Major Bowes show and is sponsored by a local bakery over WABR. The other is a weekly program at the Alabama Theatre. Other amateur program is over WBER and sponsored by a dairy. The latter program is principally for kids and is to run 13 weeks. Winner is to be given a trip to New York and an audition for Columbia. WSGN has discontinued its amateur program.

WBER show has been promoted in two other southern cities by the dairy company having plants there. Cities are Atlanta, Ga., and Jacksonville, Fla.

As far as competing with professional talent is concerned there is very little to be said locally. None of the three stations here have very much pro talent for the simple reason that they are offered as much amateur stuff as they can use. Quality is pretty sour but stations have found it hard to convince sponsors that they should make budget allowances for talent.

WAAW Pro Tem Basis

Omaha, Sept. 17. Station WAAW awaiting completion of the deal which will change its ownership from the Omaha Grain Exchange to a midwest chain now being organized is working under a temporary executive setup. New and temporary arrangement requires signature from Stationary Manager of the exchange on all contracts and biz deals.

Former Manager Ernest Bador has severed all connections with station, although he maintains his ad agency office next door. Frank Phalen in charge of commercial relations, and James Douglass handling programs, production and chief announcer's spot.

WJR Turns on Juice

Philadelphia, Sept. 17. When WJR switches from the NBC to Columbia Sept. 29, its new 50,000-watt transmitter near Trenton, Mich., will go into operation, making it the most powerful station in the state. The station's present wattage is 10,000.

The highest structure in Michigan, the new 735-foot steel tower at Trenton is equipped with stationary and revolving lights to warn aviators. New plant has been built to accommodate television and other possible improvements.

VISITING NEW YORK

Fred Hart, KGMB, Honolulu, Albert Swinsky, KRDL, Dallas, F. J. Jarman, Jr., WDNC, Durham, N. C., Jack Gross, KWKH, Shreveport, Richard Shafto, WNOX, Knoxville, Jim Hunter, CPRB, Toronto, Phil LaLonde, CKAC, Montreal, Lee Armer, Southwest network, Bill MacDonald, WLLH, Lowell, Mass.

Dick Cobb, WLLH, Lowell, Mass. Garcia Grande, placed through Peck Advertising agency. Spreading spot announcements on various outlets.

Inside Stuff—Radio

Spotting of Frances Langford in Lucky Strike's Sept. 14 airing of 'The Big Broadcast,' from the stage of the Paramount theatre, Los Angeles, set off a heated controversy between Campbell Soup and NBC. Soup outfit, to which singer is under contract, demanded a courtesy credit to which agency agreed. When NBC heard of it they served a gentle reminder that the web permits no double sponsorship. Campbell, therefore, withdrew its credit demand, being reminded that most of the talent for 'Hollywood Hotel' is recruited from films and that it wouldn't be smart to incur any enmities.

New York Telephone company has asked the State Public Service Commission for permission to use its facilities, on an experimental basis, for wire transmission of news photographs. The company in its application specifies that it reserves the right to limit the length of a conversation or connection in times of emergency or shortage of facilities. Proposed rates for the telephoto are the standard charges for regular toll talks. The provisions would expire August 7, 1936, unless they are cancelled, changed or extended before that date.

KNX broadcast of the Will Rogers memorial services on the Coast drew the highest rating from Crossley Reports of any California program since the survey was initiated. Listening audience of 94% is credited to the station for the hour period, said to be unprecedented in the history of western radio.

Although every frequency except KNX had agreed to remain silent for 30 minutes during the services, six took the program on a rebroadcast.

General idea of Ted Hammerstein's Music Hall series which Kolyonos sponsored beginning Sept. 30 over NBC will be similar to programs of last season. It's to be a combo of old-times and present-day names, with an overtone of Oscar Hammerstein's Victoria Music Hall surrounding the trend. Sentimental line between the two groups airing, is to be more marked than last year.

Although July net income slumped as compared with same month in 1934, Radio-Marine Corporation of America, RCA subunit, last week reported a net income of \$71,264 for the first seven months this year, against \$55,263 for the same period in the preceding year. The company's July net this year was \$11,509 as compared with \$14,292 in this month, 1934.

An experiment is being watched in Coast radio, that of a credit house taking a straight recording program of three hours on Sunday afternoons. KFWE starts the discs spinning at 1:30 p.m. with only intermittent plugs between changes to vary the routine. Believed to be the first time that a sponsor has tied up a station for this length of time.

Contract calls for four Sundays.

Thornton Fisher of Briggs Sports Review trekked up to Saratoga personally to get Alfred Gwynne Vanderbilt, youthful turfman, down for his weekly series over NBC. Socialite sportsman finally consented to airing Sept. 14, only after Fisher gave him a sales talk. It was purely a guest date.

DEALERS STEP IN AS FACTORY OFFS RADIO

St. Paul, Sept. 17. Play-by-play broadcasts of all 1935 Gopher football games will be aired over WCCO under sponsorship of the Minneapolis Zone Chevrolet Dealers Assn.

Last year game was sponsored by the Chev Motor Co., but when the Co. gave up its option on the services this year, the dealers in this territory laid it on the line.

Schedule includes broadcasting of all home games, together with re-mate contest pickups of the Nebraska-Minnesota battle at Lincoln.

Stix May Return

Thomas Stix dickered with WOR, New York to return with his 'Lunching Today With...' series which was broadcast last spring from the 'Vigonolite Hotel.' It was heard thrice weekly at noon, with Tuesday program sent over full MBS network.

If set, series will be back by Oct. 1. Litterati lunchers are interviewed by Stix.

McLinn Joins WIP

Philadelphia, Sept. 17. Stoney McLinn, veteran Philly sports scribe, joined regular WIP staff yesterday (16) as Director of 'Sporting Events.' Formerly with Evening Ledger and Phila. Record besides having done previous sports commercials.

MARK WARNOW AND HIS ORCHESTRA

'THE EVENING IN PARIS ROOF' A NEW RADIO FEATURE

BOURJOIS

MONDAY EVENINGS, 8:30-9 P.M. WJZ-NBC

MARK WARNOW, Managed Exclusively by CBS ARTISTS BUREAU

... personality set to music
emery deutsch
Dance Rhythms 8:15-9:30 P.M.
WABC
Coast-to-Coast CBS

AL SHAYNE
Radio's Ambassador of Song EVERY SUNDAY
WOR
12:30 to 1 P.M.
TON
ANSONIA SHOES
Foot Fashions for Footlight Femmes

RECORDINGS
"OFF-THE-AIR"
"IN-THE-STUDIO"
RADIO & FILM METHODS CORPORATION
106 E. 41st St. (at Park Ave.)
Caledonia 5-7330 - 7331 - 7333

HARRY SALTER
Musical Director
N B C

ALEX HYDE
musical director
WHN new york

THE VIRGINIANS
Radio's Best All-Around Colored Quartet
MUTUAL NETWORK
Thursdays, 10:30 P.M. EDT
Mondays, 9:15 P.M. EDT
Tuesdays, 10:30 A.M. EDT
Saturdays, 6:15 P.M. EDT
Management MARY L. SHANK

DON MARIO
RADIO, STAGE and SCREEN FAME
ow Going on Hi
2nd Year
As Star of
"Pent House Serenade"
The Maybelline Show
Heard Over NBO
Coast-to-Coast
Each Sunday Afternoon
WMAQ, 2:30 P.M. - WEAF, 3:30 P.M.

JACQUES FRAY
AND HIS ORCHESTRA
EVERY SUNDAY
6:30-7 P.M. EDT
Management NBC

Ballet Making Strong Comeback On B'way; Top Season Seen Ahead

roadway is set for its heaviest ballet season since pre-war days, with the Monte Carlo group at the Met for a short fall season starting Oct. 9, the American Ballet signed to handle regular stepping chorea for the diamond horseshoe addicts proper, a return of the Jones, troupe, and the American debut of the Soviet Dancers (21), now in the dicker stage.

Soviet ballet, operated as part of the U.S.S.R. Peoples' theatre, is considered the survival of the fittest, according to balletomane. A late spring date is being negotiated.

On top of this, N. Y. dance schools are ordering lots of new trunks, slippers, horizontal bars, etc., for increasing enrollments.

There's new interest being manifested also in several other branches of the dance biz, most radical of which is Fowler & Tamar's forthcoming tour as a concert attraction under Arthur Judson management. Club, formerly identified with clubs, hotels, revues, etc., is pioneering in this field. It's the first strictly ballroom team to go concert. A Y. date is planned in Feb., following a key city tour.

Dress rehearsal held Friday night (6) revealed the duo in 12 numbers, starting off with some ancient dances and coming up to the popular tango variations. Only a piano accompaniment, but Anselm Dynapnone is used effectively for fuller orchestral volume.

Recurrent of ballet, which has been amoudering for the past two seasons, is now coming to the surface. So much so, that Albinus' Ranch, aware of this, has upped her registration fees, the Chalfi school is expanding and the American Ballet has practically doubled its enrollment.

Other schools run by Sara Mildred Strauss, Charles Weidmann, Edwin Strawbridge, etc., all are employing ballet with a modern flourish. This idea was first used by "Rio Rita" (black and white ballet) and has since acquired widespread general popularity. No show on Broadway is complete now without a ballet. Even such standard hoofing establishments as Chester Hale, Jack Blue, etc., are incorporating some fancy twists into their classrooms.

As to this year, studios were tossing out instructions at approximately a dollar a throw, and some less. Revival of dance interest (most of it's due to the "Nineties" legend), has made it possible for the ballet maitres to lift their tariffs. Takes from three to five years to turn out a good dancer. Average rates are \$35 monthly for daily training. Private work, as much as \$25 per hour, according to the importance of the dancer or his purse.

Fokine's ballet slumped badly at the Leviathan Stadium this summer, but the vogue came back when the American Ballet appeared.

Ted Shawn and Ruth St. Denis (and split) have been back in the dance category for some time. Shawn with an all-male company, which enjoyed its best reception in London, and Miss Denis with "spiritual" presentations, which have been given in church pulpits during the past winter.

Argentina, Spanish ace, has a big tour planned in the U. S. this year.

May Robson in 'Kind Lady' For Homer Curran on Coast

Los Angeles, Sept. 17. Homer Curran has put "Kind Lady," current New York show, into rehearsal here with May Robson starred. Play is by Edward Chodorov, based on a Hugh Walpole story. "Lady" is slated to follow "Ode to Liberty," current at the Belasco, and then goes to San Francisco.

Schenectady O. H. Dissol. Albany, Sept. 17. Stockholders of the old Schenectady Opera House company, in an attempt to wind up its affairs, have filed a notice of dissolution with the secretary of state. Company has been in existence 43 years. It controlled the Van Currier Opera house, Schenectady's first real theatre, which still stands, although dark.

'Smile' Folds Suddenly; Ran Into Coin Trouble

failed to light up at the Fulton, N. Monday (16) and the box refunded on tickets, intimate revue being definitely washed up after playing less than four Bankroll trouble caused the collapse. Cast was paid off at Equity with money from Lebiang's, which guaranteed salaries but declared itself through Saturday, at which time the chorus was paid by the management.

Revue was presented by Harold Berg, but several others were interested. Reported that several tough

'SMILE AT ME'
Opened Aug. 23. Only four first-stringers came out, after previous postponements to cover the actual opening, and their reviews showed little compassion for the season's first musical. Gabriel (American) said, "We suffered through something entitled 'Smile at Me'." Variety (Ibex) said "instinctly doubtful."

parties frequented the front of the house and the stage, once they had to have bought in on the show. One actor complained that he had been socked by one of the hard-boiled strangers.

Stated that \$156 was extracted from the ensemble to pay their dues in Chorus Equity. Check for that amount bounced, however, and Dorothy Bryant, of the chorine association, protested against the show continuing unless the money was made good. In the meantime the supposed new owners of 'Smile' failed to appear or post a salary guarantee and the show was called off.

LUNT ON GUILD BOARD, WILL SHARE IN PROFITS

Appointment of Alfred Lunt to the directorate indicates a change in the operation of the Theatre Guild. Heretofore there were six on the board and it is understood the directors were deadlocked in the selection of plays and talent. With Lunt sitting in on the play and cast conferences as the seventh member, that situation will be cleared up.

Reported that Lunt was assured of being placed on the board last spring after he pointed out that Elisabeth Bergner had been starred in "The Green Pastures" but that he and Lynn Fontanne had never topped the title in the various Guild presentations in which they appear. Guild was forced to star Miss Bergner, and billing being conditional upon her appearance here. The Lunts are not slated to star in "The Taming of the Shrew," Guild instead of starring its leads. Lunt, however, will participate in the profits.

Others on the Guild board are Theresa Helburn, Philip Morris, Lee Strasberg, Helen Westley, Lawrence Langner and Maurice Westley. Miss Westley was the only director active on the stage as a player, addition of Lunt now making two such members.

The Lunts have been invaluable to the Guild, appearing in such successes as "Strange Interlude," "The Guardsman," "Reunion in Vienna" and "Arms and the Man." Their present appearance in a new version of "The Taming of the Shrew" was highly regarded on tour last summer, and was opened in Philadelphia Monday (16) and is due into the Guild theatre shortly. "Shrew" is being presented in association with John C. Wilson, who is Noel Coward's manager. Last season the Lunts appeared in, and were associated in the presentation of, "Point Valaine" with "Ision. Play ended in "de red."

Miss Helburn has announced a play which she will present on her own. That does not set a precedent among the board members. Langner having produced several plays away from the Guild.

C.C.C. Drama Instructor Says Cops Beat Him Up

Syracuse, Sept. 17. Commissioner of safety says today (17) pressed on investigation into the case of James P. Corr, 47, New York actor and stage director, now serving as a Port Byron C.C.C. dramatic instructor, who was taken to St. Joseph's Hospital here suffering from cuts and bruises of the head after he had been booked by police "A public intoxication charge."

Acting detective Martin Kavanaugh, who arrested the man, in a statement to Chief of Police Carroll and backed by two hotel employees, Denied charges that he had used unnecessary violence in making the arrest.

Suffering from a gash on the back of the head and blackened eyes and cuts on the nose, Corr charged, according to Commissioner Rapp, that he had been brutally beaten by the police officer without provocation.

2 SHOWS HEAD OUT FOR 1-NITERS

Two shows are hitting the road early this fall, aimed at the smaller stands. Most widely booked of these is "The Old Maid," Pulitzer prize winner, which will make an actual coast-to-coast tour, playing both tanks and large stands.

'Maid's first date out from the Empire, N. Y. will be at Portent, Phila., opening Sept. 30, there for two weeks. Upon returning, its final stand will be at Richmond, Va. May 9. Five weeks are booked in Los Angeles and four in Chicago. Claimed that 'Maid' is the most extensively booked attraction, except "The Green Pastures," within the past 20 years. William Fields, in charge of publicity, has gotten out a booklet for the convenience of the players and theatre managers.

"The Constant Wife," which Steve Cochran is reviving for the road with Ethel Barrymore starring, will play small stands north and south this side of the Mississippi. Show has been booked for 12 weeks but time may be extended. Opens at Princeton, N. J. Oct. 1, and except for New Orleans, Minneapolis and St. Paul the show will play one-nighters. Miss Barrymore will travel in a special car.

Toronto Expects Best Season in Five Years

Toronto, Sept. 17. Best legit season up here in five years is promising, says 1935-36. Philip Merivale and Gladys Cooper open here Sept. 23 in the Crosby Gaiety production of "Othello" and "Macbeth." After the Toronto date they'll go to Vancouver, troupe plays Hamilton and Montreal and then goes into New York.

Season starts off with "Thumbs Up," which musicals scheduled are "Begin the Begonia," "The Great Waltz," "Anything Goes," "Smile at Me," "Earl Carroll's Vanities," revivals of "Rose-Marie," "Blossom Time" and "Student Prince." Another repertory will be "Three Men on a Horse."

Dramatic productions promised include "The Old Maid," "The Children's Hour," "Tobacco Road," "Petroleum Vaseline" and Walter Hampden in repertory.

Stratford-upon-Avon Players may do a trans-Canada jaunt again, following their successful tour of two seasons ago.

San Carlo Opera Company is also slated for Montreal, Toronto, Hamilton, Ottawa, Winnipeg and Vancouver, with a possibility that either city in the Midwest may be included.

Chi G&S. Season

Chicago, Sept. 17. Click of the O'Kelly Carte Players here last year is prompting Ralph Heplerin to make plans to import another Gilbert and Sullivan company for the present season. Making arrangements for at least 10 weeks of the comic operas.

Dickering now for either the Blackstone or Studebaker theatre.

Inside Stuff—Legit

lvalry between prosecution and defense sides of cast in "Night of January 16," courtroom melodrama, reached climax last two performances of Philly engagement. Feature of play is verdict of jury picked from audience, rendered at close of third act. Each side tries to win case.

After Friday (13) night's guilty verdict, court stood three to three for week. Saturday afternoon produced 'not guilty' and prosecution almost broke its neck at evening show to get conviction and even score for week. But jurors again voted acquittal, making defense lead five to three for the engagement.

At Woods plans bolstering up either side of case running behind in verdict. Jurors during week included number of local celebs, such as Captain 'Shooey' Malone, ace detective of Philly police; Harry Kaufman, former assistant district attorney, and number of local lawyers, scribes and former actors. Names of Jurors generally good for applause from audience, many of whom see celebs for first time.

Looks like 20th Century-Fox is interested in buying "Night of January 16." Arthur Hurley and Joe Pincus, of film company's story department, both scouted show during Philly tryout.

Woods has personally pacted Doris Nolan, who Broadway debuted in 'January.' This followed summer film scouting bids for Miss Nolan.

Light Case of Murder,' which opened at the 48th Street, N. Y., last week, is the same play that Courtney Burr proposed to present this season. Damon Runyon and Howard Lindsay, the collaborators, however, decided they hadn't the time to work on the second act and insisted that Burr accept the return of \$1,000 paid as advance royalty.

'Smile at Me' is the producer but it is understood that Jack Curtis is also interested. Reported too that Lou Holtz and Benny Davis bought in for a place.

Jacob A. Weiser has completed a country-wide survey of the drama in little theatres, colleges and amateur circles. Principal object being to tabulate possible sources of talent for Hollywood. The jaunt required a trip of about 16,000 miles.

Weiser, formerly identified with legit, is with Metro for whom he will write a report on his findings. He will again conduct a course of lectures on the stage at a N. Y. college.

'Kind Lady' announced for the Minneapolis drama season, has not been so booked as yet. Potter and Haight, the show's producers, advised the Minnie group that if the drama plays Chicago further dates might be booked.

'Lady' roadway at the Longacre last week.

Final report on the bankruptcy of Arthur J. Beckhard filed by the referee shows \$3,481 in cash on hand. Attorneys for the creditors and the former manager claim fees of \$600 and \$500 respectively, with the Irving Trust claiming \$117.

Beckhard, who presented "Another Language,"

Emily Holt, formerly an attorney for Equity, is visiting New York. With her husband, Harper Holt, also a lawyer, she will sail shortly for Norway on a business trip.

Understood Mrs. Holt has been commissioned to write a book by Covied Friede, but it will not be about show business.

There are six treasurers at the Fulton, N. Y., for 'Smile at Me' (closed) but not all were in the boxoffice which is staffed by Buster Roemer and Tom Burke.

Fortune Gallo, one of the revue's backers, representing him at the front of the house.

Although reported being in rehearsal several times, "Scandals" has not yet started. George White won't name the reason for the delay.

Dissatisfied with choristers answering calls, White scouted the recent Atlantic City beauty pageant. So did N. T. Granlund.

Marionette bit in "At Home Abroad," opening at the Winter Garden, N. Y. Thursday (19), included among the puppets a miniature of the late Huey Long.

When the Louisiana senator was assassinated this puppet was yanked.

Artie Hitchman, fully recovered from a leg injury which required several operations, is back on Broadway and has opened a ticket agency. He was formerly with the Leo Newman ticket office.

Lee Tracy, Hayden East For Hopkins' 'Bright Star'

Hollywood, Sept. 17. Lee Tracy and Julie Hayden pulled out for New York Friday (13) to start rehearsals for "Bright Star," play by Phillips Barry, which Arthur Hopkins produces. They were in it when tried out a year ago.

Play is slated to hit Broadway early next month.

Mary Young, Director

Mary Young, actress, will take a fling at directing this season, starting Sept. 27 she will supervise a stock company at the Copley theatre in Boston for John Craig, Jr., producer.

Craig has taken a long-term lease on the theatre for the presentation of revivals. First on the boards will be "Post Road."

Ringel on 'Stevadore' Restaging for Boston

Boston, Sept. 17. New Theatre group opens its season in Boston tonight (17) at the Repertory with "Stevadore," which it plans to hold for two weeks. Cast includes negro and directed by Fred Ringel.

Ringel will inject new production angles into the play, which was done on Broadway by the Theatre Union.

'VOICE' STARTS OMAHA ON SEASON OF EIGHT

Omaha, Sept. 17. Edward Steinmetz, new director of the Omaha Community Playhouse, has called rehearsals for "Her Master's Voice," by Clare Kummer, which opens the Playhouse's 1935-36 season on Oct. 8.

After the Kummer play the Playhouse will do eight shows. Complete schedule is: "Kind Lady," "Return of the Cenci," "Yellow Jack," "Jobson's Choice," "Midsummer Night's Dream," "As You Like It" and "Three Men on a Horse."

Shakespeare plays will be given a snappy version after the manner of the Century of Progress Globe theatre, and both will be given within the week.

Board this year makes an innovation by selling only season books and abolishing single ticket sales.

No N. O. Stock

New Orleans, Sept. 17. The New Orleans Repertory theatre group has checked its plans to present a number of New York plays here this winter. Failing to get sufficient response to its membership drive, has decided to call it off until next season.

At Lovejoy, one of the prize movers in the guild, goes to Carnegie Tech, Pittsburgh, to direct five plays there this winter.

Authors Demand Some of That There Relief Coin; Everybody Is Paid but Writers, Gov't Is Told

Chief program under WPA for legit has bumped into a setback through a demand made by the Dramatists' Guild for payment of royalties. Writers have notified the government that they feel they should be paid. A special report was mailed to members of the Guild last week, asking them not to give up rights to their plays for free performances for relief or any other purpose.

Guild, as well as the parent organization, Authors' League, feels that the government in its relief projects is taking care of everybody connected with the theatre except writers. And writers, the League insists, are as needy as actors. While actors are being paid to appear in the relief shows, and everyone else connected with them is paid, including office workers, there is no compensation for playwrights.

When relief shows were first started in New York for free appearances in parks and school auditoriums, playwrights were asked to give up royalties for free performances, and acquiesced in order to help out. But now, the League feels, this should stop and some 'more equitable' arrangement made.

Boothe No Can Do
Col. Earle Boothe, director of the WPA theatre division in New York, claims that there is no provision made by Washington for playwrights or for royalties of any sort, and that therefore he can do nothing about it. A formal demand for an appropriation for royalties was sent to Washington some time ago, but in the absence of a reply, the Guild sent the restraining letters to its members.

Government feeling, unofficially expressed, is that writers are being taken care of in a separate relief budget. Guild doesn't feel this is quite true, pointing out that there is an appropriation for out-of-work writers, but that it is a separate fund, and that therefore it can do nothing about it. A formal demand for an appropriation for royalties was sent to Washington some time ago, but in the absence of a reply, the Guild sent the restraining letters to its members.

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Guild, through its Fund, takes care of destitute or needy members. It feels that some of the relief coin should be shovled its way to keep the Fund from running dry. The Guild has never been in favor of the free shows. It has felt from the first that they may develop to the stage where the government would be competing with show business. General view in legit circles is that the free shows are seen mostly by people who don't get to legit ordinarily, and that the government is thus building up a new legit clientele. League, however, feels that this is not quite true, and that what is happening is that the government is creating a new kind of people into thinking they can get shows for nothing, and that, when the time comes to pay, these customers will be even tougher about parting with their coin than the others.

Also points out that the only thing some playwrights have to fall back on is stock and amateurs rights, and that, if these plays are produced without royalties, the playwrights, the government, it will be that much harder to get stocks or amateur groups to cough up.

Another problem still to be decided is who owns the rights to a play written by a dramatist on relief? In other words, when and if a playwright turns out a work while on the relief payroll, can the government claim future rights to it, and to what extent?

Dramatists' Guild has a special committee, headed by John Howard Lawson, studying the problem, and conferences with relief officials are expected later in the week.

Gallo's Detroit Date

Fortune Gallo and his San Carlo Opera Co. will open an eight-day engagement Oct. 6 at the Broadway-Capitol theatre, now owned by the company will come here after a brief stay in Canada.

From here it will go to Chicago for a month's engagement, then to the Pacific Coast.

EQUITY GAB-FESTS

Ass'n Makes Dates for 'Union of All Problems'

First of proposed series of Equity meetings for the purpose of 'informal discussions' has been dated for the Astor hotel, N. Y., afternoon of Oct. 4. Sessions are said to be designed to steal the thunder of the younger group in the association known as the Actors' Forum. That is indicated by the announcement which states that members not paid up or not in good standing are welcome to attend and present views.

The meeting will be thrown open for the frankest and freest discussion of the theatre, Equity, or any problems or solutions for them which may be in the minds of the membership, says the association's house organ.

GILLMORE TO COAST; IN GUILD BIZ?

Frank Gillmore, Equity's prez, planned to Hollywood Monday (16). Although he stated the trip was concerned with routine business, it is understood that several matters between Equity and the Screen Actors Guild will be straightened out while he's there.

Gillmore insists there is no friction between the two organizations, despite the appearance of the Guild's action in Equity's office last week. Reported that Equity had complained that its members in the Guild are not paying dues to the legit association. However, Gillmore stated there are no more delinquents than anticipated at the time the Guild received its own charter. He added that the Guild is no more at fault than Equity itself, some of the latter's members having failed to join the Guild.

Arrangement entered into when the Guild unionized, with Equity's assent, stipulates that when legit people enter pictures they must join the Guild and pay dues to both associations. Known that a number of Equityites on the coast are not paid up. Equity resolved that all legit in picture work on the coast must join the Guild and that arrears would be crossed off, but that dues be regularly paid. Equity from Nov. 1934 on. Time limit has been put back twice and is now set for Nov. 1, 1935.

Hollywood, Sept. 17.

Unfinished business hanging over since the affiliation of the Screen Actors' Guild with Equity will be tackled this week with the arrival from New York of Frank Gillmore, Equity president. Plea will be made for regular dues payment by Equity as a collective bargaining group under provisions of the Wagner act. Gillmore goes to Honolulu this week end, returning several weeks later for further conferences.

Stone Sues Rose

Julius (Jutch) Stone, formerly of the Liberty, N. Y., who operated the Hippodrome with pop grand opera last spring, seeks \$5,000 from Elly Rose, basing the claim on a verbal agreement. Stone cancelled his leasing arrangement for the Hipp on the alleged promise of Rose that he would place Stone at the head of the house staff. Thomas McAndrews, former magistrate and later secretary to ex-Mayor James J. Walker, is handling the claim for Stone.

Stone and an associate outside of show business have taken a lease on the Lyceum, N. Y., taking possession this week. First attraction booked in is 'Squaring the Circle,' a farce from the Russian.

Playing It Safe

Night attractions are scheduled to open on Broadway next week. One premieres Sunday (22) to avoid conflicting with any of the others. There will be no openings on at least two other evenings, splitting the first line critics between them. All but one manager, has carefully avoided Tuesday (24) because of the Baer-Louis fight, which will attract most of the paying first nighters. Right's estimated net gross is \$100,000.

B. PEMBERTON'S CONTRACT IDEA

New Idea in special contracts between managers and authors has been entered into between Brock Pemberton and Rufus King and Milton Lazarus, who wrote 'I Want a Policeman'. Pemberton has an option on 'Policeman' for production, but, as with other plays which he presented, the manager had a hand in revising the script. He is determined to protect himself in the matter of material suggested or written by him.

Authors are making script revisions. They have agreed that if Pemberton's material is used he is to receive a percentage of the royalties in the event he releases the play and another producer presents it.

Manager explained that last season, after he and Antonette Perry, who stages all Pemberton presentations, had rewritten a script, the authors withdrew it and another showman secured it. Legal proceedings still pend over Pemberton's claim for compensation in this case.

Under the Dramatists' Guild basic agreement any material suggested or written into a script by a manager becomes the property of the author. There is no provision, however, for instances where producers collaborate and other managers get the benefit.

OSHRIN WINS POINT IN COLTON COURT BATTLE

Application to N. Y. supreme court Justice Wasservogel by Richard J. Mackey, attorney for John Colton, playwright, that a judgment aggregating \$2,300 for court costs in a previous litigation with Harry J. Oshrin be vacated, was denied Monday (9). Oshrin was Colton's former lawyer and personal rep. Oshrin, for the plaintiff, contended that the judgment should be deducted from a sum of \$28,000 due Colton from the defendant, decided in a previous suit. It is alleged that Oshrin invested this sum for Colton.

It is stated that Oshrin invested the royalties received on Colton's 'Shanghai Gesture' into the Tinney Estates, of which he is head.

Free Clothes

Actors' Clothing Bureau, in connection with the work of performers-members of the Union Methodist Episcopal Church, 229 W. 48th street, New York, opened today (Wednesday).

With the closing of the clothing department in the State Relief Fund, Actors' Clothing Bureau will work with other agencies in providing clothing for needy performers.

Moss's Dramatization

Moss Hart has finally obtained permission to dramatize 'The Maurizius Case,' novel by the late Jacob Wasserman.

Matter was complicated by the fact that the novelist, who died last year, left nine heirs, two of them ex-wives. Getting all of them to agree on any one project was no cinch. Sanford Greenburger agent of the deal.

Rose Nixes \$25,000 Concessionaire Bid on 'Jumbo,' not Enough; Gross Can Reach \$100,000 on Capacity Biz

BALTO SETBACK

Season Won't Start Till 'Venue'

Inaugural of the new legit season in Balto has received a setback. Eddie Dowling reverts 'Thumbs Up,' which was scheduled to start the ball rolling the week of Sept. 23 at UBO Ford's, will not come in on that date so season won't unfurl till week of Oct 7 when Ford's has the Schwab-Mandel production of new operetta 'Venice' and 'Believe Me, This is the Rogue'. Same week Katharine Cornell comes in on Thursday (10) for four performances in three days of 'Tremor' & 'Juliet' at the concert-hall Lyric.

Eva LeGallienne's company is booked into Ford's for 4 performances, Nov. 7-9-9. To date those bookings constitute all the burg has lined up definitely.

LOOP NIXING CUT-RATE DUCATS

Chicago, Sept. 17.

Appears now that the cut-rate legit ducat, is extinct in the loop. Fearful of the profit and loss sheets on shows which have used the cut-rate tickets and those which held to a straight box-office rate, the producers of the shows which tried to cut-rate their way to profits haven't been so profitable here. Those plays which established a tariff of \$2.75 or \$2.25 lot and stuck to it, figure, despite occasional poor weeks, have been hitting a general profit mark which the cut-rates never attained.

Last two years saw the loop flooded with cut-rates and this chiseling is figured as the reason why the past two years have been brutal for legit in this town. With the start of the summer with 'Three Men on a Horse', however, the town cleared itself entirely of sliced prices. And indications are that no show coming in this season will attempt any.

Both 'Three Men on a Horse' and 'Tobacco Road' are now operating at a straight \$2.75 lot and other shows headed for town are planning strict adherence to the box-office tariff list.

MILTON SHUBERT'S 'AMERICAN TRAGEDY'

Milton Shubert has bought rights to 'American Tragedy' and will revive the show in New York in the near future. Will use a new play version of the Theodore Dreiser novel written by Ernest Kearney, who has since committed suicide. Cast introduced both Miriam Hopkins and Helen Twelvetrees.

Play was originally produced in 1926 by the late Horace Liveright in a version by Ernest Kearney, who has since committed suicide. Cast introduced both Miriam Hopkins and Helen Twelvetrees.

Gordon's Louys Play

Paris, Sept. 11.

Charles K. Gordon, former Broadway producer, is sailing to New York with an adaptation of a post-humous idea by Pierre Louys, which Gordon hopes to place for Broadway production. Adaptation, which is still in synopsis form, was worked up by Gordon in collaboration with David Stern. Title is 'Borrowed Time'.

Louys died before he got his hunch beyond the stage of three pages of notes, and his widow has given Gordon an option until Nov. 1.

Concessionaires, eyeing the Hippodrome for the forthcoming 'Jumbo' got together and placed a maxi of \$15,000 for the juke, candy, and rights. Lily Rose-staff sat tight and one of the butchers pulled a sneak bid which he thought would cop, but his offer of 25 G's was coldly turned down.

Not only is the Rose outfit holding out for more but all the coin must be put on the line in advance. Concession at the Hipp is regarded as the most valuable in New York because 'Jumbo' will have the atmosphere of a circus and all sorts of things will be on sale, from illustrated programs and songbooks to peanuts. Last will probably be restricted to the lower level, where the wild animal display will be spotted.

'Jumbo' is expected to start dress rehearsals late next week. Rose figuring on co-ordinating the show within 10 days, with the opening date set for Oct. 7. There will be several dress rehearsals with limited audiences, none of them to be sold to organizations. Manager aims to bar Broadwayites from these previews.

Advance saillyhoo for the show started last week when elephants paraded the Times Square district cloaked in 'Jumbo' banners. Rose got a kick out of leading the elephants himself and listening to remarks of pedestrians.

Manager will staff the Hipp with a corps of heavyweights. Ticket taker will be six feet, six inches; usher must be at least six feet tall and the head usher taller than that.

No ticket buy has been arranged for 'Jumbo'. Brokers refused the manager's demand that they guarantee to handle 1,250 tickets nightly for the first eight weeks. Show will play twice daily inclusive of Sundays, putting it on a 14 performance basis. While the ticket scale is not definitely set, night performance will be \$3.30 top. Weekly capacity will exceed \$100,000 gross, approximate number of seats being 4,500 as against 5,000 originally.

Although 'Jumbo' will be played in a tank ring, a large double revolving stage will be spotted in the center.

ANNE NICHOLS BACK TO 'B'WAY

Anne Nichols, who wrote and produced 'Able's Irish Rose,' has returned to New York to work on the coast for six years. While her plans are not definite, Miss Nichols will re-enter show business, probably presenting a play on Broadway during the winter. She will open offices in about one month. Her long sojourn in the west was partly due to ill health. She is now recovered.

'Able' opened at the Fulton, N. Y., in May, 1922, after being shown in Los Angeles. It established a run of five years on Broadway, a world's record.

High Rent Asked for Morosco Theatre, N. Y.

Morosco theatre, N. Y., which the Shuberts operate under a booking arrangement, may be rented by the receiver. Latter is in charge of the house along with the Astor and Bijou, all three spots formerly owned by Walter Rende.

Attorney for the receiver is reported asking \$2,500 weekly rent for the four walls, with no takers. Asked for a house shortage impending the figure is considered excessive, present market indicating \$700 weekly to be high for straight rental of bank-owned legit theatres. Recent box office receipts from the bank has an annual net of \$20,000. Another deal guarantees the house end to be not less than \$1,000 weekly.

Chi Legit Outlook Best in Years; Tobacco 'Great 13G; 'Horse' \$9,500

Current Road Shows

Week Sept. 16

'A Touch of Grimsby', Boulevard, Jackson Heights, N. Y.
'Anything Goes', El Capitan, Hollywood, Cal.
'Jubilee', Shubert, Boston, 19-21.
'Ode to Liberty', Belasco, Los Angeles.
'Paths of Glory', Shubert, New Haven, 19-21.
'Shakespeare Rep. (Merivale-Cooper)', Plymouth, Boston.
'Squaring the Circle', road, Philadelphia.
'Taming of the Chestnut', Philadelphia.
'Three Men on a Horse', Harris, Chicago.
'Three Men on a Horse', Finney, Boise, Ida., 16; Paramount, Salt Lake City, Utah, 17-18; Auditorium, Pocatello, Ida., 19; Auditorium, Colorado Springs, Colo., 20; Cook, Cheyenne, Wyo., 21.
'Thumbs Up', Carlton, Providence, R. I., 16-17; Majestic, Utica, N. Y., 18; Masonic Aude, Rochester, 19; Erlanger, Buffalo, 20-21.
'Tobacco Road', Selwyn, Chicago.

Chicago, Sept. 17.
Two shows in town are going along at a neat clip as the new Chicago season rushes into its second week with more hopes for a good year than have been evidenced in this town for many seasons. Generally a perkier feeling among the legit folk in town, ranging from the general managers to the ticket takers and the ushers. Feel that the rebound is in the air.
Two musicals are on the books for showing shortly: 'Anything Goes' and 'Thumbs Up' and the Pulitzer prize winner 'Old Maid' for the first drama. Look for a steady stream of new shows in this town soon. There are only five or six theatres in town at present: Selwyn, Harris, Erlanger, Grand Blackstone and possibly the off-the-stem Princess which has been a picture spot for several years now. Old standby, Apollo, Garak and Adelphi are in the picture field now and the Illinois is shot to pieces.
Roads' zoomed far into the lead last week on a continued fine pace after a strong \$12,000 opening week. Goes about the figure on a steady basis, which indicates a long stay.
In its 24th week 'Three Men on a Horse' remains the miracle show of the last few weeks. It has sold off plenty from the walloping Labor Day week but still showing remarkable profits for the run. Will easily make it a full \$10,000. It's been years since any show stayed a full half-year in the loop, depression or no.

Estimates for This Week
'Three Men on a Horse', Harris (1,000; \$2.75) (24th week). Jogging along at a pace which they'll be telling about years from now. Around \$9,500 last week on regular performances.
'Tobacco Road', Selwyn (1,000; \$2.75) (3rd week). Looks ready for a run. Word-of-mouth is beginning to be felt, with the matinees particularly strong. Above \$12,000 last week, singing a song of plenty thanks. Seats selling eight weeks in advance.

ENGAGEMENTS

Doris Dudley, 'Agatha Calling'.
Inez Harvot, Emily Day, 'The Great Waltz'.
Gene Lockhart, Broderick Sweetford, Hobart Cavanaugh, 'Sweet Mystery of Life'.
Francis Lister, Jessie Rose Landis, 'Substitute for Murder'.
Fernanda Bliscu, Helen Wynn, Morton L. Stevens, John T. Wells, Anthony Blair, John Philiber, Billy Quinn, 'Winterest'.
Adrienne Allen, Helen Chandler, George Keith-Johnson, R. Reeves-Smith, Jessie Bussey, Lucile Watson, Percy Warram, 'Pride and Prejudice'.
Bernadette Denniston, 'The Ascending Dragon'.
Kay Linaker, 'Damm Deborah'.
Paul Duer, 'The Great Waltz'.
Tyronne Fowler, Jr., 'Romeo and Juliet'.
Hugh Buckler, Donald Cameron, Sayre Crawley, Gene Roberts, Marion Evensen, Averill Harris, Richard Waring, Francis Friebus, Walter Evans, Eva Le Gallienne rep company.

Film Lobby

(Continued from page 3)
mount 6, Metro 7, Fox 3 and Columbia 1 over a four-month period in 1934. Gave no more recent ratings, however.

Just on Selling
Determined to press for committee hearings and to push his proposal, Pettengill declared the measure 'is not a censorship bill' and said he doubts if Congress 'at this time' is in a mood to write a straight censorship law on the books. Said he thinks that 'for the present at least we ought not to undertake to go much beyond the objectives of anti-book-booking proposition and express willingness to accept amendments which will improve the measure.'

Practices of book booking and blind selling. Pettengill charged 'virtually rob the local theatre man of any discretion, and he has to show pictures which he knows his community does not want to see. The practice of book booking and blind selling destroys the normal selective process of good taste in any community. The manager cannot choose to suit his patrons and interests and is reduced to a shadow. Today the only things that are possible are either the crude lit titations of a local government censor, or, under the recent legislation which has been granted us by the overlords of American en-

tertainment since July 15, a protest of a well-organized local group which must see the picture first or the spasmodic effect of an organized boycott.

If enacted, this bill will release the normal selective processes of good taste all over the country. Above all, it will do so in harmony with American traditions which call for (1) local control over neighborhood conditions affecting customs, morals and conduct, and (2) a fair chance for small independent enterprise; and which abhor universal censorship of news or entertainment.

WOODS' FIRST DUCAT BUY; MORE IN WORKS

Number of ticket buys on new Broadway shows are anticipated, season's first deal of the sort being made on 'Night of January 16' which opened at the Ambassador Monday (16).

Moon acting for A. H. Woods and Lee Shubert in making the arrangement with the brokers. Under the several ticket control systems tried about the only rule strictly adhered to was that prohibiting buys. With the passing of the legit code, that regulation is out.

DROUGHT

(Continued from page 74)

crops and kill off some live stock. Unknown to Luke, his radical son has been working on his own father's farmhands, and they gather for a showdown, in which they make a mystical last stand. Luke unable to meet these, and turns them all loose after giving them a verbal and mystical last stand. With no help available this incident becomes stage number two in the disintegrating of Luke's system, following the plowing under, etc. Stage number three starts soon after, with the coming of the drought, which just about wipes out all of his crops and livestock.

Fred's baby, who has been sick, becomes worse, and Hilda can't stand to see the life in the child to take the child away to a hospital and then later go back to Detroit. But she can't. Her neighbors, neighboring farmers who have been caught by the radical activities of Tootsby and the two agitators, catch up with the trio and string them to a tree in the next county. Word of the tragedy almost blacks out Luke's tottering world, but he manages to keep the news from his wife until after Fred and his family have left. An opening night finale which brought a huge ending to the play by having everything swing to a happy conclusion in the form of rain over the parched land, farmhands returning, etc., was later deleted in favor of a more logical ending. The result is a hardy couple with practically their life's work swept from under them, accepting what they figured the Lord had sent them and making the best of it in an attempt to carry on. Role of Luke Zanniser is one that carries over and makes the best of it in an attempt to carry on. Looks like the author has piled misfortunes pretty thick onto one man, but the thing is handled in such a way that it becomes easily plausible. Curtis Cooksey has the physique and the talent for the part of Luke, and he has made it his own. Where he is told of his son's death, he and William Dorbin, as Doc Tanner, are the willing members of the group that carry out the execution. Their roles to a Broadway production of the play, with Willis Duncan a fourth man, would be good work. Does a fair job, which might be improved with a longer rehearsal period.

Bone.

'At Home' Sock \$24,000 on 2d Week; Gage's Bard Rep Starts Slow in Hub

'At Home Abroad', undergoing many changes during its two-week tryout here, closed Saturday (14) night after a neat \$11,000. Engagement is limited to two weeks, with sale heavy for remaining period.

'Love Costs only', by Burnett Hershey and Lyon Merson, for immediate production by William B. Friedlander.
'Substitute for Murder', comedy by William Jorden Rapp and Leonard K. Hays, for immediate production by William B. Friedlander.
'Thumbs Up' (3d week) (Colonial). Fared not so well here, but third, final week, showed a bit. Second week around \$12,000.
'Othello' (four shows, Plymouth). Light draw, around \$3,500. Macbeth, closed Monday (15) with same company.

Waltz' Folds with Record \$42,000; B'way Anxious for Season to Start

Shows in Rehearsal

'Bri Star'—Arthur
'Agatha Calling'—Eddie Dowling.
'Waves in Silks'—The Beloved Rogue—Schwab and Mandel.
'Sweet Mystery of Life'—Herman Shulman.
'Jumbo'—Billy Rose.
'Porgy and Bess'—Theatre Guild.
'Achilles Had a Heel'—Walter Hampden.
'Remember the Day'—Philip Dunning.
'If This Be Treason'—Theatre Guild.
'Winterest'—The Bridge—Garric McClintock.
'Most of the Game'—Dwight D. Wiman.
'Dear Ident'—Irving Cooper.
'James R. Ullman.'

'GOES' \$20,000, 'ODE' \$11,000, L.A.

Los Angeles, Sept. 17.
With two smash hits in town currently, legit is at its highest point in months. The group continues to be Henry Duff's production of 'Anything Goes', which enters its fourth week at El Capitan, with no letup in trade so far.

Downtown legit season debuted last Monday with start of a two-week run of Homer Curran-Melville Brown production of 'Ode to Liberty', starring Iris Claire. Ode got away to a bang start. After being forced into darkness for a week, following walkout of the union in sympathy with New York Burlesque Actors' Association strike, 'Life Begins at Minsky's' was revived last Friday night for five performances, including two night shows Friday and three showings Saturday. Burley-revue then folded.

Estimates for Last Week
'Anything Goes' (3rd wk, El Capitan). Smash trade continues, with week-end big making up for any drop in take during early part of week. Last week, neat \$20,000 on third stanza. Looks good for a long run.
'Ode to Liberty' (1st wk, Belasco). Iris Claire's personal popularity drew a smart Hollywood mob for the opening and the comedy on first week attracted a neat \$11,000. Engagement is limited to two weeks, with sale heavy for remaining period.
'Life Begins at Minsky's' (5th wk, Minsky Music Hall). Five closing performances after week's layoff brought neat \$3,000, profitable.

'At Home' Sock \$24,000 on 2d Week; Gage's Bard Rep Starts Slow in Hub

'At Home Abroad', undergoing many changes during its two-week tryout here, closed Saturday (14) night after a neat \$11,000. Engagement is limited to two weeks, with sale heavy for remaining period.

'Love Costs only', by Burnett Hershey and Lyon Merson, for immediate production by William B. Friedlander.
'Substitute for Murder', comedy by William Jorden Rapp and Leonard K. Hays, for immediate production by William B. Friedlander.
'Thumbs Up' (3d week) (Colonial). Fared not so well here, but third, final week, showed a bit. Second week around \$12,000.
'Othello' (four shows, Plymouth). Light draw, around \$3,500. Macbeth, closed Monday (15) with same company.

While Broadway waited with anticipation for the season's delayed start and the first shock of new shows, which began arriving this week, 'The Great Waltz' closed to a gross of \$42,000, virtually equalling the record for takings during a normal season.
Plain that the resumed engagement could have continued at least until the fall holidays. Every performance except Tuesday was reported capacity. Wednesday matinee there were standees even in the Miler and Brown stopped further sale. Few tickets were allotted the agencies, so the last-minute demand was not fully taken care of. 'Waltz' is laying off, readying for tour, which starts in Boston Oct. 4.

List of openings this week and next has been lengthened to 13, nine being carded starting next Monday. Four premieres this week started with night of January 16, which could have drawn a better press at the Ambassador.

Coming week's card starts with debut of 'A Touch of Grimsby', Golden, it being the first Sunday drama (22) premiere. Balance of the openings are: 'Remember the Day', Booth; 'Remember the Day', National; 'Winterest', Martin Beck; 'Paths of Glory', Plymouth; 'Squaring the Circle', Lyceum; 'Othello' (Glady Cooper-Philip Merivale), Barrymore; 'Macbeth', Grand.

Broadway got a further weather break with the continuance of cool weather. Record low temperatures were registered over the week-end and grosses up to Saturday night indicated business as good as for Labor Day week. Tuesday nightings were reported better than previous week's first evening.
Estimates for Last Week
'Remember the Day' (44th week) (M-1,325-\$4.40). Before going to road will move to 46th St after week-end. Business excellent at the business holds to profit mark; estimated around \$18,000.

'At Home Abroad', Winter Garden (1st week) (D-1,093-\$4.40). Presented by the Shuberts; revue highly rated in Boston; opens Thursday (15).
'Children's Hour', Elliot (44th week) (D-929-\$3.00). Holdover drama, which moved from Winter Garden in money despite incoming cards; estimated around \$9,500 last week.
'Sweet Mystery of Life', 56th St (1st week) (D-1,000-\$2.75). Revived by New Lawlor; reviewed by same; conventional play; opened Tuesday.

'Broadhurst' (1st week) (D-1,116-\$3.30). Presented by Jed Harris; written by John Lee Mahoney; Arthur Caplan; opens Friday (20).
'Moon Over Mulberry Street', Lyceum (1st week) (D-850-\$3.00). Business still slight, but claimed moving to another house next week; house gets 'Squaring the Circle'; house gets \$3,000, but some improvement.
'Night of January 16', Ambassador (1st week) (D-1,156-\$2.75). Opened Monday (16) by Bone, drawing moderate press; novelty, however, expected to give meller a change.
'Old Maid', Empire (37th week) (CD-1,000-\$3.00). In its final two weeks, business still excellent at quoted \$14,000 pace.

'Persons Appeared', Henry Miller (48th week) (C-944-\$3.30). Holdover comedy continues to turn good weekly profit; well over \$9,000 mark last week.
'Sketch Book', Majestic (16th week) (R-1,770-\$3.85). Summer revue which moved from Winter Garden getting moderate grosses; estimated around \$12,000 last week.
'Slight Case of Murder', 56th St (2d week) (C-969-\$3.30). Drew fair press at opening last week; business much better than notices.
'Smile at Me', Fulton, withdrawn after playing three weeks and two shows; house slated to get 'Triumph Over Fear'.

'Three on a Horse', Playhouse (34th week) (C-860-\$3.30). Slated to hold over well into winter; beyond business excellent at quoted \$14,000 pace.
'Tobacco Road', Forrest (33d week) (C-1,000-\$3.00). Business excellent at quoted \$14,000 pace.
'Waltz', Grand (1st week) (D-1,116-\$3.30). In its final two weeks, business still excellent at quoted \$14,000 pace.

Other Attractions
'Awake and Sing', Belasco (resumed limited engagement); 'Waltz at Lido', supported and may stick into fall.

Ft. Wayne Starts

Ft. Wayne, Sept. 17.
First show of the Old Fort Players' subscription series in 'The Shining Hour' scheduled for Wednesday, Sept. 26, 27 and 28, at Civic Theatre.
Herbert Butterfield, former Wright stock director, is staging.

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

East

Raided at 30. 2-way spots Monday night, but no fuss. Two man teams hit just at midnight; looking for bootleg.

George Abbott may make a production with Lillian Gish in the spring.

Elizabeth Telle to open "Triumph" at the Fulton Oct. 4.
Helen Chandler traces the arrest of Roy Kindred, Negro, who wrote her notes. He said he was a bit player in Hollywood and thought she was someone he had met there. Held in \$5,000 for General Sessions. Len Koenekoe, of the Brooklyn Dodgers, killed in a fight in an airplane. Pilot claimed ballplayer was drunk and endangering safety of others.

That Cotton-Oshrin case in court again last Monday. Judge nixed request to quash Oshrin judgment against the plaintiff.

Smile at Me! did not show Monday night. Patrons got movie back. Evelyn Hoey's corpse, found dead in the home of H. H. Rogers, Jr., at Downsville, Pa. Evidence points to Doling. William James Kelly, picture cameraman, and Rogers on nominal bail. Rogers is the disinherited son of the oil magnate. Kelly is perhaps the only one liberated from \$50,000 Frenchmen. "The Great Waltz" at the Center globe, million ticket at the Wednesday mat.

Federal Radio Communications busts up a foot cure's claim it can cure the world on its feet in three days. Northwestern Television institute also agrees to quit advertising that those who enroll for its television course will get jobs.

Four of "Sketch Book" chorines played a two-day date in Macy's cosmetic department last week. Beryl Wallace also appeared to bally a new make-up.

Theatre Union elected Margaret Larkin executive sec. Others are M. Eleanor Fitzgerald, production; Adeline Walker, playright; Mary Wolfe, office manager; Sylvia Ferguson, experimental student; Martha Driebhatt, press; and John Nichols in town with three plays.

Group Theatre will give the first of its symposium on aspects of the theatre Oct. 19. Course is approved by Board of Education and records. Also open to the public. Course involves attendance at four shows, first three of which are "The Bridge," "Taming of the Shrew" and the Group's own "Mother."

Both Central and Pennay to cut their fast trains half an hour, making the Chicago run in 16 1/2 hours. Porter, literary agent, declared in contempt because he's back in his home.

On the verge of her divorce suit against James Rennie, Dorothy Gish expects her nerves can stand the strain of matrimony.
Federal Judge Robert P. Patterson holds a subpoena served on William Fox in supplementary proceedings.

ceedings brought by the Capital Co. for rentals on a San Francisco theatre. Sibbena was served on Fox in Atlantic City, which is held to be outside the 100 mile limit of "jurisdiction" in Georgia.

Justice Steinbrink denied Fox's motion that he be exempted in a supplementary proceedings brought by the Capital Co. Both last Thursday.

Waldorf Theatre leased for a long term to a syndicate headed by Myron Robinson. Owned by Greenwich Bank.

Theresa Heilburn plans to do a little production on the side in addition to her Guild duties. First will be "Gentleman in High Boots," by H. P. Garrett.

Brook Pemberton plans to hold "Personal Appearance" at the Henry Miller until after the holidays. Had been scheduled for the road.

"National Holiday" new tag for Ted Harris' "Behind the Eight Ball," Fifth Ave. theatre to offer a series of revivals. House has been alternating between burlesque and comedy.

Judith Allen denies in Providence reports she and her pugilist husband, Jack Doyle, are about to separate.

Moravia - Cooper Shakespeare troupe will curtail the road cruise and rough up the stage hands demanded overtime because of the delay. Salmagundi says if they do it again, Salmagundi will be no salaries to worry about.

Wall Township (N. J.) committee holds that the charges of nude Brown at the police house are not proven. Town owns the place under foreclosure for taxes.

Buck and Bubbles going high hat. On the Theatre Guild's programs for "Porgy and Bess," they'll be Ford L. Buck and John W. Bubbles.

Red Waxman and his wife with the applications in bankruptcy. His liabilities are stated to be \$567,579 while her's are only \$378,538. No assets in either petition.

Jack Pearl wants to do Warfield's role in "The Music Master" and perhaps he will. William McDer-mott, of the Cleveland Plain Dealer, will angle in the event the deal goes through.

Report current that a German brewing group is after Madison Square Garden bowl in Long Island City for a site for a brewery. Land is owned by the Pennsylvania railroad.

Shipwreck Kelly was pe. hed on a Rappole on the Plaza theatre. Bruce when the police heard the sun-sons up to him last week. He made a Mae Westish response about their coming up to see him sometime.

When they got an axe and started to chop the pole, he came down. Charged with endangering lives of the distracting attention of pupils in a nearby school.

Russell Markert will stage the dances for George White's "Scandals."

Leonard Sillman has picked Gypsy Rose Lee out of burlesque for his new edition of "Fresh Fables."

William Friedlander picks "Love Costs Money" out of a straw hat for a B'way trial. Burnett Hershey and Lyon Merson had his tryout at L'umme.

"Portuguese Gal" closed after its Phila. limp.

"The Bridge" reverts to "Winter Set," which was its original title.

Lionel A. Hyman teamed with Russell Markert to do "Chorus Line." Romance of Jack Barrymore and

Elaine Jacobs Barrie reported wide open Friday (13) following a row the neighbors got through the dumb waiter.

Newark woman, who sued Western Union because it delivered to her husband a wire addressed to herself, is suing for \$75,000 she asked for. Claimed it broke up their marriage.

Coney's Mardi Gras had four clear days out of six. Rained out Monday and cloudy Saturday.

Winnie Sheehan made an honorary citizen of Unterach, Austria, Austria.

Geraldine Farrar, back from a German tour, says the Germans are too busy keeping a roof over their heads to enjoy her.

Stand at Max Baer's camp at Speculator, N. Y., collapsed Sunday, dumping about 300. About 60 required medical care.

N. Y. Society of Teachers of Dancing held its first fall meeting at Astor hotel Sunday (15). Num-bered new steps demonstrated.

Salmagundi presentation of "Aida" at the Brooklyn Academy of Music held up for half an hour while the

actors, members of the two organizations affiliated with American Federation of Labor, held out for salary after the second act. Just to make

rough on the stage hands demanded overtime because of the delay. Salmagundi says if they do it again, Salmagundi will be no salaries to worry about.

Judith Allen denies in Providence reports she and her pugilist husband, Jack Doyle, are about to separate.

Moravia - Cooper Shakespeare troupe will curtail the road cruise and rough up the stage hands demanded overtime because of the delay.

Eva Le Gallienne will drop Civic Opera for a year and take a company on tour with repertory.

June Knight was trussed up and robbed in her apartment in Essex house Sunday afternoon (15).

Bounced with the electric cords from a lamp and made off with \$5,000 worth of gems. Men represented

Miss Knight visited the rogues gallery to police headquarters, but unable to identify the men.

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Fall Influx of Stage-Strucks on Again; N. Y. Stage Schools Get 'Em

Barber-ism

Sacramento, Cal., Sept. 17. Corporation Commissioner is trying to figure out the following business switch, filed this week:

Certificate changing name of Wright Barber Shop, Inc., to Sterling Coroner Beef Product.

COAST SPEEDWAY TO RIVAL INDIANAPOLIS

Hollywood, Sept.

Eastern capital is behind proposed construction of a new automobile speedway which will be constructed on a 311-acre plot just purchased near Long Beach. John De Palma, former racing driver, will function as promoter of the plant.

Financial men behind the project figure modern plant, to outstrip the Indianapolis speedway will provide opportunity to stage big racing classic in the country. Plans are being arranged for a \$100,000 race for July 4 next year.

Killed a Parson

Indianapolis, Sept. 17.

Matchmaker Lloyd Carter has moved his grunt and groaners into the Army for the winter.

First matches brought out a standing crowd, and were so exciting that a local preacher dropped dead in the exit crowds.

MARRIAGES

Betty Jane Hardesty to Bobby Burns Berman (BBB), night club stenographer, Sept. 16, at Santa Catalina Island, Cal.

Freda May Stewart, pianist, to Col. Norman E. Borden, Vermont state official, in Burlington, Vt., Sept. 12.

Elvino A. Casalan, orchestra leader, to Rena Tuller, singer, in Barre, Vt., Sept. 12.

Vivian Tobin, film actress, to Dr. Carlton Hagen, Sept. 15, in Los Angeles.

Florence Gardner to Harry Sherman independent picture producer, Sept. 13, in Tia Juana.

Kay Sutton, film actress, to Eddie Croninger, cameraman, Sept. 16, in Los Angeles.

BIRTHS

Mr. and Mrs. Eddie Blum, son, Sept. 11, in Hollywood. Father is film writer.

Mr. and Mrs. Hugh Harmon, son, Sept. 15, in Los Angeles. Father is cartoon film producer.

Mr. and Mrs. Jack Berman, son, Sept. 14, in Los Angeles. Father is Coast exhibitor.

Mr. and Mrs. Arthur Franklin, daughter, Sept. 13, in Los Angeles. Father is music advisor at Paramount.

Mr. and Mrs. Max Laemmle, son, Sept. 5, at Clinic in Mirabeau, Paris. Laemmle is a nephew of Carl, Sr., and runs a film exporting company in Paris.

who plans to tour the principal cities started in N. Y.

Frank Buck's collection of animals in town Friday on a freighter. Include a baby elephant, two tigers, a rhino and a bear. Boat also carried about 10,000 sets of Buck's films.

Maxfield Parrish's Old King Cole mural, which adorned the bar of the old Knickerbocker bar, to reappear at the St. Regis. Has been in mothballs, charged cruelty.

drawn from the Racquet club, its second roast.

Coast

Default judgment of \$20,000 awarded in L. A. to Edwin Rose, Hollywood actor, who is known professionally as Prince Lal. Rose for asserted loss of wife's affections to H. W. Johnson, head of an avocado firm.

Mrs. Jean Bello, mother of Jean Harlow, filed suit for divorce from Marino Bello, stepfather of film actress, charged cruelty.

Max Parker, studio art director, admitted paternity of child born to

(Continued on page 78)

Fall influx of stage-struck kids from all parts of the U. S. is now on in New York, with registration heavy at the various universities

and specialized training schools which offer dramaturgy courses.

They keep coming, all bent on playing Romeo, before they're 30, or learning how to bend an eyebrow carefully.

At this moment, they're flocking around Rockefeller Plaza.

absorb some local color before signing up and memorizing lines. In many cases, it's their first trip to the city.

Greenwich Village used to be Mecca for the newcomers, but not so any more. But Broadway holds its glamorous place as a happy hunting ground.

Playwrighting, scenario work, acting, elocution, etc., are the main bolt and are treated in academic fashion. Though most of them have a silent hankering to go on the stage, a few plan to go back and teach histrionics in the hinterland.

American Academy of Dramatic Arts, Columbia U., and New York U. are examples of major schools offering such courses. Everything's listed in their catalogs, excepting radio.

Radio gets brief mention some places, though pros have lately been swamped with inquiries regarding other, but don't know just what to do about it. A few list "radio" courses, but stop right there. When asked what's planned in radio instruction, they brush it aside, saying that stage training offers everything leading up to broadcast.

Later they'll unbind and admit it's a puzzle.

1,000 at Least

Incoming drama students (they amount to 1,000 at least, and mostly from the south and west) are not so stage-struck openly as before, being aware somehow beforehand of the tough sledding in store for any real achievement either on stage, screen or the air. It's considered quite a feather in one's cap to say, "they're an American Academy grad, no matter if they remain in New York and click or trock back to Nebraska to head the little theatre movement."

Average enrollment at this dignified sanctuary, located atop Carnegie Hall, (clad in New York's supposed culture but which wins approval with parents right away, is around 300 pupils. This figure, as dom varies. The Academy, now entering its 52d year, points to a list of alumni, many of whom are stars.

Josephine Russell is the latest to be used as an example. Joseph S. Bell is in charge of radio broadcast chores here, though course follows the set pattern of any regular broadcast semester.

Columbia list all of the accepted forms of dramatic work with Fletcher Hughes in charge. He's been away on a year's leave, but is returning this year. Classes total 200 for this type of classroom study, most of them out-of-towners.

The same goes for N. Y. U., though it does expand on its radio course. It's \$15 for this, with Bernard Blatt in charge.

N. Y. U. also gives shiny graduate's degree in preparing for speech instruction, etc. This satisfies the school's needs.

New ones are financially fairly well fortified with funds for a year, a few coming on with scholarships and local press clippings.

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New Low Rates in Effect

125 WEST 49th ST.

Newly decorated and furnished. Complete modern 1-room apartments, kitchenette, private bath, maid service. Reasonable rates.

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New York Theatres

RKO THEATRES

86th St. 81st St.
at Lexington at Broadway
Sept. 19-20 Sept. 19-20
"DANTE'S INFERNNO" "DANTE'S INFERNNO"
with Spencer Tracy with Spencer Tracy
and "One Frightened Night" and "One Frightened Night"

RADIO CITY ROCKETTEER

MUSIC HALL 41st Street and 6th Ave.
Fred Astaire - Ginger Rogers in "TOP HAT"
1st Night and Lyrics by IRVING BERLIN
ON THE STAGE, "CURTAIN CALL" a review in seven acts, produced by Leonidoff. Broadway Orchestra. CO. 5-6335

STATE

"Annapolis Farewell!" In Person! Lou Holtz - Belle Baker Block & Sully Starts Friday
Great Goodie - Fredric March in "ANNA KARENINA"

GRAND

22nd St. at Broadway
BETTE DAVIS and GEO. BRENT
in "SPECIAL AGENT"
A Cosmopolitan Prod. - A Warner Bros. Picture

PARAMOUNT TIMES SQUARE

BING CROSBY JOAN BENNETT
"Two for Tonight"

ROXY

25th St. 35th St.
Robt. Donat MADEIRA CARROLL in "The 39 Steps"
This Big Stage Show Billy-Hill-Tommy Mack-thu. EXTRA "VOICE OF EXPERIENCE!"

CAPITOL

3rd Record Week - 26c to 1 P.M. GRETA GARBO in "MARCH OF THE DUCES"
"ANNA KARENINA" World Premieres Wed. Eve. (Sept. 18) Broadway Weekly Edition (1935)

OBITUARIES

News of the Dailies

(Continued from page 75)

Mrs. Paula Sleiff, terminating court action. Will pay \$1,500 in lump sum, and \$50 monthly toward child's support.

James Eagles, film actor, filed notice in L. O. of intention to wed Velma Moore, non pro.

Isabel Steele, Los Angeles music student, held in German prison for two weeks on charges of espionage, trying to sell story of her experiences to film studios.

Friends of Marchen Bach-Jorgensen, actress, who dropped out of sight seven weeks ago, received word that she is safe in the east.

Out of court settlement made in \$20,000 heart attack of Dorothy Appleby against Sidney Spiegel, Chicago theatre owner.

Vivian Tobin, film actress, to marry Dr. Carl Von Hagan.

Presidential ban on gambling in Mexico will be strictly enforced in the northern area, Governor Magna declared, spiking rumors that California has operated as of yore by trade unions.

Faith Hampton, film actress, alleged \$360 damages from Jack Gallagher, stunt man, for being knocked down in street affray. Sued for \$50,000, claiming she gained 35 pounds since the attack and has been unable to get picture work as a result.

Los Angeles traffic court judges increase fines 100% in effort to cut down rising mortality rate.

State attorney general proposed that city and county police officers must enforce penal code section banning sale of liquor between 2 and 6 a. m.

Jane Manners, one time New York actress, dropped out of sight to the district attorney that she had said she knew plenty about Judge Crater's disappearance. Said she was on the high seas at the time the jurist vanished.

Sally Blane dropped remark that she would marry Norman Foster, recently divorced, and Claudette Colbert, within a few weeks.

Jackie Coogan and Toby Wing admitted to friends they are engaged; that they will be married "real soon."

Helen Lee Worthing, former Broadway chorus girl, swallowed poison in a suicide attempt, but will survive.

Dorothy Lee, film actress, to establish residence in Reno as prelude to filing of divorce from Marjorie, one-time Hollywood starlet of Southern California football star.

James Stuart Blackton, veteran film producer, drawn for federal grand jury on charge of conspiracy.

Damages of \$15,000 sought by Dorothy Arlynn, actress, of Lou Clayton for injuries received when actor's car skidded in a traffic crash.

Anaheim, Cal., where Mme. Helena Modjeska once made her home, will dedicate statue to once great tragedienne.

Bandits robbed Vendome cafe in Hollywood of \$100, day's receipts.

William B. Herrick, died at his home in Midlandville, Tex. Sept. 11.

Widow and one son survive.

Mrs. Grace E. McDermott, widow of E. Otto Rothmund, died Sept. 7 at her summer home in Rome, N. Y. She was the mother of Grace, Coley, Billie and Kline.

Worth, stage and screen players.

Mrs. Margaret Bamberger, wife of Joseph Bamberger, managing director of Independent Producers Studio, Ltd., died at her home in Stamford, England, Sept. 2.

Marienne, 10-year-old daughter of Ber. Bloom, of Irving Berlin, Inc., died in New York, Sept. 13.

Mrs. Loretta Seiter, 72, mother of William A. Seiter, film director, died Sept. 14 in Hollywood.

REPUBLIC, N. Y., GETS STAY

By ruling of N. Y. Supreme Court Justice Peter Schmuck, license Commissioner Paul Moss of N. Y. had to show cause yesterday (Tuesday) why a per se tenant stay should not be granted against his order of Saturday (14) that the Republic, burly house, should close its doors that night. He suspended theatre's license, but operators got a temporary stay.

His ruling was based on a police report of a performance at the house last July 21.

Bide Dudley Back

Eddie Dudley began his theatre reviewing over WOR, New York again this past week, with opening of "A Night Case of Murder."

He is permitted a five minute break-in on station's nightly dance parade for his first-hand gleanings of the premiers. It's generally resented at midtown.

He also conducts his Theatre Club of the Air over the station.

Sept. 3 at the home of his son at St. Cloud, Paris suburb.

Bannel was one of the leading figures of the pre-war Paris music hall business.

JOSEPH ASHMAN

Joseph Ashman, 75, old time actor, died Aug. 10 in Cape Town. He went to South Africa 10 years ago, and was associated with the late Lee Deane, stage actor.

Toured "Charles's Aunt" through the country. Some time ago he settled down as a teacher of elocution and dramatic art.

D. O. CRONKELTON

D. O. Cronkleton, 81, died in Des Moines Sept. 8. He was for many years doorman at both the Garden and the Palace.

His daughter, Mrs. Dora Middlebrook, has been secretary to A. H. Blank at Central States for many years.

ARVIN J. BILLINGS

Arvin J. Billings, 71, orchestra leader, died Sept. 8 at his home in Akron, O., where he had lived more than 30 years. The father of Alvin, Royal and Warren Billings, who for several years have been identified with Akron theatre orchestras.

JULIE BLAKE

Julie Blake, 24, vaude dancer, died Aug. 10 in Los Angeles after a long illness.

Her last appearance was in Cincinnati with Paul Whiteman, appearing with her partner as Zanetti and Manini. Funeral and burial in L. O. Sept. 12.

CHARLOTTE E. WELLS

Charlotte Elizabeth Wells, 79, author and playwright, died in New York Sept. 10. One of her plays, "Riddle," enjoyed a long run.

Interment was in Hackensack, N. J.

JACK ALF

Jack Alf, 59, veteran stage electrician and former business agent of I. A. T. S. E. Local 5, Cincinnati, died Wednesday (14) while on duty at the Albee theatre, city.

CHRIST S. DIEBEL

Christ S. Diebel, 66, at one time associated with his brother, Charles, in the management of Idora Park, died Sept. 10 at the home of a daughter in Youngstown, O.

FRANK J. HUBBARD

Frank J. Hubbard, 68, pioneer band leader, died at his home in Midlandville, Tex. Sept. 11.

Widow and one son survive.

Mrs. Grace E. McDermott, widow of E. Otto Rothmund, died Sept. 7 at her summer home in Rome, N. Y. She was the mother of Grace, Coley, Billie and Kline.

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Mrs. Loretta Seiter, 72, mother of William A. Seiter, film director, died Sept. 14 in Hollywood.

BEATRICE GJERTSEN

Madame Beatrice Gjertsen Besen, former court singer and prima donna in royal opera at the capitals of Europe and for 15 years prominent in Minneapolis musical and dramatic activities, died in Minneapolis after a year of failing health.

The wife of a Minneapolis physician, Mine. Besen, at the age of 20, as Beatrice Gjertsen, became prima donna in the royal opera at Weimar, Germany. In 1914 she was appointed private court singer to Wilhelm Ernest, duke of Saxe-Weimar, being the third American singer to receive the honor.

She was a native of Minneapolis.

MAX SCHUBACH

Max Schubach, 67, veteran film and theatre man, died at his Denver home of heart disease, after an illness of five weeks. Born in Germany, Schubach started in the film business in 1905 in Seattle as head of an exchange. In 1916 he organized the Midwest Great Features exchange in Denver. Later he became an exhibitor and operated Midwest theatres until the theatres were sold in 1923, when he retired.

He is survived by five sons, Mrs. Max Schubach, and five daughters and six sisters. Interment in Denver.

CLEMENT BANI

Clement Banni, once director of the Palais Bergere, where he produced revues by P. de Fleris, died

CHATTER

(Continued from page 77)

of which caused his Filmmarts here to shutter last week.

Jim Mitchell, Jr., son of late L. A. Examiner news writer, Don Ryan and John McHugh Stewart added to 20th-Fox pup department.

John Brown, predicting Detroit and St. Louis Cardinals contenders in world series in actor's debut as sports writer in article for Detroit Times.

Lewis Milestone and Eddie Cline mixer of Ray Mccarty's moving picture director suite at Fox, claiming no room for his name on the door.

Henry Potter, co-author of stage play, "Kind Lady," is being toured for screen direction by Elliott Nugent on Samuel Goldwyn's "Splendid."

Warners makes bow to traditional superstition by refusing to use number 13 in sequence of new sound stages being erected. Stage between 12 and 14 is designated 12-A.

Montreal

Larry Gill at the Piccadilly. Charles H. H. back from Paris. Geo Sims orch at Krausmann's. Wally Short orch goes to Stadium. George Si orch at Krausmann's.

Peter Aylen away on trip to the O'Leary.

Montreal goes back with vaude in mid-September.

Cellophane Revue at Francals, doused well.

Imperial reopens at 50c top with French pic.

Local stations all lining up amateur programs.

A. Gerson orch at Loew's for re-opened vaude bill.

Jacques DesRoches lays up yawl on Lake St. Louis.

Corey Thompson celebrates 28th birthday Monday (1).

Victor Brouat, Montreal impresario, putting on potted opera here.

Election campaigns right film to mid-October liable to hit film grosses here.

L. Ernest Outmet starts amateur broadcasting from stage of Imperial Oct. 16; every Wednesday thereafter.

Anniversary of first cabaret in Montreal, Boutillie Vite (The Empty Bottle) opened 27 years ago, fete here.

Montreal, third largest French-speaking city in world, now has three first-run French picture theatres.

Projectionists are asking another raise in salaries. Boys got a raise of about 1% a year ago.

No takers yet for Alhambra or Casino, both dark since owned by Schiltz brewing interests.

Charlie Fox and Joe Kraus angling to recoup vaudey with burlesque, but no success yet.

Warners has taken over Universal product line to replace gap left by 20th Century moving into Fox.

Charlie Fox and Joe Kraus still angling for a lease on the Gayety, with burlesque the object. No sign shows in town now.

Jack O'Toole, manager of Adeline's, has been invited to give wedding anniversary last week with a party at his summer home on Lake Beauport.

Cecile Kinovsky, who wrote film reviews and chatter under the names of Don Reel and Cecile Lane for the New News, has gone to Chicago American in a like capacity. Reviews now split three ways, with Evelyn Hamond, Rex L. Foley and Vivian Gardner handling.

Mexico City

By D. L. Grahame

Don Cossack chorus doing well at Sunday concert in the biggest local bullfight ring.

Anatole Rapoport, pianist, giving recitals in Palace of Fine Arts (National theatre).

Eliseo Roessler, 13-year-old violinist, sooks in recitals at government Hidalgo theatre.

The "New News" in Spanish, current dramatic stage pushover at art Teatro Arhuau.

Fernando Sor, ex Mexican dramatic actor, and Maria Teresa Montoya, leading junior dramatic actress, have their own company at the Palace of Fine Arts.

Long Island

By Joe Wagner

Semi-pro football reading. It was a swell year in the Rockaways.

Freddie Johnson at Islip Inn three miles from Rockaways.

No vaude in all of the 117 square miles of Queens.

Frank Dougherty opened a nightclub at Little Neck.

Lean sharks in the Rockaways got plenty this season.

WPA concert unit in Queens. Boulevard theatre in Jackson Heights again has left shows.

The nubes in Queens are now giving away motor cars.

The Ernest Enlers left Hollis to join the road company of "The Great Waltz."

Dick Linehan, former Jamaica Daily Press columnist, now editing newsmagazine in New York.

Thomas K. Krug of Forest Hills is the first Washington correspondent for the Literary Digest.

New Haven

By Harold M. Bone

Fairs getting started soon. Henry Busse has opened a studio here.

Hal Horne chattered to local adv. club last night.

Several nubes winking from summer nap.

Yale Drama School activities will under duress.

Gloria Smith has tied up with N. H. Institute of Music.

Adeline Mann's engagement to a Beantown boy announced.

Tom Clark, Polt property man for 25 years, died Sept. 17.

Two sporting houses give shows in two weeks—a new high.

Eddie Weaver goes into his ninth year at the Evansville theatre.

Burns Moore goes to St. Louis to judge national drum contest.

Whiskey 15c—BUT WHISKY.

Lester Deming angling for his old road job with Schwab & Mandel.

Low Schaefer goes yachting when he can find a guy who owns one.

Red Smalley has had his vest buttons shifted since the arrival of the new son.

Johnny Miller and Cy Rudnick run battle it out for that Polt crew vacancy.

Handling Woolsey Hall concert series has become a habit with Daggett Lee.

Pittsburgh

By Hal Cohen

Madeline Skelly Foust, wife, killing again.

Post-Gazette, morning daily. Candy butchers back at Variety office, an absence of three years.

Marty Shuerer, author of City office, and his appendix separated.

Joan Wald has again landed Union City for her new show.

Gabe Rubin, instead of Sam Honigberg, managing new Art Cinema, Grand Bohrkaste to Alpine Club in Cleveland after 68 weeks here at Show Boat.

Roscoe Ates went for rib of ribs from Louie Barnett, who posed as a newspaperman.

Nan Blackstone follows Ann Greenway into Towne Club this week with Ray Abrams' orch.

Jakie Klein has opened a new nitory, Turf Cafe, above Thompson's Sixth street stage.

A Jack Pomeroy reve goes into Nixon Cafe next week with Herman Middleman's orchestra.

Ruby Heath, former with Husk O'Hare, on way east from Hollywood to join Len Leslie's band as vocal soloist for touring Clifford.

stead, who goes out with a vaude unit.

Philadelphia

The Lunts guests at season's initial first-night party at Ritz after opening.

Alfred Head in town with "Taming of Shrew," and St. Conhor with "Sweeney Todd."

Dramatic criticism getting big play with local broadcasters, four stations covering openings.

J. Woods in town last week with the "Night of January 17," panicked the natives with his battered straw lid.

Garrick theatre, being used as campaign headquarters by majority candidate S. Davis Wilson, won't have shows until mid-November at least.

Arrival of "Awake and Sing" and "Goodbye, Mr. Tombs" Sept. 30 will be homecoming for author Clifford Odets. Show will be housed at Broad, located on corner where he used to hobnob with the boys.

CARNIES OUT-CAFFED

'Blanket Sam' Schwartz Loses 2¢; Gets 1 Bump

Cedar Rapids, Sept. 17. (Blanket Sam) Schwartz, carnival man working at the Audubon county fair, claims he was robbed of \$2-grand at an oil station three miles south of Audubon. Schwartz and some friends had stopped off for a lunch when they were held up by two bandits with chaffed faces at the point of guns. Officers believe the hold-up artists were negroes. After going through Schwartz's pockets they socked him with a blackjack.

Jinx for Cole Show

Pine Bluff, Sept. 17. L. P. Jones, about 40, lately an employee of the Cole Brothers' Circus, and who gave his address as Chicago, was fatally injured at Brinkley, Tuesday, (10), when he fell from a Rock Island tank car.

He died in a Brinkley hospital. Jones had left the circus and was intending to return to Chicago.

Ardell Hunter, a 14-year-old boy, was stabbed at the Cole circus grounds here (10) by a negro boy. He was struck with a knife but it was not serious and was claimed to have been an accident. Hunter's home is at Yorktown, Ark.

The 21 admission for adults and 40 cents for children with 75 cents more for seats caused the business to be somewhat light here.

PWA Nixes N. C.

Charlotte, N. C., Sept. 17. PWA has denied the application of the state of North Carolina board of agriculture for funds to erect a new exhibit building at the state fair grounds. The new structure was to replace one destroyed by fire last October. It was to cost \$27,000, of which \$15,000 was available from fire insurance collected on the burned building. The difference was asked as a PWA grant. State officials are seeking a reconsideration. Plans were prepared and the building has been tentatively let, depending on the outcome with PWA.

Looking Ahead

Memphis, Sept. 17. King Cotton will dig into its treasure chest to produce entertainment and enlightenment at the 1936 Memphis Cotton Carnival. The theme will be 'King Cotton's Treasure Chest'. Five big parades are planned for the carnival, which will be held May 13-16.

Busted the Dogs

Windsor, Vt., Sept. 17. Truck load of trained dogs owned by Alfred Loyal, were scattered over the Vermont countryside, when a passenger car traveling at high speed collided with the vehicle. The dogs were en route to the Brocton Fair, having just completed an engagement in Quebec.

Another Mopup

Memphis, Sept. 17. Tri-S-E Fair had the biggest business that it has enjoyed for the past five years. Johnny Jones Shows did the largest carnival business in the past three years at the show.

CIRCUS ROUTES

Week of Sept. 16
G. Barnes
18, El Paso; 19, El Paso; 20, El Paso; 21, Phoenix; 22, Yuma; 23, El Paso; 24, Brownsville; 25, San Antonio; 26, El Paso.
Jackson, 21, Meridian.
Hagenbeck-Wallace 4 Paw-Sells
Sept. 18, Charlotte; 19, Canton; 20, Ingling Bros.; 21, Wichita; 22, Elgin; 23, Elgin.

JAM OVER JUICE

Rubin & Cherry Show Shut Down For a Time in Canada

London, Can., Sept. 17. Power was cut off the midway at the Western Fair because of a controversy over payment of the hydro bill by the show company. The Public Utilities Commission set a deadline and when the bill had not been met, shut off the current. A settlement was reached a short time later, however, and the shows went on again.

Heads of the Rubin & Cherry Shows said the electric bill this year was prohibitive and they thought they might as well not open the shows as pay the bill. They claimed the bill appeared as a 'holdup.' One official exclaimed: 'It had jumped over 200% from a year ago when the midway played the Western Fair.'

Western Fair board was not a party to the argument.

During the course of erecting the Rubin & Cherry midway showed a piece of metal was sent flying through the air by a hammer striking a stake. In consequence Rollo Tourtman, connected with the shows, had his right eye removed at Victoria hospital.

Fire in Easton Park

Easton, Pa., Sept. 17. Fire at Central Park near here, caused damage of about \$50,000 on Saturday (14). The cyclone coaster, steel-ball bowling alley, balloon bursting concession and several park buildings were destroyed. Cause of fire is unknown.

Park was still open and had planned a big Sunday on 15th. Fire was discovered by James Smith, park watchman.

Two in Dixie

Charlotte, N. C., Sept. 17. Two motor circuses have Carolina bookings for this month: Downie Brothers, managed by Charles Sparker, and Robbins Circus.

WINTER PARK

Krug Park, Omaha's outdoor amusement spot, closed for the summer Labor Day with a program of fireworks and wrestling matches. Slusky Brothers, owners and managers, announced dancing would be continued indefinitely on Saturdays and Sundays.

Park management also announced the opening of a skating rink in the park to be open to the public every night but Mondays and Tuesdays which nights it will be available for private parties.

Par's Chain

(Continued from page 5)
have been extended once more for 60 days, until Nov. 1.

It is not expected that Paramount would want to begin all the partnership houses, forthwith. However, the pro tem extension which has been granted the partners allows for more comprehensive negotiation of the various situations and at the same time allows a period of grace for Paramount to slip into some definite policy on the matter.

The purpose of decentralization was to put the business under the operation of the best available manpower in the business on favorable terms of partnership. Some feel that the manner in which the Par chain was decentralized hinted openly at a probable future return of the theatres, perhaps under the same manpower as operates these houses today, directly under Paramount.

All Depends

Whether Paramount regains any or all of the theatres in question depends on many things, not the least of which is available manpower; also the tax laws and territorial limitations.

However, it is felt certain by some that changes in certain of the existing deals may be sought by the company so as to obtain the right of a direct say-over the handling of the theatres' earnings.

OFFICIALS ALSO HAVE GIFT IDEAS

Carney Owners Learn About Gimmicks from Fairs, Auspices Officials' Private Graft Takes Profit Out of Midway

TOUGH SEASON

Chicago, Sept. 17. Though finishing one of the best outdoor seasons in years the carnivals are finding that they have cornered only a small portion of the money they handled and that many of them are hardly out of the red.

Angle on this year's business and the trend of the times is the fact that the carnivals when willing to operate on the square are being forced into grafts, gifts, blow-offs and money wheels by the auspices and the fair officials who are looking out for their own pocket-books.

In many spots the pay-off to officials has reached such a peak that the carnivals can hardly clear any profit.

Many instances the board's family and friends move into a carnival and demand so much of blankets, food supplies, dolls and other merchandise from the store shelves that the entire margin of profit is removed even before the carry gets going on its stand.

In one instance in the middle-west where a carry riot was reported it was due to the deputy sheriffs themselves who tore into the stores when the carry was slow in paying off.

Prices for dates and good locations have risen beyond all reach as even more state and county officials stick out their hands for the grease. Payoffs for the dates in the first place have reached into the heavy grand figures and then there's pay-off to make certain that they don't stick the carry on the other side of the railroad tracks or down in a swamp.

Many fairs are insisting that the carnivals run the money wheels and the grafts and are stipulating just what stage of the take that they are to get, even putting a minimum amount which the carnies can turn over for each day's operation.

What's Yours is Mine

Another angle which is causing additional heartaches for the carnivals is the growing habit of some fairs to chisel in on the carnivals' own territory by holding out the ferry wheel, the merry-go-round, pony rides or some such concession for themselves and thus eliminating a healthy share of coin that the carnivals figured on originally.

While the fairs are bad enough, some of the still more under-organizational auspices are even worse. In these spots the organizations themselves are doing the fixing so that the carnies can run wide open. The auspices' chiefs know their arithmetic as well as anybody and they figure that 20% of a crooked carnival is going to be worth much more to them than 20% of a carry that's running on the level. And when the carry itself can make money running on the square the auspices will wind up with some nickels and dimes which won't pay off for the stationery.

Private Fix

Not only on the blow-off and grafts are the carnies getting pushed around but they are running up against a wave of white-haired payoffs to cops. Are insisting that they turn over some of the stores to a relative.

PA. FAIR OPEN SUNDAY

Defies Dist. Atty, Who Will Sue for \$4 Fine

Ebensburg, Pa., Sept. 17. The county fair ran wide open Sunday, defying the state's old Blue Laws and the announcement of District Attorney W. Lloyd Hibbs that he could not condone its operation on Sunday.

Games of chance were closed, but the horse racing program was run off as scheduled. Sheriff Michael J. Boyle was in the grand stand to prevent any gambling on races and three county detectives circulated through the crowds on the grounds.

The district attorney said he would file charges against the management of the fair, charging violation of the sabbath laws. The management previously announced it would willingly pay the fines, which amount to about \$4.

Neb. Fair Pays Off

Lincoln, Sept. 17. For the first time in five years the State Fair here was able to pay off every contract both to attractions and exhibitors was met by proceeds from the Sept. 1-6 show, according to financial statements issued last week. Fair-mutual betting on the track and a better crop year boosted the attendance over 25,000 paid admissions higher than 1934 when only 40,000 bought tickets to the show.

Entertaining talent, always on the short end before, came out per contract, the Barnes & Carruthers office getting \$3,700 for the Al Miller 'Fantasies of 1935' and accompanying acts; Chris Lyck, fireworks man, got \$1,825; and the U. S. Army's Olympic equestrians kicked up \$850 in two nights.

Betting was heavy on the nags and the state cut in for 12% of the dough passing over the counters. United Shows of America, carney, grossed \$11,000, according to John Castle, one of the owners. This is nearly 30% above a year ago for the same show.

Toronto's Topper

Toronto, Sept. 17. With attendance figures jumping the million and a half mark and showing an increase of 48,000 over last year, the turnstile-clickers spent an estimated \$400,000 at the Canadian National Exhibition, according to Elwood Hughes, ex-csm. Total attendance for the 12-day show was 1,651,000, as compared with 1,503,000 last year, the 1935 figure being the highest since 1929.

Rubin & Cherry midway o' clais reported an increase in gross over last year of 40% out of which comes the government amusement tax of 15% but still leaving them with the best two weeks' take here in five years. Estimated grandstand gross for the parade was \$241,000, and for Valtee's two-day \$57,500. Horse show and 'Cavalcade' in the Coliseum had an estimated \$45,000.

Two Showmen Hurt

Minneapolis, Sept. 17. William A. Hughes, 38, Saucier, N. Y., and Thomas Sweeney, Kansas City, who of the Royal American Shows which layed the Minneapolis State fair here, were seriously injured when their car smashed into a concrete base of a railroad crossing. The automobile, brand new, was completely demolished.

HEFTIES HURT

Rochester, Sept. 17. Dorothy and Florence Carlson, billed as the 'hefty twins' at the Rochester Exposition, are injured in an auto 'crash' on a side after the night show. Florence, 33, was treated at General Hospital for lacerations from flying glass, and Dorothy, 28, for bruises. They were riding with Joseph Eugene Bedford, Conn., one of the company.

MPLS. WAILS AT IOWA FAIR YARN

Minneapolis, Sept. 17. Article in Time calling the Iowa state fair 'the No. 1 state fair of the nation' caused a front page outburst on the part of the Minneapolis Journal which attacked the Des Moines Register-Tribune, 'operators of the Minneapolis Star' for supplying the claimed erroneous material.

'On Monday alone the Minnesota State Fair had almost half as many visitors as the Iowa State fair had in its 10-day run,' the Journal declared.

'There are probably 10 state fairs that double or triple the Iowa state fair figures in every respect,' said the local paper.

Des Moines, Ia., Sept. 17. Despite crepe hangers, labor troubles and cold weather, the Iowa state fair rang the bell.

A net of \$35,000, an increase of 16% over previous years and attendance upped 31% over figures for 1934, the drought season.

St. Johns Fair

St. Johns, N. B., Sept. 17. The local fair established history this year. In offsetting criticisms that the pre-depression admission price of 50 cents was maintained unjustly, a musical revue containing about 40 and titled Winter Garden Revue was presented.

George A. Hamd presented the entire bill, with Catherine Behney, revue producer; Jimmy O'Brien, m.c.; vaudeville acts, headed by the Honey Family; teeterboard stunts; Four Eels, in trick roller skating; Gold Dust Twins, a colored pair in comedy boxing; Foodles and Noodles, acrobatic clowns; Golda Honey, of the Honey Family, wire walking and dancing. The chief thrills were provided by Red Brady, who did several fancy dives from a springboard into a 6-foot tank, and then a swan dive into burning water from what was announced as 115 feet. He was assisted by Oscar Potts, a diving clown and Joan Nugent.

So keen was the demand for seats in the grandstand for the stage show, even at 25 cents for rush and 50 cents for reserved, divided 50-50 in the 2,000 seat structure, that two night shows had to be arranged in-s-m. Total attendance for the 16-day show was 25,000, which broke all records.

This is the only Canadian fair which does not have harness racing. The midway had 17 wheels, bird cages, cwmn and anchor without the least police interference. The Williams Shows, of Winfield, N. Y., sponsored.

Golda Honey Hurt

Elmira, Sept. 17. Madame Golda (Golda Honey), a member of the Honey Family, aerialists, sustained a fractured arm and a possible fractured back when she fell from a light-wire at the fair here Sept. 11, due to the collapse of the wire and supports. She was rushed to the St. Joseph Hospital, where it was said her condition was serious and she might be obliged to remain there for a long period.

Dr.-crgs disclosed a broken back and fracture of the left arm. It may be a year before she is again able to work. Her injury does not affect the rest of the troupe. She did a single specialty.

Tops Last Year

Cresco, Ia., Sept. 17. In the parlance the Cresco county fair went to the top this year and plenty in the black, increase in attendance being 5,000 over figures for 1934.

Dr.-crgs were \$1,500 above 1934 and \$2,200 above 1933.

Signed for the Kraft Program with Bing Crosby!

jimmy DORSEY

and his Orchestra

Last year a seven month wonder, today a seventeen month marvel! Organized in April, 1934, the Dorsey orchestra was featured at the Palais Royal on Broadway, on NBC and on Decca records within seven short months. Since then, record-breaking theatre and ball-room engagements, all summer at the Glen Island Casino — and now signed for thirty weeks on the Kraft program with Bing Crosby!



WEAF-NBC Thursdays, 10-11 P.M. from Hollywood, beginning December 5th!

with KAY WEBER



Featured with the Dorsey orchestra since its organization, Kay Weber as a vocalist is as distinctive and distinguished as the rhythms and the arrangements of the orchestra with which she sings. Her polished lyrics match perfectly the smooth syncopation of the orchestra. And three trombones and but one trumpet make the instrumental effects of the orchestra both original and unique.

and DORSEY TRIO

Both rhythm and comedy are contributed by the Dorsey trio, Skeets Herfurt, Rock Hillman and Don Mattison, all members of the original Dorsey orchestra.

Jimmy Dorsey, master of the clarinet and saxophone, has based the band's modern style on his novel phrasings on those instruments. Under his baton, the distinction of the orchestra is unforgettable and its musicianship unbeatable!



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80 PAGES

SHOWMANSHIP IN POLITICS

Odds Against Amateurs Clicking On Broadway Placed at 200,000 to 3

Odds against amateurs landing professionally in New York are 200,000 to 3.

Since the 'amateur show' craze on radio, and in the theatres, got hot a year ago, it is estimated 200,000 genuine purses have taken their 'auditions' all over the country. Of that number only three have so far been regarded by the bookers as suitable for Broadway showing.

The three who reached first base—and they're still a long way from second—are: Doris Wester, Bob Eberly and Dave Dawson. All came from radio; none showed up from theatre 'contests.'

Miss Wester, 17, is singing at the Rainbow Room in Radio City after winning a prize on the Major Bowes program. Eberly, musician, landed with the Dorsey Bros. orchestra via the Fred Allen amateur show. Dawson, also through the Allen program, grabbed some theatre dates but quit to take a camp job for the summer.

The other 199,997 had their moment and disappeared. Some are still struggling, but none have yet made the grade. Bookers, after viewing the field, express the hope that show business will not have to depend for future talent entirely on the past year's crop of salmon-pups.

Another observation of showmen is that 'amateur' shows are as much a blight as a blessing. They doubt whether the slight talent uncovered has justified the possible ill-effects that the 'amateur' thing has

CRUISE ACTS' VENEZUELAN AIRINGS

Pleasure cruise liners plying between New York and Caribbean ports will bring South America a regular taste of American-type radio broadcasts. On a recent cruise a courtesy program given over YV3RC of Caracas, Venezuela, by Harry Herschfeld, Lillian Wagner, Henrietta Wakefield, Greek Evans, Corinna Mura and Louis Polanski all in port for a few hours, created much favorable comment.

As a result a deal has been worked out whereby cruise boats touching Venezuela hereafter will do a broadcast as a regular part of their visit. Station will pay Nat Abramson, the booker of the cruise talent, in American dollars.

FREE SHOW MENACE BOBS UP AGAIN WITH DOZEN FIRMS TALKING STUNTS

B.R.O.

To borrow a line from Arna Hell, Jr., it's been b.r.o. (bar room only) in the Broadway and Park avenue interludes Sunday, Monday and last (Tuesday) night before and after the Baer-Louis fracas. The visiting sportsmen did all right by the covert charge brigade.

Not that niterly biz hasn't been bullish ever since two weeks prior to Labor Day. The bonifaces around N. Y. aver that that corner's been reached, judging by the extraordinary market for wine, etc.

Last night (Tuesday) was a bit of New Year's eve on Broadway.

NEW IDEAS FOR 1936 CAMPAIGN

Sugar-Coating Propaganda as Entertainment Seems Certain to Be Technique of Both Parties—Republicans Auditioning

UPTON SINCLAIR CASE

Selling politics via radio on a national scale like toothpaste, chewing gum or breakfast food is being discussed in Republican circles, and one show along those lines has already been auditioned in the CBS studios.

Entitled 'Liberty at the Crossroads,' it was staged for G.O.P. inspection last Friday (20) and is now being brushed up and mulled over. Program is almost pure entertainment, or rather propaganda coated with a thick layer of (Continued on page 62)

Ask U. S. Relievers Not To Split Up Professionals

Washington, Sept. 24. Proposal has been presented to the government to eliminate the clause in its work relief project preventing more than one member of a family to be on the rolls, so far as vaudeville and circus performers are concerned.

Printed out that there are a large number of family acts in vaude and circus fields that are in need of work relief, but can't get government support because of that ruling.

More details on relief project in the Left Section.

U. S. Minus New Tunes to Hum If Pop Song Writers Declare Strike

A Rib?

Sign on a New York newspaper delivery truck advertising color pictures of the fighters read: 'Baer-Louis—suitable for framing.'

SPONSOR'S KID, AGE 6, OKAYS AIR SHOW

Philadelphia, Sept. 24. New wrinkle in 'practical' auditions was started last week by Supple-Willis-Jones exec in listening to WIP's 'Colonel Bill' program. Milk Company, which has been sponsoring Uncle Wip, kids' spleen, wanted program of juvenile appeal.

Since 'Colonel Bill' (William Gallagher) does script of animal stories the S-W-J exec brought his 6-year-old daughter along, issuing must-please her ultimatum. When she oked the act, 'Colonel Bill' was in. N. W. Ayer handles account.

Niterly's Blind Band

Salt Lake City, Sept. 24. In the new band at the Club Heidelberg, four of five members are blind.

They're doing niterly work in order to complete their education at the University of Utah, where they are studying law.

Ecclesiastic Showman

Brooklyn, Sept. 24. R. Russell Brougher, preacher at Baptist Temple, is packing 'em in because of his snappy display advertising in local gaucetes. Last Sunday night's sermon was billed as 'The Fighter Who Couldn't Come Back—Preludes: 1. Will Max Baer Kick Joe Louis? 2. My Personal Experience With Max Baer and His Trainer.'

Ad also informed populace that Margaret McKee, whistler, was making her last appearance before moving to California.

Hollywood, Sept. 24. Coast song writers will initiate a 'creative fast' if things go against them in the legislative halls or among their own craft. Threats of a protracted surreas from clothing to win public support to their cause has been talked among tunesmiths and likelihood of such a campaign is imminent just before Congress reconvenes after the first of the year.

Idea of a passive resistance to the Duffy bill and differences with the American Society of Composers, Authors, and Publishers was hatched from a remark dropped by Nathan Burkan at the last ASCAP membership meeting here.

'I wonder what would be the general effect if all you boys quit writing music for a while', he theorized.

The Cue

Taking their cue at that point of the discussion, members are said to have given silent assent to such a proposal, feeling that it would have a pleasing moral effect on their struggles to attain equality, remunerative and otherwise.

Whether the winter campaign (Continued on page 77)

MG READYING 8 FILM MUSICALS

Hollywood, Sept. 24. Metro is having a rush of musicals with eight in various stages of production and pre-production activity. All will be released by the end of January.

In addition to the eight scheduled, studio is looking for a successor to 'Broadway Melody.' Those on the fire are 'This Time It's Love' with Jessie Matthews and Robert Montgomery; 'The Great Ziegfeld'; 'Maytime' with Grace Moore and Nelson Eddy; 'Tales of Hoffman' for Marion Talley; 'San Francisco' for Jeannette MacDonald; 'Elegance' for Clifton Webb; 'Rose Marie' is now in work.

Actress' 2 Plays Set In England and U. S.

Philadelphia, Sept. 24. Maria Cox, member of the Hedgerow Theatre troupe at Rose Valley, will have two plays produced this season, on both sides of the Atlantic.

'If I Break Faith' and 'Kit Marlowe' are the plays and both will be done by the Covent Garden Show-shop in London, first on Armistice Day. Miss Cox sails for England with the ending of the Hedgerow season next month. 'Faith' will also be done by the Theatre League (art theatre group) of this city this fall and Hedgerow will do 'Marlowe.'

Selnick Lays Out \$250,000 for Joyce Interest in Agency

Hollywood, Sept. 24. Highest cash price ever paid for half interest in an agency was recorded when Myron Selnick acquired for \$250,000 the partnership assets of Frank Joyce, through his widow, Mrs. Doris Joyce.

Partnership, which existed for about seven years prior to the death of Joyce last March 16, enjoyed the most lucrative business of any talent organization on the Coast.

Selnick also purchased Frank Joyce, Ltd. Agency, which was solely owned by Joyce. New firm will carry the name of Myron Selnick, Inc. No immediate changes of personnel will be made, it was said.

Beginning Oct. 1 Selnick will enlarge his organization to include a business management service. H. B. Williams, recently with Equitable Investment Corp., has been placed in charge.

Selnick will represent four Hollywood agencies in their foreign negotiations from his London offices. They are Orsatti and Co., Small-Landau, Jessie Wadsworth and Zeppo Marx.

39 Organizations on Coast To Safeguard Picture Works

Hollywood, Sept. 24. Few industries are surrounded by as many official organizations to look after the business interests and social and economic welfare of those within its gates as motion pictures. Every corner in Hollywood houses some organization or group whose business it is to see that its members get the proverbial square deal.

It starts with those at the top with their Academy of Motion Picture Arts and Sciences and the Producers' Association, works all the way down to the Studio Utility Workers, \$9 in all.

That they chart courses which continually cross each other means nothing. They go their separate ways, crossing each other's paths, satisfy their members that something is being done for their particular cause.

Where other industries maintain a trade association governing the employers and the various unions represent the employees, the picture business has an organization representing practically everyone employed in the business.

Just to Mention a Few

For actors, there is the Actor's Guild, the Junior Actors Guild, Equity, and the Actor's Branch of the Academy. On the social side there is the Mayfair, the Dominoes and the Masques. For Producers there is their Academy Branch and the Producers Association. There are also the Producers-Actors and Producers-Writers Committees. Cameramen have their union and also the American Society of Cinematographers. Assistant directors' and laboratory workers both have their unions besides their social clubs. Separate unions handle the affairs of costumers, make-up artists, plasterers and cement finishers, electricians and sound engineers, studio technicians, transportation drivers, scene artists and carpenters. In case these groups are not sufficiently represented by their various unions, there is the Studio Labor Committee.

Not to Overlook Politics
Screen writers have their Guild; studios even have a Democratic Club. Agents have their associations and there's an agents branch of the Academy. There's a Location Bureau to handle locations and a Location Men's Association to see that they are treated right.

Central Casting looks after the extras and bit people. Hollywood Studio Club provides a home for girls employed in the industry. The distance League and Motion Picture Relief Fund look after the indigent in pictures. Society of Motion Picture Engineers is another official organization taking up the same heads. The 233 Club is a Masonic organization within pictures.

Despite all of these governing and social bodies, picture industry is continually fighting within its gates, neither organizations nor individuals being able to chart a straight course.

A. J. BALABAN SETTLES WITH FAMILY IN GENEVA

Geneva, Sept. 24. A. J. Balaban, residing at a villa here, is committed to the Swiss country almost for life. His three children are attending Switzerland schools, and the former Chicago showman has been instrumental in raising funds for the second Christian Science church here.

Balaban passed the Geneva for a day some years ago and determined to come back and stay longer, chiefly because of its geographical appeal.

Weitzenkorn Loses

To Metro on Contract

Los Angeles, Sept. 24. Louis Weitzenkorn failed in his attempt to collect \$1,343 from Metro which he claimed studio owed him on contract. He has been ordered to pay costs of lengthy proceedings in municipal court.

Writer's complaint declared he should have received \$5,000 for five weeks work but, instead, was paid but, \$3,666.66. Difficulties arose when writer, assertedly longing for New York, was before job was completed. He had been helping Gene Fowler on 'Timberline'.

Set Your Ticker

Daylight Saving Time ends Sunday (25) at 2 a.m.
It's daylight losing time, so the clocks go back one hour.

Jan Kiepura Film

Kidded Monte Carlo, Which Burns Plenty

Monte Carlo, Sept. 15. Victim of a scenario writer's whim, Jan Kiepura cannot hope to meet in a week-end the list of famous tenors who have sung at the Monte Carlo Opera.

Kiepura was very much persona grata in Monte Carlo until Gaumont-British came in. 'My Heart Is Calling'. This pic pokes a good amount of fun at the Monte Carlo institution and at its director, Monte Carlo is sensitive, so Kiepura was kicked out.

Henry Rolland, of the Monte Carlo Gazette, Principality weekly, in a big leadoff article blames Kiepura for what he calls 'the serious digs at the Monte Carlo Opera' and considers it a clear case of 'spite work'.

Wrath of the casino moguls has now spread to films in general. When Douglas Fairbanks, Jr., came down here to do some exterior for 'The Water Nymph' (WB), story having a Monte Carlo background, municipality at first refused the company permission to turn the camera cranks. Only after the authorities had seen a hastily made translation of the script into French, which assured themselves it contained nothing to discredit the Casino, were the filmlets allowed to proceed. And the director had to give his word of honor that nothing would be subsequently changed in the story to permit the introduction of criticism of any Monte Carlo institution.

Still Sung After That H'wood Cafe Skirmish

Los Angeles, Sept. 24. Echoes of the free-for-all New Year's Eve in the Trocadero cafe in Hollywood are heard here again in a suit for \$7,750 damages filed in Superior Court by Roy Chansler against Dave Elmer.

Writer's suit charges that his name was knocked out of line, that he was forced to pay heavy medical bills and kept out of work as result of injuries he suffered during fist encounter. Lon Young recently won judgment against Mrs. Chansler for hurts he received in same melee when a thrown glass caught him in the eye.

Reverse Crime Pix Nipped

Hays Office Calls Halt on Righteous Angle of Gangster Films

Hollywood, Sept. 24.

Reverse angle on criminal or gangster pictures whereby law enforcement groups clamp down on the wrong-doers, is banned under new ruling laid down by the Producers Association.

Board of directors of the latter organization passed resolution reading: 'Crime stories are not to be approved when they portray the activities of American gangsters armed in violent conflict with the law, or law enforcing officers.'

Ban virtually becomes an amendment to the production code, under which purity seals are issued by the Joe Brown organization. Latter has been instructed to turn down any pictures that violate the new order, and to also delete sequences in regis- tered films of pictures that go against the ruling.

However, in-voting for immediate operation of the resolution, large number of pictures were specifically exempted as being cherished, under way or so far along that companies would suffer heavy losses.



WILL MAHONEY

The London Evening Times said: "He's the hardest working, most versatile, funniest guy you could meet in a week-end's hitch-hiking (just to be up to date). He not only digs up the audience on mass with his dancing (on stage), but he breaks them into tiny pieces with his dancing (on xylophone), struts them up with his dancing (with female partner), and leaves them a hopeless, helpless, gurgling mass with his singing, especially of 'Lily'."

WM. MORRIS AGENCY
Mayfair Theatre Building
New York City

Berkeley Will Face 2d Degree Murder Charges

Hollywood, Sept. 24. Busby Berkeley, film dance director, must stand trial on two charges of second degree murder, the outcome of an auto crash in which two persons were killed and Berkeley severely injured. In changing the charge from manslaughter, Judge Call said evidence shows clearly that probably a greater crime than manslaughter has been committed.

Berkeley was released on \$10,000 bail.

Fairlie Abroad on

1st Fox British Pic

Hollywood, Sept. 24. Gerald Fairlie leaves here next week for England to script 'Bottled Verdict', first of 20th-Fox British productions. Picture will be produced by John Findlay, who returned to England several weeks ago after six months at the studio getting a working idea of American production.

Original story is by W. P. Lipscomb. Al Parker will handle the direction.

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Newsreels' Elaborate Safari to Cover Italo-Ethiopia Hostilities

That Big If

Hollywood, Sept. 24. Armed with personal appearance offers and a one-picture contract for Max Baer, Leo Morrison planned east for New York last Thursday (19). No dice if he loses.

Stallings' 'Gibraltar'

Ethiopian Film Entry, Deal Set by Cable

Hollywood, Sept. 24. With all major studios looking for stories on which to base pictures with Ethiopian background, Darryl Zanuck has closed with Laurence Stallings for latter's original, 'Gibraltar'. Ill rush production.

Stallings' story idea was sold to Zanuck by Myron Selznick, the writer's agent, from brief outline supplied by cable. In addition to preparing a complete story and script, Stallings is directing camera crew in securing atmosphere and background shots. Stallings is now in Ethiopia for Fox Movietone News.

Paramount has closed for distribution rights to a six reel travelogue feature under title of 'Ethiopia Speaks'. Picture was made in Ethiopia by T. Wechsler, Swiss producer, who crossed through the interior of the country with a safari. John Hammill, studio censor contact, is handling production supervision of the picture, which is being recut preparatory for sound track music and descriptive background. Garnett Weston is writing the dialogue; Gayne Whitman will handle the recording.

Paramount gets the picture for the entire world outside of England, as Wechsler previously sold the British rights.

New Bartholomew Pact Calls for \$1,250 Week

Hollywood, Sept. Metro has substituted a new year's contract for the old one with Freddie Bartholomew which ups the English youngster's weekly salary by \$1,000. Old figure was \$250 per. New arrangement is a straight one-year deal which also permits Bartholomew to make personal appearances, up to maximum of 18 weeks, with Metro having first call on subject for picture assignments. Deal was made direct between Metro and young player, latter having no agent. Bartholomew's p.a. figure is \$5,000 per a week, since lad got \$5,000 per at the Capitol, New York, with 'David Copperfield'.

SAILINGS

Sept. 28 (London to New York) Walter Huston (Bremen).

Sept. 28 (New York to Los Angeles) Mr. and Mrs. Carlos Israel (Pres. Pierce).

Sept. 25 (New York to Paris) Benn W. Levy, Constance Cummings, Cliff Fischer, Bud Rogers, Arthur Woods (Normandie).

Sept. 21 (Los Angeles to Honolulu) Fred Eastman, Mrs. Tren Carr, Mrs. C. King Charney, Edward Arnold (Lurline).

Sept. 21 (London to New York) Ben Goetz, Morris Goodman, Paul Mason, R. C. Sheriff (Empress of Britain).

Sept. 21 (Los Angeles to New York) John Warburton, Kenneth Morgan (Santa Rosa).

Sept. 18 (Sydney to Los Angeles) Cecil Marks, Frank Graham (Monterey).

ARRIVALS

Jack Hulbert, Jack Connolly, Jack Allocated, Louis Nizer, Walter Bullock, Arthur Rodinzi, Katharine Cornell, Jos. Brulatoir, Hope Hampton, Jos. V. Connolly, Paul Stein.

With outbreak of hostilities between Italy and Ethiopia expected momentarily, newswriters in New York hurried with activity as each company attempted to perfect a system of transport which would bring film from the battle fronts to this country with minimum amount of delay.

Estimated that it will require two weeks to get newswires shots from Ethiopia to N. Y., providing companies get all the breaks en route. Many of these will transport to Djibouti, seaport town in French Somaliland; then to Cairo and thence to London to catch liners for Africa. Train service on one railway connecting Addis Ababa, capital of Ethiopia, operates intermittently with the result that many newswire officials plan to ship via tractor over this route.

After battle footage has been obtained, film will be put on trailers which travel on the rails left vacant by cessation of train service. Several trains are being scheduled together on transportation of negatives in order to cut the cost which undoubtedly will be excessive.

Race to get newswire scenes from scene of activities to the U. S. is expected to constitute major warfare between the newswire companies. Many schemes of checking on rival newswires already have been devised and set up.

In the last two or three months, home office representatives of several newswire companies have gone to Europe to establish their camera men's and line of communication. Others have duplicated same activities by using telephone and cable.

ASTAIRE'S 2 A YEAR, STARTS WITH NEXT FILM

Hollywood, Sept. 24. Fred Astaire's new deal with Radio reported to include the proviso that he make but two pictures a year. This schedule becomes effective with 'Follow the Fleet', now in release.

Astaire's first picture, 'Flying Down to Rio', was released late in '33, since which he has made three more films. If 'Fleet' is turned loose in December, it will give Astaire five pictures in exactly two years.

Contract clause on the two-a-year is precautionary measure so that he will not make too many. Studio already has a story outline on the Astaire flicker to follow 'Fleet'.

Cameras Finally Grind On Metro's 'Ziegfeld'

Hollywood, Sept. 24. Dramatic scene in the making of 'The Great Ziegfeld' went before the cameras last week at Metro, with Robert Z. Leonard directing, and William Stromberg producing. William Anthony McGuire is acting as associate producer.

Oliver Marsh has been assigned to handle photography on the musical.

Rogers' Double Goes MG

Pittsburgh, Sept. 24. Almost an exact double for the late Will Rogers, A. A. Trimble, Pittsburgh-Cleveland district salesman for Rand McNally map company, has been signed by Metro for the role of famous humorist in 'Great Ziegfeld'. He has received a leave of absence from his firm and departs for Hollywood immediately. Even to the Rogers mannerisms, Trimble is the star's duplicate. He has appeared in several clubs here, diners and other gatherings in the guise of Rogers.

SIMONE'S 2 20TH-FOX PIX

Hollywood, Sept. 24. Twentieth-Fox has set Simone Simon for the lead opposite Wallace Berry, loaned from Metro, in 'Message to Garcia'.

She follows this with femme lead in 'Under Two Flags'.

READYING FOR BING

Hollywood, Sept. 24. Paramount is twelfth in the 'Range' for Bing Crosby. Jacques Wolfe and J. K. P. writing the tunes.

WAMPAS COPY FALES

Sec. Ickes of Interior Dept. Scored By Tourist Biz for Bludgeoning Pix

Washington, Sept. 24. Film studios are latest victims of the singled-handed drive of Interior Department head Harold Ickes. Newest idea of the crusading cabinet officer is to compel producers to kick in with "voluntary contributions" to his National Park System trust fund in order to obtain permits to use Federal property for location purposes.

Arbitrarily rejecting producers' offer to post bonds covering possible damage to Government reservations by shooting units, cabinet officer served notice that unless substantial contributions are made toward the account for maintenance of the park system there will be no more permits for Hollywood crews to enter lands under his jurisdiction. Policy has hotel operators, stables, outfitters, railroads, and miscellaneous beneficiaries of studio expenditures up in arms, according to reports from the west, while subsidiary Interior Department officials regard the Ickes ruling as shortsighted and unjustified.

Although he has made strenuous efforts to publicize the park system and build up volume of tourist travel, Ickes takes the position that film producers get something for nothing when permitted to use reservations for locations and sniffs at the idea films have given thousands of dollars worth of free advertising over past decades. All efforts to induce him to change his stand and to adopt the Army-Navy practice of requiring cash guarantees have been futile.

Lavish Spenders

Arguments have been made that film companies, in addition to paying customary head tax imposed on park visitors, spend lavishly for accommodations, taking the best of everything, but these contentions, although backed up by shrieks from concessionaires, have fallen on deaf ears.

Sole victim of the Ickes blackback to date is Metro, which coughed up \$5,000 a week ago to the trust fund in order to end a long-standing controversy with the Interior Department over damage caused by shooting units at Sequoia Park last year. Two other producers contemplating pix with park background are on the point of dropping their plans because of drastic policy. Indications are that Ickes considers \$1,500 per week a fair rental for parks. Inquiries from studios which expected to use the park and Yellowstone for two weeks brought news that permits would be forthcoming only if Ickes received checks for \$3,000 for the trust account.

Lin Bonner, Coast 'Variety' News Editor, Dies; Brief Illness

Hollywood, Sept. 24. Lin Bonner, 51, news editor of Daily Variety and formerly on the staff of Vauveur, died Sept. 19 following a brief illness.

Three days after his arrival here from the east Sept. 2, Bonner was stricken and removed to Hollywood hospital for observation by Dr. William E. Branch. An appendicitis operation was performed three days later but pneumonia set in at the crisis.

Several blood transfusions were made. Bill Aline and Fred Gammond of Daily Variety staff were accepted for the transfusions, with Bruce Manning, writer at Columbia, standing by.

BOYER DUE IN 'H'WOOD

Hollywood, Sept. 24. Charles Boyer is due late next month at Paramount for "Invitation to Happiness" with Marlene Dietrich.

He's now working in "Mayerling" for Pathe-Natan in Paris.

Not at Home

Hollywood, Sept. 24. Turning down a dozen requests by studio executives for screening in their homes of "Midsummer Night's Dream," Jack Warner has let it generally be known that he is opposed to this gratuitous service.

Warner claims that home showings wear out a dozen prints a year, and the best any studio gets out of it is a tour panning. Also that such audiences pay little attention to the film anyway; hence the criticism are of little value.

COLLEEN MOORE'S DOLL HOUSE'S \$9,204 CHARITY

St. Louis, Sept. 24. Eight institutions devoted to crippled children received checks totaling \$9,204.56 last week representing 80% of the proceeds from recent showing of the Colleen Moore doll house at downtown department store. Remaining 20% receipts were used to pay expenses of exhibition and to establish fund for showing doll house in communities where it would otherwise not be available. Doll house next to be displayed in Boston.

M-G Starring Contract For Francine Lar'more

Hollywood, Sept. 24. Irving Thalberg has tabbed Francine Larimore to a four-tickets and will produce group of starring pictures for Metro release. Player is expected to leave for the coast the end of next month.

Contracts were signed prior to Thalberg's departure from New York last week after several tests of Miss Larimore were made in the east.

CLAWIN' FOR BICKFORD

2d Jungle Beat Attack—Leopard Leaped 3 Weeks Ago

Hollywood, Sept. 24. Charles Bickford had a narrow escape yesterday (Monday) on the "East of Java" set at Universal when a lion bit him on the neck, missing his jugular vein by a fraction of an inch. Actor was rushed to the Hollywood hospital for antitetanus inoculations and will be under observation for two weeks against infection.

Bickford was clawed by a black leopard three weeks ago in the same picture, but resumed work after emergency treatment.

Frank Fay's Legit

Hollywood, Sept. 24. Frank Fay goes east today (Tuesday) for possible lead in Theatre Ford's production of "The Postman Always Rings Twice."

Also talking over a radio deal.

MACAULEY'S MG MUSICAL

Hollywood, Sept. 24. "Ready, Willing and Able," Sat-tempted year by Richard Macauley, has been bought by Warners as a heavy budget musical for next year's program.

Studio recently bought Macauley's "Front Page Woman."

20TH LIKES RAFT—TWICE

Hollywood, Sept. 24. Twentieth-Fox has borrowed George Raft from Paramount for the second time for the lead in "It Had to Happen."

Roy Del Rio directs.

11-YEAR RECORD AS STAR PICKERS

Class of '26 Bulks Large with 6 of 13 Clicking—Colleen Moore, Lila Lee, Lois Wilson Survive 1st Selections in '22—Judith Allen Saved '34 Crop

SALLY RAND, FAVE

Hollywood, Sept. 24.

With the Wampas ready to lose its identity as an organization by the remaining members moving into the Masquers as a body, its 11 years as a st. picking body discloses Wampas' reatest distinction being its yearly selection of 13 girls, deemed most likely to succeed as motion picture players. Press agents organization selected its embryos yearly from 1922 until 1934, omitting 1929 and 1930. Action was made due to lack of studio cooperation and difficulty in deciding whether or not the Baby Stars should be selected according to looks or vocal a.s., for at that time, talkers were just coming into their own.

Ball, at which time the stars were presented to the public, was always held in Los Angeles except in 1924 when the local police department, a week prior to the ball, announced that dancing would have to stop at midnight. Publicity-wise, Jim Rolph, then mayor of San Francisco, offered the town to the Wampas who switched plans, went to the bay city with a trainload of stars. Affair was a financial success, gained Los Angeles a black eye for lack of liberality.

Mystery surrounds the manner in which the original idea of selecting baby stars and why it originated through it is generally conceded that Mark Larkin, then and still p.a. for Mary Pickford and Douglas Fairbanks, and the late Joe Jackson, fathered the idea. Present members can't recall just what happened to bring the idea to the fore.

Bumper Crop in '26

Most productive year in regards to the fulfillment of promise was 1926 when Mary Astor, Mary Brian, Joan Crawford, Dolores Delaney, Janet Gaynor, Fay Wray, Dolores Costello, Marceline Day, Sally O'Neill, Vera Reynolds, Joyce Compton, Sally Long and Edna Marion comprised the group. Six lived up to expectations, one, Miss Costello, retired to domestic life, and the remainder dragged along, still appear in an occasional picture.

Biggest dud year was 1925 with none of the selected girls surviving the struggle. Those who fell down on their press agent sponsors were Betty Arden, Violet Avon, Olive Borden, Anne Cornwall, Ena Gregory, Madeline Hurlock, Natalie Joyce, June Marlow, Joan Meredyth, Evelyn Lerse, Dorothy Reiver, Duane Thompson and Lola Todd.

Of the first selection of Baby Stars in 1922, 13 years later still finds several still in the running. Colleen Moore is still about; Lila Lee manages to keep busy in independent; Lola Wilson still works. Patsy Ruth Miller is a writer contracted to Samuel Goldwyn. What has become of Marion Ay, Helen Ferguson, Jacquelin Logan, Louise Lorraine, Jesse Love, Kathryn McGuire, Claire Windsor, Mary Philbin and Pauline Starke? (Miss Logan was in a Broadway legit last season.)

Final year of Baby Stars, 1931, was also a dud, only Judith Allen getting anywhere near importance. Rest faded immediately after receiving their honors.

Still the Wampas can be proud of

(Continued on page 42)

Screen Guild Ready to Forge Last Link for Swing Along with Equity

Speed Boy

Hollywood, Sept. 24. Al Boasberg cut himself in three ways on Radio's "Uppercutlets" and then for good measure brought it under the wire in eight hours. Boasberg was the one-resler with Walter Catlett and Ethel Sykes in the lead, cast himself for a part and directed. Aggregate time consumed said to set some kind of a record.

START DRIVE FOR ROGERS MEMORIAL

Will Hays, member of the National Operations Committee of the Will Rogers Memorial Fund campaign, has designated John C. Flynn, of Vauveur, to represent the picture industry as an active member of that committee.

Film will devote his time to the drive during the period of the campaign.

A memorial to Will Rogers was dedicated Sunday (22) when the Uplifters Polo Field became the Will Rogers Memorial Field.

Fred Nible officiated at the ceremonies attended by stage and screen players.

Montenegro-Roulien Married, to S.A. for Pix

Paris, Sept. 24. Conchita Montenegro and Raoul Roulien, married here Sept. 19, are expected in Buenos Aires around mid-November for personal appearances and film work for Compania Argentina de Films. Miss Montenegro is currently doing a picture for Nexo Film here.

Pair will journey to S. A. together, femme portion on an option if producers fall to attract Lupe Velez, there now on a tour. Roulien goes into film irrespective of femme lead.

Quins Excl. to Pathe

Hollywood, Sept. 24. Canadian Minister of Public Welfare, Grover J. Hargrove, declined to offer for the Dionne quintuplets, advising that the babes won't appear in any pictures except for Pathe newswreel.

Studio wanted the quins for "Milk Way."

'Million' Air Rally

Hollywood, Sept. 24. Twentieth-Fox and NBC are huddling on a trans-continental airing of "Aiken's Million."

Fred Allen would n.c. the show from the east, with Dick Powell handling the Coast end.

Sez John

Hollywood, Sept. 24. In answer to his wife's divorce complaint, John Barrymore denied the cruelty charges and claimed too high a figure was set on his community property.

TOWNE-BAKER WITH WANGER

Hollywood, Sept. 24. Gene Towne and Graham Baker started (Monday) on a new six-month contract with Walter Wanger.

First assignment is screen play on "Case of Mrs. Ames," which Paramount owns and turned over to the producer.

Hollywood, Sept. 24. Two conferences last week between leaders of the Screen Actors' Guild and Frank Gillmore, president of Equity, resulted in lining up plans for closer cooperation between the two organizations and to make operative the contract of affiliation signed last year.

Plan as worked out by the Guild will be carried back to New York by Gillmore for submission to Equity's council and if the latter approves, it will go into operation immediately.

Decision has been reached for the Guild to move slowly in its campaign to obtain collective bargaining recognition of the studios under the Wagner law and group has been cautioned to operate along those lines.

Latest report here is that proposal has been advanced for a working agreement between the Guild with the British Actors' Equity, whereby members of either organization would come under the jurisdiction of the other when in respective territories. Such a tieup, it is claimed, would provide both British and American Guild with added strength in their negotiations with producers in either Hollywood or England.

Proposition is said to be favorably looked on by leaders of the two actor groups, especially in view of the increase of players concerned in the interchange of talent between London and Hollywood.

KRUGER DEFERS BRIT. PIC

Pic which Otto Kruger was to do for British International next month has been temporarily postponed until Nov. 16. Instead he will return to the Coast for Columbia opposite Ruth Chatterton. Actor leaves New York tomorrow (Thursday). Others in cast will be Lewis Stone and Rochelle Hudson.

Deal arranged by Leo Morrison office, which also placed Romaine Callender, Broadway lighter, for one picture with same outfit.

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INDEX

Bills	68
Burlesque	74
Chatter	70-77
Concert	70
Exploitation	62
15 and 50 Years Ago	65
Film Reviews	12
News Reviews	18
Inside—Music	60
Inside—Pictures	6
Inside—Vaude	63
Inside—Radio	54
Inside—Theatrical New	26-27
Legitimate	69-74
Literati	75
Music	60-62
New Acts	67
News from the Dailies	78
Nite Clubs	72
Obituary	69
Outdoors	78
Pictures	2-42
Radio—Chicago	43-59
Radio—New Business	52
Radio—Reports	48
Radio—Showmanship	46
Times Square	12
Shorts	78
Vaudeville	63-67
Women	17

With Otterson's Coast Departure, Zukor in Charge of Par; Freeman, Lynch Empowered to Handle Deals

Three days after the Paramount board voted him full authority to negotiate new operating and theatre partnership deals, John E. Otterson, on Saturday (21) departed for a second visit to Hollywood, which may last about two weeks. Understood that Otterson is not going abroad, for the present, anyway. Before departing, Otterson empowered Y. Frank Freeman to handle the expiring theatre operating agreements. It is officially stated that S. A. Lynch will continue to handle negotiations on the partnership arrangements which also expire currently.

Adolph Zukor, chairman of the board, is in charge of Paramount. In the east, while John E. Otterson visits on the Coast, John Hertz, of Lehman Bros., is understood to have sponsored the motion in the board.

It is expected that under Freeman all existing operating agreements, with possibly only one exception, will be renewed for another year.

Company has taken no official policy relative to the expiring partnership agreements, but Otterson's own attitude is held to be in favor of renewing same, depending on the outcome of negotiations which will ensue for the next two months or so. These arrangements were to have expired Sept. 25, but will not be disturbed for a period of at least 60 days pending negotiations. There is no company record of such an attitude, but downtown opinion would indicate that the Par directors are thus averted without having made such overtures directly to the partners.

Some sources, in the field, are authority for an account that Otterson would like to have all existing partnerships to continue indefinitely. Still another claims Otterson's attitude to be for a five-year extension in all the partnerships. Management, it is said, tend to indicate that it is the board's idea at least that renewals shall be limited to only a one-year extension.

\$1 AN HOUR REVEALED AS SCRIB'S WAGE SCALE

Los Angeles, Sept. 24. Woos of a playwright came to light here in a Superior Court suit against Mann Page by Sidney Cook. The decision of course was made that Page worked for Cook at \$1 per hour.

Cook sued to end agreement which gave Page percentage on "Purely Synthetic," three-act comedy. The former, when and if play saw production. Complaint told how Cook, after Page did some rewriting, took "Purely Synthetic" to New York and was snubbed by producers. Since that time Cook has revised the play, interested an agent and producer in the east and wants Page contract cancelled on ground writer hadn't contributed anything to subsequent work.

On same day in municipal court Charlotte Lemaire was sued for \$300 by Marion Reile, assigned to Grace Elliott. Miss Elliott, complaint said, was promised that amount to adapt original screen idea called "Moonlight and You," based on song. Reile and Lemaire, it was charged, had done, suit raised, but no cash changed hands.

June Travis Draws Lead

Hollywood, Sept. 24. June Travis, daughter of Harry Grinsler, president of Chicago White Sox, who recently signed to a term contract at Warders and who has been playing bits at that studio, has been upped to femme lead opposite James Cagney and Pat O'Brien in "Celling Zero."

Howard Hawks will direct.

CANTOR SIGNS FIELDS

Hollywood, Sept. 24. Sidney Fields, straight man with "I've Begun in Minsky's," has been signed to a personal contract by Eddie Cantor for two years.

Fields will write material for an act as Cantor's feeder on his radio programs.

SEPIA SPECIAL

Lubitch Lining up Negro Toppers For 'Chocolate Princess'

Hollywood, Sept. 24. Paramount is lining up a film-unit which will include an all-Negro cast under title of "The Chocolate Princess." Idea and story has been developed by Ernst Lubitch, who will supervise the production.

Plan as mapped out provides for securing all the best among Negro talent in the vaudeville, stage and radio fields, with picture slated to get before the cameras early next spring.

National First Runs

'Top Hat' Midwest, Oklahoma City, Sept. 25; Cap. Altona, 28; State, Spokane, 28; Marlin, Galveston, Oct. 4; Rialto, Butte, 4; UA, Berkeley, Cal., 6.

'Reckless' Orph. Salt Lake City, Sept. 28; Orph. Memphis, 27.

'Jaine' Avon, Utica, Sept. 28; Scripian, Ogden, Oct. 9.

'Peter Grimm' Egyptian, Ogden, Oct. 23.

'Hot Tip' Pal, Ft. Worth, Sept. 25; Opera House, Tucson, Oct. 4.

'His Family Tree' Albee, Prov., Sept. 26.

COLUMBIA

'She Married Her Boss' State, Boston, Oct. 4; Rochester, Roch., 4; Pal, Bridgeport, 4; Music Hall, N. Y., 10.

'Supersize' Hollywood, Det., Oct. 3.

'Irl Friend' Roxy, N. Y., Sept. 27; Riv. Toledo, 27; Fairbanks, Springfield, O., 18.

UNITED ARTISTS

'Dark Angels' Loew's, Nashville, Sept. 27; Pal, Dallas, 28; Warners, Milwaukee, Oct. 4; Buff, Buff, 4; Aztec, Ft. Worth, 25; Albee, Quincy, 25.

'Red Salute' Pal, Cin., Sept. 27; Hipp, Buff, 28; Loew's, Century, Balto., Oct. 4; Loew, Richmond, Va., 11; Ritz, Birmingham, 11.

'Barbery Coast' Fox, Phoenix, Sept. 28; Warners, Milw., Oct. 4; Orph, Salt L. C., 10.

PARAMOUNT

'Irish Judge' Par, N. H., Sept. 27; Allyn, Hartford, 27.

'Big Broadcast' Carolina, Charlotte, Sept. 20; Darius, Oldia City, Oct. 4; Pal, Dallas, 5.

'Two For Tonight' Alabama, Bham, Sept. 27; Worth, Ft. Worth, Oct. 5; Majestic, San Antonio, 5.

COBB ROLLING OWN

Hollywood, Sept. 24.

Walter Wanger has assigned Humphrey Cobb, author of 'Paths of Glory,' to write an original.

Will be for Henry Fonda or Charles Boyer.

DuPont's New Cellophane Film May Revolutionize All Sound Recording

Recent test of DuPont's cellophane film carrying only a sound track proved so successful that observers and experts in the entertainment field think it may prove revolutionary not only to the picture business but to radio and phonograph field. Cellophane film has been tried last week before RCA's trials behind closed doors. The low cost of the new invention, its clear fidelity of tone and easy manner of operation impressed all in attendance.

Figured that this new film could be used on broadcasts in place of electrical transcriptions, with possibility of being employed with real economy on re-broadcasts of live talent programs.

For pictures, it was regarded basically as showing possibilities in reduction of negative and positive print costs. Third outlet for new cellophane stock is via a new invention that may in time supplant present phonographs.

Instead of records, this film would be run through compact sound head box, with photo-electric cell transcribing photographed sound track into sound. Initial cost of this film-sound trial would be biggest factor with likelihood that it might be marketed originally for slightly under \$100. Real economy would be in records, with film costing around

\$4 or \$5 being good for 15 to 18 minutes of music or recordings, and set to launch a new cellophane film run about 400 feet, being 18 millimeter in width. Clarity of stock is reported to have been largely responsible for flawless reproduction of sound, as compared with original live talent music. Made of virtually non-inflammable stock, this film sizes up to be virtually tear-proof and unlimited durability.

Officials who sat in at test were interested primarily in how cost would compare with present electrical transcriptions. Estimated that 1,000-foot film would be obtainable for at least half as much as present films with sound track, quoted at about .90. Perfection of manufacturing details is expected to lower cost of such a cellophane film to present cost of electrical transcriptions. Improved fidelity of tone, longer life and longer playing time were claimed as advantages over the records.

Work of making a cellophane film that will not tear at sprocket holes is re-rated nearing perfection in the hands of DuPont's laboratory experts. When this is done, company expects to have a stock that will have all good points of present stock used but at a big saving in outlay for negative and positive prints for producing companies.

NEW YORK'S DUAL BILLS

By JOHN C. FLINN

Seven-day exhibition of double features in the key neighborhood theatres operated by Loew and RKO in the New York area, a new policy in effect for the past several weeks beginning with releases of the current season, is creating discussion in the trade of a problem regarded as the 'most troublesome' in several years.

Competition of double-billing by independent subsequent runs to the Loew and RKO larger neighborhood houses is the reason given by the Loew and RKO operators for the change in exhibition policy adopted by the two circuits. Spokesmen for each have qualified the explanation with the hopeful comment that the practice would wear itself out within a year, and next season would find a return to single features throughout the territory. Such optimistic forecast is not shared by the heads of several of the major distributing companies.

"To assume that way to bring about a return to normal single feature exhibiting in the New York territory is first to create a condition of confusion and economic loss by the hope that spectators subsequently will be willing or be forced to a general agreement against double-bills, is strategy fraught with dangerous consequences," said one of the major distributing companies.

The president of another distributing company which handles a select number of pictures said:

"Exhibiting conditions in any territory are merely a reflection of the policies adopted by the leading theatre or circuit in the respective area. The complete breakdown of double-bills since the start of the New York will mean that the practice will gain momentum in other sections."

"And after double features, what then?" he was asked.

"That's right," he replied, "What then?"

Throughout the 1934-35 season just closed a policy of mixed single and double-bills was followed generally on the short-end, Wednesday, Thursday and Friday. Twenty-five of the 35 RKO houses in the district operated under this plan, which required 15 pictures a week. The balance of the theatres played straight double bills, using 208 pictures. In the current season 52 additional pictures have been contracted for exhibition in the 25 key spots.

The same policy and total film requirements maintain for the 63 theatres of the Loew circuit.

RKO and Loew Lineup

The RKO buy for the current season consists of 48 from Radio, 52 from Warner Bros., 18 from Universal, 44 from Fox, 12 from 20th Century, 15 from Republic and 9 from Gaumont-British. Distributor percentage in the Loew theatres is 50 from M-G-M, 60 from Paramount, 40 from Columbia, 20 from United Artists, 15 from Universal and 15 from Republic.

Prior to this season and for many years the Paramount releases were equally divided between the two circuits.

None of the well known controversial issues of the film industry, such as block-billing, cancellations, selective contracts, forcing of artists, the length of entertainment and zoning, has lived as long or as prosperously as double-billing of features. Year after year the major distributors and some of the smaller ones have announced determined efforts to stop the practice. Notwithstanding, the spread of the policy continued, until within the past several years nearly every exchange territory in the country has numerous theatres offering dual features.

The Cleveland Situation

Generally recognized as destructive to theatre interests, if only because of the complications attendant upon the length of entertainment offered for one price of admission, double billing has been banned in certain territories by exhibitor agreements. Such an agreement between all theatres in Cleveland, O., was made in August, 1932, in settlement of a dispute which had arisen in that city between independent interests and the abated circuit and was operated by Warner Bros., RKO and Loew's. In consideration of certain admission prices to be charged by the first

run theatre, distributor-owned, the subsequent runs houses pledged themselves to the single-bill policy of exhibition, and agreed to prohibitions against premium and two-for-one admissions. The Cleveland agreement between the theatres expired on July 8, last, and has not been renewed. With the start of the current season, double-bills have made their appearance in the Cleveland subsequent run houses.

There has been concern expressed from times to times by producers in Hollywood that double-bills would have an appreciable effect on film rentals. The spread of percentage bookings for outstanding attractions has been countered by clauses in many theatre contracts that when a house presents a double-bill, the cost of the lesser feature could be subtracted from gross receipts before the computation of percentage on account of the stronger film. Currently, one of the major distributors which is listing a group of 20 of the season's releases for percentage booking, agrees to lower the share of 5% in every house where double-bills are shown.

First break in the double-bill policy of the RKO theatres will occur Oct. 5, when "Top Hat" will be shown single bill in all the theatres of the circuit for full seven-day engagement.

(To be continued)

Nabes Adv. Pix Far In Advance; Keeps 'Em Away from Deluxers

Because of the manner in which RKO, Loew and independents are plastering the town on coming attractions, downtown New York first run theatres are threatening to demand more protection, both as to run and advertising. Claim is that their business is being injured because pictures go into second runs downtown in the neighborhood dates too early and that pictures on these subsequent engagements are being advertised too far in advance.

Within recent weeks RKO and Loew have been heavily plugging big pictures of the fall season and increase of double billing under which public now gets "two big ones." Prior to this move, it had been the tendency to advertise as many new pictures coming into neighborhoods as possible, often before these pictures had even reached their first run showings.

Attitude of downtown deluxe showmen is that this advertising has the effect of keeping people away from the first runs, knowing the pictures will shortly come into the neighborhood. In the past, neighborhood operations didn't advertise so much as now, which together with the narrow protection on run existant in New York, is causing the complaining.

Another factor which tends to keep people in their neighborhoods or in waiting for the big pictures at second runs downtown is the fact that stage shows are in the minority and thus do not serve as additional bait meriting the higher first run prices. Currently only the Music Hall and Roxy, among all the first runs, have stage shows. Coming to New York, however, shortly, as also will the Paramount. Meantime the Pal (2nd run) drops vaude Thursday (26) for the run of "Top Hat."

WALSH THREATENS TO WALK ON WEST FILM

Hollywood, Sept. 24. Mae West's picture, "Klondike Lou," halted at Paramount today with Director Raoul Walsh threatening to walk out. Three-way scrap, involving studio, director and actress, flared up over the photography, after film has been in production 11 days with only four pages of script made.

Miss West ordered retakes every day, over previous day's shooting, with Walsh burned.

Victor Milner first assigned to "Lou" was recalled for retakes on "So Red the Rose," studio rushing in "Teddy Tetzlaff."

West is demanding Carl Struss, making Oscar De la Cruz. Crosby is standing firm and won't release him.

GOV'T'S PARADOX ON FILMS

Whitney Making Choice from Three As Tint Starter

Hollywood, Sept. 24. New offices are ready at United Artist studios for John Hay-Whitney, expected in this week for a fortnight's production confabs with Merian C. Cooper and staff.

Proxy of Pioneer Pictures will set the first of eight Technicolor features to go into production under Cooper's direction. Initiator will be one of trio now being regarded: "Enigma" an original by Oliver H. P. Garrett and Billy Wilder; an untitled pirate yarn being adapted by Ray Harris from a Collier's story, and an unnamed original by Wilder, having a continental background.

Cooper stepped over into his new berth at Pioneer immediately after preview of his production for Radio, "Last Days of Pompeii," last week.

Films from Classics For B.O. and Otherwise Urged by Will Hays

Strong suggestion that the picture industry might do well to produce a number of features from the classics was made by Will Hays when he spoke at the National Motion Picture Directors' meeting of the MPPDA last Wednesday (18). He made no specific references to already completed product although holding up the works of William Shakespeare as an example of what he had in mind.

His idea was that even if some of the classic adapted to the screen did not reap a fortune at the box office, they would go far towards increasing good will among potential picture theatergoers, with the result that all producers would benefit in the long run.

Hayden argument was further bolstered by actual gross figures indicating that several recent pictures along classical lines have appealed to pix fans.

Hays' office. Directorial session, which lasted from 2:30 until 6 p.m., failed to bring any definite vote on any subject though way was paved for later action on several. It had been expected that some action would be taken on the matter of new rules for the title committee but directors did not take up the subject.

U DEALS BRING ROBESON, SHERIFF FROM ENGLAND

Hollywood, Sept. 24. Paul Robeson and R. C. Sheriff are coming over from England on deals with Universal for the Carl Laemmle, Jr., unit.

Sheriff sailed last Friday (20) and has several visiting assignments awaiting him. Robeson was set by long distance phone to do his original "Showboat" part in U's talker remake. He's due in Hollywood by Nov. 15.

Vallee's 'Lucky Me' at Warners Set for Oct.

Hollywood, Sept. 24. Next Rudy Vallee picture at Warners will be "Lucky Me," original by Bessie Bacon, which Sam Bischoff will produce.

Screen play is being done by Lillie Hayward and Robert Andrews. Slated for production latter part of October.

METRO 'HOOD' BUILDUP

Hollywood, Sept. 24. Metro's "Robin Hood of Eldorado" looks good to the studio, hence executives have decided to give it a buildup with added sequences. It will go out as a special.

Billboards Bullish

Four films and the new Hippodrome show, "Jumbo," are using the regular billboards in the metropolitan section, the largest number at any one time in nearly five years. The films are "Dark Angel," "Broadway Melody," "The Crusades" and "A Midsummer Night's Dream." Joe Bernat of General Outdoor Advertising, in charge of the theatre division, has handled the business.

THIS SUMMER'S PIC BIZ BETTER THAN LAST

Washington, Sept. 24. Film patronage is holding up much better this summer than last year, according to indications given by latest Government tax figures.

Although showing for year to date is poorer than 1934, August collections, based on July business, showed encouraging jump in amusement tax payments, Revenue Bureau reported Thursday (19). Total U. S. take from 10% take on film patrons was \$1,315,551, third highest for any month in 1935. Poorer current year's showing so far is due largely to sharp slump in July collections, reflecting decrease in audiences during June.

This year's August take was \$36,637 better than the disappointing July figure but a big \$319,834 ahead of the same month last year. August was the low point of the first eight months of 1934, hence considerable gratification at this year's August report.

COLOR FILM AT NO EXTRA COST, CLAIMED

Los Angeles, Sept. 24. Action to determine his legal rights to a natural color process has been filed in Federal Court here by Richard Thomas, who set up claim in petition that color films can be turned out by his method at no cost to producers over expense of black and white film.

Petition sets forth that three or more lenses are used by Thomas to register three or more color exposures upon a single negative film.

Features in natural color of highest fidelity without resorting to dyeing or processing can be made by his method, Thomas declares. He is also filing action to patent his process and wants court to examine witnesses to prove his rights to invention and to protect his heirs in case of his death.

Sequel to 'Call' Will Be Hot Weather Special

Hollywood, Sept. 24. Business rolled up by film version of "Call of the Wild" resulted in purchase of Jack London's sequel to the year, "White Fang," by Darryl Zanuck for 20th-Fox.

New dog picture will go into production early next year for release around June, with Zanuck expecting hot weather will help attract customers to feature laid in snow background.

3-Yr. Starring Pact for Irvin S. Cobb at 20-Fox

Hollywood, Sept. 24. Irvin S. Cobb will be starred by 20th Century-Fox in a group of pictures during the next three years, under provisions of contract signed with the writer by Darryl Zanuck. First Cobb starer will be "Everybody's Old Man," from original story by Patterson McNutt, and Milton Sperling. Cobb was initiated into pictures by Hal Roach more than a year ago in a group of starric shorts for Metro release.

REVIVE NRA: ST. L. SUIT

Until Anti-Trust Case Is Out of the Way, Pix Industry Deaf to Setting Up Any Sort of Voluntary Code of Trade Practice

NO PARLEYS

No definite move towards setting up a voluntary code in the film industry or substituting other machinery to supplant the old NRA code operations will be taken until the St. Louis Justice department action is definitely settled. With indictments charging conspiracy and restraint still pending against Paramount, Warner Bros., RKO and certain individual officials of major film distributing companies, anything smacking of a voluntary agreement, even though needed for an official blessing by the Federal Trade Commission, is strictly taboo.

Although the attitude of some leading Haytian officials is understood to be that "something must be done" to substitute machinery for curbing questionable trade practices, no move was taken in this direction at the Hays office director's confab last week.

It's likely that no step towards reviving Film Boards of Trade on a fulltime basis will be taken until after the St. Louis trial is out of the way. Stand of certain Hays organization officials is that there is no reason for enlarging activities and present skeleton staff of these boards until it is better known what distribution companies want to accomplish through them and how such a plan can be carried out.

Position of strictly "hands-off" on voluntary code or anything smacking of an agreement among producers-distributors is so strong that certain major company officials have been known to walk out of meetings where the question of the topic has come up. They will have no part of conversation pertaining to industry agreements while indictments stand against them.

Certain major company leaders view present situation as paradoxical, with one branch of the Federal government prosecuting major companies because of alleged agreement or conspiracy at St. Louis on one hand, and another division of the administration striving to set up a voluntary code by agreement among the larger companies and indie, on the other hand.

Specified rules and regulations under which such a voluntary code would be permitted by the present skeletonized NRA are generally regarded as not particularly pleasing to leaders of the picture industry, which would prove a further handicap for companies for voluntary setup.

Eventually, many industry observers believe much of the code work will fall on the shoulders of revived film boards of trade, with the Hays organization as guiding light.

U. S. Mixes Rush Act

Washington, Sept. 24. Move to put on the rush act in connection with St. Louis film monopoly cases was blocked last week when high-up in the Justice Department threw cold water on plan of subordinate officials to request appointment of an expediting court to hear arguments on the government's injunction request. Cases will come up as previously scheduled, with injunction suit due for hearing Oct. 1 and criminal trial set for further postponement on the criminal cases.

While lesser lights were fuming with exasperation over long string of postponements, Acting Attorney General Stanley Reed nixed the request of Assistant Attorney General (Continued on page 23)

U. S. Gov't's Claim for \$3,566,583 Tax Arrears Against Wm. Fox Details Many of Film Magnate's Operations

Remember?

Metro's "Dancing Lady," released in December, 1934, included Fred Astaire and Nelson Eddy, both of whom appeared for just a couple of minutes. Astaire worked with Joan Crawford in a short dance number, while Eddy did a vocal with the band. Both boys are down!

PAR HITS 5-YR. PROD. PEAK, 12 PIX IN WORK

Hollywood, Sept. 24. Five year production high was broken at Paramount last week when 12 pictures faced cameras. With the exception of one company, all worked in the studio with every stage and street set occupied. Companies working were "Coronado" on location at Coronado; "Collegiate," "Milky Way," "Anything Goes," "The Bouncer," "Bride Comes Home," "Millions in the Air," "Klondike Lou," "Desire," "So Red the Rose" and "It's a Great Life." Latter pair are drydoaked for retakes.

BUFFALO BILL LURES DE MILLE FROM BIBLE

Hollywood, Sept. 24. Possibilities are that Cecil B. DeMille will sidetrack the scriptures for his next picture and produce a saga of Buffalo Bill instead of "Samson and Delilah" as announced. DeMille has developed an idea around the plainsman and frontier character that appeals to him. He will make his decision some time this week. "Samson and Delilah" script is still in the rough stages.

Zanuck's New Qtrs.

Hollywood, Sept. 24. Fox will build a new administration building on the Pico street side of the Westwood lot to quarter Darryl Zanuck and executive staff. Alongside this structure it will also erect new stages to handle increased product. Buildings will be finished Jan. 1.

Metro Plans Annual Prod. of 'B'way Melody'

Hollywood, Sept. 24. Opening reception of "Broadway Melody of 1936" in its various runs has influenced Metro to plan the picture as a yearly affair. Sam Katz has assigned Sid Sillers and Jack McGowan, latter on loan from 20th-Fox, to whip up the new year for the '37 edition. Studio will follow the present edition so far as new faces are concerned.

Zanuck's Spill

Hollywood, Sept. 24. Darryl Zanuck suffered lacerations of the arms and legs Sunday (22) when he was pitched headlong from a horse into a barbed-wire fence at his San Fernando ranch. After treatment, Zanuck was able to attend a party at Joseph M. Schenck's home.

Washington, Sept. 24.

Repercussions from Senate probe of Fox Films and Fox Theatres affairs two years ago echoed here last week when the Internal Revenue Bureau petitioned the U. S. Board of Tax Appeals to sustain deficiency assessments, fraud penalties, and interest charges against William Fox to the tune of \$3,566,583.

In one of the biggest tax cases of recent years, Government asserted that Fox over the treasury \$1,880,142 in income taxes on his earnings during 1929 and 1930, and is subject to penalties for evasion in the amount of \$940,071, as well as interest to date to the extent of \$148,370.

Substantial part of the amount the government seeks to recover from the film magnate represents profits derived by Fox in 1930 from his complicated financial transactions with Harley L. Clarke, Chicago banker, and attempted to bring the case to court. Fox said, was leader in the plot to oust him from control of his properties. Other income was from equally-puzzling dealings in the stock market on his own account.

In reply to Fox's petition for determination of his tax bill for 1929 and 1930, the government accused the retired film magnate of attempting to duck a large part of his tax load through "false and fraudulent" means. Robert H. Jackson, assistant general counsel of the Treasury Department, implied that except for the statute of limitations the case would have been carried back into earlier years.

Possibility of criminal charges against Fox, similar to those the government brought against Charles E. Mitchell, prominent New York banker, and attempted to bring against former Secretary of the Treasury Andrew W. Mellon, was seen in the government's action. Longevity Revenue Bureau petition was filed with accusations that Fox and Herbert Leitesman plotted to reduce the film czar's tax liability and to cover up various details of his income.

Based on 1930 Bulk of the government's claim is based on Fox's 1930 income, with aggregate 1929 bill amounting to only \$56,427. In addition to a previous deficiency charge of \$1,001,444, government last week added \$250,000 to cover other omissions which have just been discovered.

Government challenges more than \$9,000,000 claimed by Fox in stock (Continued on page 17)

ROGERS' 10% ON U'S 'JIM' TOTALS \$6,000

Hollywood, Sept. 24. Charles R. Rogers, Paramount producer, will get about \$6,000 as his share of the net profits on "Diamond Jim" from Universal to date. Rogers had a story on Brady's life, written by Mike Simmons and Arthur Caesar, which he tried to get Paramount to make for 18 months, but studio executives were always insistent that the public was not interested in this type of yarn. When Universal announced it would make the picture, Rogers, who had the story registered with the Hays office, notified Carl Laemmle, with latter buying the yarn and dealing Rogers 10% of the net take.

YATES-JOHNSON WEST

Hollywood, Sept. 24. Herbert Yates, Consolidated Lab head, and W. Ray Johnston, president of Republic Pictures, are due from the east next week for confabs with Trem Carr and Nat Levins. Will leave.

Now It's the Ethiopian Situash as Market Does an Off-to-Addis-Ababa

By Mike Weir
Amusements firm to higher in reduced trading yesterday (Tuesday). RKO managed to edge up to new high at 5 1/4 while Columbia Pictures left, Consolidated Film pld., Radio Radio 8, Paramount 1st yfd. and Madison Square Garden showed healthy gains. Paramount-Broadway, Paramount Pictures, RKO, and Warner Bros. bonds went to best 100 quans. Threat of warfare between Italy and Ethiopia hit the amusement sector of the stock market last week the same as it affected the entire mart. Contention of some that the market was due for a more severe technical reaction contributed to the decline Thursday and Friday last.
Before this pressure was felt, the Amusement Group edged up to new peak for 1935 at slightly above 37. But the group, as measured by the averages for 12 stocks, showed (Continued on page 32)

NO POP FOR 'CHARLIE,' ZANUCK SNIPS BUDGET

Hollywood, Sept. 24.
20th-Fox has clipped the production budget on "Champagne Charlie," originally planned as a special by Fox. Picture will be produced by Sol Wurtzel at the Western studios as a programmer.
Original story is by Gene Markey, screen play by Allan Rivkin, Edmund Lowe and Rochelle Hudson have the leads. James Tynning will direct.

New 20-Fox Pact Assures McLaglen \$300,000 a Yr.

Hollywood, Sept. 24.
Guarantee of three pictures a year at \$100,000 each is provided in the three-year contract signed by Victor McLaglen at 20th-Fox.
This exceeds the figure drawn by McLaglen and Edmund Lowe as a team when they were among the studio's top draws.

2 Die from Booth Blaze

Kansas City, Sept. 24.
Jack Malone, manager of a picture house, in Boonville, Mo., and his operator, E. V. Brooks, were burned fatally in a booth fire. The two were doing some repair work in the booth when a hot soldering iron was accidentally dropped into a container of flammable liquids. The fire was so bad that the victims were badly burned that they died in a hospital a few hours later.
No performance was being given at the time.

Boston Bankroll for Indie Tinter-Sup

Hollywood, Sept. 24.
George Hirlman, who will produce a group of features via magnacolor process under brand name of Regal, has incorporated Tinter-Sup Productions to turn out a group of action pictures of the G-man type. New organization is reportedly backed by Boston capital.

DEL RUTH'S AIM

Hollywood, Sept. 24.
Roy Del Ruth, in an attempt to get vacation time by going to Europe, has been assigned to direct a directional assignment on 20th Century-Fox's "A Message to Garcia," the Wallace Reid picture.
Del Ruth wants to go to Europe for a few weeks. He has worked out a break since the first of the year.

TILDEN'S RAQUET EXPOSE

William Tilden, 24, top pro tennis player of America, has been signed by Universal for "The Amateur Racket," yarn by Albert J. Cohn, also a racket expert.

Supposed to be inside story of Tilden's experiences as amateur and expert. He is now in professional ranks, again as a racket expert.

YOUNGCLAUS' ALLIES

Senators Thompson, Norris and Nye New Pic Ali

Lincoln, Sept. 24.
Nebraska's No. 1 indie exhibit battle, William M. Youngclaus, of Grand Island, is ready to choose the chain boys here again and he's choosing able partners in his proposed combat, too. rents his Empire theatre from former Senator W. H. Thompson, who has a right to chew with the monopolistic attitudes of the strings which control the buying and selling pretty largely here.
Youngclaus' Thompson are having an audience with Nebraska's well known Senator George Norris and North Dakota's Senator Nye, who has a rep. for investigation in senatorial circles, about breaking the circuit stranglehold on pics. Legislation is the aim to make it a part of the Dept. of Justice jurisdiction. Youngclaus proposes to furnish the investigation when and if, a considerable amount of evidence regarding the building of several of the Nebraska circuits.

Joe Brown to Renew at Warners, Due for Buildup

Hollywood, Sept. 24.
Joe E. Brown will renew with Warners for another term. deal when his contract expires in November.
Brown, one of the few one-act stars, has been with Warners since 1928 and never away from the studio for a picture. After clicking for years in tailor-made yarns to fit his unique comedy style, studio now figures player for a bigger buildup due to his work in "Bright Lights."

Robeson's \$5,000 at U

London, Sept. 24.
Universal has signed Paul Robeson for the talkie version of "Showboat" and latter falls tomorrow (25). Will do some radio and concert dates in New York prior to coasting, since picture is not due to start before November.
Understood that U will pay Robeson \$5,000 weekly on a seven-week guarantee.

Krims on Script of 'Beethoven' at WB

Hollywood, Sept. 24.
Milton Krims has been engaged by Warners to write the screen play for "The Life of Beethoven" from an adaptation of the novel by the dramatic phases of the composer's life.
Writer recently did the script for Mascot's "Life of Stephen Foster," "Harmony Lane."
Henry Blanke is supervising "Beethoven," and William Dieterle will direct.

Margaret Morris Back

Hollywood, Sept. 24.
After a year absence from pictures, Margaret Morris goes into Beaumont's "Desert Guns" as the lead opposite Conway Tearle. Mitchell Leichter produces.
Actress for many years was a featured player at Paramount and Radio.

RELIANCE JOINS HAYS ORG.

Reliance Pictures, Inc., is now a member of the Hays office. Harry Goetz and Eddie Small are the principal owners of Reliance which releases through United Artists. H. Goetz, prez of Reliance, will represent the company in the Hays group. Eddie Small is in charge of Reliance production.

Reliance is the first independent company releasing through majors to be given special membership without voting power in the Hays organization. Application was accepted last week with the board of directors to act this week on six others. John H. New...

Yesterday's Prices

Sales	Col. Pict.	High Low Last	Chgs.
200	Col. Pict.	48 44 44 1/2	+ 1/2
200	Con. Film	48 44 44 1/2	+ 1/2
200	Radio 8	48 44 44 1/2	+ 1/2
200	Paramount	48 44 44 1/2	+ 1/2
200	Madison Square	48 44 44 1/2	+ 1/2
200	Warner Bros.	48 44 44 1/2	+ 1/2
200	Columbia	48 44 44 1/2	+ 1/2
200	Consolidated	48 44 44 1/2	+ 1/2
200	First Nat.	48 44 44 1/2	+ 1/2
200	2nd Nat.	48 44 44 1/2	+ 1/2
200	3rd Nat.	48 44 44 1/2	+ 1/2
200	4th Nat.	48 44 44 1/2	+ 1/2
200	5th Nat.	48 44 44 1/2	+ 1/2
200	6th Nat.	48 44 44 1/2	+ 1/2
200	7th Nat.	48 44 44 1/2	+ 1/2
200	8th Nat.	48 44 44 1/2	+ 1/2
200	9th Nat.	48 44 44 1/2	+ 1/2
200	10th Nat.	48 44 44 1/2	+ 1/2
200	11th Nat.	48 44 44 1/2	+ 1/2
200	12th Nat.	48 44 44 1/2	+ 1/2
200	13th Nat.	48 44 44 1/2	+ 1/2
200	14th Nat.	48 44 44 1/2	+ 1/2
200	15th Nat.	48 44 44 1/2	+ 1/2
200	16th Nat.	48 44 44 1/2	+ 1/2
200	17th Nat.	48 44 44 1/2	+ 1/2
200	18th Nat.	48 44 44 1/2	+ 1/2
200	19th Nat.	48 44 44 1/2	+ 1/2
200	20th Nat.	48 44 44 1/2	+ 1/2

Trial Examiner to Hear Pic Disputes For Labor Board

Los Angeles, Sept. 24.
Semi-judicial system instead of customary panel procedure, providing trial examiner to hear collective bargaining disputes in films and other industries, has been ordered here by National Labor Relations Board at Washington, D. C. Instructions sent to Dr. Foyne Nylander, regional director here, indicated that examiner, yet to be named, will be dispatched to Coast from capital. Meanwhile complaints will be received by Dr. Nylander and his aides and hearings for disputants will be held at which efforts will be made to iron out difficulties. If solution can be reached trial day will be set, examiner will hear both sides and report his recommendations to Washington. Final decisions rest with National Board.
Total of 41 complaints filed with Nylander await investigation. Work of office will be delayed, however, until arrival of examiner. National Association of Cinema Craftsmen and Berlin.
Determines collective bargaining representatives have been deferred several weeks.

RKO's Dualers Playing Top Hat as a Solo Pic

RKO's theatres in New York get "Top Hat" the week of Oct. 5, all switching policy from double features to solo for the Fred Astaire-Ginger Rogers film.
General release follows its first week at the Palace, opening Friday (27).

L. A. to N. Y.

Edward G. Robinson.
Elmer Richardson.
Donald Ogden Stewart.
Robert Zemeckis.
Ricardo Cortez.
Geza Herczeg.
Constance Cummings.
Clarence Derwent.
Rochelle Hudson.
Ina Claire.
Jane Froman.
Benn W. Levy.
Irving Berlin.
Edgar Wallace.
Victor Young.
Frank Fay.
George Hirlman.
George Blumenthal.
Richard Barthelmess.
Huntley Reynolds.
Jan Hunter.
William Wyler.
George Cukor.
Raymond Walburg.
Bill Welman.
Wilson Leahy.
Franchot Tone.
Joan Crawford.
Fred Quimby.

N. Y. to L. A.

Frank Skinner.
John E. Otterson.
Jack Hubbard.
Jimmy Conlin.
Otto Kruger.

Inside Stuff—Pictures

Paramount is in an odd position on its roadshow engagement of "Crusades" at the Astor-X-X, as the result of both operator-trouble-house is experiencing through a union controversy with Joe Plunkett, who has house under a year's lease from the receivers.
Par is powerless to intervene in the union squabble, since its deal putting "Crusades" into the Astor is with Plunkett on percentage. Though picketing of Astor and operating with non-union bootmen, Par might not be able to pull picture if it wanted to since it is in the house in much the same manner as pictures are booked on percentage, instead of rush being up to exhibitor. Understood that Local 808, New York operators, out of house, attempted to get Par to influence a settlement with Plunkett, without satisfactory results.

The New York RKO-theatres this (Wednesday)-morning will have the Bar-Louis fight films on exhibition by virtue of an intensive preparation schedule of developing and finishing the prints via a series of relays. Instead of waiting for the fight to be completed, Saland Picta plan to rush it down round-by-round for developing, dubbing and printing.

RKO is paying at the rate of \$1,000 a week per house, and more in the bigger houses.
Saland, reported paying \$25,000 for the fight rights, was also said to have refused \$65,000 for a turnover deal, but is distributing on its own. Saland is a competitive group to Oliver (Harry O. Voller) which heretofore had the fight films.

In an effort to emphasize educational features of its reel, "March of Time" is attempting a complete canvass of school teachers throughout the nation. Instructors are being contacted through two pamphlets with the suggestion that others or additional ones of the same are available for their pupils.
New department has been set up by "March of Time" with Mary Losey in charge. Teachers are sent a "Teachers' Manual for Class Study" of the monthly news magazine of the screen. This outlines how each subject in the reel may be adapted to classroom study.

Employees in offices of the Producers' Association in Hollywood were upset one afternoon last week when a sudden shuffling and pounding on the roof of the building. Investigation resulted in discovery that an independent stunt feature was being made on the roof, with the unit sneaking through without the knowledge of anyone with authority. Payoff is that the building is owned by Louis Mayer, who not only did not collect location rental but may have to rebuild the roof if it leaks when the rains hit.

It's a standing gag in Hollywood that Irving Thalberg is the toughest executive in pictures to reach. It's a fact, but Thalberg cannot be blamed. For instance, he refused to be disturbed from New York last week and after going home to see his children, Thalberg immediately hopped in a car and motored to Santa Barbara to see the preview of "Mutiny on the Bounty." Making his first appearance on the lot the next morning, it took him 20 minutes to get out of his car and into the barber shop through a barrage of agents. Hence, Thalberg's cautious as to his time.

H. A. Fortington, who came into the Paramount reorganization picture through English insurance and other interests, becoming a director of the new Par company as well as chairman of the executive board, is taking a quarter of the interest in the staff of the concern. He is at Par headquarters practically every day, interesting himself in administration. Another Par director, who is taking an active interest in Paramount is Gerald Brooks.

To avoid duplication of production ideas and straighten out personnel differences, Metro is initiating a conciliation setup of producers to handle various problems as they arise. Sitting as a board these men will pass on matters which would otherwise hold up production or militate against the interest of the particular units.
Ultimate object is to promote a better unit morale while working and to speed production.

Paramount theatre, N. Y. decided on resumption of stage shows only after it learned that the Capitol, which went straight film five weeks ago, was going to bring back rostrum displays about Jan. 1. The Par has decided to revive its policy Oct. 4.

Realizing the market for draw name attractions is lean, the Par may return to straight pictures, at the lower admission scale the minute the Cap goes combination around the first of the year.

Warners formally commuted the four-year pact for the full WB program with the RKO theatres on Thursday (19). This deal provides the RKO theatres with an ample supply of necessary major company product as the circuit previously closed with 20th Century-Fox for seven years, and has its own affiliated Radio product additionally. The Warner deal was begun for RKO by Herbert Bayard Swope. It was broken off and consummated with the intervention of M. H. Aylesworth.

Janet Gaynor has two pictures to do for 20th-Fox on her contract. Rumors have been current that she would not complete the agreement, but last week Miss Gaynor announced that these pictures would be made by her on the present program.
She did not say whether or not she will remain with 20th. The agreement has been ironed.

Major film company executives fail to get excited over rentals they might obtain from pictures used in film theatre railroad cars. Can't see where there will be either quantity or important prices on rentals. A few want to be shown where these films will net them much even in the distant future. Some of the deals can't see where they would collect much of anything except via publicity.

All Coast studios are co-operating with Warners in turning out one-minute trailers, each featuring a star speaking on behalf of Sunday theatre openings in Pennsylvania. George Blumenthal is in charge of the trailer campaign. Subject matter all has to do with the bettering of general community conditions, upping of real estate values and increased employment.

Oct. 9 is the official premiere of "Midsummer Night's Dream" (WB) but as a convenience to the daily trade and general press in New York, a special screening at the Hollywood theatre will be staged the night before. This is also to permit daily reviewers to have more time for their reviews, reducing that, reviews be held back until Oct. 10.

Chosen by committee of artists, Spanky MacFarlane will pose for 24-sheet posters typifying the American Boy in Los Angeles Community Chest drive.

NEWARK'S NEWSREELER

Newark Theatre, Inc. operators of the Embassy, on Broadway, will open another Newark house, in Newark, on Broad street early in December.
John Robinson, commissioned for the architectural job.

'MAID' LEAD TO KRUGER

Hollywood, Sept. 24.
Otto Kruger gets the lead opposite Ruth Chatterton in "Maid of Honor" at Columbia.
Player comes west this week for the picture which is slated to get under way within 10 days.

Chi States-Righters Squawk, Claim Majors OK 2-Bill, 10c Gate Sneak

Chicago, Sept. 24. Indie exchanges around here are yelping that the major distributors are tacitly okaying 10c admissions and double features among the smaller houses despite set clauses in all local contracts banning twin bills and permitting 10c admissions only in the 42nd week of release. However, there are a number of houses doubling up on major product and there are many theatres running in the 42nd week of release at 10c on the matinees and 15c at night, with several running at a thin one all day.

States right exchanges have been living out of these indie shooting galleries for the past three years since the general prohibition of doubles in Chicago. When these small houses wanted to be run at a dime or an occasional double bill they all came to the states right exchanges for indie product which was not included in the ban.

But now the major exchanges are beginning closing their doors to the theatres which are violating the clauses of the contracts and permitting them to double bill and slice admission charges. Which is leaving the indie districts out in the cold entirely. Instead of going into the indie market to secure double feature product the exhibitors are using their regular contract product for the bargain bills.

LA. POLITICS JAMMED, CENSOR LAW STANDS

New Orleans, Sept. 24. With the administration forces busy with a split in its ranks and the gubernatorial campaign on its hands, it is unlikely that anything will be done until after the election in January to repeal the state censorship law. There is no hope of Governor Allen calling the legislature together in special session to repeal many of the laws enacted at the bidding of the late Senator Long.

Exchange men and exhibitors have lost hope that the bill will be abolished for the present.

OTTAWA'S SHOW BIZ

Ottawa, Sept. 24. More than 3,000,000 patronized the dozen theatres of Ottawa during the last calendar year according to the Federal Government census of the local amusement trade. B.O. records for 1934 totalled \$836,900 but this was down 7% from the previous year when the take was \$900,500. The average admission price was 25.7c—slightly down from 1933, which—largely accounts for the drop in revenue. The 1934 admissions numbered 3,253,080.

Business for the first four months of 1935 was appreciably better than in the corresponding period last year but there has been a subsequent decline, it is reported, because of the drastic increase in the tax increases including the wiping out of the tax exemption on admissions of 25c and under. The levy on low-price tickets now averages 22% of face value.

Pierce, Milwaukee Chief for Fox Wesco

Milwaukee, Sept. 24. Roy Pierce comes in as Milwaukee manager for the Fox Wesco circuit under Harry Fitzgerald, manager of the Wisconsin territory for Fox Wesco.

Pierce replaces Livingston Lanning, who has been on the Milwaukee post for several years.

CONLIN MOTORS WEST

Jimmy Conlin (Conlin and Glass) goes back to the Coast today (Wednesday) for a part in Metro's "Rose Marie." Conlin also doubles as a hair-dye and shampoo manufacturer in Hollywood.

Motoring west with Conlin are Charles J. Freeman, Jr., and his brother, John, son of the late "The Sign" star.

Even the Squeal

Hollywood, Sept. 24. Though all creative workers at 20th-Fox are complaining about the many construction noises emanating from the new stage being built, studio is casing in "the sound by-planes"—muses—around the framework of the building, recording the sounds for future pictures.

Pa. Ministers' Drive On Sunday Films; Ala. Approves It All Over

Philadelphia, Sept. 24. A last minute drive by Philadelphia ministers against the Sunday film referendum is being organized this week. The referendum will come up at the general election in November and last week pastors in the Philadelphia Federation of Churches met to formulate a united attack on the measure. They plan to deliver denunciations to their congregations between now and election time to combat exhibitors and producers who have circulated petitions for support of the vote.

Montgomery, Sept. 24. Sunday pictures and other amusements are now legal in all cities of Alabama. Governor Bibb Graves today approved without delay a bill which legalized Sunday films, sports and other amusements. For many years cities like Anniston, Dothan, Tuscaloosa, Bessemer and Gadsden have been without picture show entertainment, but from now on, these towns and all other places in Alabama.

The fight for Sunday pictures in Alabama was carried on successfully by Richard M. Kennedy, southern division manager for R. B. Wilby, and William N. Wolfson, local city manager for the Wilby organization.

Chattanooga, Sept. 24. An ordinance legalizing Sundays in Chattanooga for the first time since 1923 was passed by city commission last Tuesday, and comes up for second and third (final) readings this week.

Local picture association is all set to pack the meeting and shout protests against the Sabbath flickers, but the commission is all set, 4-1, to ratify the bill.

Spartanburg, S. C., Sept. 24. Add Hendersonville, Carolina resort city, to list of Dixie spots barring Sunday shows.

FOX-WC GIVEN FINAL BANKRUPTCY RELEASE

Los Angeles, Sept. 24. Final washup of Fox West Coast bankruptcy recorded when Referee in Bankruptcy Samuel W. McNamee approved and confirmed final accounts of the remaining assets of W. H. Moore, Jr. Court also affirmed sale of the bankrupt estate to National Theatres Corp., as well as disposal of proceeds from sale, and entered an order discharging the trustee, as well as the two receivers, Charles P. Skouras and John Trainor.

Court failed to recognize written protests of two indie theatre operators.

Films' 2 B'way Plays

Hollywood, Sept. 24. Two stage plays by Gene Towne and Graham Baker, "Purity Seal" and "They Will Parade," are being readied for production on Broadway this season.

Dorothy Mackall is up for the lead in "Purity Seal," with A. Van Buren on deal for the direction of play.

RAYMOND'S NEXT PIC

Hollywood, Sept. 24. Radio has bought Kenneth Earl's "Love on a Bet" for Gene Raymond starrer. Lelch Jason directs.

Del Rio, WB Parting

Hollywood, Sept. 24. Warners and Dolores Del Rio are not renewing their contract following actress' last picture for the studio, "Meet the Duchess," now being made. Miss Del Rio will assume freelance status.

Actress' last four, including "Duchess" on her Warners ticket, others being "Madame Du Barry," "In Caliente" and "I Live for Love."

RUBIN FRELS' \$474,000 TEX. SUIT VS. MAJORS

Dallas, Sept. 24. Hoping for a final test of alleged conspiracy between Texas major exhibitors and distributors against independents, Rubin Frels, owner of houses in five Texas County towns, filed suit in Dallas district court for \$474,024 damages and \$30,000 attorney's fees last Thursday (19). Frels names Jefferson Amus. Co., East Texas Theatres, Inc., Paramount Fox, Universal, Columbia, Vitaphone, Metro, Sol G. Gordon, J. C. Clemmons and J. G. Long defendants in the suit.

Suit charges that when Jefferson Amus. Co. opened a Victoria house, Frels' Victoria house was discriminated against in distribution of films. Frels alleges that the exhibitors' firms and distributors agreed to allow Frels' houses only short runs on pictures; that Jefferson attempted to "buy" Frels out of Victoria; that exhibitors threatened to trail Frels into other towns; particularly Bellville; that Frels' film supply was curtailed immediately Jefferson entered a town having a Frels house.

Goldenberg as Rec'r of Fox, Frisco; No Rent Pay

Hollywood, Sept. 24. Federal Judge Luederbach will decide Sept. 30 in San Francisco as to whether Henry Goldenberg, manager of the Fox-Frisco circuit, was appointed temporary receiver for house, should remain permanently until the trial of action brought by the Fox-Chicago Co., which operates the Los Angeles theatre, for \$60,000 advanced the Frisco house for rent.

Capitol Court, which leased the house to William Fox at a rental of \$5,000 a week for four years to go on the lease, will oppose the granting of a permanent order.

Week before the suit was brought, Fox notified the Capitol Court, that unless it accepted \$3,000 weekly, he would pay no rent. None has been paid since the receiver took charge.

Setting Center Policy

Rockefellers planning to reopen the Center, New York, Wednesday (2) with "Here's to Romance" (Fox) but not set up to yesterday afternoon (Tuesday) whether house would have stage and what admission scale would be. "Last Days of Pompeii" (Radio) is slated as the second picture for the house.

Local post playing stage shows admission top will probably be 75c, but with a rostrum display it would be more.

John Kenneth Hyatt will be managing director of the Center; Murray Martin, at the Embassy Room in a press capacity, will be advertising and publicity director. Donahue & Coe agency to handle the ads.

Levy, Cummings Sail

Benny W. Levy and the missus (Constance Cummings) sail today (25) for London. They have several English picture deals to negotiate.

Playright just wound up at Par on "Kiss Me Again" and "Pearl Necklace" while Miss Cummings had one of the top spots in Universal's "Remember Last Night."

WB SIGNS PURCELL

Dick Purcell, character "Juve in 'Path of Glory'" which opens in New York tomorrow night (Thursday), has been signed by Warners to a term. Deal was set by Matty Rocco.

Purcell starts with the show two weeks after its Broadway opening and then goes to the Coast.

306-Allied-Empire Operators Unions to Merge; A.F.L. Affiliate To Absorb Latter 2 Bodies

Big 5 Weeks

Hollywood, Sept. 24. "Curly Top," Shirley Temple starrer, and one of three films made "personally" by W. R. Sheehan just before he resigned from Fox, earned back its entire negative cost (around \$700,000) in the first five weeks of release.

All initial bookings were on a percentage basis.

3 PITT SHOWMEN LOSE AT POLLS

Pittsburgh, Sept. 24. Three Pittsburgh showmen seeking public office also ran in primary election here last week. Best showing of all was made by George Jaffe, veteran burlesque operator, a candidate for council on G. O. P. ticket. With four to be nominated, Jaffe ran a close fifth and for a time during early returns was well in lead.

Running for county court, Louis A. Kaufman, a radio announcer and air news commentator, lagged far behind on both tickets.

Kaufman, by the way, following day sloped to nearby Greensburg Pa., with Mrs. Virginia Thruway. New Mrs. Kaufman is the divorced wife of Alan Thruway, former announcer at KDKA, and the daughter of Eugene Connolly, well-known Pittsburgh showman and for a long time manager of the Davis here during its two-day vaudeville supremacy.

Biggest disappointment in campaign, however, was showing of Judge M. A. Mummanno in his race for the state supreme court. Local jurist, who co-authored Paul Munir's "Black Fury," was expected to give leading candidates on both G. O. P. and Democratic slates a stiff fight, but he ran far behind on both.

Outstanding plank in Mummanno's platform was reform in police, abuses of whom were pictured in detail in "Black Fury."

DECISION OCT. 5 ON 10c FILMS IN MINN.

Minneapolis, Sept. 24. After two days of arguments, the Federal District Court took under advisement the suit brought by the Benz Bros. to compel major Minneapolis film exchange, to service their 10c subsequent-run theatres located in St. Paul. Benz Bros. were joined in the mandamus action at the 11th hour by Dale & Montgomery, who operate the 1,500-seat Garrick in downtown St. Paul.

The bench announced that a decision would be forthcoming Oct. 5.

The Benz outfit has the 1,900-seat Minne. Palace and the 1,200-seat Lyceum in St. Paul. The exchanges are demanding a minimum of 15c admissions for the theatres.

'Swing' Back in Work

Hollywood, Sept. 24. Daryl Zanuck has scheduled "The Giant Swing," W. S. Burnett's novel, for production.

This will be the picture's second starter. Fox tried it as Rufus Le Matre's first production effort, but stopped the picture after it had been in production for a week.

Hodges G.M. for Garnett

Hollywood, Sept. 24. Tey Garnett, has named Doug Hodges general manager of the producing company he recently formed. Hodges, who formerly handled Garnett's publicity and assisted in the organization of the company, will be in charge of an expedition to the Orient next month, where backgrounds will be shot.

Providing no unforeseen snags develop in negotiations under way to combine New York Operators, Local 306, Allied Operators and the Empire Theatre Operators, one union will henceforth rule the Greater New York area. This union will be 306, its identity to remain the same except that its membership will be increased through taking in members of the other two unions. In 306 quarters the proposed merger is being referred to rather as "absorption" with a view to final peace in the battle field. Local 306 is affiliated with the American Federation of Labor.

As soon as plans are consummated for the absorption, 306 will assume the membership application of the movie men now belonging to both Allied and Empire but indicated that unquestionably all present members of these two so-called unions will not be so damned into 306 because they will have to pass more rigid requirements. Between Allied and Empire, the membership runs around 600, while 306's present membership is 300.

Allied, rather than Empire, has been the source of the greatest trouble for 306, latter union having confined itself almost exclusively to the production of the past year of a couple years back has not been fighting 306. In line with absorption proposals, 306 executives met with Empire leaders during the week in between conferences looking to settlement on a wage scale with the circuits.

Expectation is that the invitation to Allied and Empire ops to join 306 will not go out until latter has signed its contract with the managers.

The de luxe theatres in New York, at bat with the operators union, Local 306, over a scale to apply to the class of houses is demanding a cut in proportion to the \$1.86 agreed upon for the Loew and RKO circuit's class 'A' theatres. In negotiations for a de luxe scale which lasted a week in between conferences and was continued late yesterday afternoon (Tues.), Local 306 was pushing for the same wage as now being paid by the big houses, which is \$2.45 an hour and \$3.85 for first hour overtime, \$5.10 for second hour over.

The de luxers last week paid their operators the full scale they have been demanding for the past year, although other theatres are paying \$1.80 an hour pending consummation of a contract.

A cut the same as the RKO and Loew circuit has slated to get, amounting to 26% an hour, would bring de luxers to around \$2.30 an hour but expected de luxe operators will attempt to get an agreement for less than that. There is a substantial decrease in overtime scale.

Managers were also scheduled to meet yesterday afternoon or evening (Tues.) with the musicians, Local 302, over a new scale. Musicians are asking for \$30 a week to play 28 shows, \$5 a man for every extra show played. At present union is working 30 shows for \$30 weekly. A minimum of \$25 for 35 weeks is also sought by 302.

Reaching accord on a scale of \$1.86 an hour for the 'A' houses of the Loew and RKO circuits in the Manhattan district, Local 306 Operators, Local 306, started huddles this week on scale to apply for de luxers and for the Class 'B' and 'C' houses of the various circuits. An agreement is being reached on salary to apply for these grades of theatres among the circuit operators, union will start negotiations with the independents.

Presumably the scale for de luxers may be around \$2 an hour or 14c. more than the 'A' houses of the RKO-Loew chains. Figure for the 'B' houses will probably be around \$1.60 and for the smaller, less important, 'C' houses around \$1.40.

Originally the union asked for \$1.50, \$1.70, \$2 and \$2.60 an hour, \$2.50 demand for the 'A' chain houses on which accord has been reached at \$1.86. This is a yield by the union of 14c. an hour over its original demand. Circuits are paying \$2.15 an hour for not only the 'A' houses but all others as well, its complaint being (Continued on page 68)

'Melody' Sews Up L. A. on Bally And Biz, Big \$29,000 in 2 Houses; 'Bright Lights' Nice 14G, 2 Spots

Los Angeles, Sept. 24. (Best Exploitation: Chinese-State) Chinese and State are to the fore current week with 'Broadway Melody.' Heavily exploited, results at box office were enormous from start, with none of the other houses showing any attraction resembling that of this duo. Pic will hold here 12 days, to be followed by 'Barbary Coast.' Downtown and Hollywood playing the Joe E. Brown pic, 'Bright Lights,' picked up bit on current week.

Paramount, holding over 'Big Broadcast' for four and half days, gathering up, gathering up, and it missed on first stanza which was plenty oke. RKO and Pantages are winding up the stay of the picture which stood the best test for three weeks and five days, both houses showing plenty on profit side of the ledger.

'Dark Angel' shifted to the U. A. from State, with former house again diverting back to the single bill, with trade fairly good.

'Gay Deception' at Four Star held up in good style for second stanza and will probably linger for two more weeks.

Exploitation on 'Broadway Melody' at Chinese and State was biggest and most successful campaign town has seen in a long while. Whitbeck, from the studio, guided the proceedings. Heavy advertising on radio announcements, heavy 100-sheet illuminated boards; heavy ad campaign in six large dailies, with the 14 radio stations having put on for two weeks in advance through use of Victor song records from pic.

Robbins Music company, publishing the songs, had 20 store windows with enlargements of song pages, with music store putting out 20,000 wrappers plugging songs. Special section in L. A. Herald on merchant leup and every plug line imaginable.

Estimates for This Week
Chinese (Grauman) (2,028; 30-40-55) 'Broadway Melody' (MG). Of late, the picture has been doing so well in the trade which will hit around \$14,000. That brings house back to old big standard. The picture has been done here. Last week 'Dark Angel' (UA). Just a century less than calculated, to a profitable \$19,000.

Downtown (WB) (1,800; 30-35-40) 'Bright Lights' (Fox). Joe E. Brown is always a crowd puller. The real trade with current pic drawing in excellent style to tune of \$5,500. Last week 'We're in the Money' (WB). Not so forte but better than expected at \$5,300.

Four Star (RKO) (900; 30-35-40) 'The Gay Deception' (Fox) (2d week). Holding oke for this stanza and will wind it up with around \$4,000. Last week 'We're in the Money' (WB). Not so forte but better than expected at \$5,300.

Grand International (Rosenberg) (785; 35-) 'Moscow Laughs' (Amphoto) (2d week). Holdover of this pic in the house. The picture has been doing so well in the trade which will hit around \$1,100. First big week at \$1,300.

Hollywood (RKO) (2,750; 30-35-40-55) 'Bright Lights' (FN). Figured one of the best Joe E. Brown's and gettine coin in accordance; will tag off with around \$7,000. Last week 'We're in the Money' (WB). Much better than dreamed off with preview helping it to over \$6,000.

Orpheum (Bvdy) (2,270; 25-30-35-40) 'Thunder Mountain' (Fox) and 'Hot Time in the City' (WB) vaudeville. First run pic when they do hit here do not vary take much. Current week with two initial runners, they must depend on vaude to draw the regular \$5,000 b. o. count.

Pantages (Param) (2,700; 25-35-40) 'Top Hat' (RKO) (4th week). For final five days taking ends and ends of trade but 'Broadway Melody' in 'Melody' at Chinese. Will bow out with \$3,800. Last week third stanza came through with the expected eight grand.

Paramount (Partmar) (3,595; 30-40-55) 'Big Broadcast' (FN) and 'Stage show' (WB) (2d week). 'Melody' just block-advance opposition pretty terrific for the final five days, which will bring up to \$10,500. Last week, first for the revue, was plenty big though short of calculations at \$22,000.

RKO (2,500; 30-35-40-55) 'Top Hat' (RKO) (4th week). Milking this Fred Astaire pic will bring final five days. Last week, first week held up oke to a \$7,700 finale. State (Loew-Fox) (2,024; 30-40-55) 'Broadway Melody' of 1930' (MG). Started off to over \$6,000. Sat. (21) and keeping up at heavy pace which will draw around \$15,000 for initial five days. Last week 'Dark Angel' (UA). Came little below expectations as mat trade was

not as heavy as figured, with finale being \$11,600. United Artists (Fox-UA) (2,100; 30-40-55) 'Dark Angel' (UA). Though not the type of pic they generally go for here, will prove to keep house out of red with around \$5,500. Last week 'Gainsbourg' (G-B) and 'Red Heads' (Fox). Strictly not a b. o. combo as house went to business, plenty with a final count of \$1,800.

FRISCO'S SMASH, 'CHINA SEAS,' 26G

San Francisco, Sept. 24. 'China Seas' is town's big attraction this week, and while the Warfield may not tilt a record with it, it will be close to it.

'Top Hat' living up big smacking record as at the Golden Gate. Could do another stanza, but the excitement of the hold-over ropes to see the Astaire-Rogers combo. Other houses are doing normal to slightly better.

Deal for Herman Cohen to reopen his Embassy Theater, moved over from the Golden Gate is still perking, but hasn't come to boil yet.

Picture gets under way next week, with some effect reflected on Saturday mat business, as it usually does here in fall.

Estimates for This Week
Clay (Roemer) (400; 25-35-) 'Nora O'Neal' (Erin). Might do better than \$1,000. Last week 'The Big Shot' (WB) and 'Store Over Andes' (U) a little better than \$3,000.

Golden Gate (RKO) (2,850; 30-35-40) 'Top Hat' (Radio) (3rd week). Nice profit still at \$13,500. Last week (2nd) and came at \$17,400. Stage show with house band and guest vaude.

Orpheum (F&M) (2,440; 30-35-40) 'The Big Shot' (WB) (2nd week). Strong at \$7,200. Last week, better than \$11,000.

Warfield (FWC) (2,740; 30-35-40) 'Redheads' (Fox) and 'Goose and Gander' (WB). Should have taken off at least \$11,500. Last week, 'Thunder in Night' (Fox), nice around \$12,000.

United Artists (UA) (1,700; 30-35-40) 'Special Agent' (WB). Move-over from Warfield, ought to see \$12,000. Last week 'Karekima' (MG) all well at \$6,100.

Warfield (FWC) (2,680; 30-40-55) 'China Seas' (MG). Has 'em crying to get in, and ought to do a landoance big of \$23,000. Last week, 'Thunder in Night' (Fox) and 'Goose and Gander' (WB) (2d week). Up price scale to top of 75c with five shows daily. Stage show in for one week. Last week 'Karekima' (MG), second week \$15,500, good no vaude. Drops stage show next week again.

Street (2,500; 25-35-50) 'Goose and Gander' (WB) and 'Hoosier Schoolmaster' (Mono). Satisfactory picture, but stage show, not good. Up price scale to top of 75c with five shows daily. Stage show in for one week. Last week 'Karekima' (MG), second week \$15,500, good no vaude. Drops stage show next week again.

Loew's (2,400; 25-35-50-75) 'Here Comes the Band' (MG) and 'Stage show' (WB). Belle Baker and Block and Sully. Mighty fine results, should do \$22,000 without vaude. Last week 'Karekima' (MG), second week \$15,500, good no vaude. Drops stage show next week again.

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1st Runs on Broadway

(Subject to Change)
Week of Sept. 27
Capitol-'Broadway Melody' (MG) (2d wk.).

'Musical Hay-Seed' 'Married Her Boss' (Col) (26).
Paramount-'Big Broadcast' (FN) (3d wk.).
Rivoli-'Red Salute' (28).

Roxby-'Girl Friend' (Col).
Strand-'Special Agent' (WB) (2d wk.).
Capitol-'O'Shaughnessy's Boy' (MG).

Music Hall-'She Married Her Boss' (Col) (2d wk.).
Rivoli-'Red Salute' (UA) (2d wk.).
Roxby-'Little' (WB).

Strand-'Dr. Socrates' (WB) (2).

to \$2,700, and moves over to Strand. Ritz (Wilby-Kinney) (1,600; 25-) 'Diamond Jim' (U). Good exploitation and moderate week in view, \$2,850. Last week 'Redheads' (Fox) \$2,600.

Strand (Wilby-Kinney) (800; 25-) 'Diamond Jim' (U). Moved over from Alabama but replaced yesterday (Mon.) by 'Daring Young Man' (WB). Last week 'Hanging Cassidy' (Rep) \$1,700, above average for western.

Empire (Acme)-'We're in the Money' (WB) (2d wk.). Last week 'Going Highbrow' (WB) \$2,500.

No Alibis in B'klyn
This Week; 'Hat' 19G

Estimates for This Week
Paramount (4,000; 25-35-50-) 'Big Broadcast' (FN). Local radiators, of which there are plenty, are flocking to see their favorite attractions on screen. Looks like good \$15,000. Last week 'Two for Tonight' (F&M) \$15,500, milk.

Strand (2,500; 25-35-50-) 'Streamline Express' (U) and stage show featuring Natcha Natcha. This is only house in Brooklyn of this type. Stage show, taking a look at Met stage show this week, which is more on temperamental grounds. Last week \$12,000, satisfactory. Last week 'Two Sinners' (Col) \$14,500, nice.

Albee (2,500; 25-35-50-) 'Top Hat' (Radio) (Astaire-Rogers pic) scoring aplenty. May go to \$19,000, splendid. Last week 'Alma' (Radio) and 'Red Heads' (Fox) \$13,000, fair.

Loew's Mat (2,400; 25-35-50-75) 'Here Comes the Band' (MG) and 'Stage show' (WB). Belle Baker and Block and Sully. Mighty fine results, should do \$22,000 without vaude. Last week 'Karekima' (MG), second week \$15,500, good no vaude. Drops stage show next week again.

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Mpls. Century Ups Scale for 'Anna' And Diff Means \$1,000 Week

'Scoundrel' (Par), also gets four weeks, mostly on good nice biz. Brewster's Millions' (ED) is the best of the English biz, with 'Bulldog Jack' (G-B), a close second. Other current pic, 'Alibi' (WB), 'My Little Lady' (Mono), 'Society Doctor' (M-G), 'Baby Face Harrington' (M-G), and 'White Lies' (Col).

Okay biz here with 'One More Spring' (Fox), 'White's Scandals' (Fox), 'Brown on Resolution' (G-B), 'Escape Me Never' (ED), 'Rumba' (Par), 'Davy Copperfield' (M-G), 'The Scoundrel' (Par), 'Now I'm a Lady' (Par) and 'Folies Bergere' (UA).

ST. L. UPSE OPEN FOR AM. LEGION

St. Louis, Sept. 24. (Best Exploitation: Ambassador) Just about the biggest array of entertainment seen this old Mississippi river town has seen in many a moon, what with the American Legion holding a convention here this week, the opening of the Fairmount Jubilee Club across the river, the Cardinals and Cubs fighting it out at the Polo Grounds, and a world premiere of a United Artists pic, and half a dozen old dark comedies springing their doors open for first time in years.

Town, which has been fleshless for past six months, suddenly takes on wide awake theatrical life from with three stage shows in full blast and about 10 interludes battling for Legionnaire business.

Opening day for the film houses proved plain lousy in all spots, not excluding the Orpheum, where 'Top Hat' with the city's favorite stars, Fred Astaire and Ginger Rogers, who had a good day's gross, but not in keeping with their importance to the attraction. Second day, however, proved pickup all around. 'Top Hat' and 'Red Salute' at the Ambassador taking a healthy jump upwards.

The boys handling this world premiere must have been given unlimited expense accounts, because the streets, skies, parks, newspapers, billboards and even the gutters are strewn with handkerchiefs, moving signs, pennants and more whoopes than even the 150,000 visiting Legionnaires expect. Strong shows all over, including 'Top Hat' at Loew's State and Platinum Blondes, musical comedy tab, at New Grand Central, and 'The Scoundrel' and doesn't count, anyway.

Half a dozen night clubs installing big bands, and the orders from the big shots for the coppers to go easy and show out-of-towners 'real Southern hospitality.' To top it off, Sops and Sops are in the flesh to head a new nightery opened at the Coliseum for the week only. This is a good thing, for the hall, recently used for prize fights, wrestling and what have you, even by the cops, is now a place where the Cormanck, Woodrow Wilson, et al. in other words, 'There'll be a Hot Time in the Old Town Tonight,' is easily the theme song this week.

Estimates for This Week
Fox (F&M) (5,038; 25-35-55-) 'Dante's Inferno' (Fox) and 'My Sex' for 'Top' (GB). It is up to the Legionnaires to help this program do better than \$5,000, which will be top business. Last week 'Farmer Takes Over' (F&M) (4,100; 25-35-55-) 'Bright Lights' (FN) and 'Wanderer of Wasteland' (Par). Nice business, looks like \$5,300. Last week 'Farmer Takes Over' (F&M) (4,100; 25-35-55-) 'Bright Lights' (FN) and 'Wanderer of Wasteland' (Par). Nice business, looks like \$5,300.

Loew's State (Loew) (3,163; 25-35-55-) 'Dark Angel' (UA). Got away to a good start, \$15,000, good. Last week 'Farmer Takes Over' (F&M) (4,100; 25-35-55-) 'Bright Lights' (FN) and 'Wanderer of Wasteland' (Par). Nice business, looks like \$5,300.

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Minneapolis, Sept. 24. (Best Exploitation: Century) 'Anna Karenina' and 'Top Hat' are hogging the gross spotlight currently, setting a pace that rivals the best of the past few years. Century is a newcomer and has the Century well out in front. Holding over for a second week at the Orpheum, 'Tat' continues to chalk up sensational business, the momentum of the \$17,400 first week carrying it along to well-above average results.

Probably figuring that its appeal is mainly for the class trade, Public upped the Century scale from 40c to 55c for 'Karekima'—the second time in recent years that this has been attempted locally for a straight picture. The move, however, is in accordance with the fact that the Century has been in the direction of higher scales. The initial steps were the Century's move to 55c and the shift from 6:30 to 5 p.m. for the change of prices for matinees to higher night levels. It apparently finds the picture in a receptive mood.

Century's exploitation honors through distribution of 'Karekima' literature in doctors' offices and bookstores. Also, long lines of braries and through a tieup with British restaurants.

Estimates for This Week
Orpheum (Singer) (2,880; 25-35-40-55) 'Top Hat' (Radio) (2d wk.). Despite enormous crowd, looks like \$11,000 for last seven days. Last week 'Karekima' (MG) (2,400; 25-35-40-55) 'Two for Tonight' (Par). Not causing much of a stir. Will be lucky to hit more than fair \$4,000. Last week, second, \$6,800. Making more than \$20,000 for first run. Big.

Loew's State (Loew) (3,163; 25-35-55-) 'Dark Angel' (UA). Got away to a good start, \$15,000, good. Last week 'Farmer Takes Over' (F&M) (4,100; 25-35-55-) 'Bright Lights' (FN) and 'Wanderer of Wasteland' (Par). Nice business, looks like \$5,300.

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Holdovers, Heat Retard Loop B.O.;

'Boss'-Apollon Best, 26G Second Wk.;

'Broadcast' OK \$15,000; 'Woman' 13G

(Best Exploitation: Apollo)
Summer returned to the Midwest with a vengeance that sent the thermometer into record highs. As a result the theatres in the Loop took a crimping which silenced their grosses considerably. Loop, which had been doing excellent business for the past four weeks, is now in somewhat of a slump, and it will probably be cooler, thermometers and stronger pictures to bring back the shuffles.

Word of holdovers in the major houses is curtailing the possibilities of top figures currently. On the holdover spree are Palace, with 'Top Hat' (Radio) and 'Broadway Melody' (MG), and 'The Great Dictator' (Paramount). Palace is also showing 'The Great Dictator' (Paramount). Palace is also showing 'The Great Dictator' (Paramount). Palace is also showing 'The Great Dictator' (Paramount).

Roosevelt is set with a string of films. Opened Saturday (21) with 'Big Broadcast', and then will have 'Bright Lights' (Broadway) and 'Anna Karenina' (B&K). B&K is holding back on the Garbo picture, due to appear next week. 'Bright Lights' at United Artists currently in 'Dark Angel'.

Chicago and Palace remain the cream of town. B. & K. flagship turned in \$33,600 last week, with a great part of the gross accountable to the Dave Apollo show on second boards. 'Top Hat' will make it four weeks at the Palace at the present price.

Apollon press agents had a lot of fun with 'Red Heads' on exploitation and caused a plenty of comment on several units.
Estimates for This Week
Apollon (B&K) (1,200; 25-35-55)—'Redheads' (Fox). Publicity helped picture to good take, \$4,000. Currently, last week 'China Seas' (MG) okay \$3,300.
Chicago (B&K) (2,940; 45-55-75)—'Married Her Boss' (Col) and Dave Apollon unit. Holding over for second session after above average \$33,600 last week. 'Bright Lights' (Broadway) also in part of the business. This week about \$28,000, good enough.
Palace (B&K) (3,000; 25-35-55)—'Gosse and Gander' (WB). Kay Francis name doing business here for \$3,500, neat. Last week 'Miss Glory' (WB) okay \$3,100 on second Loop session.

Oriental (B&K) (3,200; 25-35-40)—'Calm Your Troubles' (B&K) and vaude. House risks considerably above figure of previous session to \$17,000, pleasant profits. Last week 'Flying Tanager' (Par) off from recent high at \$11,000. Picture had been milked pretty much in the Loop before getting the big take.

Palace (Radio) (2,500; 25-35-55-65)—'Top Hat' (Radio) and vaude. (3d week). Turned in a group of 2d for its second week, and is galloping along currently to an indicated \$22,000, good. May make it four weeks at price.

Roosevelt (B&K) (1,500; 25-35-65)—'Big Broadcast' (Par). Started second week. 'Broadway Melody' (MG) and 'Bright Lights' (Broadway) are the two of strong names. Heading for \$15,000, powerful for the starter. Last week 'Annapolis' (WB) earned after a saggy week at \$7,100.

State-Lake (Jones) (2,700; 20-25-35)—'Front Page Woman' (WB) and vaude. House is making a big, profitable stride lately, with the gross climbing more than \$2,000 on the average. Currently at \$12,000, excellent. Last week 'Indiscretion' (MG) with house unit snagged strong \$13,300.

United Artists (B&K-UA) (1,700; 35-45-65)—'Dark Angel' (UA) (2d week). Will go to third 18 days and likely to use three (18) days. Picture may be \$10,000, fine enough after last week topped \$15,000, big. 'Red Salute' (UA) to follow.

'Melody' Smash \$8,000

In Port; Agent, \$5,000

Portland, Ore., Sept.

(Best Exploitation: United Artists)
'Broadway Melody' is hitting the high spots this week with another heavy exploitation push. After a week after, two exceptionally strong weeks with 'Karenina'.

'Top Hat' continues to pile up a top score at the Orpheum, where it smashed all recent house records on its first week, with second going strong and may hold.
'Special Agent'—great sell at the big Paramount and lifting that house from a fairish bias last week with 'Here Comes Cookie' and 'Annapolis' farewell.
All h. b. in the burg is better and though warm weather still keeps up the gasoline and tail timer's competition for a heavy profit, of heavier ex-

tion campaigns with new biz being created.

Estimates for This Week
Madway (Parker) (2,000; 25-40)—'Gosse and Gander' (WB). Good nicely and keeping above average at okay \$5,500. Last week 'Diamond Jim' (U) closed strong at \$5,200, week at \$4,600; first week big \$3,200.
United Artists (Parker) (2,000; 25-40)—'Broadway Melody' (MG). Hitting a big stride and may hold. First week great \$8,000. Last week 'Karenina' (MG) scored big second week at \$4,000; first big success and collected raves getting \$8,000.

Paramount (Evergreen) (3,000; 25-40)—'Special Agent' (WB) and 'Old Man Rhyme' (Radio). Exploited and getting good enough \$8,000. Last week 'Here Comes Cookie' (WB) (Par) fair a fair pace around \$4,300.

Orpheum (Hamrick-Evergreen) (2,000; 25-40)—'Top Hat' (Radio) (2d week). Well about usual first week average, should hit big \$5,000. Last week 'Diamond Jim' (U) closed strong at \$5,200, week at \$4,600; first big success and collected raves getting \$8,000.

afair (Parker-Evergreen) (1,500; 25-40)—'She' (Radio) and 'Hot Tip' (Radio). Good combo getting extra biz for this house and will close Friday \$2,000.

'Healer' (Mono) and 'Hopalong Cassidy' (Par) just fairish at \$1,700.

'Broadcast,' 'Agent'

Both Big at \$16,000

In Newark; 'Wild,' 12G

Newark, Sept. 24

(Best Exploitation: Loew's State)
It may be a scramble for this week with 'Special Agent' and 'Storm Over the Andes' and the Paramount-Newark with 'Big Broadcast' and 'Bright Lights'. 'Special Agent' (WB) and 'Storm Over the Andes' (Paramount) will probably mean a continuous draw but the capacity at the Brantford and its better location for 'Special Agent' and 'Storm Over the Andes' will do fairly well at \$12,000 with 'Call of the Wild' while 'Bright Lights' (Broadway) may be \$8,000 for 'Jalna' and 'Hot Tip' on six days.

The Beacon got out to its opening Friday but didn't fairly business up to Sunday. However, the low prices with vaude may mean something day in and day out. Competing with 'Call of the Wild' and 'Bright Lights' out the house has to do regularly nearly capacity to profit and they have found only big films will do that sort of trade.

Mme. Flagstad is announced at the Mosque for October 15. Unless some one takes over the big house with 'Call of the Wild' and 'Bright Lights' big amateur affairs which would doubtless prove serious competition for a legit house but there is none here.

For 'Call of the Wild' Loew's State put a big float in the Newark Loop and it is being used to show two other floats to ballroom two other M-G films, and took six Western Union windows and five book windows. State (WB) is now casting an 'all record' of the picture with the Ledger running a feature story on Buck, the dog, 10,000 photos of Gable and Loretta Young have been distributed by merchants.

Estimates for This Week

Brantford (WB) (2,965; 15-65)—'Special Agent' (WB) and 'Storm Over the Andes' (Paramount). Opened trade which held over the week end though Sunday's midsummer weathering was not favorable, but it was just the same. Should reach \$16,000. Last week 'Gosse and Gander' (WB) and 'Manhattan Moon' (U) good at \$12,000.

Capitol (WB) (15-20-40)—'Accent on Youth' (Par) and 'Annapolis' (WB). Beacon may hurt little house a little but this probably doesn't mean very much here anyway. Maybe \$3,000. Last week 'She Gets Her Man' (U) and 'Every Night at Eight' (Par) on six days did well enough by just going over \$3,800.

Franklin (1,995; 20-40)—'What Does My Husband Do at Night?' (Blotk Musa) and 'Memories of Poland' (Franklin) both sold out. 'What Does My Husband Do at Night?' (Blotk Musa) a nice \$1,000 this week. Advertiser 'Waiting for Lefty' on stage can't be shown as New York showing at the same time. 'What Does My Husband Do at Night?' (Blotk Musa) a nice \$1,000 this week. Advertiser 'Waiting for Lefty' on stage can't be shown as New York showing at the same time.

Last week second of 'Karenina' (MG) okay at \$8,000.

Paramount-Newark (Adams-Par) (2,945; 15-20-40)—'Big Broadcast' (Par) and vaude. Packing them in and maybe a big \$16,000. Last week 'Without Regret' (Par) nearly \$10,000.

Precator's (RKO) (2,200; 15-55)—'Jalna' (Radio)—and 'Hot-Tin' (Radio). Taking six days to get in the fight pictures on time but will be okay at \$8,000. Shirley Temple Club still going big second Saturday. Last week 'Top Hat' (Radio) (GB) and 'Keeper of Bees' (Mono) and 'Major Bowes Amateurs' on screen great at over \$13,000.

Charm (1,600; 15-25-40)—'Night Cargo' (Marcy) and 'Make a Million' (Rep) with 'Old Man Rhyme' (Radio) and 'Alice Adams' (Radio) split. Unquestionably hit by Beacon and it continues with other handbooks of house unchanged might do a bad \$2,500. Last week 'Dante's Inferno' (Fox) and 'Death From a Distance' (Rep) with 'Farmer Takes a Wife' (Fox) and 'Home' (Fox) split nice at over \$3,500.

Even Grand Opera

In Montreal Strong

For 25G; 'Seas' \$13,000

very house Montreal, Sept. 24
way is lit and the overflow of show-

has even taken the Forum, 13,000-seats devoted to vaude and wrestling. Fall season has opened with a bang likely because to some extent of the 'Seas' (Radio) in the film houses headed by Loew's.

Opera at 11 top filled the Forum in three-night show. 'China Seas' (G) Thursday-Sunday, grossing around \$25,000. Palace has 'China Seas' and this Gable-Harlow comedy expected to do \$15,000 very good. Capitol down a little lately, looks like a jump to \$10,000 with 'Call of the Wild' and 'Bright Lights' (Broadway) has the usual big vaude unit and a brace of p.k. 'Pampas Princess' and 'Welcome Home' show that will be good for \$10,000. 'Princess' repeats 'Dark Angel' and 'Rainbow Over Broadway' for \$7,000.

Charm (1,600; 15-25-40)—'China Seas' (G) Thursday-Sunday, grossing around \$25,000. Palace has 'China Seas' and this Gable-Harlow comedy expected to do \$15,000 very good. Capitol down a little lately, looks like a jump to \$10,000 with 'Call of the Wild' and 'Bright Lights' (Broadway) has the usual big vaude unit and a brace of p.k. 'Pampas Princess' and 'Welcome Home' show that will be good for \$10,000.

Palace (FP) (2,700; 50)—'China Seas' (G) Big star pic holding up, should gross \$13,000. Last week 'Escapade' (MG) disappointing at \$5,500.

Capitol (FP) (2,700; 50)—'Dante's Inferno' (Fox) and 'Redheads' (Fox). At 11 top filled the Forum in three nights and matinee which grossed \$2,500.

Palace (FP) (2,700; 50)—'Dante's Inferno' (Fox) and 'Redheads' (Fox). At 11 top filled the Forum in three nights and matinee which grossed \$2,500.

Loew's (M. T.) (3,200; 50)—'Pampas Princess' (WB) and 'Welcome Home' (WB) with vaude unit. Should hold to average, around \$12,000. 'China Seas' (G) (WB) and 'We're in Money' (WB) with vaude, \$12,000.

Princess (UA) (3,200; 50)—'Dark Angel' (WB) and 'Rainbow Over Broadway' (Regent) (2d wk) okay \$7,000, after a smashing \$10,000 last week.

Cinema de Paris (France-Film) (600; 50)—'Mysteres de Paris' (Nice) and 'The Great Dictator' (WB) and 'We're in Money' (WB) with vaude, \$12,000.

La Veuve Joyeuse' (OK) \$3,000. 'Cinema Imperial' (Indle) (1,600; 50)—'La Veuve Joyeuse' (OK) \$3,000. Last week 'Famille Normbreuse' \$3,500.

'Steamboat' 6½G, Tacoma

Tacoma, Sept. 24

(Best Exploitation: Roxy)
The weekend saw many Tacomas go to the nearby Puyallup fair, which probably hurt the picture at showhouses. However, with 'Steamboat' at the Roxy there is plenty of house, and Music Box has strong dual in 'Glory' and 'Requiem'.

Best exploitation at Roxy with 'Steamboat' (Fox) and 'Requiem' (Fox) dual, four days, \$2,800. 'Requiem' (Fox) dual, four days, \$2,800. 'Requiem' (Fox) dual, four days, \$2,800. 'Requiem' (Fox) dual, four days, \$2,800.

Melody' OK \$45,000 in N. Y.,

With Agent Pushing \$35,000;

'39' Forced Out Despite \$34,000

(Best Exploitation: Capitol)

Fight was expected to cut into flights last night (Tuesday), but the victors are offsetting that in road through being here over weekend or remaining for a day or two after the fight. Business on Broadway is generally strong.

Three new pictures reached town this week. 'Special Agent' is strong at the Strand, around \$35,000, while 'Broadway Melody' at the Capitol, also up. 'Broadway Melody' was given a Wednesday night (18) premier. That and first eight days of run through to Friday, week, change day will add up near \$45,000. Big midnight trade is a factor at the Strand. 'Melody' will be held over, also 'Agent'.

Among houses changing will be Music Hall, which will be lucky to hit \$70,000 with 'Steamboat' (Fox) and 'Night Life' (WB). The Roxy is forced to

take out '39 Steps' because it is committed to play the WHN Barn Dance unit, and Riv opens 'Red Salute' Friday (27). Hall brings in 'The Married Lady' (Col) tomorrow (Thursday), 'Steps' on current (second) week will go to fine \$30,000 or so. House would like to have played it third week, especially in view of the coming Jewish holidays.

Pictures on holdovers include 'Dark Angel' at the Rivoli, which may hit \$10,000 on its third week, and 'Big Broadcast', which on second week at the Paramount is figured to do \$21,000 and will be retained a third.

The State is enjoying good business with 'Karenina' on its screen and Louis Sobol, columnist, on stage. Indications point to \$22,000 or better. Palace, on its final week of vaudeville, is playing 'Page Miss Glory' and just fair, \$8,000 over. House goes straight pictures Friday (27) with 'Top Hat' first attraction cover. The Roxy is forced to a vaude combination on Broadway.

'Crusades' got \$8,000 last week, third, and on first five days of the month, current has dragged down to \$3,000. House is being picked up by Local 30. This began Friday night (29).

Metrow went to town on selling 'Melody'. Jimmy Duggan was on hand to buy the first ticket at the premiere Wednesday night (27). 'Melody' is being sold by broadcast from the lobby on a hook-up with WINS. Eleanor Powell, Three Brown Brothers, and Lyman, Ritz Bros. and other big names from the picture were planted on the other in downtown department stores.

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Fay's is likely to have the edge over the others since it is the only spot in town with vaudeville. In pushing its bally on 'Dark Angel' this week, Loew's grabbed off a half dozen window displays in downtown department stores. It is often any theatre can get department stores to go for windows like Loew's managed to get to the top in addition theatre and stores idea of co-operative ads. Then there was some special plugging via the radio, being the usual show stuff.

Estimates for This Week

Loew's State (3,200; 15-25-40)—'Dark Angel' (UA). Although this is the only spot in town with a solo program, indications are this one will be a big success. Opening week and figures for \$12,000. Last week, 'Here Comes the Band' (MG) and 'Folies Bergere' on stage; book in chin with the others in town; a.s.g. at \$7,000.

RKO Albee (2,500; 15-25-40)—'Over the Andes' (U). Considering everything, business is not so bad. Thursday opening had much to do with the picture. Opening week at least \$8,500 in prospect. Last week 'Sweetest Annie' (Liberty) and 'Folies Bergere' on stage; book in chin with the others in town; a.s.g. at \$7,000.

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Cugat and Casa Loma Orchestras Up 'Boss,' 19G, and 'Band,' 24G, Wash.

Washington, Sept. 24. (Best Exploitation: Fox) Vaude houses are way out in front this week, thanks to holdovers from last week's big week. Repeats are doing okay, however, in four-of-five remaining and bid to keep total gross for town up to snuff.

Fox is giving Casa Loma band repeat for most of big week, also featuring 'Here Comes Band' and 'Musk's' well-timed hit, but younger generation here has been howling. Bright Grey for two seasons and is turning out en masse.

Rialto, which Tom Moore opened in attempt to pull program to east end of gay white way again, folded Saturday (21) with threat to enlarge stage and comeback soon with heavy footlight fare to support p.k. House hasn't got film franchise and had to scramble for flicker product first two weeks. Five-piece pit band under Creator couldn't offset lack of celluloid names.

Belasco is playing first foreign language pic of season, 'Red Head,' and is taking 'Waiting as Judged by the Critics' of British stage. House is going heavy on gags with free coffee and cigarettes in lounge and under portier's watch. Excursions every week amounting to only double feature offer on first-run run.

Best ball honors in week when the press agency took a rest to go for staging party. Glen Gould and pulling both drama and radio scribes.

Estimates For This Week
Earle (WB) (2,424; 25-35-60-70) — 'Married Her Boss' (RKO) and 'Vaude.' Colbert rep plus Xavier Cugat radio popularity on stage added to nice week in city. 'Bright Lights' (FNU) took satisfactory \$15,000.

For (Loew) (3,434; 25-35-60) — 'Here Comes Band' (RKO) and Casa Loma or on stage. Latter gets most credit for big \$44,000. Last week 'Redheads' (Fox) bailed into oke \$13,000.

Keith's (RKO) (1,830; 25-35-60) — 'Top Hat' (Radio) and 'March of Time' helping fourth week toward swell \$9,000. Last week same pic in third week won big \$11,000.

Palace (Loew) (2,563; 25-35-60) — 'Steamboat' (Fox) (2nd week). Probable nice \$12,000. Last week same film chalked up very big \$22,000.

Columbia (Loew) (1,263; 25-35-60) — 'Karenina' (MG). Garbo getting big \$5,500 for third week on mainstem. Last week took 'China Seas' (MG) took good \$4,000.

Met (WB) (1,853; 25-35-60) — 'Accent on Youth' (Par). Repeat after big week. Earle getting repeat of \$3,000. Last week repeat of 'Annapolis Farewell' (Par) snuck through with same figure.

Belasco (Radio) (1,100; 25-35-60) — 'Red Head' (Auten). French flicker first for week. Second week of season in stronghold of European films here. Despite critics' praise for kid star, week won't better \$10,000. Last week 'March of Time' (MGM) (GB) stayed 10 days to get oke \$3,000.

'BOSS' A SMASH \$12,000 IN SEATTLE, GARBO 9:45

Seattle, Sept. 24. (Best Exploitation: Fifth Ave.) 'Top Hat' goes into second big week, from all appearances at Orpheum, showing enough stuff in first week to change usual policy on turnover to make sure the show is stepped well ahead of 'Call of Wild,' which held year's top. Fifth Ave. going heavy for 'Top Hat' while Liberty is plugging with 'Married Her Boss' as comparable to it. Happiness One Night, which set the house's long-run record.

New shows all around except at Orpheum. Pyralis fair got great weather break last week, closing Sunday with Hot Gibson enacting a rodeo. The fair cut a bit into the week, as it has both day and night shows.

Best exploitation for Garbo at Fifth Ave. behind serial story of her life run in local Seattle papers with special advertising calling attention to story. This getting results from the box office.

Estimates for This Week
Blue Moon (Hamrick) (950; 27-37-42) — 'Peter Grimm' (Radio). Booking on Monday. 'Peter Grimm' help b.o., but bad at \$2,500 price. Last week 'Diamond Jim' (U) (2d week) took \$2,000 okay.

Capitulum (Evergreen) (1,800; 21-37-42) — 'Escapade' (MG) and 'Men Without Names' (Par) dual. Good for \$4,000. Last week, 'Doubting Thomas' (Fox) and 'Calm Yourself' (MG) dual, good \$3,600.

Capitulum (Evergreen) (2,400; 27-37-42) — 'Karenina' (MG) and 'Escapade' for Garbo, b.z. started off big-

gest for her in years, looks to reach strong \$9,500. Last week, 'Miss Glory' (WB) \$9,900, good. 'Call of Wild' (U) (1st week) (2d week) — 'Married Her Boss' (RKO). Plenty of bally, and b.z. smashing through to \$12,000. Sunday broke all records in Seattle. Last week 'Red Head' (Auten) (Radio) and 'Call of Wild' (U) dual, up at \$4,100, good.

Music Box (Hamrick) (2,700; 27-37-42) — 'Gay Deception' (Fox). Ted-der in lights and ads, slow trade at \$2,800. Last week 'Steamboat' (Fox) 3rd week \$3,300, good.

Orpheum (Hamrick) (2,700; 27-37-42) — 'Call of Wild' (U) (2d week). Still big \$8,000, on holdover. Last week, same film, \$18,300, immense.

Paradise (Evergreen) (3,108; 27-37-42) — 'Here Comes Cookie' (Par) and 'Jaina' (WB) dual. Fair at \$4,000 on mainstem. Last week (Radio) and 'Redhead' (Fox) dual, \$4,800, good.

'Hot Tip' and 'Folies' Combo Not So Hot \$11,000 in Columbus

Columbus, Sept. 24. (Best Exploitation: Palace) Last season's last week show was 'Folies Bergere' at Palace. This season's first stage show is same name at same theatre, which may account for public's partial lay-off at b.o. window. Evident surprise of last show to this may have got away from b.o. window.

Big mistake made somewhere booking 'Folies' in for two weeks. Central offices making big efforts to get 'Folies' into Detroit for next week, if union business smoothed over in that city. Second week for 'Folies' in Columbus would be fatal.

With Grand (RKO) set for opening Friday night, and workmen giving it finishing touches, Major Bowes troupe to open same day at Ohio, and second week of 'Folies' at Palace, business should be cat and dog in this city.

Grand looks swell, built from bottom up by Dusenbury Bros. estate, owners of building, and with RKO putting in little cash.

Palace worked hard on 'Folies' with tie-ups all over town. \$300 for 'Folies' on mainstem. Expense for sign will be split with Cleveland, when show goes there. Best plug of week was 'Folies Bergere' hand sign on mainstem. Expense for sign will be split with Cleveland, when show goes there. Best plug of week was 'Folies Bergere' hand sign on mainstem.

Estimates for This Week
Palace (Loew) (3,075; 25-35-60) — 'Hot Tip' (Radio) and 'Folies Bergere' on stage. Week should shoot out \$11,000, not enough with French extras added. 'Accent on Youth' (Par) broke even, \$7,000, last week.

Broad (Loew-VA) (2,500; 30-42) — 'Broadway' (FNU). Raring well, in spite of opposition across street, \$5,500 in sight. 'Steamboat' (Fox) (2nd wk) dried out for \$4,000.

Ohio (Loew) (1,000; 30-42) — 'Dark Angel' (UA). Low, with \$4,500 expected. 'Call of Wild' (U) (2d week) dried out for \$4,000.

Majestic (RKO) (1,100; 25-35) — 'Top Hat' (Radio) (3rd wk). Still holding up, with \$3,500 coming up. Last week about same.

L'ville Lopes at the B.O. With OK Weather and Pix

Louisville, Sept. 24. (Best Exploitation: Loew's) The final showings of 'Steamboat' at the Strand and 'Top Hat' at the Crown, completing their respective runs, again allowed the city to record acceleration to biz in first-run houses here.

With the aid of cooler weather, and the unusually powerful draw of 'Steamboat' and 'Hat,' patrons in town here are being again become theatre conscious. As yet, practically all downtown houses again becoming accustomed to seeing a picture at the box office, a sight long missing.

No outsider in town this week, major houses running en masse for business. Dual 'Here Comes the Band' and 'Thin Man' at Loew's. Stage topped top honors with \$5,200, but other houses were doing well. And it's really a toss-up this week when it comes to selecting a top picture.

Infantile paralysis situation has abated considerably, schools in city opened (23), and children under 14 are again allowed in the theatres. Some houses are scheduling special Saturday morning matinees, and the city has announced that Mickey Mouse Birthday Party for

Saturday morning (23), at which an all-day bill will be shown. Exploitation nod this week goes to Loew's State, with a splash on white space, and liberal use of window displays, tie-ups with music counters, etc.

Estimates for This Week
Brown (Ind) (1,500; 25-40) — 'Top Hat' (Radio) (3rd week). Riding along on mainstem, and window display to see this latest Alastair Rogers opus, final week garnered a good \$4,000. Last week \$3,500.

Loew's State (Loew) (1,500; 25-40) — 'Thin Man' (MG). Plenty of engagement which broke records for this house. Last week same film, through for a nice \$3,500. Rialto (Loew) (1,250-40) — 'Annapolis Farewell' (Par). Got its share of the cool weather pick-up, closing with a big \$4,500. Last week 'Two for Tonight' (Par), fair enough at \$2,200.

Loew's State (Loew) (1,500; 25-40) — 'Here Comes the Band' (MG) and 'Thin Man' (MG) dual. Decidedly not in the smash class, but getting its fair share of the biz, \$5,000 should about tell the story, not so forte, but also not so bad. Last week 'Call of Wild' (U) (Radio) gained fair \$3,300.

Strand (4th Ave.) (1,450; 15-25-40) — 'Steamboat' (Fox) (3rd week). Wound up a spook three weeks session, with mighty nice \$3,500. Last week same film garnered a big \$3,000. House making swell splash on next week's 'Red Heads' (Fox) which should keep this Chestnut street theatre well up in the running.

Mary Anderson (Libson) (1,000; 25-40) — 'Special Agent' (WB). Getting its reasonable share of the cooler weather upturn in biz, and should garner a net \$2,800. Nothing startling, but good enough. Last week 'Bright Lights' (FNU) okeh \$3,000.

National (Ind) (2,400; 25-40) — 'Runaway' (Loew) (U) (Radio) (2d week). Reveals. Pickup being noticed here, with class of stage attractions difficult to get. Last week, \$5,000 of customers in this town who still go for live talent, garnished with a flicker. Gross looks like a pretty fair \$3,500. Loew's (WB) (U) (Radio) and vaude rather weakish \$2,200.

Alamo (Ind) (900; 15-25) — 'Raven' (U) and 'Streamline Express' (Mas), dual, splitting with 'Heldorado' (U) (Radio) and 'Chasing Yesterday' (Ind). Plays to dependable class of trade, with grosses consistently holding to practically same figure each week: \$1,200 about the mark here. Last week with last week's 'She' (Radio), and 'Sweepstakes' (Lib) (Lib), dual, splitting with 'Gambling' (Ind), and 'Chasing Yesterday' (Ind).

'BOSS,' 17G BIG IN CINCY, BUT 'GIMM' NSG

Cincinnati, Sept. 24. (Best Exploitation: Albee) 'Traffic in the first-run district okeh \$12,000 about the mark here, indicating same take by and large as last week. Cooler weather, following bright spell of summer, seemed to help.

'Married Her Boss' pacing the procession with \$17,000 for improved second week. 'Top Hat' is next best screen draw for \$9,500 at the Palace. Keith's, with 'L'ville Lopes' (Radio), \$5,500, and Capitol is getting \$4,000 on 'Peter Grimm.'

Shubert,ambo palace, doing okay with 'Hot Tip' and Leo Carrillo, the extra flesh with 'Hollywood Parade' unit, at \$14,000.

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Albee (RKO) (2,300; 35-42) — 'Boss' (Col). Colbert the swing for \$17,000, great 1st week. 'Accent on Youth' (Par), slowed in last half, \$8,000, n.s.g.

Shubert (RKO) (2,150; 35-55) — 'Heldorado' (U) and Leo Carrillo processing with 'Hollywood Parade' unit. Carrillo, the b.o. boom for \$14,000. Last week 'L'ville Lopes' (Radio) and 'Chasing Yesterday' (Ind), \$15,500, new high.

Palace (RKO) (2,600; 35-42) — 'Two for Tonight' (Par). Crosby, Benny, come jugglin' lightly for \$3,500. Last week 'Diamond Jim' (U), \$10,000.

Loew's State (Loew) (1,400; 35-42) — 'Top Hat' (Radio). Holding for third downtown week, \$5,500, hefty. Last week \$9,000, theatre's best big for movie. Last week \$5,000 in initial week at Albee, a record for that house at present scale.

Keith's (Libson) (1,500; 30-40) — 'Live for Love' (Radio). Last week the sales angle. Lukevarn, maybe \$4,800, fair. Last week 'Call of Wild' (U) (Radio) and 'Annapolis Farewell' (Par). Barrymore topping title swell reviews but a little 'L'ville Lopes' (Radio) and 'Karenina' (MG) (2d week) \$5,000.

Hutton (Femme) Band and Weems Orc Up 'Angel' and 'Boss,' 20G Each, Balto

Baltimore, Sept. 24. (Best Exploitation: Fox) Two nice, fat, hens, and two scrawny ones in the Balto b.o. basket this week. Topping the town is 'Boss' (RKO) (1,800; 25-40) which broke away at start Sunday (22) for what looks like a real rampage: \$9,000. Last week, which will be biggest in moons here, H.O. assured.

The pair of vaudeurs riding high with 'Boss' are the Hipsy's, where strong combo of 'Married Her Boss' and 'Ted Weems' okeh in stage has 'em all agog. They're standing all over house in the evenings, and mats are very bright. Looks like splendid \$19,000. The Century is per behind, but still very gala with 'Dark Angel' fascinating femmes, plus a stage show headed by Ina Ray Hutton and the men like. Pace has been steady from start and looks to be moving toward \$20,000.

Two for tonight! at the swanker Stanley is brutal right from opening, won't top \$4,000. Presence of nobody else in 'Boss' and 'Ted Weems' Keth's not accountable since 'Two for Tonight' had three-day run and biz was negligible from jump.

Herb Morgan's campaign for stage and screen features at the Century moved out laudable layout arranged for Hipp's combo bill by H. Red Routsen.

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Century (Loew) (3,000; 15-25-35-45-55-65) — 'Dark Angel' (UA), and vaude headed by Ina Ray Hutton and the men like. Pace has been steady from start and looks to be moving toward \$20,000.

Two for tonight! at the swanker Stanley is brutal right from opening, won't top \$4,000. Presence of nobody else in 'Boss' and 'Ted Weems' Keth's not accountable since 'Two for Tonight' had three-day run and biz was negligible from jump.

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Baltimore, Sept. 24. (Best Exploitation: Fox) Two nice, fat, hens, and two scrawny ones in the Balto b.o. basket this week. Topping the town is 'Boss' (RKO) (1,800; 25-40) which broke away at start Sunday (22) for what looks like a real rampage: \$9,000. Last week, which will be biggest in moons here, H.O. assured.

The pair of vaudeurs riding high with 'Boss' are the Hipsy's, where strong combo of 'Married Her Boss' and 'Ted Weems' okeh in stage has 'em all agog. They're standing all over house in the evenings, and mats are very bright. Looks like splendid \$19,000. The Century is per behind, but still very gala with 'Dark Angel' fascinating femmes, plus a stage show headed by Ina Ray Hutton and the men like. Pace has been steady from start and looks to be moving toward \$20,000.

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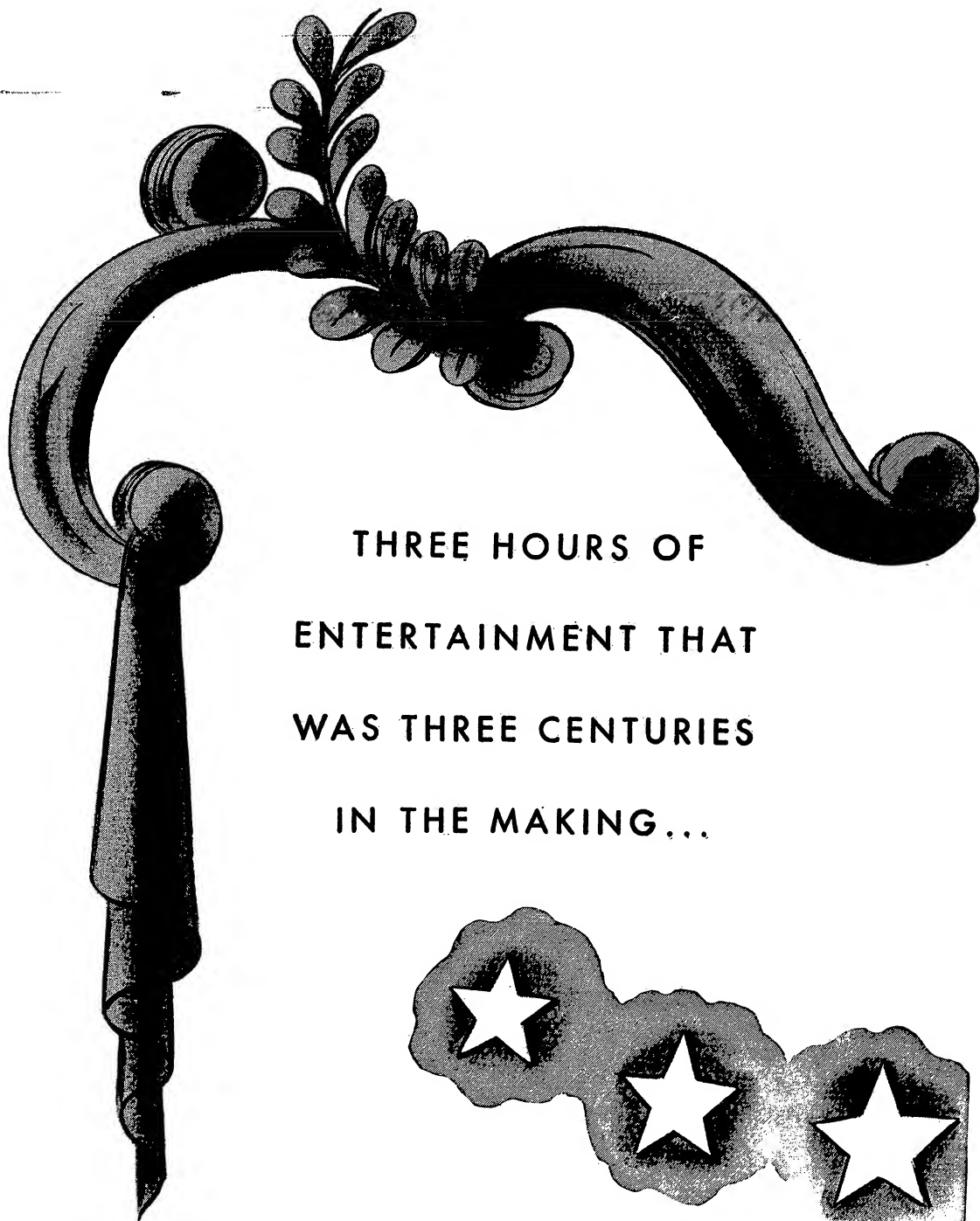
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ment in performance here, probably being aided by Lewis-Collins' capa-



WARNE

MAX RE

first motion p



A MIDSUMMER

from the classic comedy by

WILLIAM SHAKESPEARE

The

JAMES CAGNEY JOE E. BROWN

OLIVIA DE HAVILLAND JEAN MUIR

ROSS ALEXANDER VERREE TEASDALE

MICKEY ROONEY HOBART CULLEN

*Augmented by many hundreds of others in spectacular**The music arranged by Eric**The one thousand, two hundred and eighty-four costu**Special photographic effects by Fred**The entire production*

MAX REINHARDT

BROS.

NHARDT'S

ure production

NIGHT'S DREAM

accompanied by the immortal music of

FELIX MENDELSSOHN

ayers

DICK POWELL ANITA LOUISE

HUGH HERBERT FRANK McHUGH

ALE IAN HUNTER VICTOR JORY

AVANAUGH GRANT MITCHELL

lets directed by Bronislava Nijinska and Nini Theilade

Wolfgang Korngold

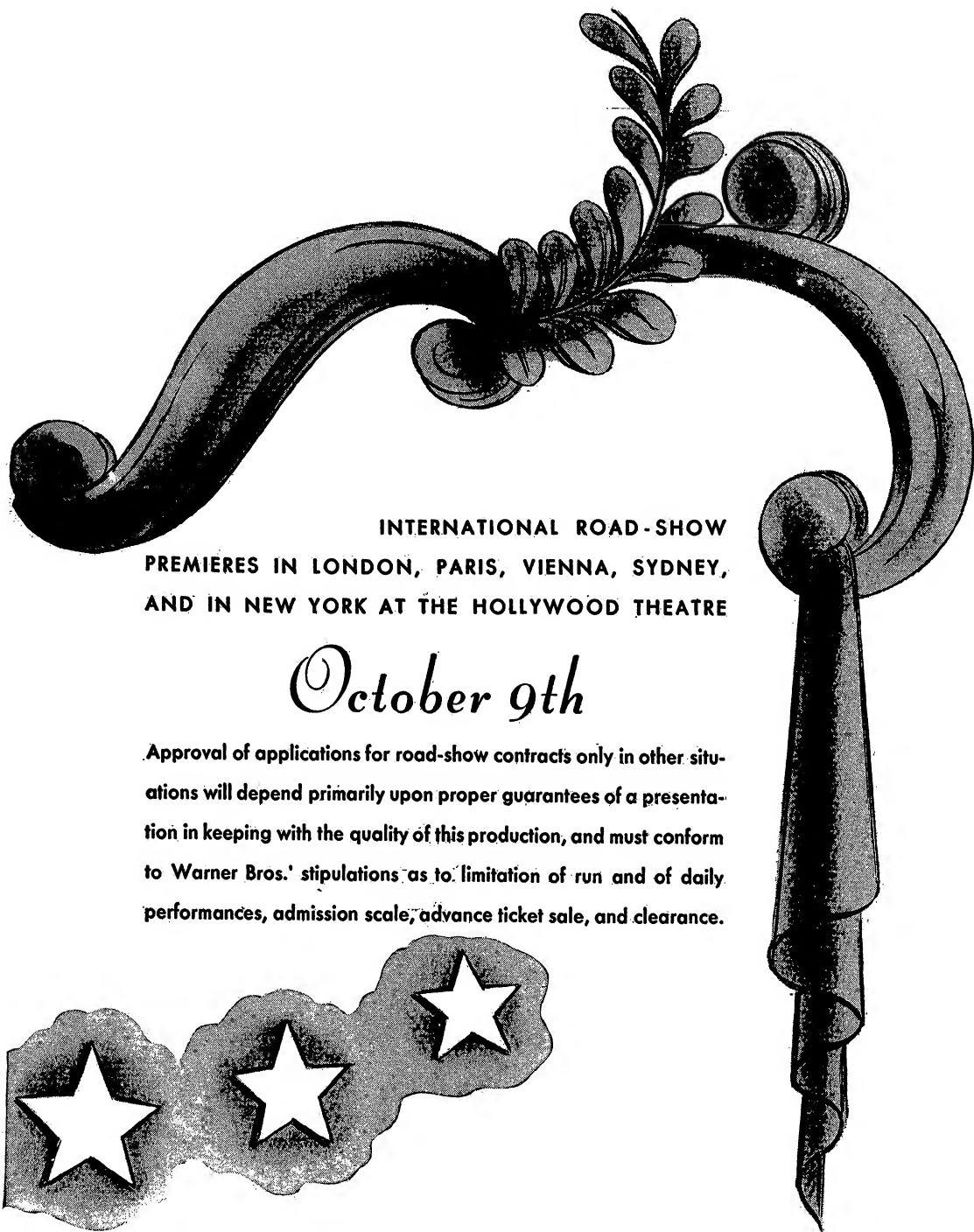
es designed by Max Ree Photography by Hal Mohr

an—Byron Haskin—H. F. Kaenekamp

Personal direction of

WILLIAM DIETERLE





INTERNATIONAL ROAD-SHOW
PREMIERES IN LONDON, PARIS, VIENNA, SYDNEY,
AND IN NEW YORK AT THE HOLLYWOOD THEATRE

October 9th

Approval of applications for road-show contracts only in other situations will depend primarily upon proper guarantees of a presentation in keeping with the quality of this production, and must conform to Warner Bros.' stipulations as to limitation of run and of daily performances, admission scale, advance ticket sale, and clearance.

THE SINGING ROMANTIC FIND OF THE YEAR



NINO MARTINI

THE MUSICAL ROMANCE THAT BRINGS

A new star flashes! A new romantic personality enthalls the nation's millions. A voice of immortal power and beauty storms their emotions. READ!

"Will cause a reign as golden at the box-office as Grace Moore's 'One Night of Love'."

—Hollywood Reporter

"Martini's vocal ability seldom if ever equalled on the screen. Will knock audiences silly!"

—Variety Daily

Here's to

"Martini's singing will surpass anything the studios have given us yet!"

—Los Angeles Record

"A box-office smash! Nino Martini triumphs! The house rang with handclapping and 'Bravos'."

—Los Angeles Times

"Nino Martini won an ovation. There were bursts of applause, a thunderous salute, loud bravos."

—Hollywood Citizen News

NEW GLORY TO THE SCREEN!



Romance

A JESSE L. LASKY PRODUCTION

with

NINO MARTINI

GENEVIEVE TOBIN

ANITA LOUISE

MARIA GAMBARELLI

Mme. Ernestine

SCHUMANN-HEINK

REGINALD DENNY

VICENTE ESCUDERO

Directed by Alfred E. Green. Screen play by Ernest Pascal and Arthur Richman. Original story by Ernest Pascal and Sonya Levi

A FOX PICTURE



THE KEystone OF YOUR FUTURE

OPEN YOUR DOORS TO OPPORTUNITY!

Showmen! You have a new money-name! Hailed in radio, hailed in opera . . . Nino Martini in "HER ROMANCE" sweeps motion picture audiences on their feet with the greatest tenor voice since Caruso. Preview crowds thundered their enthusiasm. And so will yours! Here is a box-office picture whose profit possibilities are *limitless*!

WELCOME THIS NEW PERSONALITY
... AND SAY IT WITH SHOWMANSHIP!



THE KEystone OF YOUR FUTURE

ST. L. THEATRE'S INVOLUNTARY BANKRUPTCY

St. Louis, Sept. 24. An involuntary petition in bankruptcy was filed in Federal court today (Tuesday) (11) against Theatre Realty Co., subsidiary of Fox Theatre Corp., controlling Fox theatre building.

Plaintiffs, William C. Powell, Manuel M. Schults and David Blumenthal, of Chicago, who hold, respectively \$1,000, \$2,500 and \$2,000 of defendant's first mortgage bonds dated Oct. 1, 1927, allege that realty company was insolvent. Petition further charges bonds have been in default since October, 1931. Petition asks that company be reorganized under amended bankruptcy law as last report of receivers, Edmund Koeln, and Collector of Revenue, and James T. Blair, former State Supreme Court judge, shows loss of \$34,036 which does not include defaulted bond interest or receivership fees. The Theatre Realty Co. issued \$4,500, 000 in first mortgage bonds against Fox Theatre and Humboldt Bldg., six-story office building at southeast corner of Washington and Grand boulevards, where the theatre was built. Application to file an intervening petition was filed in Circuit Court on Thursday (19) by William L. O'Malley, receiver, and holder of a \$1,000 debentured bond of Theatre Realty Co. Application was taken under advisement.

Legal fees totaling \$152,000 were sought in receivership fees. The Theatre Realty Co. was owned by Fox (Fanchon & Marco), in hearing Saturday (21) before Circuit Judge O'Malley, who will hear further evidence this week. The receivers, James T. Blair, former Missouri supreme court judge, and Edmund Koeln, former collector, each petitioned for \$35,000, while their attorneys, John S. Leahy and Guy A. Thompson, ask for \$25,000 each. In St. Louis, United Trust Co., plaintiff in suit, asked for fee of \$2,000. Its counsel, the law firm of Bryan, Williams, Cave & McPeckers, presented a bill for \$15,000. Trust company was trustee under a mortgage deed of trust covering a bond issue secured by the building. The receivers and their counsel were appointed in January, 1935, when the work was done without compensation. It was pointed out in petition that receivers have collected \$34,441 since taking charge.

Bondholders' Protective Committee is about to effect a reorganization which will terminate receivership, court was informed. The proposed fees were said to have met with no objection from committee. However, William W. Reider, Jr., attorney for William L. Reiman, owner of a defaulted \$1,000 bond questioned Leahy and Thompson in reference to a contract whereby receivers are paying \$1,000 a year to St. Louis theatre, fifth Fanchon & Marco house here, and which has been closed for nearly a year. Contract enables receivers to control operation of rival theatre which it has shows. Sleater contended it was not an advantageous contract which is denied by receivers. Reiman sought to file an intervening petition in receivership, but his petition to intervene was overruled on (21) by Judge O'Malley.

NO CHILDREN UNDER 16 INTO CINEMAS IN R. I.

Providence, Sept. 24. Downtown and neighborhood theatres have been requested by health authorities to bar admission to children under 16 because of influenza paralysis. Disease claimed 22nd victim in Rhode Island Sunday (22). Exhibitors have agreed to cooperate with health officials. No child will be admitted to theatre until schools open.

Paralysis epidemic has claimed more victims this year than the 1918 outbreak.

Bertram, Auens Walk

Berlin, Sept. 15. Fritz Bertram, for many years president of the Berlin Film Exhibitors, resigned suddenly. Another big shot here, Carl Auens, managing director of the Schachschachtel Film, also walked out.

N. D. Att'y General Loses 'Bank Night' Test Case; Legal

Minneapolis, Sept. 24. 'Bank Night' has been decreed not a lottery, and legal in North Dakota in the District Court at Jamestown, N. D. The decision is in defeat for the State Attorney General, who brought a test action against Ben Ash, manager of the State, Jamestown, a Bonnie Berger house, charging maintenance of a lottery in the holding of 'bank night'.

The Attorney General had ruled 'bank' illegal and had ordered exhibitors to cease its use. In order to obtain a court decision, however, he was agreed to prosecute Ash.

It is not believed that the state will appeal the decision.

FOX INTERMOUNTAIN'S EXPANSION PROGRAM

Denver, Sept. 24. Fox Intermountain is continuing its expansion program in this territory. New houses are being reopened, with others under consideration, and many theatres are being rebuilt.

In Boulder, Colo., a college town, the Curran is being torn down for a new house, ready for opening about Jan. 1, at a cost of \$100,000. During the rebuilding of the Curran, the Fox Tels. also in Boulder, and the Fox Tels. also in Boulder, are being rebuilt. The new house at the Curran, Fox also owns the State at Boulder, making it an exclusive Fox town.

At Elko, N. M., a new house will be reopened with new seats, but with old equipment that has been stored in Las Cruces, N. M., the Del Rio, which has undergone a thorough cleaning, will open again soon. The Plaza, Las Vegas, N. M., rebuilt following fire, will also be reopened. The addition of these houses now gives Fox two theatres in each of these towns.

Omaha

(Continued from page 10)

age with 'Big Broadcast' the attraction, and Brandels, hitting a near capacity pace with 'Married He Boss'.

On outside intruder for the week will be 'Hounds-Wallace tents playing the town Sunday for the last circus stand of the year here. The weather is clear sailing and with excellent fall weather in prospect it looks like satisfaction on every front.

Leahy Aide to Lubitsch

Hollywood, Sept. 24. Fred Leahy, for the past 15 years production manager at Paramount, became executive assistant to Ernst Lubitsch yesterday (Monday).

Fred Johnston, Leahy's assistant, succeeds him as production manager with Dick Blaydon and Curtis Nick as assistants.

Night Football, Weather Dents Pitt but 'Hat' 23G

Pittsburgh, Sept. 24. Despite flood of bad attractions, take this week won't approximate expectations. Warner's weather, couple of big night football games and 'Bae-Louis' broadcast, among reasons why biz is bogging after couple of great seasons lately.

Little doubt about the leader. That's 'Top Hat' at Penn. Should gather big \$23,000 and while high for this site's gross, it's not up to what it was on basis of musical's returns elsewhere. Will stay over here. Stanley dipping a bit with 'Special Agent' and medley of 'Bae-Louis' broadcast. 'Bae-Louis' puffs not enough to give flicker any momentum, and present outlook is for ordinary \$15,000.

Town's latest first-run, small-seat Art Cinema, got off last week to 'encouraging start, pulling in close to \$20,000 with 'Constant Nymph' and opened, fair enough yesterday (23) with 'My Song for You'. Another disappointment is 'Farmers Take Wife' at Alvin. Started off at just about average and despite rare notices in all the dailies, will hardly better than \$15,000.

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Estimates for This Week: Art Cinema (Silverman) (290; 30-40) - 'Farmers Take Wife' (Fox). Gaynor's draw seems to be slipping and average notices unable to build one above \$7,000, fairly ordinary for this sort of attraction. Last week \$10,000. 'Constant Nymph' (GB) got art-house off to encouraging start at \$900. Site had policy few years ago and made money until depression came along. Figured to stand a

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Coins Are Jingling Again, So Aimee Will Barge Back Into Her Temple

Gov't Paradox

(Continued from page 5)

John Dickinson and Special Assistant Russel Hardy for appointment of a special tribunal of two circuit and one district judges to listen to the injunction plea. Reasons were not given, much to the dislike of representatives of independent exhibitors demanding that the long-deferred trials be speeded.

The government's intention to give major distributors the works and try to break up discriminatory leasing is said to be as strong as ever, despite Reed's refusal to go along on the expediting coup scheme. In fact, this fact it is rumored, that more than one attempt has been made to get the White House to step in and that persistent endeavors have been made to have the indictments quashed.

'An Example'

Regardless of the attitude of the Acting A. G. or of Attorney General Cummings, now vacationing in Europe, the anti-trust case in the Justice Department wants to make an example of Warner Bros., Paramount, RKO and their affiliates in St. Louis, and numerous officials are pictured as desiring to see the government break up what it insists is a trust. Just how serious the individuals in charge of the film cases take their responsibility is demonstrated by the fact that they even went so far as to ask Chief Justice Charles Evans Hughes of the U. S. Supreme court to designate a district judge to hear the cases. D. J. people are very put out with the St. Louis judges and feel too much consideration has been given to the indicted firms and individuals.

Hat being put on the Justice Department by indie politicians in all sections, with local politicians reported to be using every available weapon to get the government crude broadcast. Complaints have come in from a half dozen states about the sales methods of majors, with the number growing rapidly. Indies appear to realize that the would offend some hope, but that since this protection has been wiped out the only source of relief is in the anti-trust campaign. If the St. Louis cases result in a government victory, many are predicting there will be additional proceedings in other metropolitan areas along the same line.

No More Particulars

District Judge George H. Moore on Saturday (21) denied application of Jacob M. Lashly, counsel for RKO Dist. Corp., and Ned DeLoach, its president, for a further bill of particulars with which to prepare the defense of his clients, indicted jointly with seven other film producers and distributors, at the trial set for Oct. 30. Russell Hardy, special attorney-general in charge of the prosecution, came here from Washington to oppose Lashly's motion. In response to an order of Judge Moore, Hardy served Lashly with a bill of particulars which the latter characterized as 'so vague and indefinite as to be useless to the defense.' Hardy, in his reply to Lashly's argument, said the latter was pursuing the course he had adopted as a means to fight against the time when his clients must go to trial and to cause every possible delay.

The hearing lasted more than two hours and many St. Louis attorneys, attracted by importance of the case in the film industry, crowded Judge Moore's courtroom.

Milt Arthur, planning attorney (26) to St. Louis to testify for the Government in the restraint hearing against Warners and other major distributors set for Sept. 30. Arthur, along with his brother, Harry, are partners with Fanchon & Marco in St. Louis theatre operation.

riedgen on Ray Pic.

Hollywood, Sept. 24. East to arrange distribution on the Charles Ray comeback series for New Century Pictures is Raymond Friedgen, sales manager and distribution exec. Friedgen's luck.

Los Angeles, Sept.

Grosses are picking up at Angeles, so Aimee Semple McPherson, the wandering evangelist, will return to the pulpit. Aimee has been in the back some time, awaiting a take. Meanwhile, Rhea Crawford Spilva, one-time 'Angel of Broadway' and newspaper woman, has been spelling her out. Unlike Aimee, Rhea features the expose of bawdy houses and demands their closing by the police department as her selling point.

Angels Temple has always been a closed corporation. No one has ever been able to ascertain how much money the religious three-ringed circus made. Real estate holdings have been estimated at \$1,500,000.

At one time it is said that Aimee was receiving around \$5,000 weekly in collections, which was supposed to be her end. Not of the Temple and its various branches was taken care of by special offerings and sale of temple books, papers and other accessories.

When depression hit the shebang, Aimee took to the road, but didn't clean up. Publicity-loving and wise, she managed to keep herself in the limelight while she contracted Miss Spilva to take her place in the pulpit. Aimee opposed the personality, delivery and ideas, Aimee knew that when things broke, her return would be financially triumphant.

Now she is preparing to get back in harness, is calling all the newspaper boys by their first names, making the rounds to say 'hello' to her old pals, who are legion.

Aimee has always been seen with the press, can count more newspaper friends than a politician. It has always been her practice to call in the newshounds, ask their opinion about the case, and then make them. Only once did she fall to give them the break; that was on her disappearance.

DE LAPP BACK AT PAR AS FIRST AIDE TO PINE

Hollywood, Sept. 24.

Terry De Lapp rejoins the Paramount publicity staff next Monday (30), taking post of department editor and assistant to Bill Pate. His spot of day city editor of the Los Angeles Times will be taken by Dana Burkhalter, daily picture editor, until the latter is promoted into latter's spot from reporting job.

De Lapp, who left Paramount a year ago for the Times takes the place of the late Herb Moulton, who over to the planning department under Ted Cartle.

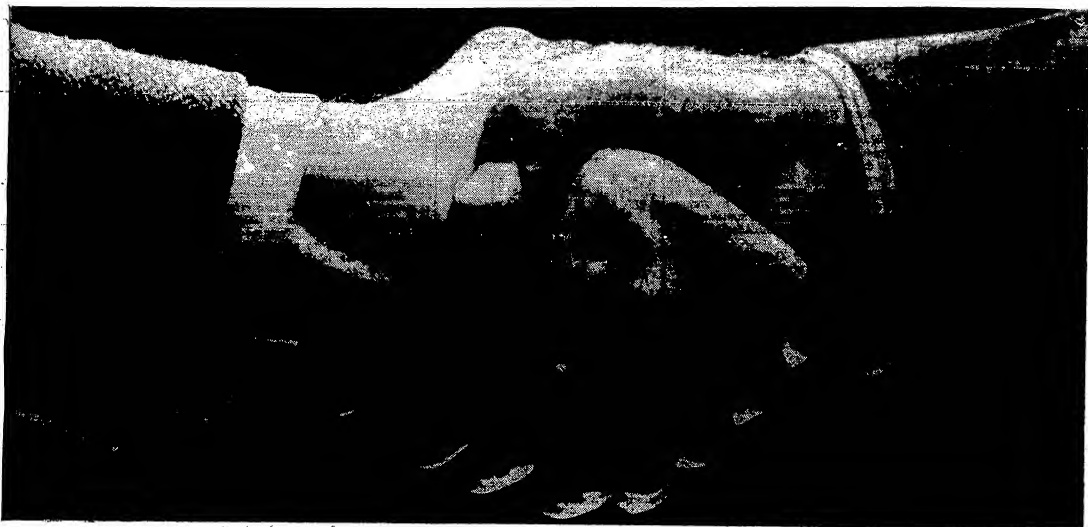
Rodney Bush arrived from the east to take charge of the Paramount studio publicity department. He replaces Herb Moulton, who gets promotion to post of producer and director of Paramount shorts at the local studio.

Pix Would Ban Carnys

John N. B., Sept. 24.

Complaints have been made by film exhibitors in St. John that touring carnivals and circuses should not be given licenses, on the ground they take too much money out of the city and environs at a time when money is scarce at the box offices of many local amusements, theatres, dance halls, beaches and parks, which pay heavy taxes and also distribute their receipts among employees, wholesalers, retailers, contractors, etc., of the season.

The exhibitors are more perturbed against the carnivals than the circuses, the feeling being that the circuses will bring in thousands of outsiders, who may patronize the local theatres, as well as attending a circus performance. For the carnivals, the feeling is that the outsiders is comparatively weak. Indications are that the number of carnival licenses for St. John will be lifted to three or four annually.



Everybody's congratulating everybody else!

BROADWAY MELODY of 1936

JACK
**BENNY
LEONOR
POWELL
ROBERT
TAYLOR**

UNAMERKEL - FRANCES LANGFORD
SID SILVERS - BUDDY EBSSEN
JUNE KNIGHT - VILMA EBSSEN
HARRY STOCKWELL
RICK LONG, JR.

Directed by Roy Del Ruth
Produced by
John W. Tompkins

- Sensational at its Capitol, N.Y. World Premiere!
- Opening engagements over week-end are terrific!
- It's the beginning of a new page in box-office history!

M-G-M's GREATEST MUSICAL

AND THE NATION'S MUSIC MASTERS ACCLAIM



• The Broadway Melody of Success lingers on with the greatest hit-team in song biz, Nacio Herb Brown, Arthur Freed

The Song Hits of Brown and Freed



RICHARD HIMBER
"All the colorists, writers and musicians told me one would be expressing my opinion of your score for 'Broadway Melody of 1936'."



RAY NOBLE
"As an orchestra leader, I want to thank you in behalf of future dancers who will thrill to your tunes from 'Broadway Melody of 1936'."



JACK DENNEY
"It will be a privilege and a pleasure to play the songs from 'Broadway Melody of 1936' which in my opinion represent your greatest contribution to date."



RUDY VALLEE
"Accept my sincere pleads for a mastery and highly interesting score. Brown and Freed continue to live up to the very high standard they have always set."



BEN BERNIE
"Well done my lad! Just heard your new score. It's even better than the first 'Broadway Melody'. I thought nothing could equal that. Congratulations!"



LANNY ROSS
"You've even exceeded my greatest expectations with your score for 'Broadway Melody of 1936'. It will be a pleasure to sing them!"



ABE LYMAN
"Orchestra leaders should throw you lots of orchids for your swell score for 'Broadway Melody of 1936' which will make our jobs easy during the next few months."



LORING "RED" NICHOLS
"Broadway Melody of 1936 marks a new era in film music. Hats off to the greatest of all song-writing combinations!"



TED FIORITO
"Congratulations! Your score for 'Broadway Melody of 1936' stamps you as the 'top'."



JOHNNY HAMP
"Your score to 'Broadway Melody of 1936' is beyond description. All can say that you deserve the bouquet you are sure to get."



ISHAM JONES
"With your score for 'Broadway Melody of 1936' you will thrill a nation. Congratulations!"



WAYNE KING
"The score for your new picture is a genuine thrill, and beats anything you have ever done."



OZZIE NELSON
"Congratulations! It's great to reach the heights just enough to repeat. That's why you deserve more than the usual amount of credit."



VICTOR ARDEN
"Some people write history; you boys make history! I refer to your new score for 'Broadway Melody of 1936'. It's your best."



AL ROTH
"Congratulations to two master songwriters! 'Broadway Melody of 1936' score. You're repeating as a guy after a dinner of garlic and salami."



FRANK BLACK
"You boys have rendered a great service to music lovers with your excellent score."



FRED WARING
"You're a definite contribution to America's songdom. You are to be commended. 'Broadway Melody of 1936' sets a new mark as far as music is concerned."



JOE SANDERS
"Thanks, boys. In 'Broadway Melody of 1936' you've given America a bag full of glorious music."



DON BESTOR
"I'm very enthused over your new 'Broadway Melody' score. It typifies the high quality of songs you boys generally write. Best regards."



PAUL WHITEMAN
"Congratulations! Your score for 'Broadway Melody of 1936' reaches a new high in musical importance."



GUY LOMBARDO
"You are to be commended for creating your best collaboration since your first 'Broadway Melody'—one power to you!"



EDDIE DUCHIN
"Add mine to the many plaudits you will receive for your new 'Broadway Melody' score. They're the kind of songs I love to play."



CASA LOMA ORCHESTRA
"Congratulations! You've done it again, only bigger and better than ever before!"



CHARLES DORNERBERGER
"For your score you deserve wreaths and halos."



EDDIE DUNSTETTER
"Congratulations to Brown and Freed."



GUSTAV HAENSCHEN
"Hats off to Brown & Freed."



BILLY BISSET
"It looks like history and Brown and Freed always repeat."



JAN GARBER
"Your new score gave me a genuine thrill."



ROSARIO BOURDON
"Your songs are your admission ticket to the hall of fame."



LUIGI ROMANELLI
"Congratulations! You've done it again."



FRANKIE MASTERS
"Just heard your new score for 'Broadway Melody of 1936' and it's great."



MORTON DOWNEY
"Fifty million people will be grateful for your great songs and fifty million people can't be wrong!"



GEORGE OLSEN
"You are to be congratulated on your score for 'Broadway Melody of 1936', but you've made it tough for others to follow you."



FREDDIE RICH
"The score for 'Broadway Melody of 1936' convinces me that the topmost rung of the hit ladder has been reached. What will you do for an encore?"



RANNY WEEKS
"When better songs are written, Brown and Freed will write them, but better songs than those in the 'Broadway Melody of 1936' will never be written."



FRANK PARKER
"In my opinion you've exceeded everything you've both done so far, with your musical contributions to 'Broadway Melody of 1936'. Most wonderful score I've heard in years. Regards."



JIMMY and TOMMY DORSEY
"How will you ever follow the score for 'Broadway Melody of 1936'? It's your greatest effort to date and entitles you to a spot in songdom's hall of fame."

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Three More Stage Unions Ousted By Nazis: Actors, Managers, Chorus

Berlin.

Another blow has been delivered by the Reichstheaterkammer (Theatre Chamber), this time directed against legitimate actors, managers and chorus people. Follows the recent disbanding of the International Artists' Lodge, the International Variety Managers' Union and the Berufsverband Deutscher Artisten (Professional Performers' Association).

At a special meeting of the newly founded Fachschaft Buchne (Stage Union), General Manager Hinkel of the Reichskulturkammer (Chamber of Culture) and Divisional Organizer Frauenfeld said that three groups with their "Marxistic" tendencies should not be tolerated any longer and therefore had to go. All their members, as far as they are of Aryan descent, will be incorporated in the new Fachschaft Buchne.

Three groups in question which had to blow are the Genossenschaft Deutscher Bühnenangehöriger (Actors' Union), Deutscher Bühnenverein (Legitimate Managers' Association), and Deutscher Chörenerverband und -Tänzerbund (Chorus Union). All three were in operation long before the war, just like the International Artists' Lodge and the Variety Managers' Organization.

Managing director of the newly founded Fachschaft Buchne is Dr. Rainer Schlosser.

Meeting was mum on the question of what becomes of the Old Age Pension Fund and other finances left by the three organizations and built up over the years.

79 PLAYS READYING FOR MOSCOW SEASON

Moscow, Sept. 8.

The 1935-36 season's program in the eight leading theatres here includes 79 contemporary Soviet plays, 38 classics and nine modern foreign dramas. These figures include new productions as well as plays carried over from last year.

New plays reflect various sections of Soviet reality. A. Afanogevov has written another psychological drama "In the Distance." The "Theatre of the Revolution has A. Pailov's "Concert" in rehearsal, a piece showing the bewilderment of the intelligentsia in the period of socialism.

S. Semenov's "We Won't Land" takes its inspiration from the Chelyuskin episode. The Kamerni has it in preparation.

The Novi Theatre will present I. Koberger's problem play "You Go and You Won't Come Back," all about the new Soviet ethics, principally the separation of married people.

Pogodin's "Santa Lucia" will have its premiere at the Realistic Theatre.

American Whodunit,

The Hawk, in Paris

Paris, Sept. 15.

Local critics are giving a good sendoff to the French version of "The Hawk," Howard J. Young's whodunit, which has opened at the "Two Masks Theatre." Playhouse is devoted to thrillers.

Piece was played in N. Y. with Clark Gable in lead, before the latter went into pictures. It's the first American adaptation of this season, and was made by Pierre Chambard.

Young is here himself to see his play off. He has been here before with "Paramount," and even earlier was a student at the Corborno.

'Becky's' Aussie Break

Sydney, Aug. 29.

"Becky Sharp" (Radio) is booked at the Embassy following "Brown on Revolution" (G-B).

"Becky" is the first Yank pic ever booked into this exclusive British theatre.

Annabella's Break

Paris, Sept.

Annabella, French ingenue film star, had a narrow escape, when her car turned turtle. She didn't get a scratch.

Persons who were with her required a doctor's attention. Annabella herself was driving.

Revenge

Paris, Sept. 15.

In revenge for recent law authorizing cities to reduce poor tax on theatre tickets, French tax authorities have come back with a sock at actors and managers. Hereafter contracts engagements will have to be signed on paper bearing revenue stamps.

Local tax collectors are trying to make the provision retroactive and to get managers to stamp the contracts they signed during the past thirty years.

NAZI OUTDOOR BIZ AT LOW EBB

Sept.

Due to low wages, high cost of living and large number of jobs, outdoor biz in the Fatherland is at low ebb. Big fairs like the Dresden Vogelweise and the Breslau Johanneseier were disappointing, causing much havoc among outdoor showmen, who were compelled to go as low as 4c. for rides and side shows.

Luna Park of Berlin, a special attraction of the city during the hot spell, is now a mass of ruins. Nazi direction of park during the first summer of the Hitler regime paid off completely and put down the shutters after two months' try. Park has been dark ever since and is now demolished.

Other Berlin park, Ulap, is a similar flop and not open any more.

Great open-air festival planned last summer on the Tempelhofer Field never materialized, and when "postponed" to this summer met with the same fate. Reason is unwillingness of showmen to stand risk at mountains of red tape, high charges and inefficiency of organizers.

COMEDIE DROPS REP FOR 'MME. SANS GENE'

Paris, Sept. 15.

Comedie Francaise, temporarily at least, has dropped its repertory policy and is playing Sardou's "Madame Sans Gêne" every night, instead of changing bills daily as heretofore.

New policy has created an uproar among authors whose pieces are in the Comedie's repertory, because they figure that under the new scheme they won't be performed often. They protest that the Comedie is a state subsidized theatre and ought to stick to the old idea of going through a list of plays whether the public wants them or not, instead of behaving like a mere commercial theatre.

Pulling Down Two Oldtimers in Berlin

Berlin, Sept. 15.

Berliner theatre on Charlotten street, erected in 1810 as the Circus Renz and later rebuilt into a legitimate house, will be pulled down shortly. Poor neighborhood and no tenant.

Another Berlin stage, Trianon, at Friedrich street depot, opened 33 years ago and mostly playing French farces, is making way for a garage.

Offense

Berlin, Sept. 16.

Crowds of idle people in A Sperling's office were almost shocked when a bunch of Secret State Police officers swooped down and locked the doors.

Offense was that Agent Sperling allegedly supplied Jewish vaudeville manager with acts, thereby relieving the unemployment field.

'Hat's' 6 at Carlton, 4 for 'Boss' at Regal

London, Sept. 24.

"Top Hat" (RKO) is dated at the Carlton for mid-October on a six weeks' guarantee with options.

"She Married Her Boss" (Col) opens at the Regal Nov. 4 on a four-week guarantee with options. It's the first Columbia pic in the house.

PRODUCTION AT HAGUE STILL VERY LIMITED

The Hague, Sept. 11.

At present there are in Holland about half a dozen film producers; their number varies from day to day as new ones start to work and others go out of business.

First is the Cinefoto studio in Diemen, near Amsterdam. This studio is not exactly a producer, in the real sense of the word, because its main business is to let out its premises to producing companies. The Monopole and Amstel companies make use of this studio as they don't own a studio themselves. When Cinefoto is not rented out, company produces a picture on its own, but this is rather an exception than the rule.

Idea of the yearly production (estimated) of each producer here is given by this chart:

Barnsteyn (at The Hague) 3 features; Monopole (Amsterdam), 3; Hofn (no studio), 1; Rutten (no studio), 1; Majestic (no studio), 1, or 2; Cinefoto (at Cinefoto) 1.

So far the producers have had it their own way here, because cinema bought films before they could judge them at trade-shows and therefore contracts for distribution were made and signed before the films were ready. On basis of those agreements, money was found to finance the production. Later, however, several of the productions were so bad that cinemas got stung. They, therefore, are now shy and won't close deals until they have viewed the films.

This change of attitude may hurt, as production will not be so easily financed.

Prokofiev's New Ballet Based on 'Romeo, Juliet'

Moscow, Sept. 8.

Sergei Prokofiev, composer, pianist and conductor (the Chicago Opera Co. produced his fantastic opera, "The Love of Three Oranges," some years ago), who is now a professor of composition at the State Conservatory of Music here, is completing a new ballet for the Bolshoi theatre based on Shakespeare's "Romeo and Juliet."

The Bolshoi, which usually takes one adventure into the unknown a season, promises to produce the ballet in the close of the winter. Prokofiev says that the ballet will consist of four acts and 56 numbers.

OPEN-AIR CINEMAS

South of France Likes Them;

Drinks at Tables.

Paris, Sept. 15.

Open-air film theatres, hitherto unknown in French territory, got a bit of a start this summer, especially in the South, and some talk has been around of getting one going in Paris.

At Casablanca, Morocco, open-air Rex hit a pack of trouble in the form of protests by neighbors that it kept them awake nights, and city government decided to close it down. Complaints with \$20,000 loss, protested, and final decision is not yet known.

At Cannes film theatre was installed in gardens of Casino, with tribunes for spectators to drink. Despite difficulties occasioned by 125 foot throw from cabin to screen, outfit is getting away with it.

20,000-Seat Theatre

Berlin, Sept. 15.

On the Olympia Sporting Grounds at Potsdam near Berlin an immense open-air theatre is being erected, the Dietrich Eckart Freilichtbühne.

Capacity will be over 20,000.

Tobis-Pittaluga Deal

Berlin, Sept. 15.

Italian Pittaluga has concluded an agreement with Tobis Cinema for inter-production.

Contract calls for ten Tobis pictures each year.

Hoyt-Union Break Thought Imminent As Houses Start Separate Billing

No Admission

Berlin, Sept.

Municipality Theater in Kiel, also Schauspielhaus and eight of largest cinemas put up notices outside of the houses last week to inform would-be visitors that

"Jews are not permitted to enter this house."

Reinhardt's 3,000 Seater in Berlin Goes Pop Opera

Berlin.

Grosses Schauspielhaus, largest of Max Reinhardt theatres in Berlin, is now called "Theatre des Volkes" (People's Theatre) and houses that veteran Lincke operetta, "Frau Luna."

Max Reinhardt in days gone by, and up to the present political regime ran, in addition to the above, the Deutsches theatre, the Kammer-spiele, the Komödie and the Theatre am Kurfürstendamm. Of all these, the Grosses Schauspielhaus was by far the most successful. Reinhardt's own productions, such as "The Miracle," "Everyman," "Oedipus Rex," "Midsummer Night's Dream," etc., were played here, in pre-Hitler days, as well as "White Horse Inn" and "Ball at the Savoy." Last named starred Gitta Alpar and paid her a weekly salary of \$750.

With all the glory gone, Paul Lincke himself of "Gloster-Wagen," saw his chance to take the mothballs out of his musical plays produced here 35 years ago at the Apollo. Lincke's standing with the present regime makes him a current card. Anything goes.

Capacity of Grosses Schauspielhaus, over 3,000, makes the house an ideal spot for "Kraft durch Freude" (Strength Through Happiness), largest Nazi theatrical organization, selling tickets at low charges in all factories and offices.

'NINA,' GERMAN IMPORT, CLICKS IN LONDON

London, Sept. 24.

"Nina," new play adapted from the German, opened at the Criterion. Stars Lucie Mannheim, German import, who seems destined for a dual role assignment. Despite an elemental plot the show looks to be in.

"Please Teacher," due at the Hippodrome last Thursday (10), had to be postponed at the last minute due to the illness of Bobby Hovey, who stars. May open this week.

Anti-Trust Law Charge Against B. A. Distributions

Buenos Aires, Sept. 5.

Local Argentine Assn. of Film Distributors "bumped" into trouble. Hector Bini has accused them of violation of the Anti-Trust Law and unlawful association.

Bini, who is the proprietor of two cinemas, alleges that the association was formed by the distributors of American films, who had reached an understanding which enabled them to oblige the owners of picture theatres to draw up programs and fix prices according to their desires and to force local pictures into second place so as to reduce competition.

Bini also alleges that two of the tenants to whom he had hired his theatres had failed to pay rent on some films and the Association had refused to supply films to him (\$200) until he had made good on amounts owing. Case is being investigated by the courts.

Sydney, Aug. 29.

For the first time since the tie-up between Greater Union Theatres and Hoyts into General Theatres, all G. U. T. houses are boldly announcing in newspaper ads that the theatres mentioned are entirely under G. U. T. direction.

Ads are puzzle to all street, seeming to make a break between G. U. T. and Hoyts is coming much more than anticipated.

Stuart Doyle of G. U. T. has left for South Australia to confer with his henchmen in that territory. Charles Munro of Hoyts left at the same time for Queensland to take a look see there. Both Doyle and Munro have constantly been on the move over the past few weeks covering similar territory. Both are also paying very strict attention to the native and country centers of each district. Munro, when questioned, would neither confirm nor deny that a G. U. T.-Hoyts split is due immediately. Munro, however, stated emphatically that he had been against the tieup from the very first. Strangest feature is that not one newspaper ad is billing any theatre as being under the direction of Greater Union Theatres now.

Believed that when the break is announced both G. U. T. and Hoyts will be set for p.k. Hoyts will, of course, have the backing of Fox, G-E and 20th Century. Lots of distributors will probably be glad to do biz with either side.

Frank Graham, Hoyts' buyer, will leave on a trip to the U. S. on Sept. 10. By the same boat go Cecil Marks, United Artists. Inside has it that Hoyts intends dicker for a U. A. buy, and will advise Graham to contact Marks on a price for product during voyage.

Arthur Kelly, U. A. foreign chief when in Australia some months ago, found the General Theatres' situation very puzzling, but was believed at the time to be rather pally with Stuart Doyle.

PLAY ON THOS. PAINE SKEKED IN BERLIN

Berlin, Sept. 16.

A play by Hanns Johst, Nazi dramatist, on Thomas Paine, American revolutionary and author of "Rights of Man" espousing America's cause in independence, will be presented in the new season at the Berlin State Playhouse.

Other features of the season will be Shakespeare's "Hamlet," "The Gygis and His Ring," and Hans Reberg's "Friedrich Wilhelm I," with Emil Jannings.

ITALIAN EXTRA PAY

Starts at \$42. Per Day and Up to \$125.00 for Bit Players

Rome, Sept. 13.

Extras employed in film productions here are divided into five rank classes and receive remuneration accordingly. Payoff ranges from \$42. per day to \$125.00.

Unemployed sent in by district relief groups reap the peanut pay of \$42. Employment agency delivers get \$2 each. Two lower grades have no wardrobe worries and are confined to mob scenes and for emotional drama. More important remaining groups get up to \$125.00. Top bracket stipends necessitate fancy rags, attractiveness and ability to perform small bits.

New French Distrib

Paris, Sept. 17.

New distrib, Comedie Cinematographique, asserts it owns French rights to plus American indie films, which are now being dubbed. Outfit, owned by Henri Borel, Georges Salvache and Joe Salvache, will also see in for exportation and production.

First picture to be released here is a film version of Pushkin's "Gyris" and it also will bring out an Austrian pic, "Lieutenant Perry."

Encore

Paris, Sept. 17.

Spectators at the Madeleine Cinema are yelling "Encore" at the close of "Band Concert." First Mickey Mouse short in colors to reach here. The film is seriously considering running the film twice.

8 U. S. Distributors Adamant on Mexican Walk Threat; Film Famine Feared

Mexico City, Sept. 24. Frequently threatened prospect of Mexico being without films is now believed at hand. Eight American major distributors—Paramount, Metro, United Artists, Universal, Warners, Columbia and Radio—are standing pat on their ultimatum to the government that they will quit the country Sept. 30 unless high duty on films is reduced.

Appears now that the quitting will be on the level since the government is peeved at the Americans for threatening it with ultimatums.

If the Americans walk out, the 700-odd cinemas in Mexico will have to close, since the natives cannot produce anywhere near the 520 features, which are Mexico's average annual requirement. No help for help from European films, as those producers are in the same boat with the Americans regarding duty.

Exhibits Hurt Most

Exhibitors will undoubtedly be hurt most in the walkout. Two large theatres in the city told the government that it must prevent the Americans from quitting at all costs. Asserting that their customers favor American films above all others.

Most exhibitors are frantically booking every Mexican and Spanish pic possible, in the hope of building up some kind of a reserve, but the available product is pathetically limited.

Local Cinematographic Employees Union is drafting a plan which it will submit to the government for increasing native production and encouraging Europeans by cutting duties in their favor as against the Americans.

Washington, Sept. 24. U. S. Government making no attempt to aid distributors supplying the Mexican market in row over confiscatory Mexican import taxes on American films. State Dept. said no representations have been made to the Mexican authorities over drastic effect of new schedule which goes into operation Oct. 1.

Indicated U. S. distributors will gamble on the chance that cutting of film supply will lead to repercussions in Mexico which in time will cause the Government to rescind the decrees. None of our exporters has kicked to the State Dept. about the tax barrier, more or less substantiating this suspicion.

COLUMBIA'S PICTURE PRODUCTION IN ENG.

London, Sept. 24. Joe Friedman, local Columbia rep, and Joe Seidelman, Co's foreign chief, now here on visit, have closed a deal with Howard Walsh to produce seven pictures for Co. locally.

Deal calls for the first picture to be musical starring Gitta Alpar, Hungarian singer.

Arrangement is that Walsh will dig up 70% of the bankroll and Columbia will furnish the balance. No studio is set yet.

GT's Cap Renovating

London, Sept. 24. Opposition has been withdrawn to the General Theatres reorganization for reduction of capital. It's due for court hearing next month.

Part of the scheme was a drastic reconstruction of the Capitol Theatre and work on this is starting immediately, not being open for two months during preliminary reconstruction, then closing for three months for completion. When finished seating capacity will be increased from 1,500 to 2,500.

Too Much Napoleon

Paris, Sept. 15. Battle of Napoleon, the new Comedie Francaise, probably will lead to a law suit. Paul Raynal, author of 'Napoleon Unique,' who has given his play to the Comedie for production, now has been on grounds that previous production of Sardou's 'Madame Sans Gene,' also dealing with the private life of Napoleon, would queer his show.

Comedie, sore at the withdrawal, is getting ready to sue Raynal for breach of contract.

Popular Musical

London, Sept. 15. 'That's Bill, That Was' musical farce, written by Guy Bolton and Fred Thompson, is being talked about for three different English stars. They are Jack Buchanan, Bobby Howes and Arthur Riscoe.

Musical was originally dickered for by William Mollison and Julian Wylie, just before latter died. It was then acquired by T. H. Bostock, of the Woodstock Theatre, Finsbury, who sold it to Herman Fellner.

Italian Cricket

Rome, Sept. 13. Luigi Catorini, local music hall favorite, has been arrested and will have to explain to magistrates why he sang 'No More, Concettina' on the stage of the Folgie Theatre.

He wrote the song himself, but forgot to submit it to authorities for approval. That's no cricket in Italy.

YANK PIX PILE UP IN ROME; TAX ISSUE

Rome, Sept. 13. Decision by the Ministry of Finance is expected shortly on whether or not the present dubbing tax of \$3,000 per film will remain or will be changed into a 10% tax on the gross of imported pictures. Delay in the decisive move has a flock of American films lying idle and has caused a shortage among exhibitors, whose squawks are believed to precipitate action.

Over six months ago the Director General of Cinema announced change in the regulations regarding importation of American made films. This plan was to reduce the Yankee output in Italy, ease the dubbing tax and institute the 10% clip. Idea was to have been inaugurated in June but is at present still pending.

Erroneously reported that the procrastination was due to the Director General and was not without reason as he desired the Italian output to increase during this time and was seeking reciprocal arrangements with other European countries. Actually, however, the papers have been held up in the Finance Ministry.

Season is in full swing and there are only 45 American films being marketed. This number got under the barrier before notification of the change. Others, totaling 130, are stuck in the customs office awaiting word before being dubbed and sent out.

THIRD BERLIN HOUSE GOES GRAND OPERA

Berlin, Sept. 15. Additional to the State Opera House and Civic Opera, Charlottenburg, grand opera makes its entry these days at the Theatre des Westens, another Charlottenburg house, formerly a revue and operetta theatre.

Theatre des Westens trades now as 'Volks Oper' (People's Opera) and is under management of general music director Erich Ortthmann from Dantzig.

It was here that the Moscow Jewish Theatre opened its German tour a few years before the Hitler regi.

Julius Marx, then director of the Scala vaude house, tried out the Theatre des Westens as a pop operetta theatre with two shows daily at 76c top matinee and \$1.25 evenings, but failed.

Berlin Biz Up

Berlin, Sept. 15. Official figures show a marked increase in local receipts. Month of July had over 500,000 more visitors in picture houses than same month in 1934.

Figures from month of August almost double.

EXHIB WANTED

Mexico City, Sept. 24. De luxe neighborhood cinema, fully equipped, and seating 2,504, built by a charity organization as part of the American style apartment house here, is looking for an exhibitor.

House is the Cine Ermita, city's 65th, and is in a good suburb.

SMALL-TIMER'S LIFE IN REICH

Berlin, Sept. 15. A press notice in the Berlin dailies gives prominence to a statement issued by the 'Arbeitsbeschaffungsstelle der Reichsbeschäftigten' (Government's Employment Office for Professional Performers' Organization). Approximately \$68,000 is claimed as having been paid out to jobless vaude actors who took part in specially arranged shows.

Gimmick is this: such performances go on twice weekly in Berlin halls (Friedrichshain Brewery, and Club Restaurant) at low admissibility. Whatever a salary is handed out to the small-timers must be reported to the Relief office on next pay day, with a large lump being deducted, automatically, thus leaving vaudevillians with barely coffee and no cake money.

Ever since the complete wipe-out of vaude shows in dozens of picture houses in Berlin, these small-timers 'live' on dole. A few managed to switch into other fields, majority just sticking and hoping for the best.

NATHANSON AND HOLT BUY INTO BRITISH LION

London, Sept. 15. Deal has been entered into by Samuel W. Smiley, managing director of British Lion films, with N. L. Nathanson and A. P. Holt, of Canada, for a British Lion capital reorganization. Latter duo will subscribe at par for \$65,000 worth of 6% first convertible debenture stock in Smith's company, and 500,000 ordinary shares at 25c each. Nathanson and Smith, by addition, are granted an option for five years on 1,000,000 additional ordinary 25c shares at par.

Authorized capital of British Lion will be raised from \$1,000,000 to \$3,750,000.

A meeting to consider reorganization of the company is called for Oct. 3, and if the schedule is approved, Nathanson and Holt will join the board.

Karl May in Pix

Berlin, Sept. 15. Late Karl May, great hero amongst German boys and girls, goes the way of all best-sellers. His story, 'Through the Desert,' is being adapted for films.

Lothar Stark unit of Syndicate Films is dispatching an expedition to Egypt and the Arabian Desert for outdoor shots.

Strassburger Put Out of Circus Field in Germany by Aryan Laws

Berlin, Sept. 15. Circus Strassburger, one of Germany's largest three-ring circuses, has been taken over by Paula Buech, of the Circus Busch family. Deal is a direct consequence of the Nazi law that 'No Jews are allowed in show biz.'

For generations Strassburger has carried on in the Fatherland, employing a large number of show people. Lid came down with recent edict of Reichskulturkammer (Chamber of Culture) enforcing the law. Strassburger family has large connections in international show biz via any number of relations, known all over the globe. All the Blumenfelds, Janslys, Bronnotts,

French Film Industry in Hurry To Organize as Protective Move Against Governmental Takeover

Aussie Love

Sidney, Aug. 27. Pay for the Quota Advisory Board members is not so hot. F. W. Marks, chairman, will keep \$150 per annum; Cresswell O'Reilly, present Commonwealth Censor, gets \$375 annually, and E. B. Harkness, deputy chairman, won't get paid.

All members of board hold down good outside jobs and are working on quota biz mainly for the love of the thing.

NAZI BID FOR BRITISH PIC ALLIANCE

London, Sept. 15. New film company is being formed here titled Inter-European Pictos, Ltd., to take two bilinguals.

First is 'Volga Boatman,' with Raquel Torres being dickered for lead, with part of the production cost coming from Germany. Negotiations are pending for British International studios to be used for making the picture, for which a rental of \$40,000 will be charged, with BIP to pay \$125,000 against the completed negative.

Second picture is 'Shanghai-Moscow' to be made in Germany at a total cost of \$200,000, over half the amount to be paid by a German company with B. I. P. to advance \$75,000 on arrival of the negative.

This is the first attempt by the defunct German film industry to stage a comeback. Also the first occasion the Hitler regime has agreed to allow any real money to go out of Germany.

EMIL NATAN ALREADY ON FILM COMEBACK

Paris, Sept. 15. Emil Natan, who with his brother Bernard was ousted from Pathé-Natan by Robert Dirler's stockholders' suit, is already making a film comeback as the reputed partner of Seymour Nebenzahl in the production of 'Mayerling.' Firm is known as Concordia Prod. Natan, who is now making 'Vie Parisienne' in French and English versions for United Artists.

'Mayerling.' Firm is known as Concordia Prod. Nebenzahl is now making 'Vie Parisienne' in French and English versions for United Artists.

Bernard Natan, unlike his brother, is believed to be lying low for the time being.

Paris, Sept. 15. With effort of French film industry to organize itself as accompanying fight on decrees-laws by which the Government wants to control the trade, but which have not yet been promulgated.

The French film industry is being organized by Charles Delac's Chamber Syndicale crowd, accompanied by the unionized film 'artisans' and the authors' reps, on the one hand, and the Comité du Film, representing the commercial elements of the industry and backed by the Americans on the other.

Comité du Film wants to absorb the Chamber Syndicale and make it representative merely of the trade's 'heavy industry,' printers and other laboratory interests. Those are the people who now form the majority of the Chamber, and the Comité du Film, representing the commercial elements of the industry and backed by the Americans on the other.

Comité would then consist of 12 members; three for the Chamber, representing printers, etc.; three for the Chamber Syndicale; three for the Distributors' association, to which the Americans belong; three for the producers' association, which had already been formed before the decrees-laws joined, but which wasn't very strong yet; and three for the exhibitors' association headed by Raymond Lussiez.

If trade can get together on this basis, it will be able as a unit to fight the proposed decrees, or at least go organized before the ministry to get rid of features it doesn't like.

Government officials administering them will have to take the Comité, as its organization is proposed, into consideration as a trade executive body.

But it's a dogfight, still as ever in France. If the trade weren't in a continual turmoil, the efforts to organize it which have stretched over several years wouldn't have stopped. Meanwhile preparations of decrees still continue, with the promulgation announced for about two weeks from now. Commercial elements of the industry are led by Mario Roustan, Minister of Education, with their protests, but it doesn't look as if he'd take them entirely into account.

Decrees are issued, however, will probably differ considerably from the original version submitted to the Minister by the Interministerial Commission and drawn up by its chief Grunbaum Ballin. It will be softened, although main lines persist.

Quota. Quota of 30% French films to be shown in theatres, is retained, and no provision has yet been made for exceptions in the case of houses specializing in foreign pictures.

Government control of collection of producers', distributors' and authors' percentages is to be made directly from theatres, is also retained as a main feature of the decrees-laws. But organization which will do the collecting will probably not be the same as that formulated by Grunbaum Ballin. He wanted the Government to have preponderant control of this organization, and authors' societies to have a big hook to grab it.

Higher-ups now want to try to create a collection bureau that would be run by the trade itself, and if the Comité du Film can really organize the industry as it is trying to do, this job may be turned over to it. American concerns still insist that they are strongly opposed to having their money handled by anybody, even the Comité du Film.

Film reformers' idea is that Government control of collection would end a lot of gyping which now goes on in the business here, and they contend it would be an advantage to distribute the money on a strict percentage basis, which decrees are expected to require would be due for distributors, if they could be sure exhibitors would lecture agency is intended to obviate never cheat, and the proposed colate cheating.

Argentina in B. A.

Buenos Aires, Sept. 5. Argentina, Spanish dancer, has returned to Buenos Aires, where she taught a habera dance company.

This year she is incorporating some Argentine national dances in her repertoire.

GET THAT VELVET!



A FINAL WORD TO THEATRES PLAYING "TOP HAT" SOON!



SHOW BUSINESS HAS NEVER KNOWN A SENSATION LIKE "TOP HAT!"

In every city and town where it has played, attendance and box-office records have been buried beneath an avalanche of business!

No theatre has been big enough in its own community to accommodate, during a usual run, the crowds which clamor to get in. That goes for the largest theatre in the world, Radio City Music Hall, where "TOP HAT" set two new all-time records; it goes for the Community Theatre, Hershey, Pa. (population 2500), which played to 3 times the population of the town in the first 3 days; it goes for every city, town and hamlet in America, from the biggest to the smallest —

AND IT GOES FOR YOUR TOWN . . . YOUR THEATRE !

We've been telling you about the millions of dollars of "Astaire-Rogers" money waiting in the pockets of millions of people for this show. Every day's reports of broken records, extended runs, unheard of grosses, prove that the overwhelming draw of "TOP HAT" cannot be overestimated.

That's why we urge you to get **ALL THE "VELVET"** . . . velvet being the difference between the money you will get and the money you wouldn't get if you didn't go after it . . . It's the **VELVET** waiting for the showman willing to spend money to multiply profit . . . It's the **VELVET** for the showman smart enough to cash in to the limit when opportunity comes smashing at his door!

Give "TOP HAT" the most extensive advertising campaign you ever gave any show! . . . increase your newspaper space . . . go into the highways and byways with posters . . . utilize the wealth of material and tie-ups in the press book.

**SHOOT THE WORKS FOR THE PICTURE THAT WILL
GET EVERY DOLLAR YOUR THEATRE CAN PLAY TO:**

RKO-RADIO PICTURES

es W. Sargent

Useful Units

Keith's theatre, Philadelphia, put out 15,000 novelty heralds on 'The Clairvoyant' lately. Probably well worth the slight additional cost for double printing and die cutting.

Two eye holes were cut near the top of the sheet and on one side surrounded by question marks. In the center was 'Warning. Hold this card up to your eyes and face a mirror. Below was 'Hold bottom up slightly. This niche seems to be necessary to get the best results.

Other side was printed in reverse and read 'You are being hexed by (Continued on page 31)

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tain designated pictures which, naturally, are among the toppers, Exhib feels that in this way he can get a wider circle interested in critical analysis.

In Reverse

Keith's theatre, Philadelphia, put out 15,000 novelty heralds on "The Clairvoyant" lately. Probably well received, the elegant additional cost for

Two eye holes were cut near the top of the sheet and on one side surrounded by question marks. In the center was 'Warning. Hold this board up to your eyes and face a mirror.' Below was 'Hold bottom board slightly,' which seems to be necessary to get the best results. Other side was printed in reverse and read 'You are being hexed by' (Continued on page 31).

**LIONEL BARRYMORE
BRINGS TO THE SCREEN
THE CHARACTER THAT
FIRED THE IMAGINATION
OF AMERICA IN ONE OF
ITS GREATEST STAGE PLAYS**

DAVID BELASCO'S MATCHLESS STAGE SUCCESS

**THE RETURN OF
PETER GRIMM**

**A TRADITION IN THE THEATRE
...AN ACHIEVEMENT ON THE SCREEN**

**S T A R R I N G
L I O N E L
B A R R Y M O R E
H E L E N M A C K
E D W A R D E L L I S
D O N A L D M E E K
DIRECTED BY GEORGE NICHOLLS, JR.**



RKO RADIO PICTURE

BEHIND the KEYS

Skeptics

Lincoln. Rehearsing asked in Frank B. Kimball's suit against Lincoln Theatre Corp., which was recently settled by Supreme Court in favor of the plaintiff, was denied LTC last week and the \$3,387 rental must be paid in addition to 1% interest from time of district court decision nearly two years ago.

W. M. Youngblood, Grand Island, Neb., exhibit, has also picked up the folk, Polk, Neb.

Five houses were darkened last week in Nebraska, including Colonial, Ashton; Opense, Buffalo; Princess, Oconto; Stuart, Stuart, and Table Rock, Table Rock.

House changes of ownership in Grand Rapids, Oxford, to Harold Cason, from Fred Glass; Wilcox, Wilcox, Neb., to C. R. Zulauf, from C. J. Newton.

Houses opened include the Trail, Bridgeport, Neb., and the Boelus, Boelus, Neb. W. H. Ostergren owns the Trail.

Carl Rose, York, Neb., boss of the York and Sun, is sporting bank note twice a week now.

weekly changes of subsequent runs. Lynn Tanner of Norwich, has named manager of Smalley's Fort LaPlatte, who goes to Smalley's Cooperstown house.

New Orleans. Henry Lazarus, operator of the Wonderland and Cosmotheatres has returned to the city after an extended tour of the north and east, was accompanied by Mrs. Lazarus.

St. Louis. Sol Rose new city salesman for Majestic under Dave Korman. During past two years he was connected with Fox in L.A. Pete Holmes, former box office man at American Orpheum and other local theatres now in charge of information window at Havre de Grace Jockey Club, Ohio, Ill. theatre, dark since June, reopened. Russell Hall and Wyman Hart, owners, also operate Bijou.

Mike Kirkhart is mgr at Dominic Fresina's Lyric, Gillespie, Ill. Mike was formerly connected with Fox W-C theatres in Southern Illinois for five years.

Avalon, 1,000 seater, Kingshighway and Chilpeva, opened last week. Alexander Pappas and Peter Scherter, operators. Investment is \$50,000. Johnny Walsh of Progressive Pictures is doing lots of business with one-reelers, chiefly since assassination of U. S. Senator Long.

'Ra-Mu', African feature length feature which gives play to Ethiopia is being booked rapidly.

Bob Stemple, owner of Strand, St. Charles, Mo., contemplating second house soon. Move is to be made to offset Ritz which opened recently to oppose Strand.

Philadelphia. Independent Theatre Managers, meeting in the headquarters of the IEPA, elected the following new set of officers: president, Barney Cohen (Admiral theatre); v. p., Allen Lewis (Girard); sec. treas., John C. Ehrlich (New Ideal); chairman of board, Jack Blumberg (Regis) and publicity-director, George Nonnaker.

Pittsburgh. Pitt theatre, operated by George Shaffer as vaudeville last season, has been leased for 10 months by Joe Goldman, who has a string of grind houses in New England. He'll open it Thursday (24) as a double feature house. Lowest seats in downtown sector, 10c in afternoon and 15c at night. Louise Warner is associated with Goldman in the venture.

Sam Honigberg, who did publicity for Shaffer at Pitt, acting in a similar capacity for the new outfit.

New York City. De Luxe theatre, in the Harlem section, has been taken over by L. T. Flower, owner. Will reopen it soon.

W. C. Cook has taken over the Lincoln theatre at Roy, N. M., from L. E. Polk.

Guy M. King of Westington, S. D., has taken over the old theatre at Hot Springs, S. D., which has been closed for five years. Will reopen it soon.

Rocky Ford, Colo. New Grand theatre here was damaged by fire to the extent of \$4,000. The new theatre, which was opened about four months ago, was destroyed by fire in June, 1934.

Loss from the fire, cause of which was undetermined, was covered by insurance according to J. J. Goodstein, the owner.

Charlotte, C. Joe Caudel has sold his Little Joe's Theatre at Rockingham to Mrs. Annie W. Evans, of Charlotte. Mrs. Evans is connected with the Metro-Goldwin film exchange here.

Chester Glenn, for 19 months manager of the State theatre, Asheville, has resigned to take over management of the Wake, at Raleigh.

H. H. telling, Jr., of Newport News, Va., has been named manager of the Capitol Theatre, Raleigh, W. G. Enloe, Raleigh city manager of North Carolina Theatres, Inc., has announced.

Albany. Palace, Troy, nabe house, has reopened with double feature at 10c and 15 cents. May play occasional vaude.

Harry Black, manager of the Albany Palace when it opened in 1931, has returned to that post from Loew's Poli theatre, New Haven. He takes the place of Oscar J. Lander, who has been shifted to the Grand. L. R. Golding, gen. mgr. for Fabians, plans to switch the policies of the Grand and Albany.

The Grand will become a second run house, with some first runs, for a full week. The Leand will take over the Grand's program of three

Baltimore, Sept. 24. Fire in booth at the Plaza, subsequent-run house in town's center, which plays David Copperfield at a dime admission, couldn't budge the majority of the 350 patrons to leave house.

Patrons seemed to think the fire was a ruse to get 'em to leave. The Plaza, in spot where they drop in to catch some 'shuteye' and lounge around for hours on end. And it evidently takes more than a fire to chase 'em out.

Den as manager, and Harry Alford, formerly assistant at the Paramount, to the Des Moines as assistant, while Henry Workman, formerly of Eudora, Minn., comes into town as assistant at the Paramount into Tri-State's new house. The Uptown, opens Oct. 15, at which time he will take charge of that house.

Ed. Dunn, who has been assistant at the Capitol, Davenport, goes to the Grand, Ottumwa, as manager. His successor in Davenport not yet named.

The Beaver will open at 2706 Beaver ave. Sept. 15 with Cecil G. Mulvaney, manager. Mulvaney formerly operated the Varsity.

Tri-State's new neighborhood house, the Uptown, in University City, will open on or about Oct. 15 with Henry Workman, formerly of Excelsior, Minn., scheduled to manage.

Kansas City. George Baker, last three years manager of Newman, is expected to enter partnership with his father, A. F. Baker, to operate the Electric theatre. K. C. Baker is president of Variety club in Kansas City.

The Newman in 1932; then was sent to Denver to manage the new Paramount, and returned to the Newman in 1932 when Paramount took the house over from Dubinsky.

Cleveland. Paul Gusdanovitch breaking ground for new theatre, first new one in Cleveland in last six years.

Meyer Fine, head of chain of 19 Associated theatres, is backing another 1,500-seater which may cost \$200,000. Gusdanovitch intends to spend \$250,000 on his theatre.

Newark. Warner dropping the Cameo and the houses are being reopened by Joe Eskin of New Haven. WB has pool with Skouras covering Jersey City, Newark and Hightstown.

They have closed the Cameo, South Orange, for 10 days for repairs.

Spartanburg, S. C. Contract for new \$37,000 aud. for Lyndville, etc., to be let here soon. Attorney Miller C. Foster, Joe Calus, others back of plan for big to serve as war memorial.

Asheville, N. C. city auditorium, dark since 1932. Because of many grand scale, Lyndville, plus list of things next for action, with re-building, construction and some time ago, will be renovated and reopened. Plans are to step capacity to 3,000.

Latest dope much publicized \$75,000. Asheville theatre deal cold, although Public-Bamford may have later info.

Syracuse, N. Y. Kallet Theatres, Inc., of Oneida, expanding at rapid pace in the Central, N. Y. field, will take over the Avon, Canastota, Oct. 1, from Antonio Balducci, owner, now operated by Myron Mike J. Kallet a total of 15 houses.

M. E. Comerford is interested with Kallet in the renovation, with new lighting system and marquee planned. House seats \$500.

Syracuse. Schline interests of Gloversville, pushing their annexation of up-state houses, have acquired the Strand, Seneca Falls, by purchase.

Minneapolis. Control of the Time, newest of the sure-seaters, has passed from J. Wathams to the Ethelene Berger circuit. Berger himself will manage the house. The present policy of 35c first-runs will be continued.

Los Angeles. Delivering plans for remodeling of Lyceum in San Francisco, S. Charles Lee new there last week with drawings.

Lee also has to deliver plans by Oct. 1 for Levin & Oppenheim 1,000-seater in Alameda.

Des Moines. Several changes were made at Tri-State's new house, Lawrence Schoonover resigned as manager of the Garden. Bob Leonard, who has been assistant at the Garden, was transferred to the Gar-

Col.'s 50% Divvy

FAMOUS FIRST NIGHTS

'Cowboy and the Lady'

(Duke of York's, London, June 5, 1899)

Nat C. Goodwin, with Maxine Elliott as his leading lady, presented this play in London. Although Goodwin was a personal success, the play was a failure and he followed it in two weeks with 'The American Citizen.'

A number of prominent English actors, including Irving and Beerholm Tree, gave Goodwin a supper at the Garrick club, offering their felicitations and asking if he could figure out why the piece was a failure. Goodwin gave it his opinion, the English had no sense of humor and went on to illustrate.

He told of the stranger from the country arriving in New York and asking the first man he met: 'Do you know where the post office is?', and the native replying, 'Yes,' and continuing his way. Stranger kept on walking and the native, after going 50 or 60 paces, stopped and offered his apologies, saying: 'Do you want to know where the post office is?', the stranger then answering: 'No.'

Feeling he had made his point, Goodwin stopped and waited. There wasn't a sound for 10 seconds. The silence was broken by an Englishman, seated at the far end of the table, with the remark: 'I think they were both jolly rude.'

'Belle of New York'

(Casino, N. Y., Sept. 25, 1897)

(Shaftebury, London, April 12, 1898)

Both premieres were important because practically the same cast appeared in London as in the American production, and both scored sensational success.

Edna May, formerly a chorus girl, was acclaimed a star overnight. Her selection was an accident, the details of which have been published from time to time.

George M. Cohan has said that Dan Daly was his inspiration for dancing. Daly was ill and could not dance violently. He therefore, almost walked his steps, but Cohan realized what could be done through doing a similar routine at breakfast speed.

After the opening night in London, Daly thought he was a failure and wanted to return by the next boat. It took a lot of liquid persuasion to convince him otherwise.

'Earl of Pawtucket'

(Madison Square, N. Y., Feb. 5, 1903)

Lawrence D'Orsay first appeared in New York with Minnie Palmer in 'My Sweetheart' at Haverly's theatre, Oct. 6, 1884. He had played in London for a number of years prior to that, and went back and forth several times without attracting any undue attention.

One night in the Lamb's Club Augustus Thomas, highly amused at D'Orsay's monocolored personality, yelled: 'I've got it, the Earl of Pawtucket. I shall write it for you.'

The piece ran for two years and D'Orsay rose from a nominal salary to stardom.

'The Trumpet Call'

(Adelphi, London, Aug. 1, 1881)

Mrs. Patrick Campbell made her first appearance of any note in London in this military drama. At the premiere she scored a great success, surmounting the unhappiest of silences in the gallery.

In a middle of a long speech in the second act, where she was repulsing the villain, her skirt became unbuttoned and slid slowly to the floor, leaving her standing in the long, old-fashioned pantes of the day. Nevertheless, she held the audience, and without a titter greeting her managed to retrieve the errant garment and continued without a pause.

'Arms and the Man'

(Avenue, London, April 21, 1894)

This premiere at the old Avenue theatre (now the Playhouse) was memorable through a retort made by the author, George Bernard Shaw, to a remark from a dissatisfied spectator in the gallery.

Shaw was interrupted in his curtain speech by a yell of disapproval of the piece, to which he promptly responded: 'I quite agree with you, but what does our opinion count among so many?'

'Rose of the Rancho'

(Belasco, N. Y., Nov. 27, 1908)

The establishing of Frances Starr was accomplished, as is generally known, by the late David Belasco. Her first big hit was this show.

Belasco made a curtain speech with his well studied timidity, praising the girl without stint. Miss Starr had been playing 'in stock' for some time and had been the wife of James Durkin, well known stock actor.

Exploitation

Minn. Limits 'Bank'

(Continued from page 29)

an evil eye. See 'The Clairvoyant' with Claude Rains. The Invisible Man makes the future visible. With the house at the bottom.

People not handy to a mirror probably had more fun spelling out the backward printing. It worked either way.

There was a four-window tie to optical stores on the definition of clairvoyant to see clearly and with a clear vision. There were also free plugs over as many independent radio stations.

Exploiting Pigskin

Des Moines. One of the sweetest and most emotional stunts in more than a decade was pulled by Drake University in building up its football ticket sales and at the same time trimming in new material for the gridiron squad through staging a 'billed as an aid to your football enjoyment this season' program.

The show was presented at night in Drake stadium in a floodlight field with a band concert peeping up the crowd. One of the high lights was the advent of several high school teams which competed in a real football battle before the demonstration of the pigskin game was put on. Main features were punting contests as well as passing orgies among the youngsters before the men went into action.

It gave fans an idea of what football will be this fall, and enables them to understand formations and what they may expect as regards to punting, passing and other finer details of the game.

Minneapolis, Sept. 24.

Members of Northwest Allied States will not use 'bank night' or any other gift stunt more than once a week and no gift will be in excess of \$250, according to an agreement just reached here.

The agreement is believed to have averted what threatened to be a gift war among the exhibitors. The independents, before making their agreement among themselves, were aware that the Public Circuit will restrict its 'bank nights' similarly.

Action came after one independent neighborhood exhibitor had aroused other Twin City theatre owners by merging 'Jack Pot' in three of his theatres and running the gift up to \$700. There were threats that a half dozen or more houses would have a combined 'bank night' in retaliation.

While the case in industry was up in arms one of the offending exhibitor's theatres was dynamited. Following this incident he agreed to discontinue the merged 'Jack Pot' nights.

1st Egyptian Talker

Paris, Sept. 17.

First Egyptian talker, with all Egyptian cast, is being shot at the Eclair Studios, Epinay, Title, translation, 'Tears of Love.'

Egyptian consul at Paris and other important members of the local Egyptian colony have gone

WE TOLD YOU THEY WERE TWO-REEL ROAD SHOWS!

Now the country's theatres are proving it...
Billing them over the feature... Giving them
leading space in the newspaper ads... Treat-
ing them as the gigantic attractions they are!



RKO PROCTORS, NEWARK



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R BOWES,
CHASE & SANBORN AMATEUR HOUR:
DELIVER CAPITOL THEATRE BLDG:
HARRY BOLUB MANAGER RKO ORPHEUM THEATRE DENVER COLD
ST PREVIEWED YOUR FIRST AMATEUR SHORT FOR NEWSPAPER CRITICS
ALL ACCLAIM IT SENSATIONAL STOP THEATREGOERS IN DENVER AWAIT
THE ELEVENTH SEPTEMBER WHICH TIME IT OPENS.
Postal Telegraph
THE INTERNATIONAL SYSTEM
SEP 14 1935
76 NL VIA MACKAY RADIO BY LOS ANGELES CALIF SEP 14 1935
MAJOR BOWES:
(PERSONAL) WTL BROADCASTING CO RADIO CITY NYC
ONE FIRST RUN THEATRE IN LOS ANGELES THE HEART OF THE MOTION PICTURE
INDUSTRY IS NOT ENOUGH TO RUN YOUR GREAT SCREEN VERSIONS OF THE
AMATEUR THEATRE OF THE AIR STOP WE FEEL HONORED IN ADVISING YOU THAT
THE RKO HILLSTREET AND PANTAGES HOLLYWOOD WITH COMBINED SEATING
CAPACITY OF SIX THOUSAND WILL PLAY YOUR SERIES DAY AND DATE
COMMENCING TOMORROW MONDAY SEPT-SIXTEENTH STOP AND RECOGNITION YOU
CAN GIVE US WILL BE DEEPLY APPRECIATED KINDEST PERSONAL REGARDS.
=RKO HILLSTREET AND PANTAGES HOLLYWOOD THEATRES.
YOUR PICTURE TO START HERE THURSDAY THIS IS FIRST SHOWING IN
THE INTERMOUNTAIN TERRITORY ALL INDICATIONS POINT TO
EXCEPTIONAL BUSINESS THEATRE HAS RECEIVED HUNDREDS OF PHONE
CALLS SINCE ANNOUNCEMENT CONGRATULATIONS AND BEST WISHES.
Postal Telegraph
THE INTERNATIONAL SYSTEM
SEP 14 1935
1 EXTRA DY STPAUL MINN 539 P SEP 8 1935
OR BOWES:
RADIO CENTER NYC
STPAUL THEATRE GOERS JOIN RADIO LISTENERS IN CHEERING YOU AND YOUR
AMATEURS WILDLY APPLAUDING YOUR MOTION PICTURE.
GOLDEN MGR RKO ORPHEUM THEATRE.



You Can't get Bigger Attractions
Than the Series of Six . . .

MAJOR BOWES' AMATEUR THEATRE OF THE AIR!...

CALENDAR OF CURRENT RELEASES

Chesterfield 1540 Broadway, New York, N.Y.
Incumbent Evidence. A mystery asking does circumstantial evidence convict the innocent? *Cliff Chandler, Shirley Grey, Dir. Charles Lamont.* 67 mins. Rel. March 20. Rev. May 15.
Condemned to Live. Horror story. *Ralph Morgan, Russell Gussell, Maxine Doyle, Dir. Frank Strayer.* 62 mins. Rel. Aug. 15.
Haggan's Case. A domestic comedy. *Frank V. Donald Meek, Maude Eburne, Dir. Charles Lamont.* 68 mins. Rel. Aug. 15.
Society FEVER. A crashing society comedy. *Lola Wilson, Lloyd Hughes, Hedda Hopper, Dir. Frank Strayer.* 69 mins. Rel. June 20.
Synthetic Lady. Modern love story. *Sidney Blackmer, Irene Ware, Russell Hopton, Dir. Charles Lamont.*

Columbia 1729 Seventh Ave., New York, N.Y.
After the Dance. Romance of a night club singer who finds love after a fall-break. *Nancy Carroll, Geo. Murphy, Dir. Leo Bulgakov.* 60 mins. Rel. June 24. Rev. Aug. 25.
Adventure. High art. *Nancy Carroll, Lloyd Nolan, Harry Langdon.* 67 mins. Rel. Sept. 15.
Awake and Jim Burks. Tough construction boss learns to respect his men. *Jack Holt, Florence Rice, Kathleen Burke, Jimmie Butler, Dir. Lambert Hillyer.* 70 mins. Rel. May 20. Rev. May 22.
Back Room. A mystery thriller in which Karloff plays the seal of doom. *Boris Karloff, Marian Marsh, Dir. Roy W. Neill.* 70 mins. Rel. July 25. Rev. Aug. 21.
Chamagne for the Ladies. A flapper finds a sweetheart and a fortune through a breakfast call. *May Carls, Hildegarde Bryant, Joan Marsh, Lila Lee, Dir. Melville Brown.* 69 mins. Rel. June 18. Rev. July 10.
Feather in Her Hat. A comedy. *Pauline Lord, Billie Burke, Louis Hayward, Dir. Alfred Santell.* 68, Oct. 12.
Friend, The. Comedy situations in a barn theatre. *Ann Sothern, Jack Haley, Roger Pryor, Dir. Edw. Buzzell.* 69 mins. Rel. Aug. 2.
Justice of the Range. Tim McCoy western. *Dir. David Selznick.* 68 mins. Rel. May 25. Rev. June 12.
Lady of New York. George. Rel. Sept. 10.
Love Me Forever. Operatic-gangster story. *Grace Moore, Leo Carrillo and Robert Allen, Dir. Victor Schertzinger.* 91 mins. Rel. June 27. Rev. July 3.
Men of the Hour. Story of the newsworld cameramen. *Richard Cromwell, Billie Seward and Wallace Ford, Dir. Lambert Hillyer.* 57 mins. Rel. May 15. Rev. May 15.
Ing Wild. Western. *Dir. David Selznick.* Rel. June 23.
She Married Her Boss. Claudette Colbert, Melvyn Douglas, Michael Bartlett. *Dir. Gregory Cavaca.* Rel. Sept. 15.
Superspeed. Norman Foster, Mary Carlisle and Florence Rice. *Dir. Lambert Hillyer.* Rel. Sept. 1.
Together We Live. Domestic tragedy induced by red propaganda. *Willard Mack, Bert Lytell, Eleanor Boardman, Dir. Willard Mack.* Rel. Aug. 18.
Unknown Woman. The action story of a woman government agent. *Richard Cromwell, Marian Marsh, Dir. Al Rogell.* 61 mins. Rel. June 14. Rev. June 26.

DuWorld 729 Seventh Ave., New York, N.Y.
rainqueville (Fr.). Drama from Anatole France yarn. *Dir. Jacques de Baroncelli.* 80 mins. Rel. Dec. 1.
Dame aux Camellias, La (Fr.). Literal adaptation of the Dumas classic. *Yvonne Printemps, Charles Lamy, Dir. Ferdinand Rivers.* 85 mins. Rel. March 15. Rev. March 27.
Iri in the Case. Comedy in the Continental manner. *Jimmy Savo, Eddie Lambert, Dorothy Darling, Dir. Eugene Frank.* 60 mins. Rel. Oct. 1.
Koolha, Suzanne (Polish). Young love in Poland, with music. *Dir. Michael Wyzanski.* 70 mins. Rel. Nov. 1.
L'agonie des Algees (Fr.). Pre-Napoleonic drama. *Ikebebe.* 70 mins. Rel. Dec. 1.
Man Who Changed His Name (British). An old Edgar Wallace yarn revived. *Dir. Henry Edwards.* 75 mins. Rel. Oct. 1. Rev. Oct. 23.
Norah O'Neale (British). Irish yarn. *Dir. Desmond Hurst.* 70 mins. Rel. Oct. 15. Rev. Oct. 15.
Sene Familia (Fr.). Story of a boy's fight without family. *Robert Lyden, Dir. Andre Moussy.* 60 mins. Rel. June 1.
The Last Wilderness. A condition animal film laid in Wyoming. *Howard Hill.* 60 mins. Rel. May 17. Rev. July 24.

First Division Offices:
Releases Also Allied, Chesterfield and Liberty
Circumstantial Evidence. Reporter takes murder in campaign against death penalty and almost goes to chair. *Cliff Chandler, Shirley Grey, Arthur Union, Dir. Charles Lamont.* 70 mins. Rel. Aug. 15.
Curtain Falls. One-time famous actress uses her talents in an entirely novel role; and stages one final glorious comeback. *Henrietta Crosman, Dir. Dorothy Lee.* 60 mins. Rel. Aug. 15.
Death from a Distance. (Invincible). A girl reporter and a police detective match their wits. *Russell Hopton, Lola Lane, George Morgan, Sr. Dir. Frank Strayer.* 69 mins. Rel. Sept. 1.
Iri Who Came Back. (The Chesterfield). The regeneration of a girl hopelessly involved in a vast counterfeiting plot. *Sidney Blackmer, Shirley Grey, Noel Madison, Dir. Charles Lamont.* 65 mins. Rel. Sept. 8. Rev. Sept. 18.
Java Head (Associated). An adaptation of the Joseph Hergesheimer prize-winning novel, which tells the story of a girl who is the victim of the barriers of race and prejudice. *Anna May Wong, Elizabeth Allen, Edmund Gwenn, John Lederer, Dir. J. Walter Ruben.* 70 mins. Rel. Sept. 1. Rev. Aug. 15.
He Opinion. Jealousy separates loving couple who are brought together by their child's deathly illness and realize they still love each other. *Lola Wilson, Clara Wilson, Shirley Grey, Dir. Frank Strayer.* 65 mins. Rel. July 15.
Rainbow's End. Western. A black sheep goes west, makes good and shows up father's name. *Cliff Chandler, Shirley Grey, Dir. Frank Strayer.* 69 mins. Rel. June 10. Rev. July 17.
Shot in the Dark. From the novel and 'College Humor' serial 'The Dartmouth Murders by Clifford Clifton.' *Cliff Chandler, Shirley Grey, Dir. Frank Strayer.* 69 mins. Rel. June 10. Rev. July 17.
Society Fever (Invincible). A mad, merry saga of the many Troustys. *Lola Wilson, Lloyd Hughes, Hedda Hopper, Gail Patrick, Dir. Frank Strayer.* 69 mins. Rel. Sept. 1.
Symphony of the Senses (Invincible). Boy violin prodigy buffeted between warring parents. *Evelyn Brent, Al Shean, John Darrow, Dir. Frank Strayer.* 62 mins. Rel. July 3.

First National 321 W. 42nd St., New York, N.Y.
Iri From 10th Avenue. The adventures of a young shop girl who accidentally inherits a fortune. *Cliff Chandler, Shirley Grey, Dir. Frank Strayer.* 69 mins. Rel. June 10. Rev. July 17.
In California. Musical spectacle of famous Mexican resort. *Pat O'Brien, Dolores Del Rio, Edw. Everett Horton, de la Mar, Dir. Lloyd Bacon.* 84 mins. Rel. May 26. Rev. July 3.
Iri in the Dark. From the novel and 'College Humor' serial 'The Dartmouth Murders by Clifford Clifton.' *Cliff Chandler, Shirley Grey, Dir. Frank Strayer.* 69 mins. Rel. June 10. Rev. July 17.
Society Fever (Invincible). A mad, merry saga of the many Troustys. *Lola Wilson, Lloyd Hughes, Hedda Hopper, Gail Patrick, Dir. Frank Strayer.* 69 mins. Rel. Sept. 1.
Symphony of the Senses (Invincible). Boy violin prodigy buffeted between warring parents. *Evelyn Brent, Al Shean, John Darrow, Dir. Frank Strayer.* 62 mins. Rel. July 3.

G-B 1600 Broadway, New York, N.Y.
Invoyant, The. Chiller. Claude Rains, Fay Wray. 72 mins. Rel. July 15. Rev. June 12.
Love of a Dictator, The. Strong historical costume drama. *Clive Brook, Madeleine Carroll, Dir. Victor Saville.* 53 mins. Rel. June 15. Rev. June 5.

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

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

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

Studio Placements

olywood. Sept. 24.
David Miller directing 'Crew,' Pete Smith short, Metro.
Pat Carls, 'Lash Gringo,' Keith. Keyes Luke, 'Cah's Secret,' 20th-Fox.
Waldemar Young, screen play, 'Buckaroo,' Par.
Charles Irwin, 'Collegiate,' Par.
Edward Brophy, Sterling Holloway, '10 Minutes,' Mascot-Republic.
Andre Beranger, 'Enemy of Man,' WB.
Peter Milne, Charles Belden, screen play, 'Goes of the Country and the Woman,' WB.
Francis Bushman, Jr., Hugh Huntley, Ferdinand Munier, 'I Found Stella Parlier,' WB.
Monty Blue, William Desmond, Bonita Granville, Addison Richards, Charles Middleton, Eddie Shubert, George Ernest, Louis King directing, 'Prairie Schooner,' WB.
Luis Albers, 'Next Time We Love,' U.
Monty Morris, 'Hard Luck Dams,' WB.
Henry Armetta, 'In Your Gondola,' WB.
James Burke, 'Coronado,' Par.
Emma Dunn, 'Seven Keys to Baldpate,' Radio.
Herbert Evans, 'Country,' WB.
George Chandler, 'Mary Burns, Fugitive,' Wang.
Tammany Young, 'Anything Goes,' Par.
Paul Irving, 'Miss Pacific Fleet,' WB.
Nicholas Soussanin, Leonard Snegoff, 'Man Who Broke the Bank at Monte Carlo,' 20th-Fox.
Irving Bacon, Marie Wells, Barbara Ray, Lillian Leighton, Paddy McGuire, 'Borden, Millions in the Air,' Par.
David Newell, James Murray, Beulah McDonald, 'The Bouncer,' Radio.
Monty Morris, 'Lash Gringo,' 'It Happened in Hollywood,' Radio.
Harlan Ware, Jane Storm adapting, 'Prairie Schooner,' WB.
Lola Wilson, 'Splendor,' Goldwyn.
Helen Lowell, 'Shoot the Chutes,' Goldwyn.
Katherine Alexander, Rosina Lawrence, John McGuire, Bill Benedict, Eugene Forde directing, 'Your Uncle Dudley,' 20th-Fox.
Minna Gombell, Connie Bergen, Guinn 'Big Boy,' Mary Doran, 'Miss Pacific Fleet,' WB.
Tom Dugan, 'Wilderness,' 20th-Fox.
Bob Robinson, 'Enemy of Man,' WB.
Dave O'Brien, Richard Powell, 'Mary Burns, Fugitive,' Wang.
George Glover, 'Lash Gringo,' Victor Jory, Sally O'Neill, Ward Bond, Lester Cole, J. Griffin Jay, screen play, D. Ross Lederer directing, 'Jackhammer, Col. Inez Courtney, 'Millions in the Air,' Par.
Eve G. Irving, 'Par.' Par.
Leo Carrillo, 'If You Could Only Cook,' C.
Melvyn Douglas, Joseph Krumgold, continuity, 'The Lone Wolf Returns,' Col.
Frank Clark scripting 'Throughbreds All,' Radio.
Demar Watson, James Donlan, 'Husk,' Radio.
George Glover, 'Seven Keys to Baldpate,' Radio.
Myrtle Stedman, Helen Gibson, 'Prairie Schooner,' WB.
Oliver Cooper, dialog, untitled picture, Republic.
Monte Blue, 'Nevada,' Par.
Guy Glover, 'Anything Goes,' Par.
William Steele, Doris Atkinson, (Continued on page 35)

Man Who Knew Too Much. Realistic underworld drama in the Alps and London. *Peter Loree, Leslie Banks, Edna Best, Dir. Alfred Hitchcock.* 75 mins. Rel. Sept. 15.
My Heart Is Calling. Romantic musical. *Jan Klepura, Martha Eggerth, Dir. Carmine Gallone.* 70 mins. Rel. April 1. Rev. April 17.
My Song for You. Romance in the opera house. *Jan Klepura, Dir. Eggerth.* 70 mins. Rel. May 15.
Princess Charming. Musical. *Evelyn Lane, Henry Wilcoxon.* 70 mins. Rel. June 15. Rev. June 25.

Liberty

Born to Gamble. Four sons inherit a grandfather's talent. *H. B. Warner, Maxine Doyle, Eric Linden, Lola Wilson.* Rel. July 10.
Dizzy Dances. Musical. Theatrical boarding house locale. *Marjorie Rambeau, Florence McKelney, Lawrence Gray, Dir. William Nigh.* Rel. May 15.
Old Homestead. The suggested by the play. Six musical numbers. *Carlie Lawrence, Gray, Dorothy Lee, Willard Robertson, Dir. William Nigh.* Rel. Aug. 10.

Majestic

Motive for Revenge. Thrilling adventures resulting from desire to satisfy wife's craving for luxury. *Donald Cook, Irene Hervey, Dir. Burt Lymond.* Rel. May 17.
Mutiny Ahead. Stark drama! Adventure! Romance! On the high seas. *Hamilton and Kathleen Burke, Dir. Tommy Atkins.* Rel. May 1.
Reckless Rides. Comedy-drama of two thoroughbreds, a girl and a horse. *Judith Allen, Regis Toomey, Lloyd Hughes, Dir. Burt Lymond.* 66 mins. Rel. July 1.

Mascot

Harmony Lane. Life and songs of Stephen Foster. *Douglas Montgomery, Adrienne Ames, Evelyn Venable, William Flawley, Rel. Aug. 21.*
Headline Woman. Strange romance develops with a beautiful society girl is lured by a man with a wise-cracking reporter to save her reputation. *Heather Angel, Roger Pryor, Dir. William Nigh.* 75 mins. Rel. May 15.
Ladies Crave Excitement. Sparkling action romance with newsworld background. *Norman Foster, Evelyn Knapp, Eric Linden, Esther Ralston, Dir. Nick Gomda.* 68 mins. Rel. June 10. Rev. July 24.
One Frightened Night. Nutty millionaire who distributes his fortune on a wild storm night. *Charles Gravelin, Mary Carlisle, Regis Toomey, Dir. Christy Chute.* 64 mins. Rel. May 1.
Streamers Run. Story of a girl who eloped to baptize a train and marry a man she didn't love. *Victory Jory, Evelyn Venable, Dir. Leonard Raven.* Rel. Aug. 27.
Waterfront Lady. Ann Rutherford, Frank Albertson. Rel. Sept. 20.
Justices: Culver City, Calif.

Metro

Age of Indiscretion. Divorced couple find problem. *1935. Louis L. Evans, Jack Holt, Dir. Edw. Ludwig.* 77 mins. Rel. May 10.
Anna Karenina. Tolstoy's famous novel of a woman's struggle for love. *Madge Evans, Fredric March, Basil Rathbone, Dir. Clarence Brown.* 85 mins. Rel. Sept. 6. Rev. Sept. 6.
Bishop Mahabaveas. A cleric imposed into duty as a detective. *Edmund Egan, Maureen O'Sullivan, Norman Foster, Dir. E. A. Dupont.* Rel. Sept. 13.
Bonnie Scotland. A farical romp through the Highlands. *Laurel and Hardy.* 65 mins. Rel. Aug. 25. Rev. Aug. 28.
Broadway Melody of 1936. Big song and dance show. *Jack Benny, June Knight, Eleanor Powell, Buddy and Wanda Ebsen.* Dir. Roy Del Ruth. Rel. Sept. 10.
Calvin Yourself. From a magazine story. Comedy of kidnapping. *Robt. Tugan, Madge Evans, Dir. Geo. B. Seltz.* 70 mins. Rel. June 23. Rev. July 21.
Captures of Tazewell. New fun. *Johnnie Weissmuller, Maureen O'Sullivan, Dir. James McKay.*
China Seas. Intensive drama with a locale of a Chinese tramp steamer. *Clark Gable, Jean Harlow, Wallace Beery, Edna Best, Dir. Victor Fleming.* 85 mins. Rel. July 10.
Escape. Love and innocence in Vienna with a new star, *Luis Albers, Wm. Powell, Frank Morgan, Virginia Bruce, Dir. Robt. Z. Leonard.* 89 mins. Rel. July 5. Rev. July 6.
Flamingo Girl. The woman doctor comes enmeshed with a mental patient. *Ann Harding, Herbert Marshall, Maureen O'Sullivan, Dir. Edmund Goulding.* 72 mins. Rel. May 17.
Here Comes the Groom. An ambitious writer and a stolen melody. *Dir. Lewis and his band, 'Virginia Bruce, Ted Healy,' Dir. Paul Sloane.* Rel. Aug. 30.
Let Freedom Ring. High pressure comedy with strapless setting. *Jack Benny, Anna Merkel, Grant Mitchell, Mary Carlisle, Dir. Charles Riesner.* Rel. Oct. 25.
Mad as a Hatter. The trailer of a mad surgeon who takes unique revenge. *Dir. The Hands of Orion. Peter Loree, Frances Drake, Colin Clive, Dir. Karl Freund.* 67 mins. Rel. July 12. Rev. Aug. 7.
Mala. Love in the South Seas. *Mala, of 'East of the Sun and Lotus Land,' Dir. Richard Thorpe.*
Mark of the Vampire. Murder mystery with vampire angle. *Lionel Barrymore, Bela Lugosi, Bela Lugosi, Dir. Tod Browning.* 68 mins. Rel. May 20. Rev. May 8.
Mutiny on the Bounty. Based on famous historical episode of South Seas mutiny. *Charles Laughton, Charles Laughton, Franchot Tone, Dir. Frank Lloyd.* Rel. Oct. 15.
Murder Man. Newspaper reporter who specializes in murders. *Spencer Tracy, Virginia Bruce, Lionel Atwill, Dir. Tim Whelan.* 70 mins. Rel. July 31. Rev. July 31.
Murder in the Fleet. Mystery aboard a battleship. *Robt. Taylor, Jean Parker, Dir. Edw. Seiwitz.* 68 mins. Rel. Aug. 15.
Night of the Living Dead. Adventures in mistaken identity of three I. Ians. *Groucho, Chico and Harpo Marx, Dir. Sam Wood.* Rel. Nov. 1.
No More Ladies. From the stage play by A. E. Thomas. Bright domestic drama. *John Crawford, Frances Drake, Frances Drake, Dir. E. H. Griffith.* 70 mins. Rel. June 14. Rev. June 28.
One New York Night. Comedy mystery story. *Franchot Tons, Anna Merkel, Conrad Nagel, Dir. Jack Conway.* 69 mins. Rel. April 5. Rev. May 8.
O'Shaughnessy's Boy. Father and son who follow the circus. *Wallace Beery, Jackie Cooper, Dir. Richard Leacock.* Rel. Nov. 8.
Perfect Gentleman. The actor who comes back. *Frank Morgan, Dir. Frank Lloyd.* Rel. Oct. 15.
Public Hero, No. 1. G man story. *Lionel Barrymore, Chester Morris, Jean Arthur, Dir. J. Walter Ruben.* 90 mins. Rel. May 31. Rev. June 12.
Robin Hood of El Dorado. A dramatic story of 'bad man.' *Warner Baxter, John Wayne, Alvin Karpis, William Weiman.*
Tale of Two Cities. Based on Dickens' famous novel of the French Revolution. *Ronald Colman, Elizabeth Allan, Edna May Oliver, Basil Rathbone, Dir. Frank Lloyd.* Rel. Oct. 15.
Vagabond Lady. Younger brother saves bride from unhappiness. *Robert Young, Evelyn Venable, Dir. Sam Taylor.* 72 mins. Rel. May 3. Rev. June 15.

Monogram

Cheers of the Crowd. Russell Hopton, Irene Ware. Aug. 5.
Dawn Rider. The John Wayne, Marion Burns. Dir. H. N. June 20.
Desert Trail (Long Star). John Wayne western. *Dir. Cullen Lewis.* 54 mins. Rel. Aug. 21.
Healer. From the novel by Robert Herrick. *Dir. Reginald Barker, Belarney, Karen Morley, Mickey Romero, Judith Allen, Robert Montgomery.* 70 mins. Rel. July 15.
Honeymoon Ltd. Ted. Noel Hamilton, Irene Hervey. 70 mins. Rel. July 1.
Hoosier Schoolmaster. The Norman Foster, Charlotte Hearn, Olla Harlan, Louis L. Evans, Dir. Lew L. Collins. Famous classic by Edward G. Robinson. 70 mins. Rel. May 15.
Keeper of the Bees. The famous story by Gene Stratton Porter. *Neil Hamilton, Betty Furness, Robert Brewster, Edmund Gwenn, in Follows.* 70 mins. Rel. July 15.
Make a Million. Story of how a professor gets rich by chain letter. *Charles Starrett and Pauline Brough.* Rel. July 15.
Monte Carlo. Innocent suspect runs a man at famous casino and wins the girl. *Mary Brian, John Darrow.* 62 mins. Rel. May 20.
Paradise Canyon. John Wayne, Marion Burns. Movie-struck family takes hands all to crash Hollywood with hilarious results. *Wallace Ford.* 52 mins. Rel. July 20. Rev. Sept. 18.
Trail Beyond. In the John Wayne, Verma Hillie. 65 mins. (Continued on page 35)



EVERY PERSON who comes into your theatre has read these headlines. Every daily paper that goes into his hands shouts that 1935 is an exciting, memorable year.

The world is living dangerously. Public feeling on vital issues has seldom run so high, been so sensitive. Constantly growing is the demand to know how this maelstrom of dramatic developments will affect the nation, business, every-day life.

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CALENDAR OF CURRENT RELEASES

(Continued from page 33)

Paramount : 5551 Marathon St., Hollywood, Calif. **Office:** 1501 Broadway, New York, N.Y.

Accent on Youth. Current stage hit. Sylvia Sydney, Herbert Marshall. Dir. Wendy Ruggles. 77 mins. Rel. July 15.

Annapolis Farewell. Unusual type of story made at the U. S. Naval Academy. Sir Guy Standing, Ronald Keith, Tom Brown, Rich Cromwell. Dir. Max Hall. 87 mins. Rel. Aug. 1.

Big Broadcast of 1936. The Jack Oakie, Lyda Roberti, Burns and Allen and Wendy Barrie carry along a fanciful story which serves as background for an array of radio stars. Dir. Norman Taurog. 97 mins. Rel. Sept. 13.

College Scandal. Whodunit with college background. Arline Judge, Kent Taylor, Wendy Barrie. Dir. Elliott Nugent. Rel. June 21.

Crusades. The Cecil de Mille's spectacle. Lew Young, Henry Wilcoxon. Dir. Cecil de Mille. 124 mins. Rel. Aug. 2.

Every Night at Eight. Radio story capitalizing the amateur career. Geo. Raft, Alice Brady, Dorothy Foy, Betty Kelly. Dir. Raoul Walsh. 90 mins. Rel. Aug. 4.

Key. The Politico-mystery story by the author of "The Thin Man." John D. Dool, Ronald Cully. Dir. Frank Tuttle. 71 mins. Rel. May 31.

Here Comes Cookie. Grace Allen gets her father's fortune and starts a private life for old-time actors. Geo. Burns, Grace Allen, Geo. Barbier. Dir. Norman McLeod. Rel. Sept.

Hopalong Cassidy. From the familiar book character. William Boyd, Jimmy Ellison, Paula Stone. Dir. Howard Bretherton. 59 mins. Rel. Aug. 23.

Last Outpost. The From a Britton action striking action story. Cary Grant, Claude Rains, Gertrude Michael. Dir. Chas. Barton. Rel. Aug. 23.

Man on the Flying Trapeze. Plooding office worker gets into a series of amusing escapades. Dir. Kathleen Howard. Dir. Clyde Bruckman. 65 mins. Rel. July 25.

Men Without Names. 0 Men story. Fred MacMurray, Madge Evans. Dir. Ralph Murphy. 87 mins. Rel. July 25.

Parie in Spring. Two Parisian would-be suicides who didn't jump off the Eiffel Tower. Tullio Carminati, Mary Ellis, Ida Lupino. Dir. Lewis Milestone. 87 mins. Rel. Aug. 1.

People Will Talk. Combination of original and old-time Sophie Kerr and Hugh Herbert. Neighbors almost take the leads into a divorce. Chas. Barker. Dir. George Stoney. 87 mins. Rel. June 9.

Peter Ibbetson. George Du Maurier's famous love classic. Gary Cooper, Ann Harding. Dir. Richard Thorpe. Rel. Aug. 30.

Rose of the Rancho. Richard Dix, Henry Hathaway. Rel. Aug. 30.

Story of Old California. Gladys Swarthout, John Boles, Charles Chick. Dir. William Howard. Dir. Marion Gering. Rel. Oct. 25.

Shanghai. Romance of a Chinese smuggler working as a rickshaw coolie for a Chinese. Huan Huan, Warner Oland. Dir. James Flood. 76 mins. Rel. July 19.

Smart Girl. Plooding office worker out their faces in a comedy. Ida Lupino, Kent Taylor, Paul Patrick. Dir. Aubrey Scotto. 78 mins. Rel. July 26.

So Real the Rose. George Stoney's best seller. Margaret Sullivan, Walter Connolly, Randolph Scott. Rel. Aug. 23.

Tango Bar (in Spanish). Musical featuring the late Carlos Gardel, Rosita Moreno. Dir. John Reinhardt. 87 mins. Rel. July 17. (Not on regular release.)

Two for Tonight. From the stage hit by Max and J. O. Leaf. Gay-hearted playthings on the loose. Bing Crosby, John Bennett, Mary Boland, Paula Stone. Rel. Aug. 23.

Wanderer of the Wasteland. Zane Grey story. Dean Jagger, Gail Patrick. Edward Ellis. Dir. Otto Lovering. Rel. Aug. 16.

Without Regret. Stage hit. Love and treachery in London. Ellena Landi, Paul Cavanaugh, Frances Drake. Dir. Harold Young. Rel. Aug. 23.

Castles: Hollywood **Office:** R.K.O. Bldg., New York, N.Y.

Alice Adams. Small town girl dramatizes herself and tries to live a rich life by lying about her family. Katharine Hepburn, Fred MacMurray, George Stevens. 86 mins. Rel. Aug. 23.

Arizona. The vivid chapter in American Cavalade. The bringing of Graham, Louise Ford, Preston Foster. Dir. Charles Victor. 72 mins. Rel. June 23.

Becky Sharp. The story of a woman who wrecked the lives of all the men who loved her. Miriam Mosley, Frances Dee, Sir Cedric Hardwicke, Nigel Bruce, Alison Skipworth. Dir. Robert Mammoulin. 85 mins. Rel. June 23.

Break of Hearts. Two temperamental musicians discover, after almost wrecking their lives, that love is most important thing. Katharine Hepburn, Charles Boyer, John Shear, Jean Harlow. Dir. Philip Moeller. 78 mins. Rel. May 31.

Freckles. Orphan boy who conquers fear in order to save the life of a little girl and thereby wins the love and esteem of his benefactors. Tom Brown, Virginia Bruce, John Shear, John Shear, John Shear, John Shear. Dir. Dorothy Peterson. 87 mins. Rel. June 23.

Hoorsy for Love. Young college graduate invests his small fortune in a musical show, falls in love with the leading lady, goes to jail because of a bad check, but the show opens on time and the play is a success. Art Sather, Gene Robinson, Maria Gambarelli. Rel. June 14.

Hot Tip. An amusing tale of the vagaries of the race track and the unquenchable fever that surges in the veins of men who follow the hunches. James Cagney, Pauline Goddard, Margaret Callahan, Russell Gleason. Dir. Ray McCarey. Rel. Aug. 16.

Informers. The story of the Irish revolution. Victor McLaglen, Preston Foster, Heather Angel, Wallace Ford, Una O'Connor, Margot Graham. Dir. John Ford. Rel. June 16.

Jalna. From the first of the Jalna series. Kay Johnson, Ian Hunter, C. Aubrey Smith, Nigel Bruce, David Manners, Peggy Wood. Dir. John Cromwell. 75 mins. Rel. Aug. 9.

Last Days of Pompeii. The destruction of the City of Pompeii. Preston Foster, Helen Mack, Alan Hale. Dir. Ernest B. Schoedack. Rel. Oct. 4.

Its. The ooley is an inventor and Wheeler a song writer. Unwittingly they become entangled in a murder. They discover the murderer through the truth through the truth through the truth. Fred Astaire, Wheeler, Robert Woolsey, Fred Keating, Betty Grable, Evelyn Brent, Erik Rhodes. Dir. Geo. Stevens. 81 mins. Rel. June 7.

Id Man Rhythmic. A young business man to join his son at a college undergraduate. Six new songs. Charles Rogers, George Barbier, Barbara Kent. Dir. Edward Ludwig. Rel. Aug. 2.

Return of Peter Grimm. A young man who has been a soldier. Lionel Barrymore, Helen Mack, Edward Ellis. Dir. George Nicholls Jr. Rel. Sept. 13.

Rider Haggard's novel. Helen Gahagan, Randolph Scott, Helen Mack, Nigel Bruce. Dir. John Pichel and Laneing C. Holden. 96 mins. Rel. July 12.

Strangers Al. May Robson, the champion of her own brood of four children. Over them from the law. May Robson, Preston Foster, Florine McKinley. Dir. Backwell. Dir. Chas. Victor. 68 mins. Rel. May 10.

Three Gunsmen. From the Dumas classic. Walter Abel, Margot Graham, Rosamond Phipps. Dir. Paul Lukas, Heather Angel, Moroni Olsen. Dir. Rowland V. Lee. Rel. Sept. 20.

Top of the American dancer. who falls in love with a young girl, but has a hard time winning her. Fred Astaire, Ginger Rogers, Edward Everett Horton, Helen Broderick. Dir. Mark Sandrich. 101 mins. Rel. Sept. 6.

Village Tale. This story presents a collection of average community life in a typical small village in Utah. Randolph Scott, Kay Johnson, Arthur Cromwell. Rel. April 26.

Woman in the Dark. (Select). Dashiell Hammett mystery story. Fay Wray, Ralph Bellamy. Dir. Phil Rosen. 65 mins. Rel. May 21.

Republic

Office: RKO Bldg., New York, N.Y.

Cappy Ricks Returns. Peter B. Kyne's familiar fiction hero. Robert McWade, Ray Walker, Florine McKinley. Dir. Mack Wright. Rel. Sept. 25.

Crime of Dr. Creep. The Original story suggested by Poe's "The Premature Burial." Eric von Stroheim, Harriet Russell, Dwight Frye. In. John H. Auer.

Forbidden Heaven. Suggestive of "One More Spring." Four delirious in a abandoned London house. Chas. Farrell, Charlotte Henry, Betty Mercer, Fred Walton. Dir. Reinhold Schunert. Rel. Sept. 15.

less Range. John Wayne western. Dir. R. N. Bradburn

Tumbling Tumbleweeds. Western. Gene Autry. Dir. Jos. Kane. Rel. Oct. 24.

Two Sinners. From the Warwick Deeping story. Otto Kruger, Minna Gombel, Martha Sleeper. Dir. Arthur Lubin. 71 mins. Rel. Oct. 10.

Spanish Cape Mystery. The From the novel by Ellery Queen. Helen Twelvetrees, Donald Cook, Jack La Rue, Betty Bythe. Dir. Lewis D. Collins. Prod. M. M. Kohn. Rel. Oct. 25.

Westward Ho. Western pioneer story. John Wayne, Sheila Mannors. Dir. R. N. Bradburn. Rel. Sept. 1.

Studio: Fox Hills, Hollywood, Cal. **20th-Century-Fox** : 444 West 68th St., New York, N.Y.

Black Sheep. Edmund Lewis. Claire Trevor, Tom Brown. Dir. Allan Dwan. 79 mins. Rel. June 14.

Charlie Chan in Egypt. Further adventures of the Honolulu Chinaman. Warner Oland, Mary Brian. Dir. Lewis Seiler. 72 mins. Rel. June 21.

Cowboy Ulfarson. George rlen western. Rel May 10.

Curly Top. Shirley Temple story. Shirley Temple, John Boles, Rochelle Hudson. Dir. Irving Cummings. 75 mins. Rel. July 26.

Dante's Inferno. New version of an old thriller. Spencer Tracy, Claire Trevor, Henry B. Walthall. Dir. Hanny Lachman. 90 mins. Rel. Aug. 3.

Darling You May. The James Dunn-Mae Clarke. Dir. Wm. A. Seiler. 76 mins. Rel. May 24.

Doubling Thomas. From George Kelly's stage play, "The Torch Bearers." With Kaye, John, Allison Skipworth. Dir. David Butler. 78 mins. Rel. June 7.

Dressed to Thrill. Tatta Rolf, Olive Brook. In. Harry Lachman. Rel. Aug. 23.

Farmers Take a Wife. The From the stage play of the old canal days. Janet Gaynor, Henry Jones, Chas. Eickford. Dir. Victor Fleming. 94 mins. Rel. Aug. 2.

Gay Deception. The Francis Lederer, Benita Hume. In. Wm. Wyler. Rel. Aug. 2.

Ginger. Jane Withers as a not-so-good little girl. With O. P. Heggie, Jackie Searle. Dir. Louis Seiler. 80 mins. Rel. July 6.

Hard Rock Marriage. Rivalry on a tunnel job. Geo. O'Brien, Irene Hayes. Dir. George Marshall. 70 mins. Rel. July 19.

Ladies Love Danger. From a story by Ilya Zorn. Mona Barrie, Gilbert Roland. Dir. H. Bruce Humbertson. 69 mins. Rel. May 3.

Orchid. With Jay, Jackie, John, Chas. Butterworth. Dir. Wm. A. Seiler. 74 mins. Rel. July 12.

Our Little Girl. From the story "Heaven's Gate," by Florence L. Pastrana. With Kaye, John, Allison Skipworth. Dir. John Robertson. 64 mins. Rel. May 17.

Redheads on Parade. Picture making and hair dye. John Boles, Lee Lee. Dir. John Robertson. 78 mins. Rel. Sept. 13.

Rocky Kid. Kid, settlement house and night club. With Ilya Zorn, Ayra, Mae Clarke, Paul Kelly. Rel. H. B. Humbertson. 70 mins. Rel. June 19.

Ten Dollars a Week. Edward Everett Horton, Karen Morley. Geo. Marshall. 65 mins. Rel. April 5.

Thunder in the Night. Murder in Budapest. Edmund Lowe, Karen Morley, Guy Cavaraugh. Dir. Geo. Archinbald. 65 mins. Rel. Sept. 30.

Under the Pampas Moon. Mex. story. Warner Baxter, Ketti Galligan, Tito Guizar. Dir. George Marshall. Rel. May 21.

Welcome Home. James Dunn as a confidence man. James Dunn, Arlene Judge. Dir. Chas. Tinlin. 72 mins. Rel. Aug. 9.

United Artists **Office:** 725 Seventh Ave., New York, N.Y.

Barbery Coast. A blazing story of America's last frontier of untamed emotions. Miriam Hopkins, Edward G. Robinson, Joel McCrea. Dir. Howard Hawks. Rel. Sept. 27.

Brewer's Blue. A story by Winchell Smith and Myron O'Connell. Jack Buchanan, Lili Damita. Dir. Thornton Freeland. 78 mins. Rel. May 20.

Call of the Wild. From the famous Jack London story. Clark Gable, Loretta Young, Jack Oakie. Dir. William Wellman. 89 mins. Rel. Aug. 9.

Dark Angel. The A love story that will give love a new meaning. Fredric March, Merle Oberon, Herbert Marshall. Dir. Sidney Franklin. 101 mins. Rel. Sept. 4.

Escape Me Never. Story by Margaret Kennedy. Elizabeth Bergner, Hugh Smith, Grith Jones, Leon Quartermain, Lynn Harding. Dir. Paul Czinner. 89 mins. Rel. June 23.

Let 'Em Have It. 0 Men. Story by Joseph Moncur and Elmer Harris. Richard Arlen, Virginia Bruce, Alice Brady, Harvey Stephens, Rich Lindner. Dir. George Marshall. 86 mins. Rel. May 17.

Modern Times. A dramatic comedy based on mass production in a big factory. Charlie Chaplin, Paulette Goddard. Rel. Oct. 11.

Melody Linde. The Lowell Brentano's best-seller. Polignat mother-love. Josephine Hutchinson, George Houston, Helen Westly. Dir. David Burton. Rel. Oct. 25.

Mesquite. An unpublished novel by Pierre Benoit. Harry Bauer, Penelope Dudley-Ward. Dir. Anthony Asquith. Rel. Oct. 13.

Nell Gwynn. Anna Neagle, Sir Cedric Hardwicke, Dir. Herbert Wilcox. 70 mins. Rel. June 14.

Red Gown. Two young lovers who find themselves tangled in a fast-moving series of amusing difficulties. Barbara Stanwyck, Robert Young, Hardie Albright. Dir. Sidney Lanfield. Rel. Sept. 13.

Sanders. A story of dramatic drama of the manner in which one white man holds the destiny of a complete tribe. Paul Robeson, Nina Mae McKinney, Leslie Banks. Dir. Zoltan Korda. 85 mins. Rel. July 4.

Thunder in the East. Story by Claude Farrere. Charles Boyer, Merle Oberon, John Loder. Dir. Nicholas Farkas. 79 mins. Rel. May 13.

United Artists **Universal** **Office:** 30 Rockefeller Plaza, New York, N.Y.

Alibi. Mary Dove. Story of a lost daughter replaced by adopted. Sally Eilers, Raymond Millard. Dir. Kurt Neumann. 65 mins. Rel. May 21.

Along Together. Comedy. Zasu Pitts, Hugh O'Connell. In. Kurt Neuman. Rel. Oct. 7.

Border Brigands. Buck Jones western. Dir. Nick Grinde. 66 mins. Rel. May 21.

Crimson Trail. The Buck Jones western. Dir. Al Roboch. In. Rel. Feb. 11.

Chinatown Squad. Comedy-drama. Lyle Talbot, Valerie Hobson. Mur. Ray. 70 mins. Rel. May 20.

Diamond Jim. Drama. Edward Arnold, Jean Arthur, Binnie Barnes. Dir. Ed Sutherland. 92 mins. Rel. Sept. 2.

King Solomon of Broadway. Musical drama. Edmund Lowe, Dorothy Page, John Cromwell, John R. Brown, Philip Brooks. Dir. Alan Crosland. Rel. Sept. 16.

Fighting Youth. Football story. Charles Farrell, Jean Martel, Andy Devine, Ed. Paul Macdonald, Eddie Jaffe. Dir. Herton Macdonald. Rel. July 24.

Lady Tubbs. From the novel by Homer Croy. Alice Brady, Douglas Montgomery. Dir. Stuart Walker. 69 mins. Rel. July 15.

Manhattan Moon. Drama with music. Dir. Stuart Walker, Ricardo Cortez. Rel. Aug. 2.

Outlawed Guns. Western. Buck Jones. Rel. July 23.

Rayne. The story of a girl who was a girl. Bela Lugosi. In. Louis Friedlander. 60 mins. Rel. July 22.

She Gets Her Man. Comedy. Zasu Pitts, Hugh O'Connell. Dir. Wm. Nigh. Rel. Sept. 15.

Stern Over the Andes. Drama. Jack Holt, Antonio Moreno, Gene Lockhart, Mona Barrie. Dir. Christy Cabanne. Rel. Sept. 9.

Stormy. Outdoor drama. Noah Beery Jr., Jean Rogers, Arizona Wranglers. Rel. Sept. 23.

Thru Back. The Buck Jones western. Rel. Sept. 9.

Werewolf of London. Chiller. Henry Hull, Warner Oland, Valerie Hobson. Lester Matthews. Dir. Stuart Walker. 75 mins. Rel. May 21.

Stories Burbank **Warner Brothers** **Office:** 321 W. 44th St., New York, N.Y.

Alibi. Like. Famous baseball comedy by Ring Lardner. Joe E. Brown, Olivia de Havilland. Dir. Ray Enright. Rel. July 15.

Bright Lights. Joe E. Brown, Ann Dvorak, Patricia Ellis, William Gargan. Dir. John H. Auer. Rel. Aug. 2.

Broadway Gondolier. Radio singing star tries of the phony atmosphere. Dick Powell, Joan Blondell, Adolphe Menjou. Dir. Lloyd Bacon. 100 mins. Rel. July 27.

Dinky. Stirring drama of Roosevelt's children. Jackie Cooper, Mary Astor, Roger Pryor. In. D. Kees Lederer and Howard Bretherton. 65 mins. Rel. July 2.

Dr. Scraton. Paul Muni, Ann Dvorak. Rel. Sept. 23.

(Continued on page 37)

Studio Placements

(Continued from page 33)

Margaret Vitt, Edith Holloway, Tony Beard, "Rose Marie," Metro.

George Lloyd, "One Way Ticket," Col.

Lionel Behmore, "Purced Landings," Republic.

Gaston Glass, "Man Who Broke the Bank at Monte Carlo," 20th-Fox.

Daisy Belmont, "I Found Stella Parrish," WB.

Ed. Paul Macdonald, "The Immigrant," 20th-Fox.

Mary Forbes, Elly Malton, "Meet the Dukes," WB.

Ralph Forbes, "Rich Channel," 20th-Fox.

Patricia, Ella, Frank, McHugh, Warren Hull, Frank McDonald directing, "Freshman Love," WB.

John Millan, Phil Rosen directing, "The Calling of Dan Matthews," Lesser.

Morrie Ryskind, screen play, "Inn 'Zoo," C.W.

E. E. Cline, Herbert Mundin, "Meet the Rich," C.W.

Lee Moran, "Calling of Dan Matthews," Lesser.

Lloyd Ingraham, "Far."

Robert Taylor, "Buccaneer," 20th-Fox.

Jack Haley, Roscoe Karns, William Fraxley, Lynn Overman, Henry Aronson, Edna Welch, Paul Gerard Smith, scripting, "F. Man," Par.

Al Martin adapting "Little Red School," Chesterfield.

Hedwig Reicher, "Jack Chamber," Goldie.

Barlowe Bojard, "Inn 'Zoo," Metro.

Toby Wing, Dean Benton, "Landing," Par.

Regis Toomey, "Al Herman reeling," "Bars of Hate," Victor.

John, "The Calling of Dan Matthews," Lesser.

Joan Sheldon, Mary Bovard, Margaret Armstrong, Kenny Howell, "The Calling of Dan Matthews," Lesser.

Landers Stevens, "Husk," Radio.

Erin O'Brien Moore, "Seven Keys to Baldpate," Radio.

Eric Rhodes, Kelly Lamont, "It Happened in Hollywood," Radio.

Richard Macaulay, a adapting "Money From Home," Par.

Ray Cummings, scripting "Miss Pacific Fleet," WB.

Gordon Jones, "Shoot the Chutes," Fox.

Herb Ashley, "Fox."

Wanda Tuckoch adapting "Coast Patrol," Metro.

Robert Gleckler, "Col."

George Wallace, "Thousand Dollars a Minute," Republic.

Richard Carl, "ride Comes Home," Par.

Sam Ash, "Anything Goes," Par.

Micheleto Burani, "Give Us This Night," Par.

Harry Harvey, "Miss Pacific Fleet," WB.

Wesley Barry, "Rich Relations," C.W.

Herbert "Meet the Dukes," WB.

Elly, "Husk," Radio.

Mary Gwynn, "Shoot the Chutes," Goldwyn.

Jerry Mandy, "Hands Across the Sea," N.Y.

Paul Irving, "Metro."

Rev. Preston Sturges, continuity, "Splinter Dinner," U.

Jane Wyatt, Barry Trivers, Samuels, screen play, "Strangers at the Feast," U.

Grace Hale, "Mary Burns, Fugitive," Wanger.

Frank Reicher, Ruth Robinson, "Enemy of Man," WB.

Ethel Sykes, "Upcrutlets," Radio short.

Melville Baker, screen play, "Next Time We Love," U.

Frances Grant, "Rich Relations," Cam.

Diana Lewis, "Rich Schoenher 'Ah, Wilderness,' Metro."

Robert Grant, "The Great Ziegfeld," Metro.

David Burns, "Black Chamber," Metro.

Fredrick Burton, "Wilderness," Metro.

CONTRACTS

Hollywood, Sept. 24.

John King survived another option at United Artists.

Metro sealed Alice Moore to a stock contract. She is daughter of Mrs. Clarence Brown (Alice Jones). After a trial swing as a writer, Tess Slesinger drew past at Metro.

Stanley Morner, protégé of Mary O'Connell, has been given a term at Metro.

New writing tickets at Paramount were handed out to Charles Brackett and Jack Moffitt.

Olin Howland lagged at Warners for another stretch on the strength of his hit in "Case of Lucky Legs."

Option on Anita Louise taken up at Warners.

Max Freiling signed three-year contract with Leon Schlesinger to direct "Merry Melody" cartoons.

INSIDE DOPE ON ETHIOPIA

These pictures taken from the movie, "Ethiopia," reveal for the first time the exact character of the country Italy proposes to annex. The rugged peaks shown above are near Kessale and form the advance guard of the wild hill country which rises in places to 14,000 feet. To the left is the Anglo-Egyptian Sudan, with Ethiopia off to the right. The natives live mostly on the mountain tops.



Kipling's description of "a poor but a first class" "Ethiopian" fits to a T. He and his kind inhabit the frontier country where human life is held cheaply. Rules and regulations mean little to these men whose lives are today becoming tomorrow's border incident of international importance.



Travel in Ethiopia is made more difficult by the absence of what we know as roads. This one is typical—and it's the best road in the entire province of Ogaden.



In these primitive huts, unchanged through the ages, native Ethiopians live in the uplands. The village is surrounded with hedges of thorns to keep out wild animals. Clumps of banana trees provide the only shade.



Brides of the Itu tribe are allowed one husband and five lovers. Here the first of the latter places his spear at the doorway, to show the house is occupied, and enters.

Reproduced from New York
"Sunday News", Sept 22, 1935

● Scenes shown by the "News" are from **"WINGS OVER ETHIOPIA"**...soon to be released by Paramount. Most complete and most recent picture of the African powder box ever taken. **Not a news reel, but a feature!** Get in touch with your Paramount Exchange immediately! You will want to be the first to present this startling and timely film to your patrons.



SYDNEY POLICE NIX GIVEAWAYS

'Alone Together,' Universal's co-starred for Hugh O'Connell and Zsa Zsa Pitts, sets the new tag of "The

MAKING REPEAT BUSINESS HISTORY!



".....that blonde bombshell of RHYTHM"

INA·RAY·HUTTON

and her **MELODEARS**

Most marvelous all-girl dance band in America!"

"RETURNS BY POPULAR DEMAND!"

"GRAND GALA RETURN ENGAGEMENT!"

"BACK AGAIN BY PUBLIC COMMAND!"

Appearing

September 20
CENTURY
BALTIMORE

September 27
PARAMOUNT
NEW HAVEN

October 4
PALACE
ALBANY

Those are the headlines on the marquees of the nation's de luxe theatres... announcing the appearance of INA RAY HUTTON and her MELODEARS... Always an outstanding box office attraction, making repeat business history!

FEATURED IN PARAMOUNT'S "BIG BROADCAST OF 1936"



'COAST GOES WILD over "BARBARY COAST"

"Samuel Goldwyn has again banged the gong with BARBARY COAST. It is a thrilling picture packed with love interest . . . and A-1 box-office."
Wallace X. Rawles—International News Service

"Exciting melodrama motivates the new Samuel Goldwyn picture, BARBARY COAST . . . superb performance of Miriam Hopkins, who was never more beautiful . . . Edward G. Robinson reaches new heights."
Louella O. Parsons—Universal Service

"A box-office honey. Fine performances by Robinson, Hopkins and McCrea. Excellent direction by Howard Hawks, and Samuel Goldwyn's unusual fine production, combine to make this a real success."
—Film Daily

"Samuel Goldwyn, a producer of the finer things, has given his latest film flavor as well as taste in all departments, keeping his eagle eye ever on the box-office."
—Motion Picture Daily

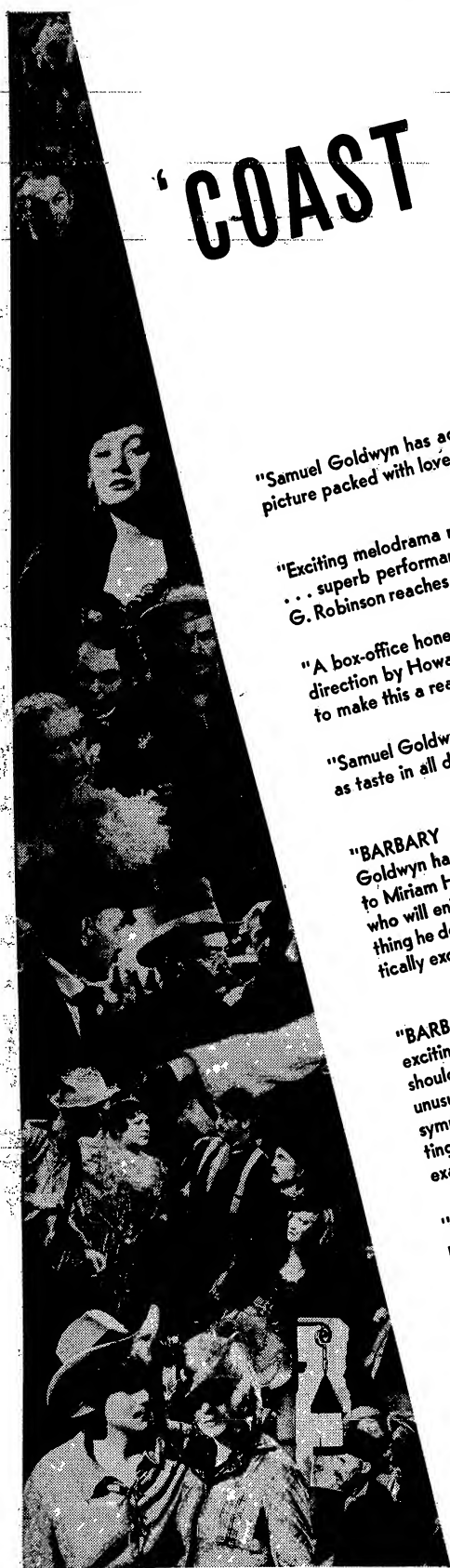
"BARBARY COAST is a selling picture that is healthy box-office fodder, Samuel Goldwyn has given the picture everything to aid it as entertainment . . . Picture belongs to Miriam Hopkins, who troupes it elegantly . . . she will get the sympathy of the women who will enjoy this picture . . . Robinson excellent . . . Joel McCrea impresses in everything he does . . . sympathetic direction of Howard Hawks . . . sets by Richard Day artistically excellent . . . drama of the '49'ers has everything to make it box-office."
—Daily Variety

"BARBARY COAST money film . . . done with elegant gunplay, magnificent acting and exciting photography that, with advantages of exploitation possibilities and its tit should give Samuel Goldwyn a good run for his money . . . Miriam Hopkins gives unusually fine performance . . . lends great dignity and finesse to role and makes it really sympathetic and believable . . . Joel McCrea is a terrific surprise . . . he's swell and ting better by the minute . . . Walter Brennan's worth the price of admission, he's exactly right in his comedy . . . Hawks direction first rate."
—Hollywood Reporter

"Samuel Goldwyn's BARBARY COAST proves that Miriam Hopkins can easily take place among our leading stars."
Dan Thomas—N.E.A.

"Splendidly cast, ably directed and well written. Samuel Goldwyn's BARBARY COAST emerges as one of the most colorful and exciting photoplays of the year."
Leo Townsend—

"Grand entertainment with individual salaams to Miriam Hopkins, Edward G. Robinson, Joel McCrea and Walter Brennan . . . worthy of the Samuel Goldwyn tradition of pictorial effects alone, while dramatically it is spellbinding."
Barbara F. J. D. Spiro—



COAST"

der BARBARY COAST the best work Miriam Hopkins has ever done — her is tremendous. Samuel Goldwyn, as usual with his fine productions, has pro- ner with the cast, story and photography which makes her splendid performance le."

Jack Smalley—Fawcett Publi

ive never yet seen a Samuel Goldwyn picture that wasn't an outstanding production and BARBARY COAST is one of the best of them all. It is certain to meet with high approval."

—Photoplay Magazi

Samuel Goldwyn's BARBARY COAST is a terse and beautifully mounted melodrama • Miriam Hopkins, Edward G. Robinson and Joel McCrea at their dramatic best against a colorful and exciting background."

Leicester Wagner—United Press

"Another outstanding Samuel Goldwyn production, beautifully balanced in the way of fast moving story, careful direction and distinctive star support, Miriam Hopkins, equal honors with Edward G. Robinson and Joel McCrea while the comedy of Walter Brennan was one of the highlights of the picture."

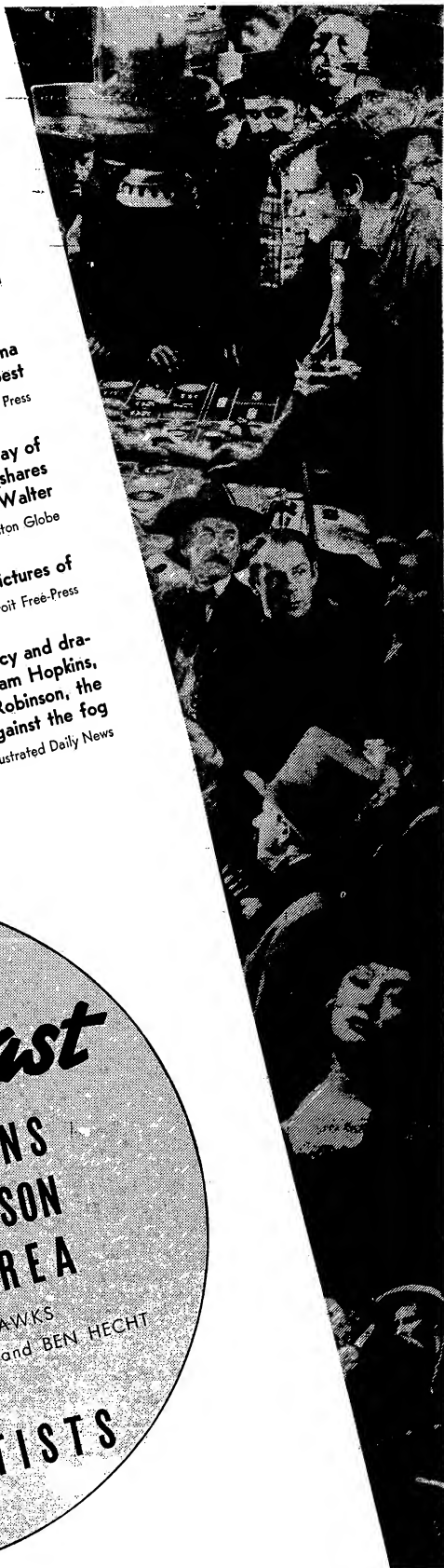
Mayme Ober Peake—Boston Globe

"Samuel Goldwyn's BARBARY COAST is one of the most colorful exciting pictures of the season. It is real entertainment."

Whitney Williams—Detroit Free-Press

"Legendary San Francisco retains its piquancy and flavor through the spicy and dra- matic BARBARY COAST, beautifully produced by Samuel Goldwyn, Miriam Hopkins, the enigmatic harpy; Joel McCrea, the handsome miner; Edward G. Robinson, the villainous blackguard, comprise a threesome of beauty, love and lust against the fog of the Bay City."

Eleanor Barnes—L. A. Illustrated Daily News



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Samuel Goldwyn
TRIUMPHS AGAIN WITH

Barbary Coast

with
MIRIAM HOPKINS
EDWARD G. ROBINSON
and JOEL MCCREA

Directed by HOWARD HAWKS
Screenplay by CHARLES MACARTHUR and BEN HECHT

Released thru
UNITED ARTISTS

FCC CENSORSHIP RECORDS

Rosenbaum of WFIL at Luncheon Denounces 'Malicious Whispering'

Philadelphia, Sept. 24. With appointment of Murray Arnold as studio director, effective yesterday (23), WFIL, local NBC Blue network outlet, inaugurated new policy of programs of "broader popular appeal." Replacing Keith McLeod, "Arnold comes to WFIL from WIP, where he was production manager."

Announcement of new policy and Arnold appointment were made Saturday (21) by station prexy Sam Rosenbaum at press luncheon. Declaring WFIL has been subject of deliberate and malicious whispering campaign of damaging false rumors by certain rival stations, Rosenbaum asserted that although station is less than year old it already has ceased operating at a deficit and that present moderate profit is far better than owners had hoped. He further said owners of station are fully satisfied with work of general manager, Dan Whitney, and staff and that there are "positively" no plans for further major changes in personnel. Noticeable feature of Rosenbaum's remarks was fact he obviously did not mention any other station by name or inference. Listeners had expected fireworks of outspoken accusations.

Drop Highbrow Idea
According to Rosenbaum, WFIL will abandon major portion of "highbrow" broadcast material, in future making every effort to offer listeners whatever they want. Popular programs will be shifted around the board to find out listener desires and in all cases mail will be solicited and closely followed. He intimated one of prime objects in obtaining Arnold is for popularization of broadcast material.

For present, Arnold will have active charge of all program, content and production work of studio, with McLeod staying on in inactive capacity and resignation not being effective until he obtains new connection.

Arnold's duties at WIP are being divided between Ted Hale, announcer and pianist, and Howard Jones, announcer and news editor.

WHAM FEARS VAUDE FREEDOM OF SPEECH

Rochester, Sept. 24. Carl Freed taxed his harmonica band to WHAM studio to broadcast and incidentally get in a plug for his show at the RKO Palace theater.

WHAM officials, recalling previous experience with blue material over the air by vaude performers, ordered Announcer Al Slason to do all the announcing. Freed said Slason introduced the show, but he himself would carry on thereafter—or else.

It's "or else" then, sez Slason, and tosses on a disc.

Dunninger on NBC

Joseph Dunninger, the former vaudeville mentalist, will begin a new series of half hour programs over NBC on Oct. 16. Exact time of broadcast not set.

Dunninger who did a radio series two years ago will be directed by Michael Young in a script written by the director. A combination spooky ghost theme plus a detective slant will be incorporated.

Joseph Littau's orchestra, and a cast of ten characters will support Dunninger.

Fizdale in New York

Thomas Fizdale, of Fizdale and Andrews, program publishers, of Chicago, has split with his partner and is now in New York.

Fizdale goes to work for "Mademoiselle" mag, in promotion department.

Broadcasters at Capital

Washington, Sept. 24. Gordon Parsons, WSFA, Montgomery, Ala.
I. R. Lounsbury, WGR-WKBW, Buffalo.

J. O. Maland, WHO, Des Moines.
Edwin Spence, WBAL, Baltimore.
Robert L. Cox, KSD, St. Louis.
Paul Segal, radio attorney, back from vacation.

WHITEMAN AT \$10,000 FOR SOAP

Paul Whiteman goes on the payroll of Woodbury Soap Jan. 5, with the contract giving him 52 non-cancelable weeks at \$10,000 a week and taking an option on his services for two additional years. NBC blue (WJZ) link will carry the program, which will be either 45 minutes or an hour, depending on the success the network will have in switching the show. Tentative starting time for the Whiteman show is 9:45 p.m. Sundays.

Woodbury-Whiteman deal stipulates that the maestro increase the personnel of his organization for the broadcast. For Whiteman and Bing Crosby it will be a case of exchanging programs. Warbler held the soap account for three consecutive years and takes over the Kraft Phenix stanza, which Whiteman has held almost the same length of time, Dec. 5.

Italian War Jitters Echo in N. Y. Radio; 16 Italian Sponsors

Foreign radio stations which use a large percentage of Italian commercials, are all mum on the subject of any Italo-Ethiopian conflict, but underneath the surface there's quite a stir as to what might happen if an open warfare is declared. Stations WENX, WOV, WFAW are all heavily laden with sponsors having interests on the other side. Cheese, macaroni, olive oil are the main imports which are air-advertised.

Situation which has been smoldering for some time, came out in the open when Locatelli, Inc., signed with WOR, New York, for a cheese series, stipulating cancellation outright, if war ensues. Precautionary move gave the smaller outlets a jolt with strict orders going out to keep tight on any lobby talk.

Major Italian accounts airing at the present time follow:
Roman Macaroni.
Baby Joe Malted Milk.
DeMartini Macaroni.
Filippo Herio Olive Oil.
Sach's Furniture.
Balbo Oil.
Medaglio D'Oro.
La Rosa Macaroni.
Corbelli & Co.
Bonzoni Macaroni.
Platter's Edible Oil.
Independent Macaroni.
Columbo Cigars.
Rosa Coffee.
Hart's Mechanical Laboratories.
Italy Laboratories.

WWJ After Talent

New Orleans, Sept. 24. Jimmy Wilson, WWJ program director, left by plane Saturday (21) for Chicago and other points to sign new acts for station.
He will be gone for about a week.

STEWART BLAST NOT AVAILABLE

Internal Fight Within Commission Precipitates Charges of Favoritism and Disregard of F.C.C.'s Own Rules

POLITICS

Washington, Sept. 24. Commissioner Irving Stewart, chairman of the Telegraph Division of the Federal Communications Commission, has administered a stinging rebuke aimed primarily at his fellow commissioners, Anning S. Prall and Eugene O. Sykes, of the Broadcast Division, Stewart charges favoritism, toadying to influential petitioners, and violations of the Division's own rules of procedure.

Charges are part of the official record of F.C.C., but Secretary Herbert L. Petley has arbitrarily barred VARIETY's reporter from access to the record. Petley admits that the law requires that the record shall be open to inspection, but bluntly states he does not intend to allow newspapermen to review the F. C. C. minutes.

Stewart blast came out of an entirely clear sky and threw the regulatory agency into complete confusion and consternation. Looks like a serious incident, which may lead to an explosion with far-reaching political consequences.

Denouncing star-chamber character of Broadcast Division proceedings, Stewart sounded off when the full Commission rejected on technical grounds a petition of WSBM, New Orleans, for reconsideration of Broadcast Division's turn-down of a power-boost application. Efforts were made to shroud the incident in a veil of secrecy. Law says that F. C. C. minutes are subject to inspection at the office of the secretary during business hours.

Stewart's unprecedented criticism came after Judge Sykes recommended that the commission decline to reopen the WSBM case on the ground that the appeal to the full Commission was filed after the deadline. According to the 1934 Communications Law application for rehearing on decision of the Broadcast Division must be filed within 20 days after the division's action, but the WSBM petition, which was dated April 12, 1935, came too late.

Immediately after Sykes had suggested—and the Commission had followed his suggestion—the petition for reconsideration petition he shelved because WSBM did not comply with the time limit regulations, Stewart called on the Commission to make a conscientious effort to observe all its rules and regulations if it is to obey part of the code.

Stewart's Protest

Concurring in the decision to dismiss the petition for reconsideration, Stewart reportedly attainted fellow members by declaring he wished to protest against disregard of regulations and the practice of granting applications without thorough consideration of the merits of various propositions. To back up his complaint, he cited the Broadcast Division's handling of power-boost requests of WSBM and KRNT, one of the Des Moines Register string of stations.

With a blunt assertion that the three-man Broadcast Division is "too small to be a small to a regional status without any hearing on the merits of the power-boost requests and that WSBM had been upped from 500 to 1 kw in like fashion, Stewart charged that the commission had flagrantly disregarded its mileage-separation standards, its quota regulations, and the requirement that applications must demonstrate that their operations are in the public interest.

Commission blithely went ahead winking at its own rules, Stewart charged, until WADG, Birmingham, O., interposed objections in such

Civil Liberties Union Seeks Law To Force F.C.C. to Reveal Squawks

Visiting New York

Hector S. Quesada, LR6, Buenos Aires.
Stanley Broza, WCAU, Philadelphia.
Arnold Hartley, KYW, Philadelphia.
Bill Mishler, WWJ, Detroit.
Elliott Roosevelt, Southwest network.
Ralph Nicolson, WDAE, Tampa, Fla.
John T. Schilling, WBB, Kansas City.
Ted Hill, WORC, Worcester.
Arthur Church, KMBC, Kansas City.
J. O. Maland, Davenport.
Charles Phillips, WFBL, Syracuse.
William Fay, WHAM, Rochester.
Flur Kendrick, WIRE, Indianapolis.
Clarence Cosby, KWK, St. Louis.
Vernon H. Fribble, WTAM, Cleveland.

Daylight Time Change Viewed as Chance to Revamp Program Sked

Charlotte, N. C., Sept. 24. There was a time when the change to and from daylight saving each spring and fall was a seasonal headache for the program departments of southern stations. Today they welcome those two dates.

Reason is that it gives the stations an opportunity to go in for a bit of house cleaning and rearrangement. Programs are shifted and moved at will, with the time change as the only needed excuse.

At WBT and WSOB, the Charlotte stations, the program managers are ready for September 23 and the time change, with a brand new program alignment.

Ignoring of public standards, Commission asked a hearing limited to the WADC protest.

"At no time in the course of these four applications (three power-boost pleas of KRNT and one of WSBM) has either station been forced to prove that the public interest would be served by the extension of its facilities in violation of the commission's rules and published standards," says Stewart as having told the F.C.C.

Besides deliberately precipitating the issue of whether the commission is to follow its regulations on some occasions and defour from the rules on others, Stewart's outburst had a collateral effect of establishing the fact that any member of the Commission, regardless of his appointment, to one particular division, has a right to take part in the administration of affairs by another division. Brown-Sykes-Prall faction has taken the position that members of the radio, telephone, and telegraph divisions are restricted to matters coming before the branch to which they are attached, while the remainder of the body, Commissioners Case, Walker, Stewart, and Payne, have insisted that the three divisions were set up purely to facilitate administrative work.

Payne's Speech

This second controversy nearly broke into the open a month ago when Commissioner Payne, one of the board handling telegraph business, chided the broadcasting industry in a speech at Cornell University, an action which has been regarded by some within the Commission as deliberate trespassing on the Broadcast Division's preserves. Now Stewart, who chairmans the telegraph division, taking a crack at the way broadcast affairs are handled the point seems to have been established that any one of the seven members may take part in the administration of any of the three branches.

Legislation to force the Federal Communications Commission to make any complaints it gets against alleged radio censorship will be introduced in the next session of Congress. Backing the move is the American Civil Liberties Union, which claims the FCC buries complaints in its files without allowing anyone to get a glimpse of them.

In connection with that and other proposed legislation, the A. C. L. U. is having one of its research attorneys, Miss Minnah F. Kassner, make a field study of radio censorship cases. Will be ready by the end of the year for pamphlet form.

Exactly what the study will contain, and whether radio will be damned or whitewashed, is not certain in because the study is still incomplete. Seems probable, however, that a sample of radio broadcasters will get a verbal indictment.

One of them is sure to be WLW, Cincinnati, which is charged with suppressing strike news. In that connection the last issue (25) of "The Nation" contains an article by Clifton Reed, editor of the A.C.L.U., wherein he reiterates the charges against WLW and produces purported facsimiles of orders by a WLW official against broadcasting of strike reports. WLW has repeatedly denied the charges.

Suppression

Other cases in the Kassner report will angle all the way from the exclusion of birth control news to blueprinting of comedian's scripts. Include alleged tampering by both broadcasters and sponsors.

Most likely stations will be contacted for their version of such cases, and eventually both sides of an episode will be printed alongside each other.

But no matter how the report turns out, the A. C. L. U. will bring pressure to bear for legislation to have the FCC open its complaint files. Aim of such a step is to make broadcasters jittery against a thumbs-down attitude toward minorities.

NBC Still Out; Agency Bureau Looks Ice Cold

Washington, Sept. 24. Looks like curtains for proposed radio agency recognition bureau. With deadline only a week away, National Association of Broadcasters last week had only 25 potential \$125-a-year subscribers on the line. Minimum of 125 needed to start the bureau. Harkins, who winds up the idea of policing agencies, enthusiastically applauded at N.A.B. convention two months ago, seems inevitable.

Among recent signers are Columbia stations, but nothing has come through yet from N.B.C. transmitters. Latest additions to the list are WABC, New York; WJIS, Washington; WCO, Minneapolis; WKRC, Cincinnati; KMOX, St. Louis; WBBM, Chicago; WBT, Charlotte, and KFI, Los Angeles.

Rich-Harkins' New Show

New CBS Sooney show, which starts Oct. 4, will have Jim Harkins as m.c. Willie Morris, warbling, and Freddie Rich batoning a studio comedy. Harkins, who winds up the Inanna-Sal Hepatica hour on NBC tonight (Wednesday), will do the character of a hotel (Flying Red Horse Tavern) proprietor.

As the initial guest of the program will have Roy Chapman Andrews, the explorer.

NEW YORK RADIO PARADE

By Nellie Revell

Oxydol Invades England
First big USA money to be laid on line for time over Luxembourg outlet for programs aimed at Great Britain consumers comes from Oxydol. Erwin Wasey London o.c. set 13 week series of fifteen minute records to commence next week. Captain Robinson, a talent scout, Bill and Joe Mitchell and Pearl Pickard, Phil Tongue, legit emote, doing announcements in British style. RCA-Victor wax job.

Sneak Thieves
Thursday eve after 7:30, studio 8A at NBC was thieved of three ribbon mikes. Equipment was valued at \$200. First thing Friday the barn door was closed. Every package required a pass. Performers with brief cases needed okay to leave studio sector. Pass consists of signaturing a stock form attesting to fact that contents of package are personal property. The while trying to appear at ease as a dick gives the o.o.

Socoy-Vacuum's Talent
Socoy-Vacuum signing Freddie Rich, Willy Morris and male chorus of 24. Show to open Oct. 4th. Half hour for first 13 weeks and full hour for succeeding 39 weeks. Tim and Irene heard by sponsor as part of another audition, are being dickered for to join this show. Program titled "Red Horse Tavern."

Protect Sustainers With Pacts
Sustaining programs are signing actors to contracts to keep them on program. With commercial programs now reaching zenith sustainers are taking no chances of a "contest" of programs and a resulting loss of talent, even though talent is not given billing. Chrysler Cantor does plenty of work about radio, was called for CBS station, "Marty Maytime." After first three programs was called into conference about his commercial commitments, if any. Palaver resulted in contract calling for his services for run of show. Raise in dough and does program go sponsored check will be heavier. Contract calls for 13 weeks with usual options amounting to two years. The usual two week clause is still present, though.

KMBC's Big Mail-Puller
Figures on programs pulling most mail at CBS for month of August show that comparatively unpublicized show draws in-top number of epistles. No. 1 is "Between the Bookends" from KMBC in Kansas City on a large network, though excluding West Coast. Talent consists of readings by Ted Malone. On air for years, but never much publicity. No. 2 is "Marty Maytime" one-half hour variety show. On for eight weeks. Network hits everything but west coast. No. 4 is top space getter Kate Smith, who has always been a coast-to-coast. Last season for full hour. Top mail pullers on commercial shows at CBS are also comparatively unknown and unpublicized programs. And both on small channels. No. 1 commercial is Fanny and Eddie Cavanaugh Radio Gospel Club out of Chicago on seven-station network for Illinois Meat Co. This show has no New York City outlet. No. 2 is Brad and Al for Fels-Naptha over WABC and WCAU for past eight months. Program has giveaway of kerchief for five wrappers, and despite eight months the mail is still coming big.

A Suspicious Nature
A woman guest in the visitors' booth of Gilbert & Sullivan operetta at NBC two Sundays back had the entire studio floor in a dither for duration of program. Cella Brantz, contralto, sings role on show. Cella is small of stature, though her voice is powerful. Dame in booth raised quite a beef, charging that there was a trick somewhere, since no girl that small could sing that loud. Dame insisted to everyone in booth that there was a ringer in the cast. Repeated requests for quiet finally dampened her beef.

Gotta Know
Running the music clearance dept. at a radio station is no cinch. Reynolds Brooks of CBS had a lip last week. Jessica Dragonette requests for her Atwater-Kent airing on Sept. 19th were "One Fine Day" from Madame Butterfly and "Vienna, City of My Dreams." Half hour after the Dragonette requests were cleared the Lucercia Bori selections for her bit on World-Peaceways-Squibb show came in. This show airs one hour after Atwater-Kent. The Bori selections were in Italian and German titles and well on way toward being cleared when Brooks, a bit of linguist, noticed titles. Both women wanted to sing same ditties.

Pickens Serenade Convention
Pickens Sisters made a series of five-minute recordings for Oldsmobile. Last Monday (23) they made a p.a. at Oldsmobile convention in Lansing, Mich. Their Evening in Paris commercial aired in N. Y. from 11:30 without the Pickens Sisters being piped in from Lansing, where they acted to a piano accompaniment.

Short Shots
Molle shopping for program for NBC spot at 2:30 on Sunday afternoon. Listened to Tom Howard; Smith and Dale; Leth Stevens musical show and script of Bulldog Drummond. Case Loma OK go into Paramount Theatre on Oct. 18 for two week stand. Rockwell-O'Keefe now representing Roxy. Clem McCarthy, copped the duke to do blow-by-blow description of Baer-Lucra farms. Bulck dealers in session in Detroit were polled for program coming in first. Ralph Cooper not returning to WMCA-Apollo Theatre House Amateur shows as m.e. Willy Bryant starts, while 'Coop' goes to Lincoln Theatre in Philly and starts another amateur program. Sylvia Manners of legit cracking into radio. Animal News Club on WJZ was given additional spot this time on WEAF. Clarence Straight does a good two-score animal imitations on this show. Jack Zeman to do Big column for N. Y. press. Bide Dudley once handled this spot. Frank Crumit has birthday on Sept. 16. Boake Carter ditto on Sept. 28. Maybelline shopping for a singer to air from Chicago. Payoff is unbelievably small. Major Bowes Capitol Family NBC show is now only three-quarters hour in N. Y. City. Grossman now take last 15 minutes. Promiss still has hour out of N. Y. Patti Chapin and Jimmy Farrell will be groomed as new time team on CBS. Beginning Oct. 1 they will air over Dixie Network and on full net when time is available. Carlton E. Morse, author of "One Man's Family," expects to hit N. Y. next month. On first vacah in long time. He hurries back to program after stay of week, while Mrs. Morse takes in London.

and By
Peter Dixon is now radio exec at Kenyon & Eckhardt Agency. Fredrick is preparing a program for Frigidare, which is now a Lord & Thomas account. Evelyn is now the baton for General Motors. Don Clarke, ex-ABS continuity chief, back from Coast. Martin Meers returning to General Foods program after stork greeting. Keith Fowler and Henry Weiner, Harry Linetsky proteges, are scripting the Frank Parker show. Julian Woodworth's new novelty tune, "I Wooded and Won a Woman From Woodstock," will be published by Shapiro Bernstein. Jules Lane celebrated a birthday. Bert Block now handled by Walter Godnick. Ray Perkins got himself and the missus an apartment in the 60's. Leo Reisman passed the two-year mark for Phil Morris last eve. Helen Rogers, harpist and Rocco Terrone, pianist of Don Richards ork were wed last week. Xavier Cugat took his ork to Des

ROY ALBERTSON'S OKAY

Shares Time with Buffalo's Educational Station

Buffalo, Sept. 24.
Roy Albertson, former "Town Crier" of WEBR, 100-watter, has received permission from FCC to share-time of WWSV, board of education, which now operates on part-time. Powerful in local politics, Albertson is expected to create for idable rival for WEBR, no without competition in the small watter class.

WWSV now is all-sustaining.

**\$2,021,366 FOR
AUGUST AT
NBC**

NBC last month established new high for August in time sales. Gross for the past month was \$2,021,366, 17% over what it was for August and 6% above the previous August record figure, which was in 1931. NBC's total income from facility bookings for the first eight months of 1935 is 16.6% ahead of what it was for the parallel period in 1934. Tally at the end of this August was \$7,674,811, while the initial eight months of '34 accounted for \$7,819,253. August, 1934, brought NBC \$1,735,555, the same month of the year before, when it was \$1,497,848, while the gross in August, 1932, came to \$1,745,331. In August, 1931, it was \$1,892,427.

Columbia's income from time sales at the end of last month was for the first eight months of 1934. Gross for the former period was \$1,008,866, while the January-August average of 1934 was \$1,008,866, while the January-August average of 1934 was \$1,008,866, while the January-August average of 1934 was \$1,008,866.

Breakup of NBC's income for August, '35, by network gives the red (WEAF) link \$1,214,307, and the blue (WJZ) \$756,797.

Jane Canale Air Date

Hollywood, Sept. 24.
Jane Froman has been forced to cancel her slated appearance on the Paul Whiteman radio program in New York for Sept. 28 on account of unfinished picture assignment at Warners.

Is held in "Stars Over Broadway."

Moines from Pittsburgh to do a single shot for KRNT. John Bates left WMCA announcing staff. Allen Dudley of WBHI replacing. The Kelly Smiths of WBMM now have a baby boy. Frank Cooper shifted from the Harry Romoff office to Curtis & Allen, taking his talent with him. Said talent includes Robt. Weede and Cavaliers' Quartet. Justin Gilf scrambling from radio editors chair at Bergen Eve. Record, Vacash, rest, and then to berth with A.P.

Scrambled Notes

Bill McCaffrey of NBC won the NBC golf tourney with a malignant 73. Hits & Elts show fades and will be known as "Highlights & Harpings." Benny Goodman stars with Zee LaCetra. The Men and Women of the Sisson ork rounding out talent. Allen Kent will do a James Wallington on this show. Christine Kemple is new CBS receptionist. New routine will have two of these gals on 22nd and 21st floors. Verna Burke doing well in Chicago radio. Cafe Rene will have WOR wire and Vincent Sorey ork. Tommy Dorsey new ork consists of most of old Joe Haymes men. Haymes is orchestrating for new outfit. Joey Nash did his 6th straight guest starring solo on Major Bowes Capitol Hour. Tops for a soloist. The Roy Campbell Royallist did 16 weeks consec on this show. New NBC sustainer on way is "Tomorrow's Men," 15-minute show starring Ward Taylor. Written and staged by Don MacFarlane. Angle is "that anything can happen tomorrow" and does in the script. MacFarlane using stage technique in writing script for certain actor or group of actors rather than writing and then worrying about the cast. Good scripts for good actors that are known as such to trade and have audience following. Really a custom tailored script. Louis Armstrong goes into NBC next month with a CBS wire. Sam Howard tones a lamp shade to studio for celebrity autograph. Since he works on Vellie show gets plenty. Shade hangs in daughter's room.

Nemo

Chevrolet auditioned Johnny Hango for this week. This week they listen to Dr. Rockwell, Hugh Renselfield, Rubinfelt, Elsie Janis' Scrapbook. Tubby Weynart of the Town Hall Quartet caught himself a 10-pound rainbow trout at Canandaigua Lake the last day of the season. Having fish stuffed and mounted and will be on view at next rehearsal (and so many people hungry). Harriet Hilliard had her purse picked of \$190 in El Paso. Teddy Bergen takes a leaf from Benny Baker and hires himself a stooge. Patricia Wilder, "Honey Chile" of the Bromo-Seltzer show last season at NBC, joins the Harvesters show tomorrow. Clyde North playing the part of the m.d. in Mrs. Wiggs of Cabbage Patch at CBS. Joseph Henry Jackson of San Francisco Chronicle and the "Readers Guide" program an NBC will take the frau on a six week motor trip through Mexico. Hal Kemp signs his contract James H. Kemp. Grombach offering script on Diamond Jim Brady to sponsors. Victor Becroft, legit and radio actor, got himself wed three months back and ran into a drought of jobs. Last week he had six programs and is just recovering from shock. Jules Mills, the music publisher, has a pair of mitts for release pending the result of a CBS wire. Joe Louis will release "Smackie Maxie." Does Louis win song he "Can't Lose With Louis." Congrat wires for Jessica Dragonette on debut at CBS went both to NBC and CBS. Ed Wolf is back at NBC production after two months' illness.

Marriage Bureau Program

Chicago, Sept. 24

Radio row locally is now concerned about the battle of the marriage license bureau' being waged long and loud between WGN, the Chicago Tribune station, and WEBB, the Columbia outlet. About a month ago Quin Ryan of WGN set a deal with the license bureau to pick up interviews right from the bureau with the engaged couple and the newlyweds. Even presented the idea to an agency with the response excellent. Agency got together with a likely sponsor and the usual conference began. While waiting, the news leaked out and last week Nelson's Bros. furniture company on WEBB inaugurated a "romance reporter" time on its

own program. Interviews to originate at the marriage bureau. But the City Hall officials turned down cold the WEBB-Nelson Bros. proposition, stating that WGN had contacted them and were running a bureau for the WGN lines. And particularly since WEBB had the Traffic Court lines it was only fair to give WGN the Bureau rights. To get around this obstacle WEBB is picking up the most interesting couple at the bureau and is taking them over to its own studios for an interview. When WGN hits the air with the bureau show the station will frankly broadcast the fact that its station is the only one with direct wires to the Marriage License bureau.

Debate A.N.P.A.'s 'Yardsticks'

Market Research Council Hears Defense of Survey and Radio's Rebuttal

H. S. QUESADA HERE ON RADIO JUNKET

Hector S. Quesada, of the artists departments of radio stations LR6, La Nacion and LR3, Radio Belgrano in Buenos Aires is in New York for a lookbooker American network method of presentation and with a view to altering the present methods used in Argentina.

Quesada, who is also an associate editor of "Antena," South American radio trade journal, is acting in an official capacity for Jaime Yankelevich, owner of these two 50,000 stations. Yankelevich was in the States last spring.

Quesada will remain here for one month. Also concerned with American television system.

An idea of how thoroughly Argentine radio is "Americanized" is the fact that they have already copped the amateur hour idea for the air and have routed the winners through theatres.

Lynn Smeby, formerly chief engineer for WDGY, Minneapolis, now with WXYZ, Detroit.

American Newspapers Publishers Association's latest survey on radio, "Yardsticks on the Air," came in for a heated discussion at a luncheon of the Market Research Council in the Yale Club, New York, last Friday (23). Allen Sykes, eastern manager of the ANPA, and J. L. Carter, who wrote the report for the association, put up a spirited defense for the statements made in "Yardsticks," while the names of the association's research director for CBS, sought to riddle their position with counter statistics.

Sykes and Karol engaged in a particularly caustic exchange over the report's remarks and figures on the mortality of advertisers in radio. Sykes expressed resentment at the charge that the "mortality" list had been padded with the names of transient political and religious accounts and declared that all his organization had done was to go through the records of the networks and jot down the advertisers that had been on the air during 1934-35 but were no longer among the NBC and CBS customers.

Karol declared that of the 448 ex-cents listed in "Yardsticks" 35% had been on the air for less than the other 75% less than 23 stations. It was quite likely, said Karol, that a large number of these accounts, which had been forced off the networks because of the competitive demand for time by advertisers who could support large hookups, were now to be found among the users of spot broadcasting and regional links.

Sykes avowed that the ANPA in its findings had been quite liberal when it came to breaking down the actual listening habits of home set owners. In the first place, he might be found, said Sykes, that radio's coverage of the consumer field is nothing as extensive as the medium claims it to be. Dr. Lyman Chalkley, director of research for Benton & Bowles, stepped into the discussion at this point to remark that any medium as new as radio which has a circulation of \$1,000,000 and is found on the networks at the point of being 'very extensive.'

Karol took occasion during the discussion to point out that out of the country's leading 100 advertisers 75% had been on the air during 1934-35. In 1934 CBS and NBC could claim 59 from this contingent, while in 1933 there were only 30.

NETWORK BIDS FOR RAINGER AND ROBIN

Hollywood, Sept. 24.
Song writing duo of Ralph Rainger and Leo Robin have been overruled by Columbia Broadcasting System for a series of nationwide airings to start Jan. 3. Sponsor said to be already set. Show would be built around song hits turned out by the pair with picture names cut in.

Lux Sets Barthelmess

Hollywood, Sept. 24.
Lux Theatre of the Air has set Richard Barthelmess for Sept. 30. He'll do "Alvin Jimmy Valentine."

101 Biggest Advertisers

Columbia Broadcasting System has gathered statistics on the choice of networks by the leading 101 U. S. advertisers. This choice holds good as of today. An additional category of research entitled "total advertising expenditure" represents the advertiser's entire billing in newspapers, magazines and chain radio for last year (1934).

ADVERTISER.	TOTAL ADVERTISING EXPENDITURE.	NETWORKS USED.	CBS, RED, BLUE.
Motors.....	\$11,574,394.	x	
Reynolds.....	8,105,851	x	
Liggett & Myers.....	6,980,580	x	
Standard Brands.....	6,202,021	x	
Procter & Gamble.....	5,862,418	x	
American Tobacco.....	5,739,787	x	
Lever Brothers.....	5,479,118	x	
Chrysler Corp.....	4,764,278	x	
General Foods.....	4,700,167	x	
Ford Motor.....	4,584,822	x	
Sterling Products.....	3,953,759	x	
Pepsodent.....	2,666,667	x	
Colgate-Palmolive-Peet.....	2,542,410	x	
H. J. Heinz.....	2,422,818	x	
Campbell Soup.....	2,303,233	x	
Bristol Myers.....	2,206,061	x	
Amer. Home Products.....	2,182,361	x	
Lambert Pharmacal.....	2,094,896	x	
General Electric.....	2,073,374	x	
General Mills.....	2,014,658	x	
Kellogg Company.....	1,735,006	x	
Goodyear Tire & Rubber.....	1,670,934	x	
Philco Radio.....	1,650,017	x	
Kraft-Phoenix.....	1,640,581	x	
Wander Company.....	1,559,766	x	
P. Lorillard.....	1,559,620	x	
Lamont-Corling.....	1,514,338	x	
Wm. Wrigley, Jr. Co.....	1,481,765	x	
Socony-Vacuum.....	1,464,980	x	
Andrew Jergens.....	1,416,268	x	
Sun Oil.....	1,352,774	x	
Firestone Tire.....	1,305,276	x	
Studebaker.....	1,298,393	x	
Swift & Co.....	1,257,222	x	
Metropolitan Life.....	1,232,964	x	
Hudson Motor.....	1,223,897	x	
Lady Esther.....	1,205,276	x	
Schenley Distillers.....	1,143,707	x	
Pond's Extract.....	1,146,566	x	
Gillette Safety.....	1,143,191	x	
Wasey Products.....	1,095,893	x	
Flintbury Flour.....	1,074,623	x	
Nash Motors.....	1,050,169	x	
Borden Co.....	1,010,930	x	
Eastman Kodak.....	963,986	x	
Standard Oil of N. J.....	958,834	x	
National Biscuit.....	958,292	x	
National Distillers.....	957,477	x	
E. R. Squibb.....	926,372	x	
Vick Chemical.....	920,197	x	
Texas Company.....	916,352	x	
Lydia Pinkham.....	904,000	x	
Cudahy Packing.....	897,319	x	
Quaker Oats.....	890,723	x	
Premier Pabst.....	885,782	x	
RCA Victor.....	882,877	x	
Lehn & Fink.....	825,495	x	
Sinclair Refining.....	815,946	x	
Amer. Tel. & Tel.....	846,653	x	
B. F. Goodrich.....	810,829	x	
Coca-Cola.....	808,538	x	
Continental Distilling.....	758,054	x	
Frankfort Distillers.....	711,060	x	
Kelvinator.....	708,785	x	
DuPont.....	698,616	x	
Canady Dry.....	686,633	x	
Gulf Refining.....	684,113	x	
Northam Warren.....	684,317	x	
Affiliated Products.....	675,004	x	
General Cigar.....	678,972	x	
Continental Oil.....	672,840	x	
Pet Milk.....	656,619	x	
Tidewater Oil.....	653,191	x	
California Packing.....	638,743	x	
Hiram Walker.....	604,224	x	
Standard Oil of Ind.....	604,000	x	
U. S. Rubber.....	599,500	x	
Emerson Drug.....	583,292	x	
Ex Lax.....	578,544	x	
Bon Ami.....	571,082	x	
Aston Fisher.....	567,776	x	
J. E. Seagram.....	567,155	x	
Atlantic Refining.....	566,000	x	
R. B. Davis.....	564,871	x	
Grove Laboratories.....	556,877	x	
Campana Corp.....	544,612	x	
Stewart-Warner.....	533,790	x	
Armstrong Cork.....	525,817	x	
Libby, McNeill & Libby.....	525,460	x	
Calif. Fruit Growers.....	512,435	x	
Park & Tilford.....	507,697	x	
Continental Baking.....	506,638	x	
Cream of Wheat.....	504,057	x	
Scott Paper.....	501,429	x	
B. C. Johnson & Son.....	497,872	x	
Beechnut Packing.....	491,105	x	
Hawaiian Pineapple.....	482,677	x	
Genl. Tire & Rubber.....	478,389	x	
Corn Products.....	458,851	x	
Brown & Williamson.....	457,723	x	
Great Atlantic & Pacific.....		x	

IVE FOR EACH NETWORK.

* Not included in list of first 100 because newspaper campaign was placed by and charged to regional division offices.

SELECTED ADVERTISING POLICY SET FOR WRED RADIO; MERGER RUMORED

Caption: Radio

At a recent audition held on Sunday morning, at 11 o'clock, the advertising agency had entire talent personnel, announcer, etc., show up in formal white tie and tails. When the audition was over, a big wreath marked "success" was trundled onto the rostrum. P.S.—Another program, from a competitive agency, got the commercial.

Politicians Afraid to Spiel from Studio in Union-Picketed Hotel

Cleveland, Sept. 24. Hotel tatter surrounded by pickets of striking food workers proved a gauntlet few political candidates cared to run in prior following a Station WGAR, located in the hotel. Unionists were particularly incensed that candidates for public office would broadcast from a picketed hotel. Meanwhile WGAR with an eye for the politicians' money had to work out some plan to relieve the municipal boys of their sensitive aversion to being booted by the Stetler's insurgent kitchen brigade.

WGAR used a nearby organ studio as a remote pick-up point outside the zone of embarrassment.

DAVE ELLMAN QUITS MARSCHALK & PRATT

Dave Ellman quit as head of Marschalk & Pratt's radio department last Friday (20), following a disagreement over organization policy. Agency is considering several outsiders for the job and expects to announce the appointment within the next few days. Ellman had urged that his department be expanded along certain personnel lines and when the support wasn't forthcoming he handed in his resignation. Ellman has been with M. & P. for eight months, during which period the agency's radio billings have jumped to over \$1,000,000. Originally a writer of vaude acts and tunes, Ellman spent two and a half years with the Blackman Agency and three and a half years with CBS.

Wayne West, former WMBD, Peoria, entertainer, doing a single at Backstage night club at Cleveland, O.

Hillbilly Invasion of England

Crazy Water Crystals Will Aim for Britain Via Luxembourg

Crazy Water Crystals and Alka Seltzer are the latest American proprietary drugs to engage on marketing their radio campaigns to the British markets by way of broadcasting stations on the continent. Contract signed by Crazy Water Crystals with Radio Luxembourg has Jan. 5 as the tentative starting date, while in the case of Dr. Miles' Laboratories program release arrangements are being held up pending the completion of distribution facilities in England, Scotland and Wales.

In bidding for British listener attention, Crazy Water Crystals has elected to use the same type of entertainment. It has been bankrolling on American stations. Hillbilly series which it will clear over Radio Luxembourg is a recorded affair, "Sons of Pioneers." J. M. Savage, of the Crystal Water Hotel Co., proposes to go to Luxembourg to get the air campaign started.

Carte's Little Liver Pills is extending its foreign air advertising to Australia. Rated as one of radio's biggest customers in Latin American countries, the account's Australian campaign will involve 12 stations.

Annenbergs May Control Two Companies—Believe Discreet Advertising Acceptable to Subscribers

Cantor Week Early

Eddie Cantor will start for Pebecco to make a week earlier than had originally been planned. "Comic" goes on from the west coast Sept. 29 and will continue from that source for seven weeks. Following the completion of his new picture for Sam Goldwyn, "Shoot the Chutes," Cantor will shift the origin of his broadcasts to New York. In addition to Gus Arnheim's band Cantor will have the support of Parkyakarkas and James Walington.

Cantor contract is for 13 weeks only. His new film starts shooting in Hollywood about Sept. 30.

Air Measurement Bureau Goes to Sub-Committee

Three-organization committee designated to get a Bureau of Station Measurement under way held its first meeting last week and agreed to let a subcommittee deal with means and ways of getting the project started. Subcommittee will have represented on it delegates from the National Association of Broadcasters, the Association of National Advertisers and the American Association of Advertising Agencies. Organization which the three groups are trying to set up would serve as an advisory bureau of consultation for radio, with the broadcasters carrying the major part of its operating expense. It is figured that it will cost \$250,000 to get the project started. NBC has pledged an initial contribution of \$20,000 and CBS one of \$10,000.

Bolls Back in Radio

Pine Bluff, Ark., Sept. 24. Fletcher E. Bolls, former manager of station KGHI of Little Rock, left here several days ago to assume the management of the new broadcasting station, KELD at El Dorado, that just went on the air. Bolls for the past year was engaged in automobile business here.

First indication of wired radio finding itself for direct competition with aerial broadcasting came last week when it was disclosed that the Ticker News Co., which services cafes, restaurants, bar-rooms and private clubs, proposes to sell spot announcements to advertisers. Because of the fact that it is charging a fee for the receiving set, the ticker outfit realizes that the type of advertising will have to be limited as to form and confine itself to products closely associated with the enterprises that the TNC serves.

It was also reported last week that a deal was on to consolidate the Ticker News Co. with Tele-Flash, a competitive organization, with control of the holding company going to the Annenbergs interests. Tele-Flash was started by the Annenbergs.

In undertaking to interpolate advertising matter into the service's daily flow of news and sports bulletins and comments and music the operators of the Ticker News Co. proposes to proceed with the utmost caution. It feels that the owner of a restaurant will have no objection to the receiving set advertising a brand of cheese or sardine but that he would resent a service for which he is paying \$180 a year plugging a cosmetic or hairroll to his customers.

600 Clients

Ticker News Co., which does its broadcasting by telephone wire and has 400 clients in New York and 200 more in Philadelphia, now includes a copyrighted music line in its fare under an experimental license granted it by the Music Publishers Protective Association and the American Society of Composers, Authors and Publishers.

Service has asked the music industry to license it permanently on a per installation basis, with the fee suggested being \$15 a year for each receiving set. A license of this type would relieve the Ticker News Co. of the necessity of manufacturing its own musical recordings and paying \$15 a time on each master and 25c or 50c for each composition when and as used. With the service expecting to use an enormous amount of music daily, the imposition of the latter arrangement would, the TNC has advised the MPPA, make the inclusion of copyrighted material prohibitive.

LEGIT SHOWMAN IN ADVERTISING AGENCY

Edward F. Stevenson, formerly in legit with Crosby, now in office, heads newly formed radio division of Kelly, Nason & Roosevelt Advertising agency. Firm has several major accounts which are dickering for air spots, especially in dramatic and comic serial form, which the new office will concentrate on.

Stevenson used to be in the industrial picture business.

Greig Moves to Dallas

Dallas, Sept. 24. Humbolt Grieg, Southwest network commercial supervisor, has moved his offices to Dallas from KTAT, Fort Worth, bringing Lillian Holman, his assistant, with him. At same time Earl Rodell becomes program director at KTAT and Merle Tucker production manager.

Nelson Olmsted is full-time announcer at KNOX, Austin, replacing Jack Hamilton, who goes on half-time basis so he can attend U of Texas.

Jim Shouse Moves

Chicago, Sept. 24. After several years with the Columbia web's sales outfit here James Shouse moves to the Slack-Goble agency as account exec. He will primarily handle the S-G business with Swift, with other accounts to follow.

Life Savers Unveils Radio Scenery: Showmanship Vs. Nuisance Issue

By Bob Landry

Radio is a medium which should be allowed to indulge their whimsy in theatrical scenery. This probably eclipses in importance the problem of whether the soprano should wear curly hair, or how much the orchestra should be heard. If the trend continues and complete Belascoesque realism in stage situations is demanded for radio and once-broadcasters, actors will not only have to work in costume but memorize their lines and look the parts they are playing. And will that be tough on some of the other performers?

The new NBC is reported divided into two camps over the wisdom of having allowed Life Savers to decorate Studio 2-A with a series of scenes, which upon inspection prove to closely resemble a theatrical stage setting. Trouble with new ideas in radio according to some standpatters is that everybody wants a front seat on the omnibus. However, there are a few other accounts to make similar demands on the network, and it's pretty upsetting to the management of an organization not operated for profit. Those defending scenery, the Moderns, sound it's showmanship, the Greeks, reply it's a nuisance. The Greeks have a word for the Moderns' program department that permitted Topping & Lloyd to start the whole routine.

But whether NBC allows Life Savers to continue to use the \$2,000 "series of screens" or not seems really unimportant. The real issue of showmanship as such. Undoubtedly the account simply wants to see the deal made. It's a fact the Life Saver program, like most audience programs, is feeble showmanship. It's a nuisance to the studio. Quite naturally the uneven radio audience is the target. Possible one-third of what is said into the microphone can be heard by the studio audience.

Possibly no audience program has been so destructive to the Maxwells House Show Boat, which remains a favorite both on and off the air, as the Life Saver studio show. It is significant that this account was among the first to make scenery demands in news of the Life Saver privilege came out.

While the mechanical difficulties of mounting sets in a radio studio are probably very real it would seem all within reasonable limits. The network could play ball with the sponsors who will, of course, stand any expenses for stagehands, scenery, and costumes and a budget. And that scenery constitutes any remarkable contribution to radio showmanship is very nicely pointed out as significant as the table favors at a banquet.

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LIFE SAVERS RENDEZVOUS
With Phil Ducey, Jane Williams, Walter About Town, Aldo Rice, Kelvin Keech
30 Mins.
WJZ, New York
(Topping & Lloyd)

This program takes place in a night club with a natural opportunity to the music, vocal and plot elements together. It's the first production job by Ed East and Script Mart with the latter having brought in an engaging theme song also. As a formula, the thing has to be done very nicely. The plot is overboard on plug stuff but that's a matter for the stop-watch. A pretty girl circulates in the make-believe rendezvous hawks 'Life Savers' are frequent visitors.

Plot thread is just sturdy enough to keep from blowing away. Stare right, boy and girl romantics, go. The power makes a man of himself are some of the ingredients. It's all light and frothy, but well paced. Walter About Town, who is the song specialties are the highlights. Phil Ducey handles the tenor smartly and Miss Williams sounds well.

'TO ARMS FOR PEACE'
With Senator William E. Borah, Deems Taylor, Luceria Bori, Howard Barlow's orchestra.
30 Minutes
WABC, New York
(Ceyer, Cornell & Neussel)

One of the most elaborate series of the season, 'To Arms for Peace' got off on the right foot with a bang-up premiere (19). It had the right kind of names, the right material, and the proper pace. It even had the newsboys. At the height of the opener, the talo-Ethiopian embolism moved into the zero hour.

Senator Borah (who is bankrolling everything) obviously used for a pattern for this series, is a Liberty Loan drive. The showmanship is of the same genus, except of course, that it's for a reverse cause. But the peace angle never gets monotonous. Domestic insinuations and episodes bring it out minus stuffiness. Lead-in to the program was a "The Four Horsemen" (representing the renewed ride of the Four Horsemen), the announcer, Deems Taylor, m.c., then cut in with a message from Secretary of State Hughes. The program was the sponsors and making a gesture in favor of peace.

Followed a pair of songs by Luceria Bori, whose voice comes through the loudspeaker well-nigh perfectly, and a Viennese melody by Howard Barlow. The latter was significantly prefaced by the remark that 17 years ago the graceful music would have been banned out of Austria were it at war. Very effective. Senator Borah's turn as peace speaker of the hour was OK, at least his voice doesn't air well, and his talk leans toward the "canned" variety. Borah has the microphone.

Wind-up was an excerpt from 'Journey's End' from which the censor's scissors had torn out a few lines. The program was a good deal of similar expressions. It got across "reasonably well, though there was much to be explained. Whatever there was of commercials and it was next to nothing.

Deems Taylor, who was the m.c., said that it was interesting in saving lives like World Peaceways, and the latter was all the more so. Deems Taylor got except one mention of its name at the very close. Peaceways said equally little, relying on the program making a point at its point across. Both sponsors benefited, however, from a request to listeners to send anti-war messages. Deems Taylor's stand-in with the program was the most of its point.

OLIVER WAKEFIELD
With Leo Reisman's orchestra, Sally Singer, Phil Ducey and the Eton Boys
Variety-30 Minutes
WJZ, New York
(Milton Brown)

Adding a m.c. to this program brings much better coherence and some bang-up comic stuff between the numbers rendered by Sally Singer, Phil Ducey, the Eton Boys and Leo Reisman's orchestra. For the m.c. happens to be young Oliver Wakefield, who appeared on these shores from England two years ago and has subsequently done well in the States. Wakefield's brand of humor is half tutting and half incoherent patching of new scenes onto unfilled old ones. In the Philip Morris offering he hasn't a chance to do this species in his usual extemporized mode. But he is nonetheless effective across very well in smaller bits between numbers. Additionally, he makes something of a store of Johnny (the Philip Morris page boy), and this serves to keep a kind of continuity to his m.c.ing. It also allows extra Philip Morris plugging. Besides bantering with the Eton Boys, Wakefield performs all his usual routine of stuttering, getting names mixed up, and forgetting to finish sentences.

One of the few listeners will go for this kind of thing. And the newscaster appear to be liberal in letting the m.c.ing have the pick of the evening's selections.

ATWATER KENT CONCERTS
With William Daly, Jessica Dragonette
Songs, Orchestra
30 Mins.
WJZ, New York
(B.B. D. & O.)

Spotting of Jessica Dragonette on the initial program (19) on the current-season's Atwater Kent, again gave the account an apt talking point for the occasion. Atwater Kent, who is celebrating his 10th year on the air, Atwater Kent rates as network broadcasting's oldest customer and what makes the program notable is the fact that it has throughout adhered to the same style and high standard of musical entertainment.

To the radio manufacturer goes the credit for the first outstanding piece of showmanship, the Atwater Kent contests among musical aspirants, some of winners have since made reputations for themselves in the concert field. Each series of programs has been marked by a distinct air of intimacy and charm, and it is easy to assume that this air has lent itself effectively in tagging and merchandising the product. Showmanship in the career that has been Atwater Kent's on the air is due the agency, B.B. D. & O., which has been in the business since it started it through the 10 years.

William Daly, who knows his way through the music, is the maestro for the current series. His initial repertoire proved a neatly balanced assortment of orchestral pieces made ready for themselves in the concert field. Each series of programs has been marked by a distinct air of intimacy and charm, and it is easy to assume that this air has lent itself effectively in tagging and merchandising the product. Showmanship in the career that has been Atwater Kent's on the air is due the agency, B.B. D. & O., which has been in the business since it started it through the 10 years.

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SWIFT'S STUDIO PARTY
Sigmond Romberg, Deems Taylor, Helen Marshall, Morton Bowe, George Branton, Ray Stevens
30 Mins.
WJZ, New York
(Walter Thompson)

Lucia Mjelund is the keynote of Swift's new fall series. Much the same in design and pattern as last year's, though its mellower and much less polished. Sigmond Romberg's particular style, all bent on the romantic school of waltzing and dancing, is a good deal of the course, set against an informal studio background.

Deems Taylor, who was the m.c., said that it was interesting in saving lives like World Peaceways, and the latter was all the more so. Deems Taylor got except one mention of its name at the very close. Peaceways said equally little, relying on the program making a point at its point across. Both sponsors benefited, however, from a request to listeners to send anti-war messages. Deems Taylor's stand-in with the program was the most of its point.

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FOSTER MAY
Duke E. Simms
Harris-Goin's
KFOR, Lincoln
30 Mins.
KFOR, Lincoln

May, in co-operation with the B.B. D. & O. agency, has set up a new line of business. May, in co-operation with the B.B. D. & O. agency, has set up a new line of business. May, in co-operation with the B.B. D. & O. agency, has set up a new line of business.

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SALUTE TO RADIO
Los Angeles Junior Chamber of Commerce
With Ruth Etting, George Glavin, Judy Starr, Sam Coslow, Bill Williams, Billmore, Trio, Dee, Don and Dorothy, Ralph Ransom, Leo Robins, Larry Colton, Joy Hodge, and the Mearns-Jiminy Grier Orchestra.
Musical Review
Sustaining
KHJ, Los Angeles.

Columbia let itself in for a round of splitting headaches when they took this one for an hour's entertainment. The chairman hoped that it once they had a look at the star-studded list of entries.

'Night before the airing: Chamber of Commerce ladies discovered they had no more than they could chew. When it dawned on them that less than half of the names were definitely committed they beseeched CBS to cut the period to 30 minutes: No go! It was too late to notify the stars of the hook-up.

Well, thought the go-get-em ladies, well, it'll fill it out with music: haven't we got a lot of music? And they went to the Union stepped in and demanded scale pay for each man. That left one name to the Biltmore, originating point, who dug deep to keep his own crew, Jimmy Grier, in the set-up.

Neither Edward Everett Horton nor Dick Powell did the emceeing, as the latter had to be out of the set earlier, and Carroll Nye, Times radio ed, split the chore.

In fairness to the performers who were asked to appear, the promoters of the show, let it be said that their commitments were purely tentative and in many cases they did not far along. Thing was handled so screwy that Charles Vanda, CBS publicist, had to get the studio audience to the radio, succeeded in rounding up nearly 35% of the talent that appeared.

Some of the music are these gala programs turning out to be a field day for song writers. Sam Coslow, Bill Williams, and Ralph Ransom, among others, were then "I wrote" things. Coslow carried his bit with a verse that rubbed the audience, and he had to sing "medley." Great break for the other three. They did the same thing on the other network just a few days before.

Governor Merriam was on to lend a note of dignity to the show, in the words of his introduction. Old Governor surprised with a gag or two, which is not like our governor.

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KALEIDOSCOPE
Musical Review
Sustaining
KHJ, Los Angeles.

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'LILAC T.
With Jeanine
orchestra:
Musical Review
PINAUD, INC.
WOR, New York
(Lore & Thomas)

Too many pseudo-poetic love ailments, and commercials that are a waste of time. If it were length, mar a program that could otherwise be okay.

But between numbers trouble was brewing. In order to hear down enough on sentiment, the following-mus comes up in the script: Jeanine: "I like those rhythms in the chorus of 'You, My Solitude' and 'At Last'."

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HARV AND ESTHER
With Teddy Bergman, Jack Arthur, Audrey Marshall, the Rhythm Girls and the Rhythm Boys' orchestra
Musical Variety
30 Mins.
WABC, New York
(Alvin Kynett Co.)

Commercials in the program are impressive on paper, but the net result of scrambling them together shouldn't rate more than grade B. The program is a waste of time and playing opposite Rudy Vallee, which is no help.

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Trade Papers Play Down Radio?

Latest burn of the networks to result from the newspaper-radio flare-up is the chains' claim that the big newspaper houses are turning the heat on trade journals of advertising in an attempt to make them cut down their radio editorial content.

Editors of some trade mags don't deny that they have had huddles with the publishers, in which the latter got up and delivered lecture courses on how the mags should conduct themselves with reference to radio. But the editors repudiate the contention that they've succumbed to pressure. Say the situation isn't 't' serious, and it happens every time there's a media fight.

It's not the specific incidents, according to the networks' notion, that are of significance. What matters, they say, is that the publishers continually try to intimidate the trade mags. "Plenty-barned about that."

Mutual Not Adding Permanent Links to Basic 4 Immediately

Chicago, Sept. 24.

Any plans the Mutual we may have tentatively had to enlarge its four-station hookup with new permanent affiliates, are for the moment not being carried out.

Instead Mutual will continue to solve the sponsor's demand for intensified coverage by temporarily adding stations to the WGN-WLW-CBS-WOR lineups, as needed. Such additions last only for the duration of any specified broadcast, and are dissolved thereafter.

Latest sponsor to get more coverage under such an arrangement is Pilo (cough remedies). Pilo's programs are scheduled to go over the regular Mutual quartet, but will additionally be piped in to WGAR, Cleveland; WCAE, Pittsburgh; and WAAB, Boston.

All told, five sponsors now using extra stations. Besides Pilo, there are the Crusaders broadcast which takes in WGAR and the Yankee circuit. Dr. Lyons (toothpowder) takes WNAC, Boston, as an extra to the Mutual we. General Mills buys the same station as an addition. Ditto Spratt's (dog food).

Mutual feels that such temporary additions give the sponsor what he wants, and at the same time do not bog the regular we down with overhead in the form of time charges, selling expenses, etc. Consequently the current arrangement will probably persist some time before a decision is made to add permanent affiliates.

WJSV ENGINEERS TO FAR-FLUNG CHORES

Washington, Sept. 24.

Engineering staff at WJSV, CBS member in capital, is going in for heavy duty ahead this week. Clyde Hunt leaves tonight for Boulder Dam to make ready for broadcast from there by President Roosevelt. F. D. expected to leave in next few days.

Station's chief engineer, Les Bowman, leaving this week for London to supervise short wave airings by Jack Hytton's orchestra from English capital and from liner Normandie en route to U. S. as build-up for handsmen's ESSO tour next month.

Marcellus Beale, another WJSV's nemo man, goes to Frederick, Md., Thursday to handle broadcast from firemen's festival there by Arch McDonald, station's sports ace.

Clyde Hunt has traveled in advance of President on several previous cross-country trips, and is recognized as logical man for job.

Elaine Barrie on WHB

Kansas City, Mo., Sept. 24.

WHB, besides putting on a neat micoop, garnished national newspaper attention when the station last Saturday (21) put Elaine Barrie on to broadcast a heart appeal to the coast-bound Jack Barrymore.

Miss Barrie had flown to K.C. in the hope of effecting a reconciliation, while Barrymore changed trains.

'Life Is a Song' Set

Life is a Song, is the label for Real Silk's new series starting Oct. 5 over NBC. Olga Albani with Charles Previn's orchestra, continues to headline the series.

Singing Knights and Earl Lawrence, also spotted in the show. Programs to originate from Chicago.

H. C. Whitehill Dies

Waterbury, Vt., Sept. 24.

Harry C. Whitehill, 60, died in Waterbury, Vt., Sept. 21, following a heart attack. He was owner of radio station WDEV and of the Waterbury Record, newspaper affiliated with the station.

Entered the publishing field 35 years ago, and built up one of the strongest weeklies in the state. Founded radio station in 1931, erecting a transmitter at Waterbury. Later established remote control studio at Montpelier, the state capitol. Formerly U. S. Collector of Customs for the Vermont district. He is survived by his widow.

NEW LIBRARY ROYALTY FREE

Extensive library of public domain music for use by wired radio is being built up by Langlois & Wentworth, transcription jobbers, with the co-operation of the RCA Victor Co. Music is dubbed from records in the Victor catalog, with the work being done in the Victor studios.

Under the arrangement prevailing between them, Victor notifies L & W whenever a musical composition falls into the public domain and if the work has previously been recorded by Victor the disc is made available to Langlois & Wentworth for dubbing. In the majority of instances the stencilling was done by Victor's orchestra, so that there can be no question about having to pay an artist royalty.

HOWARD AFTER CANTOR ON LEHN & FINK HOUR

Leslie Howard gets the second half hour slot of Lehn & Fink's Sunday 8-9 p.m. niche over CBS. Stage and screen star will be heard at 8:30 p.m. following Eddie Cantor.

Romantic actor in romantic playlets is the Lehn & Fink formula for Howard. Literary material is to be selected to meet that requirement. Deal starts Oct. 5 and runs 28 weeks.

DuPont's 'Cavalcade'

DuPont Chemical begins airing over CBS on Oct. 9 with a series labeled 'Cavalcade of America,' presenting little known authentic facts of U. S. history. Program will be broadcast at 8 p.m. EST, Wednesday, with a live cast re-enacting the scripts.

Arthur Pryor, Jr. in direct contact for B. D. & O., with Kenneth Webb, writing. Also Prof. Dickson Ryan Fox, president of Union College and formerly with Columbia U. leads a committee, to assist on historical accuracy.

C. L. Thomas Resigns

C. L. Thomas resigned last week as assistant manager of 'INS. New York. Notice takes effect this Saturday (25).

Before his promotion to the pianoguided assignment Thomas was station's production head.

'SEVEREST CRITIC--BEST PAL' ATTITUDE BY WOMEN'S NAT'L RADIO COMMITTEE

Detroit Staff Shifts

Detroit, Sept. 24.

Samuel Benavise, former orchestra leader at the Michigan and Fisher theatres, Detroit, has been named musical director at WJR.

"Joe" Horkko, "ahnoofner," singer and character actor, has left WXYZ, Detroit, to join the staff of WSPD, Toledo. George Hickard, announcer, also goes to Toledo.

For the past four years musical director of WJR, Detroit, Benny Kyrle joins the staff of WXYZ when that station takes over the NBC Sept. 29. While on WJR, Kyrle's Golden Tower ork, San Felipe and the F.O.B. Detroit programs were featured over the NBC.

Production duties at WJLM, Lansing, have taken over by Garnet Garrison so that Howard Finch can handle a new musical program and work on the broadcasts of Michigan State College football games. Several commercials are still being produced by Finch, however.

Marvin Cross, announcer for WJBK, Detroit, has joined WIND, Gary, Ind.

MIDWEST MYSTERY GROUP

Petition F. C. C. For 11 100-Watt Stations

Washington, Sept. 24.

Chain ambitions of a mysterious middle-western group bobbed up last week when 11 applications for new transmitters were referred to the Federal Communications Commission for hearing. Only clue as to identity of the outfit was found in name of Emmons L. Abeles, listed head of each request as secretary.

Favorable action by Commish would establish listing of 100-watt stations throughout Minnesota, Nebraska, Iowa and Wisconsin, the following towns appearing on the docket as potential sites: Fort Dodge, Mason City, Clinton and Burlington, Iowa; Wausau and Appleton, Wisc.; Winona, Mankato and St. Paul, Minn.; and Hastings and Grand Island, Neb.

WHN's Commercial

Peaceful Valley Folks started over WHN, New York, this week under sponsorship of Crazy Water Crystals, for a period of 26 weeks. Cast includes William Williams, Jean Robertson, Zeb Turney, Earl Clark, Ted Grant and Jack Savage, announcer.

Sponsor is taking quarter hours on the daily run, Monday schedule including three spots, at 8:30 a.m. and 9:30 p.m. and on Friday, 8:30 a.m. and 4:45 p.m. Otherwise, it's broadcast straight through at 8:30 a.m. EST.

Account handled through Lucky-Bowman agency.

Congoin Heat Still On

E. S. Woolrich Cries 'Politics' and Says He Will Force Case to Trial

Washington, Sept. 24.

Possibility that Congoin radio program may be patched up amicably faded last week as Federal authorities pushed their crack-down campaign against the Los Angeles mate company which, in turn, prepared for a court fight to determine its right to advertise the Argentine drink as a medicinal preparation.

With Communications Commission and Food and Drug Administration still antagonistic, the Post Office Department gave the harassing campaign more impetus by issuing a fraud order which prohibited delivery of mail to the Congoin firm. Food and Drug agents are still waiting to hear whether Congoin will change advertising tactics,

Indications of Support of Broadcasting Against Censorship and Church Attacks Seen--See Clean-Up Partially Completed

Evidence that radio's No. 1 clean-up advocate--the Women's National Radio Committee--wants the existing "commercial" system to stay firmly on the map and will even defend it against attacks, is apparent in the second issue of the Committee's 'Radio Review' (a pamphlet of program comment). Booklet made its appearance on the 21st.

While the Committee from its very inception did not advocate a gov-

ernment-owned radio system, it did say "strongly" into radio advertising because of its alleged brassiness, and succeeded (among other things) in getting CBS to formulate 1 recent new policies. Currently the Committee still thinks there is room for improving advertising. But the clean-up emphasis in the new booklet is in defending the existing commercial system.

In re the ANPA's revitalized attack on radio, the Committee says, "We believe radio may be used most effectively to complement advertising in newspapers and magazines. This presupposes a harmonious relationship between radio and the press which at present does not exist, and so we wish to ask both factions at this time, Won't you please kiss and make up."

In another place the program review says: 'Correspondence with members and non-members convinces us that the national audience does not resent radio advertising. It is merely the system of the system, caused by poor judgment on the part of advertisers and their agencies, which provoke indignant protests and heap bitter criticisms upon radio.'

Executives of the organization privately state that they absolutely do not want a government-owned system or one in which there is undue government interference. Members so in no uncertain terms. Committee claims that political dictatorship shies them off from advocating government ownership. Apparently the Committee doesn't think much of wired radio, either, although it hasn't expressed itself formally on that score. Feels wired radio is stodgy stuff and might exclude many fine artists.

Back of the Committee's whole attitude toward radio now appears to be the conviction that steps toward a clean-up have been partially successful, and that after it (the Committee) prompted this good work its thunder should not be stolen by other parties like the newspapers or government-ownership advocates.

Enginger's New Tieup

Chicago, Sept. 24.

Reported that George Enginger, formerly with the agency of Morris Windmiller & Enginger, will shortly set up here as the Chicago representative of the eastern Wertheimer agency.

Likely that Enginger will bring the Roquefort cheese account into Wertheimer with him.

Account handled through Lucky-Bowman agency.

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Adding matter for Eppendorf, Red Silk Hosiery and Dr. Lyons' toothpowder. Grace Moore (for Vick's) got a bad review. Lawrence Tibbett, who hasn't started yet for Hickard, draws an anticipatory bad notice. The women also condemn the practice of local stations to insert commercial spot announcements between chapters of a symphony fed them on sustaining by their web. Testimonials draw 'crows.'

Best recommendation of all goes to the Squibb-World Peaceways 'To Arms for Peace' series. Tibbett's 'It Hides!' By unanimous opinion 'this is the best radio program which has ever been staged, and it would exhaust all our adjective to do justice to it.'

Stunts, Novelties, Tie-Ups

roadcast his signals from its

Philadelphia Union Drives Atlantic Refining Program to New York City

Philadelphia, Sept. 24. Atlantic Refining—moved, the origin of its Saturday night broadcasts from WCAU, Philadelphia, to Columbia's New York studios last week end (21), after the Philly musicians' union had objected to the orchestra. As a result of Nichols' appeal to the American Federation of Musicians on the matter, Joseph C. Weber issued a circular letter to local unions throughout the country advising them that a traveling conductor may not be barred as long as a standby is provided for.

Rather than engage in further discussions with the Philadelphia local the account decided to move the show to New York and turn the program's orchestral assignment over to the Nichols' regular men. Nichols and the members of his unit are members of the New York local.

Atlantic had preferred to originate the show from the town in which it had its home offices. It engaged a local unit, Anthony Candeloro, to do the music, with Candeloro himself, at full pay, stepping aside so that Nichols, who had provided the band arrangements, could direct. When the Philly union balked at the substitute, following the initial broadcast (14) of the series, Nichols brought the situation to Weber's attention, but before the AFM rep could take action the refining company withdrew the point of origin shifted to New York.

In matter of the Atlantic show, union first tried to bar Nichols, though he was not to get credit and Anthony Candeloro, nominal leader, was to get regular fee. After intense last-minute fight among union members, executive committee and president, Romeo Cella, union signed agreement allowing Nichols in and forwarded to sponsor. First show then originated from WCAU Sept. 14.

Pact that 21 musicians in show received about \$70 apiece for broadcast and rehearsals had strong effect on union membership, that being biggest money local show has drawn in some years. Executive committee, however, apparently figuring to win increased concessions from sponsor and station, early last week repudied the okay of Nichols and notified Atlantic that agreement was off. That burned Candeloro plenty, and while sponsor was throwing up its hands in disgust, the Atlantic station and moving show to WABC, leader wired details of case and appeal to National union president Joseph N. Weber. He again upheld action of Cella, and the executive committee. But Atlantic Refining by that time was fed up with whole affair and refused to bring show back to Philly. Even then union applied for a writ of habeas station and sponsor were bluffing, musicians appearing at WCAU Saturday night for broadcast and refusing to leave until they heard it coming in from WABC. Then they began to sizzle.

Whole fiasco is likely to do everyone concerned plenty of harm. In fact, though it isn't possible to see who has escaped black eye. Certainly musicians and station are pretty sick. Station is in position of having started show and couldn't continue to hold it. N. W. Ayer, who has tried it, is disgusted at developments. Atlantic Refining is into record series of headaches, and even Columbia, which has had to move show into WABC after first week at it, at WCAU is fed up. Only listeners, who have been offered new class program, are the winners.

At present, while various groups try to bring back show, WCAU (and without much indication of success), station-union dispute that underlies whole series of quarrels and recriminations, has reached a new stage. Stalemate for some weeks since Dr. Leon Levy, WCAU president, turned down union demand for 11-man house band at \$70 a week to play five hours a day, content again can be dispensed with stage with new counter-proposals by Levy. His suggestion is for 12-man crew, with reduced working hours to three a day and proportionately lower scale of \$50. Both sides are agreed on ruling of no commercials after 8 p. m. So far union has taken no action on latest Levy offer, al-

Time Changes Sept. 29

Annual fall return to sun-computed time starts this Saturday, Sept. 29. Change marks the settling down of broadcasting program schedules for the fall, winter and spring period.

Seeks to Break Down 'Surplus Coverage' Idea

Pittsburgh, Sept. 24. E. H. James, NBC program manager, cited the radio success stories of other equipment manufacturers, including the Stay-Kool Co., maker of air conditioning apparatus, in Pittsburgh last week why the firm should spend a portion of its current \$300,000 advertising budget for broadcasting. Regardless of the fact, said James, that the firm's primary objective are plumbing and heating contracts, an air campaign allows for no waste circulation since it would create goodwill for the product among those who eventually benefit by the equipment.

Expatriating on the "surplus coverage" objection cited by industrial advertisers when approached about radio, James pointed out that even though the owners of apartment houses and commercial structures represent a small portion of the broadcast audience the need for reaching the people who live in apartment houses and work in commercial structures is of equal importance. The prospective tenant, who has heard the Stay-Kool program and the product's message against a dramatic background, may be greatly influenced in his decision if the renting agent tells him that the place has Stay-Kool equipment.

Radio paves the way for the salesman and build prestige for the product, said James. In relating how broadcasting has gained favorable reactions from the dealer, NBC's promotion director cited the admissions made by the John-Manville Corp., the Steierling Rubber Co., the Carborundum Co., and the American Radiator Co. To illustrate the Stay-Kool campaign in radio, opined James, should be tied up with other media. He suggested that the firm spend \$3,672 for an evening half hour on the radio (WAZ) network over a period of 28 weeks, allow another \$1,500 for talent, which would bring the combined cost of the program for the span to \$125,698, and spend \$20,000 for the broadcast of the show. Latter would include offers, spotlight ads on the radio pages of the dailies and dealer tie-ins. Reason, said James, that he recommended the basic network was because in this territory is concentrated 63% of the country's radio families and because here is concentrated the great apartment house market and the major percentage of the country's industrial and commercial enterprises.

though it was made beginning of last week. It will be considered at general meeting of union Oct. 1.

Meanwhile union continues to bar all remote transmissions over WCAU and to refuse to accept the offer of Artists Bureau. With number of local bands under contract, bureau's chance of booking them in local spots depends on getting them wire transfer. But Manny Sacks, Universal director, has gotten around that—at least partially. With WIP now at peace with union and allowed to air remote fees, bands booked by Universal will have WIP as their outlet.

Of other stations, WDAS was scheduled to meet with union today for discussion of house band question. WFIL is still standing pat, and Dr. Levy is waiting acceptance of offer similar to that of WCAU to put it up to NBC for its local red network outlet, KYW.

Shell Show Upset as Jolson Blows; Agency Seeks Stop-Gap Idea

Hollywood, Sept. 24. John U. Reber of the J. Walter Thompson agency, was insistent over long-distance phone Sunday (22) that Al Jolson continue on the Shell program after Sept. 25, as he cannot find anyone to replace him to do an hour show without buying six or seven outside acts. Jolson countered with the proposition taking a two-week vacation before resumption; with Reber now trying to get individual names for each of three respective shows.

Cast for the show (Oct. 5) that follows Jolson's departure had not been entirely set by press time yesterday (Tuesday). Nor has the Thompson agency decided whether to bring Victor Young, maestro of the Shell stanza, back to New York from the Coast.

Agency is now trying to ascertain whether it can keep the program series going from the Pacific end and is having its Los Angeles reps scout the field for guest m.c.'s and entertainers for filling-in over a period of weeks, or while a permanent name for the assignment can be found.

Oct. 5 program will originate from New York, with Walter Winchell m.c'ing, and Eleanor Powell and Niele Goddelle among the guests.

FRIGIDAIRE MOVES TO LORD & THOMAS

Lord & Thomas, Chicago, has the Frigidaire refrigeration and air conditioning accounts. Frigidaire, the world's largest maker of mechanical refrigerators, is one of the few in that line to use radio, once sponsored a Phillips Lord series on NBC, and last winter had Jack Pearl on CBS.

Radio plans for coming season not set. Previous Frigidaire agency was Geyer, Cornell & Newell which has now acquired the Kelvintor and Leonard accounts (neither of which have so far used radio extensively).

Grand Opera Series On Australian Radio

Sydney, Sept. 2. Broadcasting Commission, controllers of A-stations, announce a 13 weeks' series of grand opera under the sponsorship of Dr. Maurice de Abbravanel. Productions will include Florence Austral, Sydney de Vries, Ben Williams and several overseas importations. Proposal is to broadcast two operas weekly over the 13 weeks from the principal Sydney studio.

Maurice de Abbravanel, and most of the principals, are left-overs from the last g. try made by Sir Ben Fuller.

Hot Newspaper Circulation Campaign Conducted Over Baltimore Stations

Baltimore, Sept. 24. Newspapers here are resorting to radio as a prime medium of conducting circulation and reader-interesting campaigns. When Hearst purchased WBAL last winter and spotted quarter-hour programs of various sorts on station to plug the Baltimore Hearst dailies, American and News-Post, the Baltimore Sun abandoned its erstwhile aloofness toward radio and arranged with WCAO a tie-up whereby station advertised in paper and paper on station on reciprocal basis.

Lately the Sun has started spot announcement: bombardment over WCAO. Hearst sheets replied in kind, and the two papers began a rivalry has become as heated as circulation campaigns of rival publications always were when newspapers publicized selves through other media.

Radio rampage has gotten no frenzied that the papers aren't preparing copy for each spot tilt right before it is due for airing, then they

Monaghan Radio Control Bill Gets Endorsement of Labor Convention

Sign Painter's New Job

Philadelphia, Sept. 24. Sudden staff shakeup at WGN drops Paul Alger, dean of long-range directors, and replaces him with Louis London.

London was program director, was previously a sign-painter.

Outs Claim Ins Use Govt.-Owned Radio Unfairly

Winnipeg, Sept. 24. Canadian Radio Commission came in for an editorial blast from the Winnipeg Free Press for permitting a question and answer act to go over its network last Saturday night attacking personalities in the general election. Stunt advertised in daily papers, was labelled "Mr. Sage" and purported to give information concerning issues involved in the election.

Chief criticism is directed to the fact that the CRC is government-owned and that the program is allegedly propaganda for the government, which is contrary to CRC policy. Opponents of the government, chiefly adherents of the Liberal party, were particularly incensed over the fact that the second program attacked, in a subtle way, W. L. Mackenzie King, Liberal leader, for residing in the United States while Canada was at war.

Officials of the CRC disclaimed responsibility for the broadcast, declaring that the manner in which it introduced and indicated it was not an official program. Program sponsored by the CRC are introduced as official programs, while "Mr. Sage" was introduced as "coming to you over a network of Canadian stations."

Second program has been given without any indication of it being discontinued.

Theatre Circuit-WFAA Can't Get Together

Dallas, Sept. 24. Unable to work on terms with the Interstate Circuit Max Halperin, chief of WFAA's artists bureau, is sending out a unit to play high school auditoriums armories and hotel ballrooms. Entertainment is built around the Early Eldre orchestra and program of WFAA. Halperin will hit 30 Texas towns within the 50,000-watt listening area.

lead with what they think is best card at moment. Last week the Hearst News-Post snagged a serialized life story of Huey Long, and day he died started whirlwind series of nearly a score of spot announcements plugging fact blog would appear "exclusively" in News-Post on following day. That "exclusive" angle has the newspapers fevered; they now find they have a means of telling public generally when they have a news beat on a rival, so the radio listeners now don't even have to buy papers to know which rag scooped which on what. Paper apparently enjoy boasting about what they "exclusively" have or will have—even though boasting over the air by the radio spot announcement route isn't cheap.

There have been reports that the Sun, papers would like to buy into one of the local stations. As far as can be determined, the papers have made no direct overtures to any of the stations here as yet, but it is known that the bigwigs of sheets have been trying with the idea.

Washington, Sept. 24. fight next winter over government operation of radio facilities looms with American Federation of Labor forces preparing to launch a nation-wide campaign to put across the Monaghan "government control bill."

Movement to force a show-down over the question of government vs. private operation of broadcasting system is swinging into high following unanimous action of the International Typographical Union at Montreal early this month. Annual convention plunked unanimously for the Monaghan proposition.

Enthusiastically passing a resolution calling on congress to enact legislation canceling all licenses at the end of present periods, typos approved idea of a national campaign to put each member of congress on the spot.

Although factions in the AFL high command, particularly leaders of the International Brotherhood of Electrical Workers, are rumored luke-warm and dissatisfied, union headquarters is reportedly agreeable to the plan and assisting in the move to put every senator and representative on record. Locals, with the assistance of state conferences, will interview congressmen and demand signed pledge to support legislation along the lines of the Monaghan bill.

Radio Cold to Uni-

Labor has the knife out for commercial broadcasters for several reasons, "primarily" because widespread unemployment among printing trades membership is blamed on growing use of radio with curtailing of printed advertising which has hurt printers. Furthermore, I.B.E.W. has made notoriously little headway in unionizing broadcast technicians, even with the help of the abolished NRA code, and company unions have about ended hopes that AFL can make converts in the radio field.

The action of the typos is the strongest evidence to date of real strength behind government operation ideas, although previously a number of state federations, notably Massachusetts, have gone on record in favor of more drastic regulation of radio.

Drive to put legislators on the spot gets going soon, with pledge cards being printed here and shipped to each typographical local.

ITU resolution, charged that in defiance of the expressed wish of congress, "two monopolistic groups" have been enabled to establish a most complete domination of broadcasting and to use facilities for personal gain rather than public interest. Proposition also pointed out that free private enterprise is being put on, hurting commercial ventures.

Resolve ordered officers of the union "to petition the congress of the United States for the enactment of legislation which will cancel existing radio broadcasting licenses be cancelled at the expiration of the present license period and that all radio broadcasting thereafter be operated exclusively by a governmental agency, to be set up by action of the congress, with commercial advertising on such radio stations restricted to not more than two hours of each day of which not more than one hour be used for advertising after sundown."

INSURANCE PREZ HIS OWN M.C. IN TEXAS

Dallas, Sept. 24. Clarence Linz, prexy of Southland life Insurance Co., expanded his emcee activities Monday (23), when the first of 42 weekly hour programs of his firm went over four CBS stations. Linz has been m.c. of Southland's other program, on WFAA, Dallas, for several months.

Built around Norman Charnick's work, Southland program features soloists. Risk executive has developed into quite a mike individuality. He broadcasts from the Southland Texas studios, with KTAT, KNOW, WACO and KTRH carry all the programs, and KTRH and KOMA pick up "Voice of the Southland" when they have clear time.

Adv. Agencies, One Night Each, Tie-In with WGN Dedication

Chicago, Sept. 24. WGN will celebrate the first three nights of the inaugural of its new studios with special programs emanating from the 600-seat auditorium. Quinn Ryan, WGN's manager, is contacting first string names in radio to participate. Among them is Nino Martini, Lawrence Tibbett, George Moore and Major Bowes.

Following four nights of the dedication celebration will have the ad agencies in control of the auditorium. Set thus far are the Blackett-Sample-Hummert agency, which will present Horace Heidt's unit in a 40-minute program, N. W. Ayer, which has prepared a 30-minute dramatic program and half hour variety show and Roche-Williams & Cunningham which will sponsor Orville Knapp's band in an hour's show described as a preview of the combo replacing Wayne King at Andrew Karas's Aragon ballroom. Idea is to have the agencies produce the programs either as an audition for prospective clients or as their contribution to the celebration.

WAX AND AMATEURS SCARCE IN CANADA

Vancouver, B. C., Sept. 24. A pair of program practices common to the U. S.—i. e., use of electrical transcriptions and staging of amateur shows—seem to be almost non-existent in this sector of Canada.

Only two stations using platters and a lone singer putting on the smooth, pure, CJOH and CKWX, both in Vancouver, use discs, but between them account for only half a dozen, two of which are sponsored. Checkup to the CJOH and CKWX, which the Canadian Radio Commission nixes it after 7:30 p. m. Consequently transcriptions have almost no effect on live talent, and on the other hand, amateur shows, which CJOH has the lone amateur show, sponsored by a local optical house. Check-up reveals that a spread of the idea is not being considered elsewhere.

Gen. Mills Setting '36 Baseball Deals

Chicago, Sept. 24. Bob Hotz of Blackett-Sample-Hummert agency is expected to announce last week to find out the exact baseball budget of General Mills for 1936 and then flipped east to set baseball deals for the coming season.

Has already negotiated contracts for ball games on WBBM, Chicago; WHO in Des Moines and WHB in Indianapolis. On the fire is a New York broadcast deal which may mean the first sponsorship of a New York major league ball game play-by-play program.

Consolidated Gas Airs

Consolidated Gas Co. goes on WEAF, New York, this Sunday (29), with an hour's musical and dramatic program. Cast will include Rose Marie Brancato, coloratura soprano of the Chicago Opera Co., Helen Claire, who will head the dramatic interludes; Jan Pearce and Josef Bonine, conductor. Dialog bits will retail the history of the old Academy of Music, on which sits the gas company's main offices now stand. Contracts all around are for a minimum of 13 weeks.

At the first time that the Consolidated Co. has come on the air with a program of entertainment. Several years ago it bankrolled a cooking school broadcast.

WIP Surrenders

Philadelphia, Sept. 24. After years of fighting, the sliver of amateur hour craze, WIP will throw in sponge next night, airing Simon-Pure show nightly from Electric and Radio Show in Convention Hall. Wines, to be broadcast on the air, show, gets 13 weeks contract for Electrical Association program over WIP.

Understood newspaper tie-up is sought.

19 'Mary Dears'

Recent instance of why radio station copyright checkers tear their hair came up last week when the "Mary Dears" came through for search. One station copyright research man found that there were 19 copyright entries for the number. He was at sea until he could absolutely identify the artist who authored the particular "Mary Dears" to be played on a forthcoming broadcast.

If it had not been properly identified as to authorship, the station stood excellent chance of being sued for infringement, with the "ands" or "buts" about it.

DETROIT'S BIG NIGHT IS SEPT. 29

Detroit, Sept. 24. With each station attempting to outdo the others, Detroit's radio audiences will be offered sparkling and varied programs Sunday night (29) when CKLW, WXYZ and WJR switch networks. The bulk of the scheduled programs will consist of salutes from Mutual, NBC and Columbia as well as local shows.

WXYZ, which leaves Mutual for NBC, will produce an hour's program for the entire net, from 10 to 11 p. m. The show also will be fed to the Michigan Radio Network. WOOD-WASH., which formerly likewise joins the NBC with WXYZ, WJR, which quits the NBC for Columbia, will have two separate programs, one 8 to 9 p. m. from CBS and a local program from 10:30 to 11:30 p. m.

CKLW, which gives up CBS for Mutual, will take part in an hour's broadcast, from 10:30 to 11:30 p. m., in which the other three stations of the net will give a special greeting to the Ontario station. Whether a special local program will be produced has not been definitely decided, although CKLW will do 15 minutes on the hour broadcast.

Performers appearing over the Mutual and Michigan nets in the past few years will participate in WXYZ's show Sunday. Among these are Barend Hart, torch singer; The Escorts, male quartet; Virginia Hooper, lyric soprano; Russell Nunn, lyric tenor; a mad scientist, concert pianist and Salvatore Cucchiara, operatic tenor.

The WXYZ Players, accompanied by orchestra, will present a dramatic interpretation of "The Baseball Team" song from "Gold Diggers". Edward Werner, concert master at the Michigan theatre and formerly with the station, will lead the studio choir in two numbers. Benny Kyle, formerly of WJR, will direct the WXYZ Concert orchestra.

It is planned to bring Graham Greene to Detroit to meet the show.

WJR's salute from CBS, 8 to 9 p. m., will include a welcome address by William S. Paley, president of the net, relayed from London; a talk by Gov. Frank Fitzgerald, of Michigan; special spots by Stoopnagle and Budd and by Burns and Allen; greetings from Mickey Cochrane and his "Big Red" baseball team; and numbers by Eddie Dunstetter, organist; Jerry Cooper, baritone, the Oleanthers Quartet, Loretta Lee, Virginia Verrill, Mary Eastman and Jimmy Parrella, tenor; and a song from "Gold Diggers".

Mark Tarnow, who will provide the musical setting. Another feature will be the synchronization of three orchestras—in New York, St. Louis and Chicago—playing "Congratulations".

WJR's local program, 10:30 to 11:30 p. m., will feature Samuel Benavise and the studio choir; a 16-voice male chorus; and soloists.

Cliff Odets in Radio

Clifford Odets, Group Theatre actor-playwright, is currently working on a dramatic series to be auditioned by Columbia Broadcasters via the platter show.

Subject matter centered around present day's pioneers, Odets is concentrating on developments in aviation, explorations and other present day heros.

Chicago NBC Aches Return as WLS Asks Better Terms on New Contract

ORGAN BIG IN UTAH

Morman Tabernacle Influence Amateurs Not Hot

Ogden, Utah, Sept. 24. Organ music is perhaps the most characteristically Utahian radio program. Do doubt this is manifestly due the fame and popularity of the Mormon Tabernacle organ programs. Utah Power and Light, Boyle Furniture, Minnoch Glass & Flint are some of the sponsors who prefer this kind of entertainment. Amateur programs have made some progress in theatre but in general dealers and retailers seem disinclined to handle such shows and they are left to stations as sustainers only.

Transcriptions are favored as reputable names and experienced performers. In Utah, the cost of \$2.50 to \$5 whereas doubtful local talent means \$15 to \$20 even out here.

KALO, Ogden has McGregor & Solle waxings.

'MIDSUMMER' CAST ON NBC BUILDER-UPPER

Hollywood, Sept. 24. Warners and NBC finally got together on transcontinental broadcast for the film "Midsummer Night's Dream" Saturday Oct. 6 will go over network for one hour at 9 p. m. Coast time. Network absorbs full cost of wires with Warners deadweight entire cast and plating up Max Reinhardt from N.Y.

Film bows in officially Oct. 16 on Coast and Oct. 9 in N.Y. Bob Redd producing all.

Amateurs Spreading In St. Louis Radio

St. Louis, Sept. 24. Amateur programs are on the increase in St. Louis. Station KMOX is alone in not having a slimon pure section. KWVK has a sponsored amateur half-hour Saturday nights at 10:30 o'clock. Manne Bros Furniture Co. buys the time. Advertiser also has a minstrel show on air.

Leiston Mayonnaisse Co. sponsors "Stars of Tomorrow" over KSD. Has run for five months Sunday afternoons at 5:30. WIL has two and will add a third amateur show to its schedule. Club Plaisance (Negro), Food Center and Warbler organ are the advertising parties.

Texas' \$500,000

Dallas, Sept. 24. Regional nets in all sections will probably get lion's share of the \$500,000 appropriated to advertise Texas during its 1936 Centennial. It appears from negotiations with state board of control chiefs and Tracey-Locke-Dawson agency officials.

Officials of the state board of control, holders of the fat purse, say they will soon close a contract with the agency, but won't say whether the ad campaign will go further than the first test to come.

State officials have refused to name the amount they will give Tracey-Locke-Dawson to finance the air drive.

Farm & Home in N. C.

Charlotte, N. C., Sept. 24. NBC network originated its National Farm and Home hour on September 17 at Kingston, in the heart of the bright leaf tobacco belt. It included description of the high-light activities at tobacco market auctions and carried a background of the auction selling of the weed, something different from any other type of selling in the world. Program included an address by Governor J. C. B. Ehringhaus and Congressman John H. Kerr. Everett Mitchell, vice president of the tobacco grower, was in charge. He interviewed several prominent tobacco farmers as to methods of growing, sorting, grading and marketing tobacco.

Chicago, Sept. 24. An old headache between NBC and WLS over station compensation is again throbbing as negotiations are getting under way for a new contract to supersede the current deal which expires in the fall of 1936. Burrigade Butler, chief of the Prairie Farmer station, is asking for a substantial increase, and says "he doesn't get it he'll go independent."

Same thing happened a year ago, but at that time NBC shushed the storm by giving WLS more dough. In return for a two-year contract.

What makes the current situation jittery for NBC is the probability that if WLS breaks away, the Blue circuit will be in a tough spot. NBC's own WENR splits time with WLS, and so if the latter quits the problem of plugging a brutal hole looms up. About the only replacement NBC would have available would be WCFL, the Federation of Labor station, which has been carrying some NBC sustaining shots.

WLS meantime figures it has another strategic reason to demand more cash. Prairie Farmer station is said to have \$100,000 cash in the bank with which to build its own transmitter (it currently shares WLS's). And it also has a large piece of acreage near Chicago, Illinois, on which to erect its plant.

Gas Co. Sponsors Football Chart, 80.6% Correct

Dunkel system of forecasting the winners of football games will make its debut on the air through the Atlantic Refining program over CBS Sunday nights next week (12). Mathematical charting of which college team will take the other was devised by R. C. Dunkel, space buyer in the Dayton, O., branch of the Geyer-Croft agency. Rights which the oil company has bought are exclusive for the entire Atlantic Seaboard, Pennsylvania, and Ohio, or the territory covered by the CBS hookup, with the fee being between \$5,000 and \$10,000.

Frankford Distillers held the national rights to the system last season for a fee of \$15,000 and distributed the forecasts weekly to liquor retailers. Reason the liquor combine gave for declining to renew was that legislation was being devised to bar any form of whiskey advertising at the point of sale (on the premises).

Dunkel claims that his system last season proved 80.6% accurate, and that the current outcome being 3,627 games right and 859 games wrong.

OIL OUTFIT BANKROLLS AIRING 86 COAST GAMES

Los Angeles, Sept. 24. Associated Oil Company, which last year monopolized the broadcasting of coast football games, has closed for 86 tuesdays this fall. On the payroll are 22 announcers to call the plays.

Frank Bell, KMTR, will handle the local games, replacing Gary Breckner. Loyola and Carl Tech kicked off the lid last Saturday (21), KFWB airing the fractures.

WINS' Acting Company

WINS, New York, gets a regular stock company on its staff, with formation of troupe under direction of Ed Smith. Those signed include Ted Lester, Warren Ashby, Lorraine, Bernard, Joseph Fox and Rene Robert. Starting Sept. 30, company will broadcast daily on a newly connected series labeled News Parade, scheduled from 12 to 12:30 p. m. EST.

Gradually the company's chores will be increased for other dramatic spreads. Regular pay goes along with the performing.

Radio Chatter

Ohio

John Pratt's face purpled when cat named after him by Graves Taylor, WJAR, p.a., gave birth to a batch of kittens.

Inviting Carr quitting WJAR announcing staff, after being on it only two weeks, for job with WSPD in Toledo.

Eugene Carr, Ellis Vander Pyt, Graves Taylor and John Pratt of WJAR have received honorary citizenships from the National Association of Broadcasters.

Great grandson of Paul Revere was finally signed for his first radio talk by WTAM on Sunday (22).

Edward H. Revere made trip from Revere, Mass., to Cleveland to tell how his great-grandfather made his famous ride. SHER told him for stunt through aid of Bryon Wade, historian from Youngstown, O.

Rocky Austin, former WGAR m.c. has deserted in new form his own or taking initial bow at Lake Shore Hotel.

Art Williams back from Athabasca Lake gold mining area, now having personal experience in the search for C.R.M. listeners. Originally planned broadcasts from gold area, but wave but plan failed to work out.

CHWC with new morning organ program from Metropolitan Church, Tuesday, Sept. 24, 10 a.m. to 11 a.m. with organist, Ted Olsen, tenor; Dave Mills, organist; Jack Secret, violinist.

"Pictures of People" being aired by CHWC for presentation shortly. Dr. Stephen S. Wise and his wife, Mrs. Rose, are going to Chicago Oct. 13 for two new network programs.

Paul Deal writing dramatic sketches for WHK, and acting first one tagged "Man Who Came Back" with Gil Gibbons and Judy Sherrill.

Frankot, Sargent, WJAX, and reader, auditions at WTAM, Cleveland.

Evans made WJAR's editor of station's INS news, rewriting and broadcasting bulletin items. He is son of Billy Evans, general manager of WJAR, Springfield, Conn., and formerly a newspaperman.

George Brent in Cleveland Thursday (24) to give a radio address on the program through WTAM. Valie appearing at RKO Palace crowd.

Three staff shifts at WJAX, Cleveland. Wayne Johnson appointed program director; Harry T. Cantrell as publicist.

Chuck Seamon in as comedy announcer, replacing Phil Ross, who is auditioning for CBS and going to Chicago.

Morrie Pierce, radio engineer in Cleveland, off to Yellowstone National Park with wife for vacation.

Russell Hughes, WJAX continuity writer, announces engagement to a Cincy belle.

Lawrence S. Goodman, general manager of WKRC, Cincinnati CBS unit, dividing vacance between Matt Patton and Ed Springs.

Bob Allen, rooming with Hal Kern's ork, did a sustainer on WKRC, his alma mater, last week while in Cincinnati.

Don Hall and Hortense Rose resting in Cincinnati after three years of hard work in New York. Hall is to hook up soon with WCKY, Grace Donaldson, another member of the Hall-Rose trio, leaped to California.

Ellie Frakes, young Cincinnati baritone and new in radio, assigned to solo spot on WLW.

Hal Carr Music Box Master program.

Lawrence Parsons, "Singing Neighbor" of WLW, will feature "Rachman" in his matinee broadcast Friday (27) in honor of Jewish Rosh Hashanah.

Distinguished Jurists are assisting WLW in introducing its new Famous Jury Trials series of dramatizations of famous American court cases. Program began Sept. 15 with first of two 30-minute installments, the second being aired the following night. It dealt with the Armstrong murder case, in which Abraham Lincoln was counsel for the defense. Second program aired Monday (22) and Tuesday (23) nights, featuring the Lincoln murder trial, in which Lincoln also represented the defendant.

Saskatchewan

Federal election talkers buying Saskatchewan radio time by hour-falls. Stations have been in time breaking hours of jabber by mutual bits and the like. Night prior to election there was a lot of jabber.

CHWC, Regina, already booked solid with talk from 8:30 p.m. to 12 midnight.

Madamu, the Magician's, transmissions opened on C.R.M. Moore Jax, for three-a-week by Monogram Co.

C.R.M. Moore Jax, using Transradio News intermittently, but expected to use more extensively with signing of prospective sponsor. Receiving apparatus at Belle Plaine, transmitter.

Phyllis Gamble, C.R.M. as first lady announcer. Doing Betty Brown House Talks for Lakes of the West Milling company.

Radium Ramblers all set to go CKCK, Regina, September 19, Pragnell Coal Co. sponsors for Marion

Oster, Dorothy Chester, soprano; lith, pianist. Fifteen minutes.

Don Wright exits from CKCK sales staff. Claire Chambers signed by C.R.M. as saleswoman.

CHWC lining up series of one hour Sunday afternoon programs in foreign languages, sponsored, Saskatchewan has large foreign speaking population.

Real life stories transcriptions for CKCK in co-operation with newspaper. Rough Riders-Sunday Post newspaper; story campaign.

WJAR, "What good do you do?" type program. Maywood, Minn. C.R.M. announces off to Winnipeg for John C.R.M. announcing staff.

College glee club on C.R.M. for Sunday aft. programs.

CHWC with Don MacMillan, Regina Daily Star sports writer, in first crack at sportscasting, and C.R.M. Moore Jax, with regular announcer Wif Woodil, broadcast Regina Rough Riders-Sunday Post football game Sept. 15 for opening of season.

Art Williams back from Athabasca Lake gold mining area, now having personal experience in the search for C.R.M. listeners. Originally planned broadcasts from gold area, but wave but plan failed to work out.

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After participating in a jinx-busting program on Friday, the 13th, and furnishing the black cat, he went out and caught the biggest string of flat iron in life. But the way home his car was forced off the road and overturned. He escaped without a scratch. "It was a wonderment. If it was good luck, bad luck, or both."

Ed Smith replaces Earl Harper on spiel assignment for "Inquiring Mind" program, over WJNS from Empire State Bldg.

Bill Farren's sport commentation and interviews with principals and other members of the WJNS contingents went on WJNS for week preceding big battle. Sponsored by Whiteley Scott and House Distributors, Inc. Broadcasts from the camps and from 20th Century club on Broadway were highlighted. Farren, chief WJNS announcer, formerly was leading Pittsburgh sports commentation.

Dr. Stephen S. Wise and New York services commemorating the Jewish New Year will be broadcast over WJNS next Friday (27) night. The service will be returned from 19th Zionist Congress at Lucerne.

Frances Maddox musical comedy star and pianist, was guest artist on Jack LaRue's "Plashes program" via WJNS last Saturday (21) night. She was accompanied by the LaRue. Miss Maddox won first prize in the National Piano contest.

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motor went haywire while vacationing in Northern Michigan.

Programs are practically all set for the evening and late night by three Detroit stations Sept. 23. Should be a gala night for Detroit.

Ontario

Arlene (NEC) Jackson visiting Toronto, the home town.

Ray Frost, C.R.M. Toronto, back from that Halifax vacation. Hal Davis and his orch amaffe a contract with CKCL, Toronto.

John Green, C.R.M. Culler, doing a two-plant over CFBF, Toronto.

Conductor Reginald Stewart denying that the Promenade Symphony will go on the air.

The organ-playing Ernest Daulty launches a new series, "Love Songs Old and New," over CFBF, Toronto.

Norbert MacLean, tenor, gets a contract on the "Soliloquy" series to be trans-Canada etched.

The singing Cowling Bros., with Eddie MacDonald, accompanist, have hooked a contract with the Canadian Radio Commission's eastern network.

Johnny Campbell and his orch to hit the air waves over CFBF, Toronto.

Joe CFBF, Toronto) Lookley's latest find is Zoe Dee, the bluesinger.

Maurice Rapkin, manager of CKCL, Toronto, off to Mexico for three-week vacation.

Percy Cole pin-pointing on Jim (Toronto) "Telegram" Hunter's "Tuning In" column.

Oldest and largest Canadian chain program, the Nelson Chocolate program, will remain off the air this season.

Luigi Romanello has snaffled a year's contract for himself and band, to originate on CFBF, Toronto, from the King Edward Hotel.

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Elton, of station's auditing department, becomes bride of Joe Mealy, whose sister Vera, also department head, was recently married.

Billy Hayes crewing over WIP from Studio ballroom.

Cosmo Errant, zoo frequenter, spending time about the animals for WIP kid listeners.

KYWF ethering local preview of network song "Fantasia."

Highland melodies, many of which have never been heard in America and some of which have not been heard in Canada, will be offered by John Green, "Scottish Minstrel," beginning series over WJNS.

Radio drive to decrease number of highway accidents will be undertaken by various groups co-operating with Philadelphia Safety Conference. Ailing from WJNS.

Jimmy Allen, WIP, Philadelphia, p.a., is a sucker for conventions, but he can't accept. Invite came from Oriental Radio Association for winter confab at Dalren, South Manchu.

Maryland

Joseph Katz back from trip to Hollywood.

John Charles Thomas becoming motorcaring master. Steered his motorcycle into the arms of Mrs. D. E. F and G classes at Maryland Yacht Club.

Justine Williams, Mrs. Elizabeth Booth, 43, wife of Arthur Booth, account exec in Balto office of Joseph Katz agency, died. Surrounded by family.

Lydia Todd back style spilling over WBAL after summer sojourn out of town.

Announcer Phil Franklin of WGBM this week inaugurates series of twice weekly observations of world events.

Hammond Brown, radio ed New Post, has commenced doubling over WBAL after summer sojourn out of town.

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Kentucky

Johnny Burkhardt ork after long engagement at Hotel Gibson, Cincinnati, has moved to Louisville, Ky., to take over WAVE, with nightly broadcast over WAVE.

WAVE, O. B. Carpenter

Here and There

Harry Torch added to staff of WMAZ, Macon, Ga., as announcer.

Gale Hinton, formerly of Harold Tenenbaum, now WGN, Chicago, and at KMOX, now at WMBD, Peoria, with own program of songs.

Helen McMillen on WMBD, Peoria.

William B. Quanton, commercial manager WMT, of Cedar Rapids, was married recently to Eleanor Bierkamp, of Durant, Iowa.

Dorothy Fay, "hot singer" from KSO, WHO, and WCEI, at various times, now on WMT, Cedar Rapids. Sponsored by Hamilton Seed and Coal Co.

Ed Courtney, announcer, last with WDAY, Fargo, and KFJL, Grand Forks, is spelling for WDGW, Minneapolis.

Steve Robertson, WDGY announcer, m. c'ing with Blue Ridge Mountaineers in local enterprises.

Mike York resumes half-hour broadcast daily over WFAS, White Plains, this week.

Gerald Smith, of WFEM, Indianapolis, a new daddy. A son.

rocker, formerly with 'Star', is now salesmanager at WIRE, Indianapolis.

R. V. Sullivan, head of WKBE, East Dubuque, Ill., advertising department, has resigned.

Lorraine Foster, operatic voice from West Coast, being auditioned by CBS.

Phyllis Barrett, other half of Phil and Phyllis Barrett, WNEW, New York, radio song team, was Miss Oklahoma in Atlantic City competition several years ago.

Walter Kelly, program director for Beas & Schill, and Roland Trenchard, general manager of WHIOM, now announced in what they term a private hideaway.

Student Walters, former Purdue student, and member of WBA, Lafayette, is now on WOWO staff. Fort Wayne, handling Purdue Scrapbook series.

Frank Thomas, coach of the University of Alabama, beginning Sept. 24, inaugurated a series of weekly broadcasts on football over WAPI, Birmingham. A Birmingham department store is sponsoring.

WSM, Nashville, has installed a new electric organ weighing only 275 pounds, and the power cabinet is only 27 inches wide, 15 feet deep and 30 inches high. Leon Cole is staff organist.

Francis Craig has returned to WJL, Nashville, with his orchestra after spending the summer at night clubs and hotels throughout the southeast.

Mrs. Sheila D'Arcy Dawes, 45, WTCN woman's program conductor, died from a heart attack at her home in Minneapolis Sunday, Sept. 15.

Jean Rappaport, violinist for KTSB, San Antonio, has returned from New York to resume airing.

M. H. Mitchell, a New Englander, now announcing for KABC, San Antonio.

Berry Kroeger of KABC, San Antonio, showed off for the coast to take a fling in pictures.

Bob Bingham, WMNC, Asheville, N.C., staff announcer, will handle the station's football broadcasts this fall as well as his regular commercials.

Lois Ravel has decided that there is nothing to be gained by continuing on a sustaining basis over CBS and brings her series to a close this Friday (27). Though originally slated for four broadcasts, she was held for twice that number.

Eleanor Lane, warbler on WMAZ, Springfield, Mass., gave a second invite last Wednesday night to guests on the Soapbox Whaler's program over the Yankee Network.

Reid Kilpatrick, formerly of WJR, Detroit, and Fred L. Edwards, formerly of WKY, Oklahoma City, have joined the announcers' staff of

WHIO, Dayton, O. Harlan Haines has been designated as the latter station's new continuity ed.

Bob Feldman is back doing his 'Up and Down Sport Lane' series on WMAZ, Springfield, Mass.

Red Nichols has been renewed for another 13 weeks by Kellogg's (Peep), with the extension taking effect the middle of October.

John T. Schilling, of WBB, Kansas City, vacationing in New York for two weeks.

Hubbell Robinson, of Young & Rubicam, on hand in Detroit last night (Tuesday), to help cut Alvan McCauley, Packard prez, in on the account's inaugural broadcast over CBS.

Gene Stafford, former program director of WMCA, and who has been associated with KSD, St. Louis, and WLW, Cincinnati, back in New York where he will work on the forthcoming Republican presidential campaign.

Bill Meyer, KROW, Oakland, sports announcer covering Baer-Louis fight in New York for the Oakland Post-Inquirer.

WLS, Chicago, has added W. R. Watson, for a number of years associated with the Midwest Farm Paper Unit, to its commercial staff. Will represent WLS in Chicago, Michigan, Ohio, Missouri and Iowa.

Harb Akerberg, of Columbia, and F. B. Ryan, Jr., of Ruthrauff & Ryan agency, are brand new Kentucky colonels. L. B. Wilson is suspected.

J. R. Poppel, chief engineer at WOR, New York, to speak Sept. 27, before students taking broadcasting course of RCA Institutes; Inc. Subject: Radio Station Characteristics of the Broadcast Engineer.

Jack Douglas returns to WINS, New York, as variety m.c.

Jack Fulton moves into Penthouse Serenade (Maybelline) starting Oct. 13, replacing Don Marie. Upcoming tenor due for more kite, build-up by sponsor and network.

Marine Band of H. M. S. York, British warship docked in Philadelphia for visit, will do guesting on WFIL's 'Leatherneck' adventure program Friday (27).

George Armstrong, Syracuse radio singer, is recovering in University Hospital of the Good Shepherd, from an emergency operation for appendicitis. Surgeons found his appendix ruptured.

Stephen L. Fuld, formerly of WNEW, New York, has joined the New York staffs of Hearst Radio. He replaces Ernest Foote, who resigned.

Bide Dudley, columnist and James Waters, formerly of 'Rise of the Goldbergs', being auditioned at NBC for program titled 'Humor in the News.'

Martha Deane hour over WOR, New York goes to a 45 minute duration starting Sept. 25. Handling six sponsors daily. Each commercial is done as a short story, with the femme preceding in the managing editor's chair.

Present sponsors on the rotating participation series include: Fischer Coffee company, Singer Company, Philadelphia Dairy products, National Biscuit company, John Morrell company, Royal Lace Paper Works, Jones & Dahm, Wipe-on and Stehl Silks.

New schedule is Mondays to Saturdays, 2:15 to 3 p.m. EST.

Charles Stark from Milton Blow agency added to local sales force of station WJHN, New York.

Marti Block's 'Make Believe Ballroom' has been signed as commercial with Golden Rod as sponsor over WJNB, New York. Program goes on daily between 10 and 11 o'clock in the morning.

Frank Luther, who's headed for Hollywood to appear in a feature film, made five electrical transcription recordings for Lane-Worth Feature Programs before leaving for the coast.

St. Louis Wax Practice

St. Louis, Sept. 24. KMOX is using several transcribed programs, commercial for the most part, and made for and by sponsor. Among the companies furnishing transcriptions are World Broadcasting, McGregor - Solle, RCA, Freeman Lang, Standard, RCA Victor.

KWK is service of World Broadcasting System of superior quality. Use of transcriptions has not in any way decreased use of live talent on KWK. At present time, KWK uses very few phonograph records. Live artists used in large numbers on this station.

KSD, the St. Louis Post Dispatch station, is at present using eight transcription programs from World Broadcasting and RCA Victor, all commercial, and three new sponsored wax programs are due for airing in the very near future. Station's total time devoted to phonograph recordings is now down to approximately one hour a day. Station reports transcriptions has not interfered with local talent.

W. R. Radio Transcription Co. and also Standard Program Library products. Talent is offered to commercial clients but more effective transcriptions are desired. Two new clients use discs and also talent programs.

Reporters Burn Up

Nashville, Sept. 24. Sport writers on the daily papers are boiling, result of Ray Morrison, coach of Vanderbilt football team, banning newspaper men, but allowing Jack Harris, WSM sports announcer, to witness secret practices of the football squad. He is the only person outside of Vanderbilt players and coaches allowed to witness the sessions, which are held underneath the stadium.

Harris is allowed to see the practices as long as he behaves and doesn't talk out of practice.

Bernie to Philly

Chicago, Sept. 24. Final Chicago broadcast by the Ben Bernie band for Pabst will be on Oct. 1 with the next Pabst shot out of Philadelphia where Bernie opens in two weeks at the Arcadia. Nate Perlstein, other chief of the Morris, Windmuller & Enzinger agency, has spotted Gertrude Niesen as guest warbler on the final loop show.

Rambeau Coast Office Sales Reps WGN, Chicago

Chicago, Sept. 24. William Rambeau office has been named as special west coast representative for WGN, Chicago Tribune station. Rambeau representation supplies the Blair office which originally had the WGN sales.

WHEC's MONOPOLY

Rochester, Sept. 24. Monroe County Democratic Committee has signed an open contract with WHEC to spend \$5,000 in October for broadcasting political speeches. WHEC has a monopoly in this field as politics is barred by WHAM.

With Democrats battling to keep control in a former Republican stronghold, GOP committee is expected to match this amount.

Local News on WFBM

Indianapolis, Sept. Since installing INS News Service WFBM has gone into news-casting in a big way, turning over four 15-minute periods a day to airing the chatter. Station is the only one in state to broadcast local items, as Ken Ellington, commentator, has turned reporter to cover local happenings. Aid of several allies who are members of the fourth estate.

Della Orr at WLVA

Lynchburg, Sept. 24. Della Dees 'Orr, former program director for WAPI, Birmingham, and WBY, Garden City, has been given an indefinite booking at the Paramount here as organist and kiddie club director.

Will play three times a day and broadcast over WLVA three times a week, in addition to assembling a two-hour Saturday program for the children.

Radio Sets Fail to Dominate Show; Lew White Does a Barnum on Organ

KVI Invades Coin Town

Tacoma, Sept. 24. Ed Jansen, manager of KVI (CBS), has pulled a coup by opening a studio at Bremerton, a town of 15,000 with no local station of its own. Significance of the remote tie, which involved about 40 miles of wire, is that Bremerton has 44,000,000 monthly payroll.

First programs being fed to KVI are strictly commercial and civic.

WMBD, Peoria, Lukewarm On Amateur Programs

Peoria, Ill., Sept. 24. WMBD, Peoria, Ill., has frowned on commercial broadcasts using amateurs for lengthy period and shows no signs of relenting. No such show now on the airways and none contemplated. Nearest was a contest in hook-up with Major Bowes stage show at the Palace theater here, in which one was picked for stage show in final auditions on the air. Radio ads of two local papers, Star and Journal Transcript, F. R. Oakley and R. M. Shepherdson, were rung in as judges.

Station also plies ordinary wax for fill-in programs, using electrical transcriptions exclusively, with the Standard service preferred. Clear Huley, program director, is of opinion that recordings do not hurt talent, only being used when talent fails to measure to exacting station standards.

Goodrich B.R.'s Football

Atlanta, Sept. 24. Seven home games to be played this season by Georgia Tech will be broadcast by WSB under the sponsorship of the B. F. Goodrich Company. Goodrich Silvertones, Stores and Goodrich Dealers. Arrangements have just been completed between sponsor and station and Al Doonan, local sports promoter, who obtained exclusive franchise for Tech's home games, including the Georgia Tech-University of Georgia game, the annual highlight of Georgia football.

In addition to the sideline broadcasts of the Tech games by WSB, Goodrich will sponsor ten fifteen-minute 'Football Forecasts' over same station to be handled by Coach W. A. Alexander of Georgia Tech. Plan is to put visiting coaches in contact with Coach Alexander on Friday evenings for a forecast of the game to be played the following afternoon, and other football news. Arrangements for the Monday (25) broadcast will be handled by Goodrich.

Finch Resigns

W. G. H. Finch, who went from the payroll of Radio City, Inc., to the engineering staff of the Federal Radio Commission, has resigned his post with the communications committee. His withdrawal became effective Monday (25).

At the time of his resignation Finch was serving as the FCC's assistant chief engineer and chief of the telephone section of the engineering division. He plans to go into private practice.

Al Smith on WMBD

Peoria, Sept. 24. WMBD taking advantage of the National Conference of Catholic Charities (Sept. 29 to Oct. 2) to ring in some of the biggest days in its history. No less a figure than Al Smith is scheduled to speak over the station. Also featured is the Pope's personal representative, Most Rev. Amelio Giovanni Ciochetti, Apostolic Delegate to the U. S. A. 100,000 votes will make up another program.

CBS (with which WMBD is affiliated) will take the program, marking one of the few times the web has been fed from here. NBC also contemplating a hookup, but arrangements still incomplete.

By MIKE WEAR

Peculiarly enough radio takes a back seat as far as outstanding new inventions or developments are concerned as the National Electrical and Radio Exposition, current at the Grand Central Palace, York. Only absolutely new things are aids to the housewife, one being a station with a landing gear and the other a time saver for handling waste in kitchen.

Metal tubes, which are predominant in most new sets, hit the market and have been ballyhooed so much in advance that the public knows all about them.

Lew White's Stunt stunt innovation is the so-called Mystery Organ. Electrovox, as the new fangled organ is called, is Barnumed by Lew White as capable of producing several million different tones. Lew White, NBC announcer who invented the mechanism, is a showman and his capable playing makes the whole thing an unusual performance. Special colored lights, revolving discs and other devices are used around the organ aid in building up an illusionary effect.

Probably the clever way in which White has constructed it will prove of most appeal. It is 22 feet wide, five feet deep and 12 feet high, and so designed that it can be dismantled or assembled in less than 30 minutes. Fact that it contains no pipes nor does it employ any air pressure system are other outstanding features.

There are 83 exhibitors in the current show and approximately 150 different business enterprises represented. Highlight of present week, which witnesses close of show, is crowning of Jessica Dragonette, as 1935 Queen of Radio tonight (Wednesday).

France's Radio Budget Promises New Deal

Paris, Sept. 15. Some \$8,350,000, comprising 90 per cent of radio users in the form of taxes on sets and tubes, will be thrown back into the state radio programs this fiscal year.

Hitherto these taxes have been diverted, in part, to other uses, and radio listeners agreed. Georges Mandel, communications and radio chief, has now succeeded in keeping them in the family.

Sudden and radical improvement in programs and in the way of radio employs and entertainers is expected.

WBTI Ups All Rates

Charlotte, N. C., Sept. 24. WBTI has issued a new rate card, showing a 10 per cent increase in all standardizations. The adjustments are all upward.

Greatest increase is in Class A time, 8:30 to 10:30 P.M. The rate is up from \$200 an hour to \$250. The Class B (daytime) rate remains the same save for an increase from \$30 to \$37 for five minutes. Class C (2 to 5 P.M. weekdays only) is increased from \$50 to \$60 for half an hour, and \$20 to \$30 for five minutes. Other rates in this classification remain the same. Class D (early morning time running from 6:45 to 9 A.M.) shows an increase on the new rate card as follows: Increase from \$80 to \$84 an hour, increase from \$40 to \$51 for half an hour, and increase from \$25 to \$34 for quarter hour, and 15 minutes same rate as for 15 minutes.

Citified Barn Dance

Minneapolis, Sept. 24. WCCO, local Columbia station, is reading a new show, 'Cross Roads Party' which is planned as more sophisticated type of barn dance. Has been piping the show to CBS headquarters in Chicago and New York for auditioning for likely clients.

Hot-Shots with 'Ezra'

Chicago, Sept. 24. That 'noble Ezra' has been dignified the Hoosier Hot-Shots, novelty orchestra group, and will spot them on his regular 'Station E-Z-R-A' network show. Hot-Shots come from station WLS, origin of Barrett's radio climb.

New Business

PHILADELPHIA

It's Co., rubber heels, one spot announcement weekly, advertising, beginning Sept. 23. Carr Liggett Agency. WFIL.

Raymond and Co., (electrical appliances), six five-minute transmissions, for 13 weeks. Feigenbaum Agency. WFIL.

Wool-Geller, women's apparel, Janet Lane's 15-minute fashion talks three times weekly for 26 weeks. Direct. WFIL.

Judge M. A. Mussmann, political talk, 15 minutes. Phil Klein Agency. WFIL.

Louis Burk, Inc., meat products, participation in Janet Lane's "Everybody's Club of the Air" three times weekly for 31 weeks. Direct. WFIL.

Ford Dealers, Inc., of Philadelphia, used cars, spot announcements twice a day, six days a week for two weeks. Thomas Harkins Agency. WFIL.

Edgar Barnes, political talk, four 15-minute periods. Frank Wellman Agency. WFIL.

Hardwick & Magee, rugs, 15-minute period weekly, with Wilbur Evans, 13 weeks. Feigenbaum Agency. WFIL.

Stanford Oil Burners, 18 spot announcements a week for six weeks. Direct. WFIL.

Democratic City Committee, 13 spot announcements daily for two weeks. Frank Wellman Agency. WFIL.

Crasy Water Crystals, 15-minute periods five times weekly for 52 weeks. May Agency. WFIL.

Philo Radio, eight spot announcements weekly, with Dr. J. L. Kelly, 15 minutes. Frank Wellman Agency. WFIL.

Democratic City Committee, three 15-minute periods weekly, Sept. 4. Frank Wellman Agency. WFIL.

Mauson deMany Forbes, furs, six 15-minute periods for 13 weeks with Betty Ray. Hubbard Agency. WFIL.

Carson Bros., electrical appliances, 18 spot announcements weekly for 13 weeks. Matheson Agency. WFIL.

Carson Bros., electrical appliances, 30-minute period Sunday for 40 weeks. Matheson Agency. WFIL.

International Gold Buying Co., dealer in precious metals, 18 spot announcements weekly for three weeks. Broadsmith Agency. WFIL.

Dr. J. L. Dallas, dentist, 30-minute variety period Sunday for 13 weeks. Feigenbaum Agency. WFIL.

America Radiator Co., transmissions, six five-minute periods weekly for six weeks. Marshall & Pageant Agency. WFIL.

S. S. White Co., tooth paste, 18 spot announcements weekly for 13 weeks. Direct. WFIL.

Dr. H. B. Norton Shaw Co., six 15-minute foot heather talks weekly for 52 weeks. Thomas Harkins Agency. WFIL.

Wrens Clothes, six 10-minute news periods weekly for 52 weeks. Feigenbaum Agency. WFIL.

Seers, Roebuck, mail order house, 18 spot announcements weekly for 13 weeks. Thomas Harkins Agency. WFIL.

One Bryant, women's apparel, 18 spot announcements weekly for 13

weeks. Thomas Harkins Agency. WFIL.

Garibaidi Salas, laxative, three 15-minute transmissions weekly for three months. Kelsvetter Agency. WFIL.

Electrical Association of Philadelphia, washing machines, four spot announcements weekly for five weeks. Direct. WFIL.

Keystone Coal and Wood Co., 13 spot announcements weekly for nine weeks. Direct. WFIL.

California Fruit Growers Exchange, six spot announcements weekly for six weeks. Direct. WFIL.

Dr. Scholl, foot comfort soap, six 15-minute periods weekly for 52 weeks. Direct. WFIL.

Studio Ballroom, dance hall, four remote danceparties weekly by Billy Hays' orchestra. Direct. WIP.

Bond Shoe Company, 15-minute transmission weekly for 13 weeks. Direct. WIP.

Crawford, Inc., furs, six 15-minute transmissions weekly for 52 weeks. Direct. WIP.

International Cellulose Products, three days' participation in Home Makers Club for four days. WIP.

International Cellulose Products, spot announcements for four days. WIP.

Trenton Fair, participation in Uncle Wip's program six days a week for two weeks. WIP.

Philo, three spot announcements daily for four weeks on Magazine of the Air. Clarke Agency. WIP.

Forsyth, travel bureau, ET program, 15 minutes, Thursdays for six weeks. WIP.

Philo, three spot announcements daily for 10 days. Dittman-Pollock Agency. WIP.

ATLANTA

Ez-Laz, 15-minute transcribed show of John H. S. Strang as it seems. Joseph Katz Agency. WSB.

Barrett Roofing Company, 12 spots announcements weekly for 13 weeks. WSB.

Barnes, Inc., 12 spots. WSB.

Back and Greb Hardware Company, 30 spots. WSB.

Blalock Machinery Company, 12 spots. WSB.

Coca-Cola Bottling Company, 24 spots. WSB.

Georgia Power Company, 20 spots. WSB.

Perfection Company, 12 spots. WSB.

Piggly Wiggly Stores, 24 spots. WSB.

White Lily Flour Mills, 24 spots. WSB.

Universal Land and Loan Company, 12 spots. WSB.

Waltham and Woods, Inc., 24 spots. WSB.

Yancey Brothers, 24 spots. WSB.

Wrens Clothes, (CBE Refrigerators), 20 spots. WSB.

Philo Radio (Brown Distributing Co.), 24 spots. WSB.

Playing Washing Machine Company, 20 spots. WSB.

Bull Brothers Company, 20 spots. WSB.

Alka-Seltzer, 'Comedy Stars of

Hollywood' transcriptions, 15 minutes each, Monday, Wednesday and Friday evenings. Wade Agency. WSB.

Artistic Beauty Salon, 12 spots. WSB.

American Zinc Institute, 12 spots. WSB.

Graybar Realty Company (Stromberg-Carlson Radios), 12 spots. WSB.

Southland Ice Company, 20 spots. WSB.

Atlanta Ice Dealers, 24 spots. WSB.

Graybar Electric Company, 24 spots. WSB.

Sterchi Furniture Company, 22 spots. WSB.

Red Top Beer, 12 spots. WSB.

Pennold, 12 spots. WSB.

Super-Flex Refrigerators, 20 spots. WSB.

JERSEY CITY

Brown & Schilly, two 30-minute programs and a 30-minute broadcast each week. Direct. WHOM.

Veroci Music & Radio Shop, renewed for six months, six 15-minute transmissions daily for indefinite period. Handled by Bess & Schilling, Inc.

Western Sausage & Provision Co., renewal of spot announcement schedule for German programs for four weeks. Direct. WHOM.

'Anti-Slick', six announcements weekly on Italian programs. Through Manhattan Advertising Agency. WHOM.

Hindenberg Theatre, set for 52 weeks, daily, six announcements per week. German program. Direct. WHOM.

Wagner Hat Manufacturing Co., seven announcements weekly for four weeks. Direct. WHOM.

M. Shafar, four announcements weekly, indefinite period. Direct. WHOM.

Cliff's Cancellation Shoes, Inc., announcements on Maxey's Sports program, for four weeks. Direct. WHOM.

BOSTON

Paradise Restaurant, Lynn, series of 50-word announcements, daily except Sunday, for 13 weeks, beginning Monday, Sept. 16 to Saturday, Nov. 9. S. Alfred Wassner. WMEX.

Mrs. F. M. Emerson, Swampscott (house, lot, land development), series of 50-word announcements, one daily. Direct. WMEX.

H. Shapiro, Inc., Boston (women's apparel), 150-word announcements, one daily except Sunday, starting Friday, Sept. 13. Open. S. Alfred Wassner. WMEX.

Joseph's Hats, Boston (men's apparel), 12 50-word announcements, one daily, except Sunday at 6:15 p.m. S. Alfred Wassner. WMEX.

Chief Market, Revere Beach Parkway, Revere, 10 150-word announcements, 1 daily (four weeks), on Tuesday, Thursday, Friday, and Saturday. Placed by Fred Randy. WMEX.

Bar-Jack Doyle, broadcast of Buddy. Direct. WMEX.

John Stew Chelsea (men's shop), 21 100-word announcements, one daily. (Continued on page 55).

Inside Stuff—Radio

A case of radio and the small merchant is the recent development and growth of Barney's Clothes, Inc., of New York City. Store of this company, originally located in a small hewday at Seventh avenue and 17th street, has grown into an establishment covering approximately 75,000 square feet of floor space.

Growth is attributed in large degree to radio advertising. Began two years ago with a small appropriation for spot announcements on WAAZ, Jersey City, but store now has spread out until it is regarded as New York City's top spender for radio time on independent, small stations. Barney's clothes radio set-up includes five stations. Takes seven 30-minute broadcasts and seven quarter-hour programs on WNEW, seven 15-minute periods on WHN; seven quarter hours on WINS; six 15-minute broadcasts on WMCA and 55 electrically transcribed spot announcements on these stations and WAAZ every week. Original broadcast expenditures add to total thousands weekly.

Bess & Schilling, Inc. has handled Barney's account since firm went on the air.

So far NBC has received some 500 applications for its music content by American composers, with music department getting on the average about 50 letters daily from affiliated stations. Just brief mention is made over the air on the contest intermittently throughout the week.

To make the contest as dignified as possible, NBC is dickering with Toscanini to sit in on the final judging. Frank Black heads the committee in charge, and six others are to be picked directly to fill in. It's also been decided by the network that all judges will be paid for these services.

As the compositions come in for tryouts, staff artists will play them, and at the same time, they are to be recorded for repeat hearings. It's thought that this procedure will give the judges easy access to any second hearing so desired.

The Music Guild contest are: First, \$100; second, \$50; and third, \$25. Official entry blanks are off the press this week, and are to be issued to applicants at once.

Threatened war in Europe has failed to affect the business of firms specializing in the sale of time on Continental stations to American manufacturers. Demand for these outlets reports that not only have there been no indications of forthcoming order cancellations, but that the flow of business in the direction of Europe has for the past several weeks continued on the upbeat.

It war does break out, the results, say these reps, should be favorable in revenue for the outlets catering to British and French audiences and the commercial stations in Argentina and Brazil. Demand for increased American exports in either part of the world will be reflected in the advertising budgets. Benefit to American manufacturers in South America would come from the war's interference with the foreign trade enterprises of European nations, as well as the requirement of the goods for home consumption.

Nathan Burkan, chief counsel for the Music Publishers' Protective Association, will at the October meeting of the organization review the status of the Duffy copyright bill and urge the members to co-operate for a concerted attack on the measure. At the last session of Congress the bill was passed by the Senate but struck a parliamentary snag when it reached the House.

Burkan, who addressed the West Coast ASCAP contingent on the subject last week, expects the bill to come up again at the January session of Congress. Clause in the Duffy measure which has aroused the resentment of music particularly is the one that seeks to substitute the court's discretion for the present provision which makes a fine of \$250 mandatory for every infringement of a copyrighted composition.

Jimmy Ray Géhovese assigned to imitate the late Russ Columbo on a special memorial broadcast over WINS, New York, has been assigned by Victor Recording for a series of platters, due to the etherizing. Victor scouts listed him, were struck by the marked similarity of singer's voice with that of the late entertainer, and contacted him directly.

He'll use an orch under his own monicker for the disks. Set through Phil Ponco.

WBHD removed its equipment from S. S. Royale just in time before fire gutted the floating Boston office. Air deal had expired, with station pulling out in the nick of time. No insurance was carried as policy had lapsed last month. Musicians and entertainers lost wardrobe and instruments, valued at a goodly sum.

Boat used to sail under the label Tommy Maren managed the club.

Direction of radio campaign of Philadelphia Democratic party was taken out of hands of Frank Wellman and turned over to Jim Flanagan, for last year in charge of party's rallies and public meetings. Reported reason party leader and mayoralty candidate Jack Kelly replaced Wellman was because local radio man, was dissatisfaction with spots Wellman obtained for broadcasts.

Kelly acted after Dr. Leon Levy, WCAU and KYW prexy refused to recognize Wellman as agency.

Amos 'n' Andy ran into one of those unintentional jams last week. In sequence they depicted a survey to find just what's liked by its young crackles about the salmon laying in the waters. Reported that the firm received an immediate wire from a salmon association stating that they had been flooded with protests from salmon canneries and dealers.

Next evening the script of the show went out of its way to stress the merits of salmon as a fine food.

Considerable confusion in radio circles over the two 'Life of Mary' scripts on the air. One is the 'Life of Mary Marlin,' which has been and continues to be sponsored by Klenex through the Lord & Thomas agency. 'O'face is the 'Life of Mary Sothens,' which previously was sponsored by Cal-Aspirin on the Mutual web and which returns to MBS shortly for Hinds Honey and Almond cream.

Goody Goody juvenile club over WBNX, Bronx, with a membership of 16,000 recently elected a survey to find just what's liked by its young crackles about the salmon laying in the waters. Reported that the firm received an immediate wire from a salmon association stating that they had been flooded with protests from salmon canneries and dealers.

Leslie Howard arriving in N. Y. on Friday (27) to huddle with Lehn & Fink on his forthcoming ether series, will maintain the same iron-bound reserve regarding interviews, press, etc., as he did when appearing on the legit stage last season.

When the program is set and everything laid out, then he'll give in, but just for a mass session, and no private discussions. He comes via Canada.

Philo's full-page advertisement in the New York Times last week was a stirrer-up within the trade. Philco said apropos metal tubes that it did not propose to ask the public to pay for the 'testing' mechanical innovations in the laboratory, not the American home, was the place to find out, said Philco. Latter sticks to glass tubes.

Akron WADC; Albany WOKO; Atlanta WGST; Atlantic City WCAO; Bangor WABC; Bridgeport WICC; Buffalo WKBW; Charlotte WBT; Chicago WBBM; Cincinnati WCAE; Colorado Springs KVCB; Dallas WFAA; Denver KRLZ; Des Moines KRNT; Detroit-Windsor WJR; Fresno KMMJ; Harrisburg WHP; Hartford WDR; Houston KTRH; Indianapolis WFBM; Jacksonville WMBR; Kansas City KMBC; Knoxville WNOX; Little Rock KRLA; Los Angeles KFI; Louisville WHAS; Manchester WFEA; Memphis WREC; Miami WQAM; Minneapolis-St. Paul WCHI; Nashville WLAC; New Orleans WWL; New York City WABC; Oklahoma City KOMA; Omaha-Lincoln KFAB; Orlando WDBO; Peoria WMBD; Philadelphia WCAU; Pittsburgh WJAS; Portland KOIN; Providence WEAN; Richmond WMBG; Roanoke WDBJ; Rochester WHEC; Sacramento KFBK; Salt Lake City KSL; San Antonio KTSB; San Diego KGB; San Francisco KERO; Santa Barbara KDB; Seattle KOL; Shreveport KATL; St. Louis KSCJ; Spokane KFPY; St. Paul WCHI; St. Louis KMOX; Stockton KWG; Tacoma WTAZ; Tampa WDAE; Toledo WBBM; Tulsa WLSA; Utica WUBA; Washington WJBY; Worcester WORC; Yankton WNAH; CANADA: Montreal CKAC; Toronto CFRB.

STARTING OCTOBER 2nd
COLUMBIA BROADCASTING SYSTEM
WEDNESDAY, 9:30-9 P.M.

Direction: LESTER HANDEL
F. L. LESTER ARMSTRONG AGENCY
W. MORRIS AGENCY

In February, 1932, Mr. William Best of The General Cigar Company employed Burns and Allen for two weeks of special guest star appearances. Out of that first relationship has grown a long and memorable business association. Now, three years and eight months later, as we leave the General Cigar Company we feel a desire to acknowledge publicly the happiness that has come to us during that period, the fine treatment accorded us at all times, and our very real regret at ending so amiable an association.

In addition to Mr. Wm. Best and Mr. Wm. L. Rubin we wish to express appreciation to Mr. John U. Reber and Mr. Stanley Holt and their associates of the J. Walter Thompson Company.

GEORGE BURNS AND GRACIE ALLEN

New Business

(Continued from page 54)

daily, including Sunday. Began Friday, Sept. 13 to Monday, Oct. 7, inclusive. Placed by S. Alfred Wassner. WMEX.

Rose Ann Beauty Salon, Cambridge, 48 20-word dashes, one daily except Sunday. Began Friday, Sept. 13 to Nov. 7, inclusive. S. Alfred Wassner. WMEX.

Rudolf's Dress Shop, South Boston, series of 100-word announcements for four-week period, three times weekly on Monday, Wednesday and Friday, beginning Monday, Sept. 16 to Monday, Oct. 14, inclusive. S. Alfred Wassner. WMEX.

Fennore Cafe, Boston, series of 100-word announcements daily at 1:45 p.m., and another series of 30-word announcements daily at 1:55 p.m. Started Sunday, Sept. 7. Direct. WOOB.

Orchid, Boston (restaurant), series of 30-word cut-in announcements, one daily on Thursday evenings. Contract weeks. Began Thursday, Sept. 12 to Thursday, Dec. 5, inclusive. Direct. WOOB.

Har Radio Boston (Journal of the air in Italian), 62 weeks of one-quarter-hour programs, daily, except Sundays. Beginning Monday, Sept. 30, 1935, to Sept. 26, 1936. Yeasley Advertising Agency, Boston. WOOB.

Fun Italian Program, Boston (musical program in Greek and in

English), 52 weeks of one-half-hour programs, Sundays from 2:00 to 2:30 p.m., contract effective Friday, Oct. 18, 1935, to Oct. 11, 1936. Direct. WOOB.

Lady Ann, Chelsea, Mass. (dress shop), four weeks, 150-word announcements, daily except Sunday. S. Alfred Wassner. WMEX.

Independent Upholstery Company, Chelsea, Mass., four weeks, 100-word announcements, three times weekly on Monday, Wednesday and Friday. S. Alfred Wassner. WMEX.

Apple Tree Farm, Hampton Falls, New Hampshire (apples), 12 weeks, 150-word announcements, once a week on Friday as a participation, during the Voice of Israel show, from 7:30 to 8:15 p.m. Beginning Sept. 20. Harold F. Lewis Agency, Boston. WMEX.

L. Grossman Sons, Inc., Chelsea, Mass. (building and plumbing supplies), forty 75-word announcements daily. Indefinite. S. Alfred Wassner. WMEX.

W. A. Quinby Company (LaTouraine Coffee), eight 125-word announcements, Tuesday and Thursday at 7:00 p.m., starting Sept. 20. Through World's Advertising Company. WEEL.

Whentena Corporation, 15 transcription program, Sunday, Wednesday and Friday, 6:45 to 7:00 p.m., starting Sept. 16. Transcriptions, Inc., Boston. WEEL.

D'Arrigo Bros. (Andy Boy broccoli), 13 125-word announcements, one Sunday at 7:00 p.m., starting Oct. 20. Through Harold E. Lewis. WEEL.

Joseph Woble Company (washing machine dealer), six 125-word announcements, following American Radio Association's "Helpful Harry" on Tuesdays, at 9:05 a.m. Direct. WEEL.

Reddy Motor Company (Somerville branch), 19 one-minute announcements on "After Dinner Revue," Mondays through Fridays, and Saturdays at 8:44 p.m., starting Sept. 2. Through McCann-Erickson, Inc. WEEL.

Adams House, Marblehead (restaurant), six one-minute announcements at approximately 7:55 a.m., during Radio Almanac program, Tuesdays and Fridays, Sept. 10, 12, 14 and 16. Direct. WEEL.

Royal Worcester Corset Co., 15 15-minute programs, Tuesdays and Fridays, beginning Sept. 15. Through Wolcott & Holcomb, Boston. WNAC.

Worce-WICC-WLBC-WRDO-WMAS and WEBC.

Store Review (Newspaper), 62 15-minute programs, Fridays, beginning Sept. 15. Through Seeger & Publicover, Boston. WNAC.

Albany Carpet Cleaning Co., 28 weather reports, daily including Sunday, began Sept. 9. Through Doran & Co., Boston. WNAC.

Houghton & Dutton Co. (Department Store), six 100-word announcements, Mondays, Wednesdays, Fridays, began September 6. Through David A. Smith, Boston. WNAC.

Gould Negative Ion Process, 15 15-minute programs, Sundays, Oct. 6. Through Louis Glaser, Boston. WNAC.

Ford Motor Co., 21 100-word announcements and 21 jassball scores, including Sunday, began Sept. 9. Through McCann-Erickson, New York. WNAC.

R. H. White Co. (Department Store), one 30-minute program, Sept. 15. Through Chambers & Wiswell, Boston. WNAC.

Nantasket-Boston Steamship Co., 10 15-word announcements, Tuesdays through Saturdays, began Sept. 3. Direct. WNAC.

Shawmut Battery Factory, 28 125-word announcements, Tuesdays and Thursdays, began Sept. 10. Through Frank T. Day, Boston. WAAB.

Gould Reclaiming Corp., 28 15-word announcements, two daily including Sunday, began Sept. 8. Through Broadcast Advertising, Boston. WAAB.

H. Traiser & Co. (Pippin Cigars), three participations in Yankee Network News Service broadcast, Sept. 1, 11, 15. Through Wood, Putnam & Wood, Boston. WAAB.

George Porter, 100 time signals, daily except Sunday, began Sept. 20. Through Harry M. Frost, Boston. WAAB.

Brewer & Co., 28 15-minute programs, Tuesdays, beginning Sept. 17. WNAC - WEAN - WORC - WDRC - WICC.

Radio League of the Little Flower (Father Coughlin), 26 one-hour programs, Sundays, beginning Oct. 27. Through E. W. Halliday, New York. WNAC - WEAN - WORC - WMAS - WICC - WICC - WLBC - WRDO - WLLH-WNAC.

Grove Laboratories, Inc. (Grove's Nose Drops), 104 15-minute electrical transcriptions, Mondays through Thursdays, beginning Oct. 14. Through Stack Globe, New York. WNAC.

Maryland and Pharmaceutical Co. (Rem), 104 30-word announcements, Mondays, Wednesdays, Thursdays, Fridays, beginning Sept. 30. Through Joseph Katz, Baltimore. WNAC.

Appelrecht Farm, 28 15-minute programs, Fridays, beginning Sept. 20. Through Harold Lewis, Boston. WNAC.

William John Lynch, one 15-minute editorial talk, Sept. 8. Direct. WNAC.

H. Traiser & Co. (Pippin Cigars), one participation in Yankee Network News Service broadcast, Sept. 6.

Through Wood, Putnam & Wood, Boston. WNAC - WEAN - WORC - WDRC - WICC - WLBC - WFEA - WLLH-WNAC.

Fellows Medical Manufacturing Co., Inc. (Sherrill), three 15-minute programs, Mondays, Wednesdays, Fridays, beginning Sept. 23. WNAC - WEAN - WORC - WDRC - WICC - WLBC - WFEA - WLLH-WNAC.

H. Traiser & Co. (Pippin Cigars), one participation in Yankee Network News Service broadcast, Sept. 11. Through Wood, Putnam & Wood, Boston. WNAC - WEAN - WORC - WMAS - WICC - WICC - WLBC - WRDO - WLLH-WNAC.

Joyce Brothers (Clothing), 15 15-word announcements, Sept. 12, 13 and 14. Through Chambers & Wiswell, Boston. WNAC.

California Fruit Growers' Exchange, twenty-eight 10-word announcements, daily including Sunday, began Sept. 18. Through Lord & Thomas, New York. WNAC.

Normandie Ballroom, four 30-word announcements, Fridays, began Sept. 13. Through Harry M. Frost, Boston. WNAC.

Houghton & Dutton Co., three 100-word announcements, Sept. 16, 18 and 20. Through David Malkiel, Boston. WNAC.

W. L. Thompson (G. E. distributors), one hundred and eighty-two announcements, daily, including Sunday, began Sept. 15. Through Harold Cabot, Boston. WNAC.

Royal Worcester Corset Co., sixteen 15-minute programs, Tuesdays and Thursdays, beginning Sept. 17. Through Badger & Browning, Boston. WNAC - WICC - WMAS.

Van Camp Sea Food Co., Inc., renewal, participation, Home Forum Cooking School, twice a week for 13 weeks, starting Aug. 17. Through Emil Brischler & Staff. WBZ and WEBC.

Breuer & Co., Inc., renewal, 15-minute program, Sunday, Nature League, once a week for 13 weeks, starting July 30. Through DeForest Merchandising Co. WBZ and WEBC.

Auburn Auto Co., new, one-minute announcements seven times a week for one month, starting Sept. 17. Through P. P. Willis Corporation, WBZ and WEBC.

Broderick Fur Association, new, one-minute announcements seven times a week for three weeks, starting Aug. 25. Through Inalls Advertising, Boston. WBZ.

Zenth Radio Corporation, new, one-minute announcements four times a week for 13 weeks, starting August 20. Through H. W. Kaster & Sons Advertising. WBZ and WEBC.

Stuartchild & Co., new, one-minute announcements once every two weeks for 20 announcements starting Sept. 16. Through Selser-Meyerhoff, Inc. WBZ and WEBC.

Radio Packing Co., new, 15-minute Musical Clock, six times a week for 52 weeks, starting Sept. 16. Through Charles Silver & Co. WBZ and WEBC.

Harmony Garments, Inc., renewal, 15 minutes, Musical Clock, six times a week for 52 weeks, starting Sept. 9. Through Broadcast Advertising. WBZ and WEBC.

European Radio Company, series of half-hour and quarter-hour periods, weekly for 52 weeks, starting Sept. 2. Zinn's Fur Shop, renewal for two quarter hours weekly, for 39 weeks. WNAC.

Empire Gold, renewal for 15-minute periods weekly, for 13 weeks. WBZ.

Ferson Chemical, renewal for spots, for 26 weeks. WFAB.

Morrow Clothes, series of spots, for 13 weeks. WFEA.

Icy Point Salmon, series of Sunday hours, presenting music and songs. WOV.

Rabinovich, Sunday series, presenting Josephine Contrast, vocalist, for an indefinite period. WOV.

May's 34th St. Store, daily series presenting Pat Rossi and orchestra. WOV.

Schlossman's, starting Sept. 23, for a daily series, presenting Vince Coliando, songs. WOV.

Madre Sicily, Inc. Sunday series, presenting "Incredible Truth," for an indefinite period. WOV.

American Gas Machine Company, series of spots, for an indefinite period, placed through Greve Advertising Agency. WOV.

Fair Wine & Liquor Stores, quarter hour and daily spot series, for an indefinite period. Placed through Beas & Schell, Inc. WNEW.

Bakecrafters of America, series of quarter hours on Thursday, for 13 weeks. Placed through Atlantic Agency. WNEW.

Diemans Clothes, Inc., daily spots, for 13 weeks, placed through Ernest Davis, Inc. WMCA.

William P. Goldman, Inc., for eight weeks, presenting songs and music. WMCA.

Howard Radio Co., Saturday series, presenting Negro News of the Week, for 13 weeks. WMCA.

Jacklyn Clothing, starting Oct. 9, for 52 weeks, Wednesdays at 8:30. Through Roger Belkin Agency. WMCA.

Stirling Fur, starting Sept. 30, for 13 weeks, series of spots twice daily. WMCA.

Cardinal Laboratories, Monday and Thursday, for 13 weeks, presenting Helen Leckie, series of 15-minute Blackett - Studio - Hummert, Inc. WMCA.

Blackett - Studio, furs, daily series, for an indefinite period, participat-

ing on Musical Clock program. Placed through Tift Advertising Agency. WINS.

J. Kurte, Inc., daily series, for 13 weeks, Musical Clock program. Placed through Pegus Advertising Agency. WINS.

Crazy Water Crystals, 28 weeks, 15-minute series. Placed through Lucky-Bowman agency. WHN.

Dougherty's Warehouse, Inc., for 13 weeks, Musical Clock with Bill Shepard, announcing. WHN.

London Character Shoes, for five weeks, Musical Clock, placed through Peck Advertising Agency. WMCA.

Reid-Warwick, starting Sept. 29 through Peck Advertising Agency. Placed through Philip Palmer agency. WMCA.

John Hill, Inc., series of spots, for 26 days, placed through Sterling Advertising agency. WMCA.

New York State Bureau of Milk Publicity, presentation, Milk Milk, daily for an indefinite period. Placed through Mathews, Inc. WINS.

London Character Shoes, series of spots, for an indefinite period. Placed through Peck Advertising Company. WINS.

Swiss Cleaning Co., 58 15-word announcements, daily, including Sunday, began Sept. 9. Through Lanpher & Schonfarber, Providence. WEAN.

American Due Corp., 58 100-word announcements, daily except Sunday, began Sept. 9. Through WEAN.

Good Housekeeping Shops, Inc., 100 15-word announcements, four daily except Sunday, began Sept. 2. Through Frank E. Dodge, Providence. WEAN.

Ford Motor Car Co., 42 100-word announcements, two daily, including Sunday, began Sept. 2. Through McCann-Erickson, New York. WEAN.

Black-Motor Car Co., 28 15-second electrical transcriptions, four daily, beginning Sept. 23. Through Erwin, Wasey, New York. WEAN.

W. L. Thompson, series of 18 5-minute electrical transcriptions daily except Sunday. Began Sept. 11. Through Marchalk & Pratt, New York. WEAN.

Robel's Children's Outfitters, seven 30-word announcements, daily including Sunday, began Sept. 8. Direct. WEAN.

Michals-Bauer, Inc., 3540 15-word announcements, six daily, including Sunday. Beginning Sept. 27. Direct. WEAN.

OMAHA, NEBRASKA

Continental Keler Co., radios, one unit daily on Adam Reinemund's program, began Sept. 10 till forbb. WAAW.

O-Via Mineral Food Co., one 15-minute program, from Sept. 9 till forbb. WAAW.

Lacene Laboratories, one Reinemund unit daily except Sunday, began Sept. 8 and Oct. 1. Placed through Buchanan-Thomas Advertising Co., Omaha. WAAW.

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W. L. Thompson, series of 18 5-minute electrical transcriptions daily except Sunday. Began Sept. 11. Through Marchalk & Pratt, New York. WEAN.

Robel's Children's Outfitters, seven 30-word announcements, daily including Sunday, began Sept. 8. Direct. WEAN.

Michals-Bauer, Inc., 3540 15-word announcements, six daily, including Sunday. Beginning Sept. 27. Direct. WEAN.

Continental Keler Co., radios, one unit daily on Adam Reinemund's program, began Sept. 10 till forbb. WAAW.

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Broadcast Directory

Executives of NBC, CBS, Mutual and Regional Networks are Listed, Together with Station Personnel in New York, Chicago, Los Angeles, San Francisco, Philadelphia and Boston.

New York City

NBC
(Stations WJZ-WFAP)
30 Rockefeller Plaza
Circle 1-8300

H. H. Aylsworth, President.
Richard C. Patterson, Jr., Executive V.-P.
M. Woods, Asst. Executive V.-P.
A. L. Ambly, V.-P. and General Attorney.
Edgar Kohls, V.-P. in Charge of Sales.
John F. Royce, V.-P. in Charge of P.
George Engle, V.-P. in Charge of Art.
Roy C. Wilmer, V.-P. in Charge of Sales.
Questions.
David Rosenbaum, V.-P. & Treasurer.
Lewis MacConnell, Secretary.
C. W. Horn, Dir. Research and Development.
Frank E. Mason, V.-P. Administrative.
G. W. Payne, Commercial Engineer.
J. J. Alamo, Evening Gen. Mgr.
Donald S. Shaw, Eastern Sales Mgr.
Alfred H. Morton, Mgr. Program Dept.
Phillips Carlin, Sustaining Gen. Mgr.
Bertha Brainerd, Commercial Program Mgr.
P. J. McElroy, Mgr. Traffic Dept.
Thomas Bellamy, Charge Music Library.
Quinton Adams, Office Manager.
John R. Caray, Service Manager.
D. Van Houten, Office Supervisor.
W. D. Blochman, Purchasing Agent.
J. T. Teichner, Assistant Treasurer.
R. W. McKee, Auditor.
H. M. Kelly, Assistant Auditor.
Hugh M. Deville, Chief Stationer.
R. M. Broshy, Mgr. Station Relations Dept.
C. S. Hedges, Mgr. NBC-operated Station.
J. H. Hanson, Chief Engineer.
E. P. H. James, Adv. & Sales Promotion Mgr.
D. S. Tuzilak, Asst. in Artists' Bureau.
Harold Kemp, Artists Service Bureau.
Lloyd C. Eger, Transcriptions.
Wayne L. Randall, Mgr. Press Dept.

CBS

(Station WABC)
485 Madison Ave.
Wichmann 5-2000

William S. Paley, President.
Edward Kluhner, Executive V.-P.
Richard V. Williams, V.-P. in Charge of Sales.
Lawrence W. Lowman, V.-P. on Operations and Secretary.
J. G. Cole, Publicity.
M. R. Bunyon, Treasurer.
H. P. Gutting, Sales Mgr.
William H. Emmer, Asst. Sales Mgr.
W. C. Hayward, Comm. Program Dir.
Geo. Bilur, Sales Promotion Dir.
F. P. Willis, Asst. to Pres.
John J. Karol, Market Research Dir.
Gibson B. Gray, Comm. Continuity Editor.
Edwin K. Cohan, Technical.
Paul White, Special Features.
Robert Stephenson, Local Sales.
Arthur Hayes, Local Sales.
Frederic P. Willis, Educational Dir.
Julius Rosenberg, Chief Engineer.
Hugh Cowhite, Commercial Engineer.
Courtney Sava, Dramatic Dir.
Ruth J. Wonders, Mgr. Artists' Bureau.
Paul Ross, Mgr. Personal Bookings.

MUTUAL

1440 Broadway, N.Y.C.
Pennsylvania 3-1000

WOR, Newark
WGN, Chicago
WLW, Cincinnati
CKLW, Detroit
W. E. Macfarlane, Pres.
A. J. McCosker, Chairman Bd.
T. S. Clavett, Sec'y.
E. M. Antrim, Sec'y.

WOR

Alfred J. McCosker, President.
Thomas C. Strickland, Gen. Mgr.
Walter J. Neff, Sales Manager.
C. W. Farnham, Mgr. Public Relations.
Alfred Walenstein, Musical Director.
Julius Seebach, Program Dir.
Joseph Bier, Studio Mgr.
Philip Thorn, Continuity Editor.
J. R. Bopp, Chief Engineer.

WMCA

Knickerbocker Broadcasting Co.
WMCA Building
1097 Broadway
Circle 1-722

Donald Flamm, Pres.
William Welman, Asst. and Counsel.
Bernard J. Flamm, Asst. to Pres.
Sydney Lehar, Sales Director.
Fred Dyson, Business Mgr.
Alfred Hall, Program Director.
Charles Chase, Production Director.
Larry Nixon, Publicity Dir.
Harry Capoe, Continuity Director.
Richard E. Fisher, Special Events.
Carl Farnham, Chief Engineer.
Philip Harrison, Dramatic Director.
Harry Harrison, Theatrical Dept.
L. A. Alexander, Chief Announcer.
Zec Friedman, Artists' Mgr.
Frank Marx, Chief Engineer.

WHN

1540 Broadway
Bryant 7-8000

Louis K. Sidney, Gen. Mgr.
Fred Haglund, Asst. Mgr.
Mort Harts, Production Mgr.
Milton Benson, Program Dir.
Jesse Martin, Mgr. Artists Bureau.
Don Albert and Alex Hude, Musical Directors.
Philip Witten, Sales Mgr.
Arthur C. Bryan, Continuity Dir.
Dick Bard, Special Events.
W. J. Wincham, Chief Engineer.
Viola Mayer, Mgr. Auditions.
Carl Farnham, Chief Engineer.
J. Van Stratum, Comptroller.
Jerry Chase, Publicity Dir.
Monroe Bellingier, Asst.

WNEW

501 Madison Ave.
Plaza 3-3000

Richard O'Day, V. P.
Charles Stark, Asst. Mgr.
Leo Kahn, Musical Dir.
Milton Benson, Program Dir.
Max Weiner, Chief Eng.
Bill Farnham, Chief Announcer.
Mack Miller, Publicity.

WINS

114 East 58th St.
Edisore 4-4100

Burt Seglin, Station Mgr.
Alfred Antonini, Musical Dir.
Dorothy Kempe, Program Dir.
Edward Chase, Continuity.
Charles Chase, Chief Engineer.
Edith Rosenberg, Publicity.
Earl Harper, Special Events.

WLWL

Universal Broadcasting Corp.
415 W. 50th St.
Columbus 5-7000

H. P. Riley, Dir.
J. E. Kierman, Business Mgr.
W. B. Black, Sales Manager.
George O'Brien, Program Dir.
Rudolph Fort, Musical Dir.
Joseph Depe, Chief Engineer.

Boston

YANKEE NETWORK
(Stations WNAC-WAAB)

21 Brookline Ave.
Commonwealth 6900

John Shepley, Asst. President.
R. L. Harlow, Asst. to President.
Milton Benson, Production.
Gerald Harrison, Stations Relations.
Charles W. Phelan, Chief of Sales.
William Warner, WAAB Sales.
Frank L. Rand, Publicity.

WEEI

Edison Electric Illuminating Co.
39 Temple St.
Hub 2323

Joseph B. Groe, Director.
L. W. Burton, Supt.
Lewis Whitcomb, Asst. Exec. Asst.
Harold Folger, Exec. Asst.
R. A. Burton, Production.
Arthur F. Edes, Continuity.
P. K. Baldwin, Operations.
B. S. Feltow, Acting Sales Mgr.

WBZ and WBZA

Hotel Bradford, Boston
Hotel Kimball, Springfield
Hancock 1-201

John A. Holman, General Manager.
Joseph E. Haudin, Plant Manager.
George A. Harter, Press and Sales Promotion Manager.

WMEC

Newman Corporation
(Station WABC)
Capital 1500

Alfred J. Pote, managing director and technical director.
John E. Shattuck, program director and chief announcer.

WCO

Massachusetts Broadcasting Company
Copley Plaza Hotel, Boston
Commonwealth 1717

Joseph M. Kirby, President.
Gerard E. Shattuck, General Manager.
Arthur Leary, Production Manager.

WHDH

Matheson Radio Corporation
Hotel Touraine
Hancock 600

Capt. John Matheson, Pres.
Capt. John Matheson, Station Mgr.
Jack Knell, Prod. Mgr., Cont.
A. C. Matheson, Chief Engineer.
William Kownski, Chief Engineer.

Philadelphia

WCAU
WCAU Broadcasting Co.
1400 Chestnut St.
Locust 1700

Dr. Leon Levy, President.
Robert Street, Commercial Mgr.
Leo Brown, Chief Engineer.
John Letich, Chief Engineer.

KYW

Westinghouse Electric and Manufacturing
1620 Chestnut St.
Walnut 3-600

Dr. Leon Levy, President.
Lester Joy, Gen. Mgr.
Balph Hays, Sales Mgr.
Arnold Hartley, Program Dir.
James Allen, Publicity Dir.

WFIL

Eight and Market Sts.
Walnut 3-600

Samuel R. Rosenbaum, President.
Donald Wythebom, Gen. Mgr.
Roger Clipp, Business Mgr.
Jack Stewart, Sales Mgr.

WIP

Gimbel Brothers Department Store
Ninth and Chestnut Sts.
Walnut 8-900

Benedict Gimbel, Jr., President.
Frank W. Beckler, Chief Engineer.
Alston Stevens, Chief Announcer.

WDAS

1211 Chestnut St.
Locust 1400

Alexander W. Dannenbaum, President.
C. M. Maurice Bepesch, Secretary and Treasurer.
Stanley H. Chambers, Sales Mgr.

WEN

William Penn Broadcasting Co.
224 and Walnut Sts.
Rittenhouse 4140

Clarence H. Taubel, President.
William Penn, V.-P.
Charles Stahl, Gen. Mgr.

San Francisco

NBC
(Stations KPQ-KGO)

111 Sutter St.
Sutter 1020

Don E. Gilman, V.-P. and Western Div. Mgr.
J. Maxwell, Asst. Div. Mgr.
Low Prod. Prod. Dir.

WGN

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WGN

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Charles Stahl, Gen. Mgr.

Chicago

NBC
(Stations WBBM)

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Sutter 1020

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J. Maxwell, Asst. Div. Mgr.
Low Prod. Prod. Dir.

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Bob CROSBY

AND HIS ORCHESTRA

NBC-WJZ
ROGER & GALLET
 (Marschalk & Pratt, Inc., Advertising Agency)
 Fridays 8:15 - 8:30 P. M.
 beginning October 25th

ADOLPHUS HOTEL DALLAS
 HELD OVER AT ADOLPHUS, DALLAS
 LYRIC THEATRE INDIANAPOLIS
 DECCA RECORDS
 CASTLE FARMS CINCINNATI
 STEEL PIER ATLANTIC CITY
 FOLLY BEACH CHARLESTON
 TYBEE BEACH SAVANNAH
 ONE NIGHT STANDS
 BALLROOMS



ROCKWELL-O'KEEFE INC.

ARTISTS' REPRESENTATIVES ★ RADIO CONSULTANTS
 RKO BUILDING ★ RADIO CITY ★ Circle 7-7550 ★ NEW YORK

Artists and orchestras exclusively represented by Rockwell-O'Keefe Inc:

CONNIE BOSWELL ★ The BOSWELL SISTERS ★ BING CROSBY ★ MORTON DOWNEY ★ EDDIE & RALPH ★ RUTH ETTING ★ MITZI GREEN ★ ANNETTE
 HANSHAW ★ BARRY McKINLEY ★ The MILLS BROTHERS ★ JOEY NASH ★ HARRY RICHMAN ★ ROBERT L. RIPLEY ★ ZEKE, PAPPY, EZRA & ELTON ★ LOUIS
 ARMSTRONG and Orchestra ★ GLEN GRAY and CASA LOMA ORCHESTRA ★ BOB CROSBY and Orchestra ★ AL DONAHUE and Orchestra ★ JIMMY
 DORSEY and Orchestra ★ CLAUDE HOPKINS and Orchestra ★ RAY NOBLE and Orchestra ★ B. A. ROLFE and Orchestra ★ VICTOR YOUNG and Orchestra

Radio Chatter

(Continued from page 52)

Cub games for the balance of the season—George Higgins doing the play-by-play appling.

Two weekly amateur shows set for WTCN this winter, with one originating on a theatre stage in each Twin City.

Doo Sunshine, radio, left Royal American Shows during State fair week and signed a blinder with WTCN.

KSTP staff in a busy froth over debut ceremonies for their other offspring, KROC, Rochester, today (Wednesday) and tomorrow.

Bob LePevre's second Milkman's picnic at Wildwood drew 2,500 listeners. You have to get up at 6:00 a.m. to hear this WTCN stint.

Ken Husted, WCCO's asst. gen. mgr., to Chicago and back on biz. Ted Johnson's Scandinavian ork back from personals to air five times weekly over WTCN, started Monday (23).

Fred Herrman, WCCO engineer, has his own short wave set. Gets letters and cables from England and Costa Rica regularly from listeners in on pre-arranged schedule. Gives 'em mostly U. S. current events.

British Columbia

Home Gas Orchestra, on the air several years now with one hour Sunday night concert, opens its winter season Sept. 29, and will use Lyric theatre. Past winter seasons has used Hotel Vancouver ball-room.

Politics all the air for listeners and B.R. for station owners these days. There are five parties in the federal election held in each of the four city constituencies not to mention three or four suburban ones needing coverage. On top of that there's the big wigs of the three main parties taking national, western or B.C. network time, according to their party ranking. The station salesmen will soon have to go around in disguise and night sustaining programs will be a memory.

Russell Woolliams is resuming his 15 minute weekly garden talks over CKWX.

Roy Casey, originator and producer of the 'Happy Family' dramatic series for children over CKWX, has worked his scripts into a book he has now published.

Iowa

KRNT, Des Moines, has a new contest for the farmers. Cash prizes are being paid for the tallest Iowa corn stalks sent in to the Tall Corn Time program.

Modernists told WHO, Des Moines, Sept. 23. They were for-

merly with WMB and KMBC, Kansas City, and on Columbia. KRNT will feed the 'Church of the Air' to Columbia, Sept. 22, using Drake U. musical program and address by Dean D. W. Morehouse. J. O. Maland, manager, WHO, in Washington and New York for two weeks.

Both WHO and KRNT fed speech of Gov. Talmadge to the Iowa Farmers' Union to the network. KSO covered the Drake U. football rally to the network, with 'Red' nino. KSO also covered Drake's annual football show at the stadium where between 18 and 20 thousand were admitted free and a mock game demonstrated new plays, penalties, etc., which is probably the only show of its kind in the country.

Gwen McCleary of the continuity staff, KSO, is a pinchhitter anywhere, as femme announcer she even carries off the inquiring mikes assignments.

KSO will cover the Iowa postmasters' convention next week. Last week's coverage of the Boy Scout jamboree developed over six unusual programs that have brought high comment. Especially interesting was covering the Camp fire—nonstop and story collection and the Sunday religious program for the boys.

Ramsey Daily, formerly of KFBU, Columbia, Mo., is a new addition for KRNT, and doing m.c. work on the farm program. KRNT's Tall Corn Time for the Farmers' Union goes on the air at 5 a.m.

Connecticut

Cast of Adelle Frederick's 'Friendly Folks' script at WICC, Bridgeport, includes Roger Fox, Weir, and Grace. Ruth LaCroix and Harry Friedman, Jimmy Cavallaro's Singing Strings ensemble, commercializing WICC's New Haven studio, bowed last week at Manhattan's WNYC. Illness of Alma Dettlinger, author, will delay production of autumn musical comedy at WICC, Bridgeport.

'Music Box Serenade,' 'austainer' presents at WICC, Bridgeport, with Lisa Lamb and Beatrice Doncourt.

Lillian Anderson and Ed Neary teaming for a month in Monday niche at WICC.

Joe Haymes' ork-one night Sunday at Ritz ballroom. Bridgeport.

Harold June of Byrd expedition commuting from Stamford home to 'Voice of Youth' broadcasts at WICC, Bridgeport.

North Carolina

Three Calico Sisters, WSB harmony trio, touring the road with the Hi Ho Broadway revue company, playing picture house time.

Major Bowle's amateurs in North Carolina playing film houses, Loring Smith MC's, with a company of 20 people doing 11 acts. Tal Henry's stage hand makes the music.

Forest Lawn Burial Park, Charlotte, has a new program on WSOB called 'The Golden Bells,' directed by Earl Rasor.

Charlotte city council has altered an ordinance governing use of the municipal armory so that the North Carolina Symphony orchestra can make winter headquarters there.

Charlotte police short wave radio, WPDV, will have its transmitter placed on top of the city hall in connection with a program of improvements designed to strengthen the station.

California

Marvin Young joined NBC production staff in Hollywood.

Happy Jack Roy detached from KHJ's 'Rise and Shine' 6 a.m. er. KHJ inaugurated the grid season with Morley Drury calling the plays in the Occidental-U of Mexico fracas.

Jean Muir talked about her Players Workshop on George Fischer's Studio Whispers niche.

Marion Kyle given \$378 judgment against KMTR for unpaid commissions.

Don Allen of KFMB won on that network offer.

Al Jarvis opened a music shop on Hollywood boulevard. KNX's Frank Watanabe, (Eddie Holden) is syndicating a box feature.

Lou Houston scripting 'School Kids' serial for KFOK.

Gregg Williamson and C. H. Nathan producing Luckies Hit Parade. Ozio Nelson and Harriet Hilliard feted L.A. radio.

John Red joined the production forces of McGregory & Solie. L.A. court acquitted John Wittenmeyer, announcer, of moral charges.

NBC had to pay the Radio Playhouse in L.A. in President Hit Parade with Fred Astaire on account

of Al Johnson show being given first call on web's studio on RKO lot.

KFWB and KRSD entered protests to license for station at Pomona.

Walter Guild, who has a hand in the Myrt and Marge programs, set for the Century Club in L.A. county.

Bill Ray played 'mine host' for KRWB's bread-breaking with the air eds.

South Carolina

Bevo Whitmore, assistant WFCB mgr., launched grid season with interview with college officials. Milt Ponder and Martin Wales, assisted by Bill Gaines, ork handling his football splits this year.

Duncan Sifers, WFCB quartet off to Louisville and Indianapolis for way recordings.

Jesse Jackson and Fred Heller making music for new WFCB 'Dream Ship' program.

Margaret McCravy Wood, WFCB artist, in Gotham for a short stay, also to make recordings in Chicago.

Franchelle Parsons, Houston, Texas, 'blues singer,' WFCB acquisition.

Fred Gentry, tenor, long heard on WSPA, now dividing talents and time with WFCB.

Missouri

Clarence G. Cooby, KWK, St. Louis, gen. mgr. in New York after trip to Chicago and Detroit.

John Harrington, KWK, St. Louis, sports announcer, making flying trip over on Southern Baseball League to contact important players for Mini-Rub, which sponsors KWK's sports rivalry.

Robert T. Convey, pres. KWK, St. Louis, in Toledo on business.

Al Dietel, director of KWK's orchestra, heard Herb Nettles, formerly with Paul Ash in Chicago, to his saxophone section.

KWK's sports announcer, substituting for John Harrington and Bob Thomas, who are out on business.

KMOX special features department broadcasting several spots daily during the American Legion convention, using for the first time the ultra-high frequency Mobile transmitter W-10-XAL on 40,800 cycles. This transmitter used for first broadcast of convention when KMOX greeted persons over short wave at various hotels and headquarters.

Nebraska

Poster May, KFAB-KFOR, Lincoln, Neb., 'Man on the Street,' is taking a turn at P.A. all over the territory. When in theatre, he does 'Man on the Aisle' and keeps 'em in stitches, he says.

Jettabelle Ann Hopkins, KFAB, is rating the handle of a script juggler. She has two serials on the air now and is readying for a third.

Massachusetts

WCOB, Boston, has signed with World Broadcasting for platters.

Unique new program on WCOB, Boston, 'L. B. Personalities' handled W. Colt Treat in the manner of a missing persons bureau. Already one family has been reunited by its features.

Two comers in the vocal field, heard over WCOB, Boston, are Francis Lyons and Francis MacGowan.

Roy Frazer, WMEX, cotton, studio organist, and Marjorie Posselt, violinist, both with sustaining programs over that station, are also airing over WHDH, Boston.

Italian Hour show, broadcast in Italian mornings from 9:45 to 10:00 o'clock is being fed to WPRO, Providence, by WMEX, Boston.

Bridgeport Cuffo Show

Season's first amateur will be launched Friday (27) on stage of Majestic (Loew-Poll), with WICC exhalting.

Show is tie-up across the board. Outfit Clothing Co. of Bridgeport sponsors half-hour of airing for 10 weeks, winners of each event competing in grand finale for top prize at Majestic and appearance on Loew's WHN amateur hour in Manhattan.

Morris Rosenthal, manager of house, arranging weekly two roster, with Harry Shaw, divisional g. m. for Loew's, skedded as premiere emcee.

Buffington Figures It Out Baltimore, Sept. 24.

Al Buffington has quit job as announcer at WCAO to become a salesman at WFBF.

Figures it's a spellbinding other way, but as a time-salesman there's commission plus salary.

FCC's Washington Docket

Grants and Applications

Denying one request for a frequency change, the Federal Communications Commission last week set for hearing 23 more of applications, Commission frowned upon plea of KEBB, Great Falls, Mont., for frequency change from 1280 to 610 kc, upholding recommendations of Examiner Melvin H. Dalbey.

Boom in applications set for hearing included 15 requests for new transmitters, six for power boosts and two for frequency change.

The following applications were referred to examiners: Fort Dodge Broadcasting Co., Fort Dodge, Ia., new station to operate on 1210 kc with 100 watts; Wausau Broadcasting Co., Wausau, Wis., new station to operate on 1310 kc with 100 watts; Winona Broadcasting Co., Winona, Minn., new station to operate on 1500 kc with 100 watts; Mason City Broadcasting Co., Mason City, Ia., new station to operate on 1420 kc, with 100 watts; Appleton Broadcasting Co., Appleton, Wis., new station to operate on 1500 kc with 100 watts; Hastings Broadcasting Co., Hastings, Neb., new station to operate on 1420 kc with 100 watts; Clinton Broadcasting Co., Clinton, Ia., new station to operate on 1310 kc with 100 watts; Burlington Broadcasting Co., Burlington, Ia., new station to operate on 1370 kc, with 100 watts; Mankato Broadcasting Co., Mankato, Minn., new station to operate on 1210 kc with 100 watts; WISE Radio Co., Hastings, Neb., new station to operate on 1420 kc with 100 watts; Grand Island Broadcasting Co., Grand Island, Neb., new station to operate on 1370 kc with 100 watts; Northern Broadcasting Co., Wausau, Wis., new station to operate on 1370 kc, with 100 watts; Thames Broadcasting Corp., New London, Conn., new station to operate on 1500 kc with 100 watts; day, A. L. Chilton, Dallas, Tex., new station to operate on 990 kc with 1 kw, days; John E. Feltzer, Saginaw, Mich., new station to operate on 800 kc with 1 kw, days.

Applications of two transmitters for frequency changes and power increase were listed for hearing. Station WJLM, Lansing, Mich., requested change of frequency from 1210 to 1450 kc, with power increase from 100 watts nights, 250 watts days, to 500 watts nights, 1 kw days; WSGN, Birmingham, Ala., frequency change from 1310 kc to 590 kc, increase power from 100 watts nights, 250 watts days, to 1 kw unlimited.

Life of Station KOIL, Council Bluffs, Ia., was placed in jeopardy when Commission last week hearing on application for renewal of its license.

Requests for six new stations were received, together with three applications for power boosts and two for frequency changes. The applications follow:

Symons Investment Co., Seattle, Washington, new station to operate on 760 kc with 250 watts nights, 500 watts (facilities of KXKA, Seattle); John Perkins Rabb, Lenox, N. C., new station to operate on 1370 kc with 100 watts; Fred A. Baxter, Superior, Wis., new station to operate on 1370 kc with 100 watts; Seattle Broadcasting Co., Everett, Wash., new station to operate on 1370 kc with 50 watts (facilities of KRKO, Seattle); Joseph G. Morrow, Oakland, Calif., new station to operate on 1150 kc with 250 watts, days; Station KROC, Rochester, Minn., new station to operate on 1310 kc with 100 watts; Station KVB, Ardmore, Okla., power boost from 100 watts days to 100 watts nights, 250 watts days; Station KORE, Eugene, Ore., day power boost from 100 to 250 watts; Station KFRO, Longview, Tex., frequency change from 1210 to 1310 kc (facilities KWEA, Shreveport, La.); Station KVL, Seattle, Wash., frequency change from 1370 to 1070 kc and power increase from 100 to 250 watts (facilities of KRKO, Seattle).

Examiners' Reports

Construction of a new transmitter at Moorhead, Minn., was recommended by Examiner P. W. Seward to the Communications Commission, with the provision that KGFK, at present serving Moorhead, be removed to Duluth, Minn., before application is granted. New station would operate on 1310 kc with 100 watts and would be owned and operated by Robert K. Herbst.

Examiner Seward advocated that the Commission deny request, if the incumbent station does not move, pointing out that, while a need for additional service will exist in area if KGFK picks up that for Duluth, present service is generally adequate. Principal objection to KGFK is based on poor over rates.

Houston Okays Traffic Court Pickup by KTRH

Houston, Sept. 24.

City council has voted to allow KTRH, Houston, to broadcast traffic court twice weekly. Motion was passed after Harry Grier, program director, explained that it would be handled on a sustaining basis. Station will set up its microphones on the traffic court bench so as to get a detailed 'air picture' of proceedings.

Area was sold to city as a publicity medium with a view to reducing traffic violations.

Bowman with F. & S.

Chicago, Sept. 24.

Lawyer Bowman has quit as exec. of the Commercial Credit firm to join the special rep outfit of Free & Sclinger here.

Bowman joins the F. & S. group as account exec.

LITTLE JACK LITTLE

and His Original Orchestra
EARL THEATRE
Washington, D. C.
Week Sept. 27th

Broadcasting Daily for
Niagara Hudson Electric
Light and Power Co.
ALSO ON COLUMBIA RECORDS

IT'S A LIE!

Contrary to All Rumors

GEORGIE PRICE

HAS NOT QUIT SHOW BUSINESS!!!

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"The Carlsbad Cavalier"
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Tues., Thurs., 1-1:15 P.M.
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E. MARION GRIMES and J. EATON
270 Park Avenue, New York

second year french casino new york

carl hoff and his orchestra

nbc-wjz-thurs., 11-11:30 p.m.
mbs-wor-fri., 11-11:45 p.m.

CLEO BROWN

NBC NETWORK
Daily, 9-9:15 A.M. CDST
CHICAGO
Personal Manager SAM BEER

74-Year-Old Printer Nabbed in New Jersey Pirate Song Sheet Raid

New Brunswick, N. J., Sept. 24. Government and local authorities last week raided the Christie Press here and seized 70,000 contraband song sheets along with plates and cuts used in the printing of the pirated works. Sam M. Christie, owner of the printing plant, was examined in U. S. District Court, Trenton, and was held in \$500 bail pending action by the grand jury on a charge of copyright infringement.

Arthur Hoffman, head of the copyright department of the New York publishing firm of Leo Feist, Inc., who developed the case against Christie and caused the raid, described the coup as the most important blow struck at the song sheet racket in years. Christie's lyric compilation, tagged "The Continental Song Sheet," found its major market among street peddlers in New York city.

1,250,000 Sheets
Lodgers also seized in the printing plant showed that 1,250,000 song sheets had been turned out, and that Christie had received \$4,000 from their distribution. At one time the plant was putting them out at the rate of 50,000 copies a week. Warrant of seizure was obtained from U. S. District Attorney Besson in Trenton after Hoffman, who had been trailing the source of the sheets' supply for weeks, had elicited the aid of N. D. Willis, in charge of the local Department of Justice office.

Christie, who is 74 years old, is the printer for several community newspapers.

KERN, ROMBERG, BERLIN SIGN UP

Following huddles with Gene Buck, prez of ASCAP, and L. Wolfe Gilbert, west coast liaison for the Society, Jerome Kern, Sigmond Romberg and Irving Berlin signed the new ASCAP contracts. These three major songsmiths had been hold-outs.

Music Notes

Johnny Long's Duke Collellans has succeeded Mort Dennis orch at the Ten Eyck hotel, Albany.

Richard Mack back in the Irving Hill organization after heading the summer entertainment at Grossinger's, N. Y. He's head of Mills publicity.

Hal Kemp back into the Hotel Pennsylvania, N. Y., Sept. 30, with the same organization, featuring Skinny Ennis, Maxine Gray, Bob Allen and Saxy Dowell.

Dan Murphy Musical Skippers leaving New England for six months' stand at Denver, Col. hotel.

Eddie Mayheoff's orch, out of Westchester Embassy club, opened at Plantation cafe, Buffalo.

Art Hix band changes address from Edgewood, Albany, to the Farm, Westchester.

Leisure Beach ballroom, ridgeport, called it a season.

Eric Peterson band succeeded Harry Durant's at Seven Gables, Milford, Conn.

Herbert Stothart scoring and recording background for Metro's "Tale of Two Cities."

Harold Adamson and Walter Donaldson turning out a number for Metro's "Perfect Gentleman." Team recently completed four tunes for "The Great Ziegfeld."

Versailles, N. Y., has a series of presessional names set, starting with Lucienne Boyer, Harry Richman and Eleanor Powell.

Ill Scott opens at the Essex House, Newark, Oct. 6, replacing Reggie Childs. Mildred Fenton will do the singing.

Band Blindfold Test

All radio bands must sound alike to Coast listeners. Al Jarvis (KPWR) staged a guessing contest on "discs," offered the airtickets to those who could name the bands playing the numbers. Four listeners were spun and 1,600 mailed in their answers. Only two called them right.

Jarvis crossed the guessers up by playing Ted Fio Rito twice.

DISKERS' GEN'L STAFF CLEANOUT

Brunswick and Columbia last week underwent the most drastic overturn of executive personnel that the two recording interests have been subjected to since their consolidation by the Herbert Yates group. Among the departees was Harry Gray, who was placed in charge of recording and artists bookings for the Brunswick, Columbia, Okeh and other labels, after Jack Pack joined the new Decca Co. America, as its president last year. Gray's resignation took effect Saturday (21).

Harry Smith, head of the recording, technicians, and John Massey, who was brought over from Columbia to take charge of the Brunswick pressing plant, are also out. Joe Higgins has been made recording manager for Brunswick. Higgins has been serving as assistant to Gray. Before joining Brunswick Higgins was successfully with Victor, NBC and Irving Mills.

BERGERE BACK FROM RIO; INTO PARK LANE

Rio de Janeiro, Sept. 13. Max Berge and his orch and Maurice and Cordoba, dance team, have sailed for the United States after 12 weeks at the Copacabana Casino here. Berge will return to the Park Lane, New York.

To go back to New York Berge turned down an offer to go to Buenos Aires for the radio station owned by the newspaper El Mundo. He expects to come down this way again in May, however, play in Buenos Aires and possibly a return engagement at the Copacabana in June.

Berge was the first big U. S. name to be billed in Rio, and made a big hit in the ultra-sophisticated Copacabana. He came to town to open the season with Lucille Page, Buster West and a line of eight girls, all of whom have now returned.

Dajos Bela, European band, is replacing the Berge combo at the casino.

\$250,000 ROYALTIES

Paine's MPPA Estimates for '35—\$100,000 From Radio Discs

John G. Paine, chairman of Music Publishers Protective Association, last week estimated that by the end of 1935 the association will have distributed at least \$250,000 in royalties among the music trade. About \$100,000 of this will have come from radio discs, while the balance will have been derived from the sale of motion picture synchronization rights.

Estimated amount from transcriptions will be over 30% better than the MPPA's collection from that source during 1934.

Continental Corp. Hopes to Start Oct. 1 With Gov't Financing

With Herbert Mitchell, secretary of the Continental Casino Corp. in Washington this week for series of confabs with Federal Housing Administration officials, indications are the proposed Continental Casino chain of theatre-cabarets would make its debut in New York early in October. Two sites for the N. Y. Casino are being considered, with likelihood that one will be set by the end of this week.

Mitchell's talks in Washington will be with the object of obtaining federal funds for re-opening presently closed legitimate in New York cities throughout the United States. If this money is secured, Casinos probably will be opened at once in Kansas City, Louisville, Baltimore, Washington and Indianapolis. It is estimated that \$25,000 to \$100,000 investment will be required in each spot for rearranging houses for cabaret shows and other alterations.

In New York the company has signed George Hale to stage the dances. A separate corporation has been formed for the Manhattan operation. Selection of talent already is under way.

Carolina Music Fuss

Spartanburg, S. C., Sept. 24. Resignation of Lamar Stringfield, composer and conductor from N. C. Symphony orch revealed a feud between the Pulitzer prize musician and G. O. Shepherd, manager, and former station WNCN head.

Stringfield and orch had a government contract, and row ensued when he and Shepherd couldn't see things the same way. Philip Schwartz, FRC official, has been sent to Asheville in the role of peacemaker.

FTC Gets Publishers' Petition for Hearing on Code; 70% of Biz Signs

Petition asking the Federal Trade Commission to call a trade conference for the purpose of considering rules of fair business practices for the music industry was filed in Washington Thursday (20). Signatures of about 70% of the publishers in the popular field were attached to the document.

Code proposed by the petition is the same as Article 8 on the extinct NEA covenant and also includes a number of the provisions in Article 9. Petition states that the pop music industry does a production turnover of around \$3,000,000 and is capitalized at around \$20,000,000, and asks that the hearings on the rules of fair competition which the industry seeks to adopt be held in New York city, where all the publishers have their principal place of business.

Among the signatures missing on the petition is that of the Robbins Music Co. Jack Robbins had advised John G. Paine, chairman of MPPA, that he wanted to be the last to sign it. Robbins was interested in seeing what the other picture company affiliated publishers did about it. When the petition had the necessary percentage of signatures it was not sent back to Robbins.

Skinner's Pix Chores

Frank Skinner left Monday (23) for Hollywood on a deal for Jack Robbins to score and orchestrate "King of Burlesque" for 20th Century-Fox.

After that chore, Skinner goes on "The Great Ziegfeld" arrangement assignment for Metro.

Variety at Roosevelt

Hotel Roosevelt, N. Y., when premiering Bernie Cummins' orchestra, will inaugurate a variety show idea, using a musical theatre show, booked by George D. Lottman.

Acts will be changed every two to four weeks, with the bands more permanently installed.

Harold Stern has revealed the instrumental setup of his unit for the opening tomorrow (Thursday) at the Fifth Avenue hotel, New York. New combination will include three flutes, three saxes and a guitar, with all brass eliminated.

Sammy Robbins has quit the hotel managing business and is back in New York organizing a band.

Inside Stuff—Music

One of many such instances which evidences a music publisher's respect for what is acknowledged to be a gifted talent in contriving tunes which will make a nation or the entire world react, is the instance of "Carolina." As the production songs, films, stage, a manuscript version of a number which may be enhanced by production values is, basically, a nebulous thing and only the combined enthusiasms of composer and publisher can weld it into the actuality of hitdom.

But even the prestige of a Vincent Youmans left the Harms people cold when "Carolina" was first in the mass. For the "No concept of what the dance creation would be had even been attempted, and so the music pubs on the N. Y. end started wondering not only what "Carolina" meant but not even the expert song improvisers of the Harms staff could quite catch its rhythm from the mass and properly perform it.

As they now know, the basic difficulties of the tune was what caused it to be purchased. And, of course, the success of the "Flying Down to Rio" film clinched it. This is but one of several instances where blind respect by a music pub in his authors and composers sometimes influences his own judgment.

Songwriters seem to favor having their birthdays on holidays as a compilation by the American Society of Composers, Authors and Publishers would indicate. Thus on New Year's Day were born Maurice Baron, Jesse G. M. Glick, Edwin Franko Goldman, Nathaniel Lief, George W. Meyer, Roy Roy Perry and Sid Silvers. Washington's birthday, Nacio Herb Brown, Val Burton, John E. Hazard, Max Lief, Henry I. Marshall, Edna St. Vincent and Charles Newman, On Fourth of July, Jascha Gurevich, Irving Caesar, George M. Cohan and Joseph Young, Columbus day, Jack Murray, Otto Motzan, Chris Smith, Leonard Whitcup and Louis Wexlyn. Christmas day, C. Whitney Coombs, Samuel M. Lewis, Mme. Mana-Zucca, Carey Morgan, Ann Ronell, Maurie Rubens and Nancie Shalaby.

No written member of ASCAP was born on April 1.

The oldest male member of the Society is Theodore A. Mefz who was born on March 14, 1848; the oldest woman member is Mrs. Virginia Knight Logan, born May 23, 1850. The youngest member of ASCAP is Milton Drake, born Aug. 3, 1912, 11th Burton Lane a close runner-up, being born on Feb. 2, 1912.

F. G. Hitchcock, music buyer for the Kresge chain, was due in New York yesterday (Monday) to adjust the issues raised several weeks ago when he notified the publishing trade he was opposed to the wholesaling of popular music for more than 20c and that any copies shipped above this price to Kresge and other outlets would be the publisher's "own responsibility." Several firms met Hitchcock's dictum with a stoppage of service for the syndicate's customers.

Among those that insisted upon the 22c price or else were Robbins, Morris, Berlin and Chappell. Hitchcock contended that a sheet of music printed at 22c and sold by a Kresge store for 35c, did not leave a sufficient margin of profit.

Other reason that Hitchcock is coming on from Detroit is to see the Max Baer-Joe Louis bout.

Members of the Music Publishers' Protective Association met yesterday (Tuesday) to authorize John G. Paine, chairman of the board, to proceed with drawing up the form of license that the operators of sound ticker services have asked of the publishers. The two most active concerns in this field are Ticker News Co. and Tele-Flash.

Proposition advanced by Ticker News, which wants to add copyright music to its news and sport bulletin service, is that it pay the music industry a flat annual fee for each installation of a receiving set. Figure suggested is \$15. Both Ticker News and Tele-Flash have held that the usual license arrangement of \$5 per master and 25c, or 50c, per composition whenever used would be too exorbitant for them. The annual fee method would allow them to use the recordings made by others.

At the annual high and low links of Frisco's exclusive Bohemian Club, annually held in a northern California redwood grove, Gene Buck was the guest of Herbert Hoover.

One of the events on the schedule was a mock nomination for the president of the club. The campaign committee was assured of an enormous campaign fund. Buck was named as the candidate, after taking a 30-minute ribbing from Irvin Cobb who proposed him.

Buck was elected a member of the Bohemians (all not a native son).

Los Angeles Chamber of Commerce had three bands lined up for its annual tribute to radio last week over CBS, but was lucky to have one when the red light flashed. Hearing of the gratis, layout, musicians' union stepped in and demanded scale.

Baron Long, owner of the Billmore Bowl, where the show originated, wrote out a check for the 14 men Jimmy Greer's crew at \$3 a head. Two other orks, Dave Broekman and Benny Goodman, were cancelled. Only a few of the radio and screen stars advertised to do a turn appeared.

Record number of network commercial plugs for a two-week period had been line up by Harms, Inc., for the score of William Rowland's production, "Sweet Surrender." In some cases arrangements have been made for the band or warblers to do the entire score.

Among the 24 programs that have included the film's music are Fred Waring-Ford, Paul Whiteman-Kraft, Dick Himber-Studebaker, Frank Parker-Atlantic Refining, Rudy Vallee-Fleischman, and the four Blackett-Sample-Hummert shows supervised by Abe Lyman.

Liberty Music Shop has an exclusive deal up to Oct. 15 with Har Inc. on its Cole Porter folio of ten songs, just issued. During this time it is to spread itself in New York, theatre programs, etc., on the edition. So far 1,500 copies have been delivered, with store addressing a heavy mailing list. Harms also handling Porter's "Jubilee" score, showing it out at the Madison avenue shop first.

Joe Morris' "Little Gypsy Tea Room" variant over the 300,000-copy mark last week. It's the third time to go above this level during 1935. Other two songs are "Isle of Capri" (T. B. Harms) with a total sheet sale of 567,000 copies, and "When I Grow Too Old To Dream" (Robbins) which, to date, has done better than 450,000 copies.

Arthur Freed and Nacio Herb Brown, who wrote the songs for "Broadway Melody of 1935," also wrote the music for the score's original "Broadway Melody" in '29, one of the first of the talker musicals.

AARONSON-SAXE REUNION

Phil Saxe is rejoining the Irving Aaronson's Commanders organization. Long standard with Aaronson, Saxe broke away for a couple of seasons and m.c.'s his own dance combos in a Pittsburgh cafe.

Now that Aaronson has a radio and cafe berth in view, the old combo is being reassembled.

BALLEW IN N. O.

New Orleans, Sept. 24. Smith Ballew and his orchestra open in the Blue Room of the Roosevelt (Thursday) (25). Succeeds Harry Sonick's crew. Dorothy Williams, sister of Mrs. Jack Dempsey, will be featured vocal.

Ted Black debuted his unit at the Paradise Showboat, Troy, N. Y., Saturday (21).

Paramount Deal Only One on For His Firm, Says Bobby Crawford

Bobby Crawford, head of the music firm bearing his name is authority, from a slicked, via telephone, that the Paramount deal to acquire the Crawford Music Corp. (DeSylva, Brown & Henderson, Inc.) catalog is the only one really hanging.

Lou Diamond, head of Par's music interests—which already includes its own subsidiary, Famous Music Corp.—is the contact man on behalf of the picture company. J. E. Otterson, head of Par, is said to have referred the matter to accountants.

Mills Music has also been nibbling for the Crawford Music takeover.

In either instance, Rocco Vocco would probably stay on as an employee besides holding 25% of the firm. Crawford is anxious to bow out and go into film production in Hollywood.

Crawford's illness from a cold has been complicated by a nervous breakdown, but Sunday (22) was the first day he was able to go out for a drive after being confined almost a month.

Deal that Metro launched two weeks ago for the purchase of the Leo Feist, Inc. catalog has gone cold. Picture producer asked the publisher to quote a price and the resultant figure convinced Metro that not only was it too much, but the difference was too wide to allow for any bargaining. Still reactions have within the past two months occurred to Warner Bros. and Famous Music Corp. Figure quoted by Feist to WB was reported as \$800,000.

HIGH VOLTAGE JAZZ MUSIC INSTRUMENTS

Current trend in orks is the high voltage types employing electrified string instruments. Harv Reser, Inc., has gone even further, and added a Hammond electric organ to its aggregation. This is believed to be the pioneer outfit using the pipeless keyboard to complement a band. Swelian and Spanish guitars, made by Rickenbacker in Los Angeles, are already part of the band's equipment. Horace Heidt is the only other known band leader including "current" instruments. Even unit of a band may now be battered with exception of the brass end.

Organ music must be scored with the ork. It was first put in use last week when Reser went to Georgia, a 1,100-mile trip, to open a nite club in Atlanta. Mechanism is entirely without pipes and works with a series of rotary clock motors and powered by a portable generator. Loudspeaker is attached to the instrument and may be placed anywhere. Other type of electroorgans are manufactured by Dubro in California and Electrovox in New York.

FOUR PRIMA SWINGERS HURT IN AUTO CRASH

New Orleans, Sept. 24. Four members of Louis Prima's orchestra suffered injuries when the car in which they were driving from New York for their engagement at the Shm Sham Club here was struck by a truck near Merline, Miss. The auto plunged into a ditch after it was turned over.

Jack Ryan, of Senechadey, N. Y., bass fiddle player, required medical treatment in a Meridian hospital. Mack Adams, Pee Wee Russell and Frank Pinero were bruised and scratched but were able to continue on to New Orleans in a car driven by Red McCullum, business manager of the orchestra.

Ryan rejoined the band in time to open at the Shm Sham. The band has taken the city by storm.

Jack Cook, proprietor of the Famous Door, is in the city trying to persuade Prima to change his mind about going to Hollywood and to return to New Orleans.

C-C Sets Coslow

Sam Coslow is the first of a series of songwriters signed by Campbell-Connelly to go abroad for the British popular song house. Coslow will be the first of a series of name bands. Ben Bernie just finishing and Duchin, Lopez and Bestor penciled for early fall. Cez Am, downtown intimate night spot, is reopening with Bob Hart and a floor show including Cy Landry, Jules and Josie Walton and Vivian Fields.

Park Lane is converting its former lounge and Red Room into a supper club and planning name bands and perhaps Dwight Fluke. The Savarin, operated by Altman and Wallens, will open with an old-time Bowery show and policy. McVie Paolo has Rasha and Ribera, Jackie Whalen, Peggy Dale and Rita. K. E. P. Club has booked Everett Sanderson and his Memphis Minstrels.

Vendome, colored, but playing to ofays, will give the Hollywood competition with Calloway and Ellington sought. Jamestown has Ginger Evans, Les Sisters, Flash Russell and Vernon Bowman, while Little Harlem will feature a colored show and Ray Hart's band (white).

Crystal-Barge folds, but Audiere Trying Again

After the Alcoholic Beverage Control board found the Crystal Club on the East River, N. Y., guilty for alleged violation of the Audiere sought to operate the nitory from the nearby anchored barge. The ABC officials frowned at that too and so the Crystal Club-Barge has folded. Audiere is going into a new spot.

Maxim's on East 54th, House of Rens, also East 54th, sponsored by Harv Reser, Joe Moss and Lee Shubert, featuring Helen Morgan, is slated to start soon. Enric Madriguer's orchestra isn't set for the Morgan nitory as previously reported. A band with probably be built around Miss Morgan's piano accompanist.

Club Madeleine, along with Barney Gallant's new spot opposite El Morocco, plus Bill's Gay Nineties and the Hotel Weylin's Caprice Room, makes East 54th another highly congested nitory belt.

Maurice Audiere's Le Mirage with Eve Symington is slated to open to start shortly in the same sector. Gallant prevailed his new up-town spot yesterday (Tuesday) before the big fight. Formal opening Thursday. This marks the former Greenwich Village Mayor's comeback to nite life having renounced the Village and his Washington Sq. N. spot with the advent of renewal, willing it to Arnold Rossfeld. Latter later also gave it up and is now with Nick in the successful Versailles.

Tatum in Loop

Chicago, Sept. 24. Art Tatum, blind pianist from Cleveland, is opening at the Three Deuces on State street.

RENE'S CAFE

Cafe Rene will open on the site of the old King's Terrace, New York, Oct. 1, with premises enlarged to accommodate 500 persons. It will be under the management of Rene, who was last with the Town Casino Club. Vincent Sorey orchestra is set to go with it.

Ben Bernie Divorced

Chicago, Sept. 24. Ben Bernie last week was divorced from Rose Bernie on charges of desertion. They married in 1915 and separated in 1933.

Strike Delays Clevel. Stratter Show Opening

Cleveland, Sept. 24. Walkout of chefs and waiters, who are trying to force Stratter Hotel to recognize their union by picketing, is deadlocking hotel's musical plans for fall.

Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the following is the listing of the songs most played on the top-ten country, pop, and rock last week, in relative standing, according to the approximate number of combined plugs on WEA, WJZ and WABC.

Cheek to Cheek
I'm in the Mood for Love
Rhythm and Blues
Let's This a Lovely Day
I Wish on the Moon
I'm on a See-Saw
Without a Word of Warning
Doubt Trouble
Top Hat, White Tie, Tails
I Couldn't Believe My Eyes
Every Now and Then
From Top of My Head
Nothing Lives Longer
Oregon Trail
Page Miss Glory
Accent on Youth
Little Gypsy Tea Room
Got a Feeling You're Fooli
I Wish I Were Aladdin
When Leaves Bid Trees Good-bye
That's What You Think
Rock and Hair
The Piccolino

Wash'ton Moves ASCAP Litigation To Federal Court

Tacoma, Wash., Sept. 24. State of Washington has transferred its litigation against the American Society of Composers, Authors and Publishers to the federal courts. In a petition filed last week the state asked the local U. S. District Court for a permanent injunction restraining ASCAP and 10 Washington radio stations from doing business with one another on the ground that Society was exercising a monopoly in performing rights.

No date for a hearing on the petition has been set.

Federal move is similar to the one that the state successfully prosecuted in its own courts several weeks ago. In a sweeping order against the State of Washington's ASCAP and its local licensees illegal and void and prohibited all radio stations and others using performing right from accepting the present ASCAP contracts.

Nathan Burkan, ASCAP's general counsel, declared yesterday (Tuesday) that he had not been appointed of the State of Washington's latest action against the Society. ASCAP, said Burkan, has filed, with the Federal Court in Tacoma, a petition asking that the state's action against the Society be transferred to the farmer's jurisdiction. He was under the impression, added Burkan, that the state authorities were making efforts to have the Society's action brought back to the state courts.

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Tommy Tucker's oak with Emily Lane originally scheduled to go before Oct. 1, may be postponed. Stubby Gordon's band is staying on, for musicians' union doesn't want to be drawn into strike.

Prudell hotel will hold out until after elections, when set-up may be changed. Present may be considered too friendly to electric

Starr Says Acceptance of Board Post No Endorsement of ASCAP; WB Will Walk If Not Satisfied

Helen Morgan III

Helen Morgan is quite ill in New York with high fever. This further postpones the opening of her nitory, House of Morgan.

Lee Shubert, Harry Kannen and Joe Moss are interested in the Morgan nitory project.

DETROIT SHOW SPLURGE DURING WORLD SERIES

Detroit, Sept. 24. Led by Emerson Gill's orchestra, Detroit niteries and hotels will present top-notch attractions for World Series celebrants here next week. Business was fine during the 1934 baseball classic, due chiefly to the fact it was first pennant for city in 25 years and is bright this year, too.

With Gill at Hotel Webster Hall is Marlon Mann, Lafayette and La Verne. Two Kays, Jessita, Jack Bliss, Johnny Drake and Red Davison. At the Book-Cadillac, which opens its Mayfair Room Oct. 1, will be Freddie Bergin ork, featuring Mary Tudor.

Oriole Terrace has booked Cross and Dunn with a big revue. Others on the show are James and Pettie, Betty Thompson, and Billy Carr, and Russ Lyons' orchestra.

Eddie Minick band tops the show at the To-Jo Farms, with Evelyn Hoffman, Frances Bennett, and Larry Vincent. Ted Rice's band is at Blue Boat Inn.

Revue with Milt Bernie band is at Coconut Palm, a nifty attraction for the week. Special shows likewise are being arranged by Plantation, Northwood Inn, Ossie, Pioneer Club and the several black-and-tans.

HYLTON-CAMPBELL DUE, MAYBE WITH WALKER

Jack Hylton and Jimmy Campbell are due in the U. S. from London around Oct. 15. Hylton will start a new commercial for Standard Oil of Illinois, making the second British band (Noble first) to be opened for the other. Campbell is of the Campbell-Connelly music pub. firm.

Rejoicing Jimmy Walker, New York's ex-mayor, may suddenly decide to accompany Hylton and Campbell, but that's indek.

The C-C firm has just taken the British rights for two years to Select-Santly.

Ramon-Rosita Open in N.Y., but Not Together

Ramon and Renita having opened at the Rainbow Room, N. Y., last week, his ex-partner and wife, Rosita and Fontana, new partner, are slated to bow into the Savoy Plaza hotel, N. Y., Oct. 3. Ramon switched the new 'Rosita's' name to Renita following legal threat over trade name.

Dick Garraphe's orchestra and Dwight Fluke are associate new features at the S-P hostelry.

Philly Openings

Philadelphia, Sept. 24. Ritz Carlton hotel, after several quiet seasons, will go n'tery Sept. 30 with orchestra and floor show in redecorated former dining room recently vacated by Locust Club.

Pennsylvania hotel reopens Sept. 30, with Joe Frassetto's band and show. Buddy Crawford has charge.

MAIO'S NEW LOCASH

Albany, Sept. 24. John Maio, moved his Club Frolics to a new location on South Pearl street and reopened Saturday (21) with Scotty's Missourians, Dorothy Peterson's girls, Eddie Van Dyke, Murray Ross, Virginia Nugent, Jackie Schwartz and Sidney Jacobs.

American Society of Composers, Authors & Publishers will appoint a special committee of writers and publishers to take charge of the organization's fight against the Duffy copyright bill which passed the Senate at the last session of Congress. Designation of a group whose function it will be to work with Nathan Burkan, general counsel, was agreed upon at a meeting Thursday (19) of the ASCAP's directorate.

Following his election to the board at this same meeting, Herman Starr, Warner Bros. treasurer, declared that he hoped that his acceptance of the post would not be taken as a gesture of reconciliation. Starr averred that he was prepared to do all he could to co-operate with the directors in keeping WB publishing firms within the Society but that unless ASCAP would before show a show first by a revision of its methods of royalty allocation and second, by drastically changing its contracts with radio, that Warner Bros. will enjoy a substantial increase in performing rights income his organization would go through with its intention of withdrawing from the Society.

Objections

Starr's remarks drew objections from some of the directors. They said they didn't like the spirit in which he entered the board, and Starr retorted that he could walk out as easily as he came in. But the action of the session was taken up with routine matters and a discussion as to how the Duffy bill, which is slated to come up before the House, should be handled. The Society, can be best opposed.

Indications are that the Society will refrain from readjusting the ratings of its members for the rest of the year. It is proposed to put a new method of allocating the royalties into effect Jan. 1, many of the board members figure that it would be best to let the clause stand as it is through the subsequent quarter.

NBC GIVES IN A LIL' BIT ON PLUGGERS

NBC last week lifted its ban against publishers' contact (song pluggers) men in one respect. They may now, on two designated afternoons of the week, call at the network's offices and demand information as to which of their tunes have been scheduled for future broadcasts. But the rule which bars them from visiting the studios or the latter's ante-rooms remains unchanged.

Under the arrangement which NBC put into effect, after publishers asked for a reconsideration of the order which shut them out of the network's premises completely, the music men may get their info about slated plugs on Wednesday and Friday afternoons.

During order issued after NBC pageboys had allegedly reported to the heads of the program department that several music conductors had been caught using devious passages to get to the studios.

Silver's Rating Upped

Abner Iviser last week received an upping in his rating from the classification meeting of the American Society of Composers, Authors and Publishers. Boost was from Class B to Class BB.

Special purse that the writer faculty is slated to distribute for the this year is the result of the to have first, second, third and fourth money allocated, in that order, to the winners of "Gypsy Tavern", "Chasing Stray Cat", and "Then Some", and T. Couldn't Believe My Eyes." Distribution is based on plugs accumulated during the second quarter of the year.

Night Club Reviews

Small's Paradise

(NEW YORK)

Ed Small's Paradise club at 135th and Seventh avenue, an established institution up Harlem way, has launched its new fall revue titled "That's Harlem." Appealing to a considerable extent to residents of this neighborhood, in the last eight or 10 years it also has built up a steady clientele of folks from downtown. Has an expansive seating capacity, large enough to permit comfortable dancing and now boasts a complete bar and restaurant.

New floor show with many old faves of this spot, consists of enough varied entertainment to appeal to every type. Hits a fast gait with plenty of sparkling hoofing. Charlie Johnson, whose band plays for the revue and guest dancing, takes the how for music of show while Edgar Dowell and Arthur Porter are credited with wordage.

Production, which is considerably more elaborate than recent Paradise shows, has a real find in the dance team of Palmire and Valdez, who do hot dancing of show while Edgar Dowell and Arthur Porter are credited with wordage.

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Speedy dancing trio work is done by Three Bink Boys. Two pleasing ballads handled by Amos Bonds and Marion Hamilton. Real shouting number, however, went best here as done by Ollie Potters. A chorus of eight come by brownskins sacrifice customary coon grind for lightning-fast stepping. It's only when show tries to go too artistic that it slows down.

Frank Gibbs, headwaiter and manager at Small's for years, continues as affable host. Tarif comparatively light; no cover, small minimum. Wear.

L'OPERA

(NEW YORK)

Probably the nicest room of its type, the Cafe de l'Opera on East 57th, the old Embassy Club, is patterned to cater to the haute monde, with a proportionate tariff, not too stiff but strong enough to keep it from getting a popular type crowd. Jimmy Thompson and Gil Doug are reunited in this venture, which harks back to the pre-war days of the Salvin Enterprises, such as the Palais Royale, The Pent, Balmoral, Rendezvous, with L'Opera having put in about \$65,000 to redecorate the new room. And it looks like a gaudy but class; all divined, virgin-white leatherette in its commonableness, air-cooled, a cascade of scenic effect, Paul in the kitchen, and Guy Lombardo's orchestra on

the rostrum. Don Alberto's tango ensemble for alternate.

Lombardo for the roof, Pan for the palate and the Thompson-Boug for the hospitality are all that's intended to provide the draw. Whether the limited 225 capacity, as against the overhead, will achieve that is up to fate.

Menu strictly a la carte; supper only \$1.50 and \$2 on Saturdays and holiday eve, which isn't steep. The food and vintage scales are in the Park avenue class, but the Rainbow Room at Radio City is content to do okay on a \$4.50 average check (table d'hôte dinner is \$3.50) and the French Casino, with its staggering overhead, can do okay on a \$4 average check, the only exception against L'Opera is the limited capacity. If jammed up enough sessions, of course, it's something else again. There's also a nice bar up front for the stand-up trade, cocktail sessions, etc.

Bill Harney has all the elements favorable to box office, if not the Lombardo dandification, novelty and newness of environment to the Thompson-Boug-Pan auspices. Abet.

BILL'S GAY 90'S

(NEW YORK)

Bill Harney's Gay Nineties oasis on East 64th has a nitery, novelty in the form of a minstrel show with a few new touches. The show is orthodox fashion, not too kiddingly, which makes it more effective, a real minstrel troupe provides for some novelty. The show is produced by Frank A. Buchanan and Wm. Hamilton Harney (alias Bill Harney), Gus Wicke, interlocutor, and Mike Bernard at the ivory as musical conductor and still a champ piano tickler—head a sex including Joe E. Howard, Bert Swoor, Billy Beard, Nate Busby, Tex Hendrix (a beautiful female impersonator under tan cork), Jerry White (one of the original Radio Franks), Jim Doherty and Paul Davis.

Swoor, Beard and Busby are endmen. Their minstrel antecedents date back to Al Fields, Neil O'Brien, Al Barnes, J. J. Coburn and Lou Dockstader's shows, besides subsequent Broadway revue work. Joe Howard, long a Bill's Gay 90's fave with his own songalongs, comes 'em with a medley of some of the hits he wrote in yesteryear. "What's the Use of Dreaming" particularly proved a show-stopper. Ethel Gilman does extra act specialties.

Bill Harney has done well with an idea which he's capitalized to the fullest. The Gay 90's as result is one of those fortunate spots to which the jaded nocturnal wanderer may always wander, knowing that something'll be doing at all times. That's the secret of Leon and Eddie's. The same feverish, all-around spirit exists in both spots. Room is never dull; always alert and alive. There may be ritzier haunts but the migratory night owl will automatically veer to such spots that they know are surefire for some diversification. Just squatting and drinking is no longer a novelty.

With this setup, if the show is

paced right and the time staggered judiciously—an aspect which Harney is well versed in—should do okay for the house. Only thing is that service is nil during the show—a right idea, but not enough of a buck for a nightclub. A smartly phrased card on the table, or well-schooled solicitude from the waiter, states the bill. As for the show, like it's a bulldog for the gross, could offer that-by-ways orders a few minutes before the curtains part. The show is a well-practiced curricula, scenery and lighting effects, and it works out very effectively. Abet.

CLUB VICTOR

(SEATTLE)

Giving its patrons a parade of leading bands, engagements generally running four or five weeks, Club Victor holds its place as the town's ace night club. Bands played this year included Hal Grayson, Orville Knapp, Jack Mills, Del Courtney, Jay Whidden and Ray Herbeck. Jackie Souders is current. Floor show is not elaborate, usually consisting in two or three acts, with occasional line of gals.

The dance, along with okay cuisine, is headlined. Cover charge is 50c. On Saturdays, when it is upped to a buck, with tax additional. Club has capacity of 600, and week-ends always finds its capacity taxed to the limit.

Only beer and wine is legal in this state, despite efforts to put over legalized mixed drinks. The latter would doubtless double the take. As it is, the spot has been doing nicely during its two years existence. Joe Meyer, himself a band leader of parts, and on the side, Lieutenant Governor of the State, is the owner.

The Gov. is generally busy gallivanting about the state or U. S. A., with the side business of being Bob Morgan as manager. Spot gets the class trade of the burg, while there are scores of lesser beer clubs and night clubs. Bid is made for university patronage Wednesdays and Fridays, special covert to those holding cards to 40c.

Jackie Souders' band, locally organized, dispenses syncope that is the dance music. Souders is once, too, and peps things along. George and Shirley is a kiddie dance team that is very cute and now in fourth week. The kiddies alternate with solo numbers and doubles, coming in for 11:30.

Hacker and Siddell are the only other act currently used. This team is recently from Reno. Dave Hacker and June Siddell are known to variety as giving variety act, with some straight steps, and some comedy, with plenty of tumblers and roughneckness. A little dialog in between with the "moods of the dance," and a travesty imitation of the De Marcos. Some of their old act is better adapted to stage than club floor, but both acts are liked. Trepp.

BLOSSOM HEATH

(DETROIT)

Helen Morgan, here for a two weeks' run, is making Blossom Heath, Detroit's swankiest roadhouse, forget all about its big drawing cards of the past year. La Morgan means to in this venture as far as nite club entertainment goes.

There are two shows nightly, at 10 and midnight, each lasting about a half hour. Usually a little longer now because the crowd brings Miss Morgan back for several encores. She consumes two-thirds of the time with her songs, leaving about 10 or 15 minutes for a few numbers by Lischeron and Adams, dance team, and some imitations by the m.c., Benny Strong.

In the opening act, Lischeron sings while his partner does a solo dance. Their routine is excellent, especially a Continental, although the lighting effects detract somewhat from the show. The crowd comes back for an extra bit with the whirling finish.

Strong, versatile m.c. follows the dancers and provides nifty entertainment with his takeoffs. He concludes with a nice arrangement portraying the evolution of the night dance. Besides these, Strong keeps the crowd in a happy frame of mind while doing his m.c. task.

Miss Morgan is accompanied by her secretary-planist, Lou Bing. She accedes to the requests of the patron three times and sings "My Bill," "When I Grow Too Old to Dream" (standing up) and "Only You Can Believe."

Providing the dance music is Gene Regis' nine-piece orchestra, which has a following in this territory because of broadcast over local stations and the Michigan network. His numbers have been clicking with the class clientele all summer.

ST. REGIS ROOF

(NEW YORK)

One of the smartest enclosed roofs among the metropolitan hostilities is the St. Regis, an Urban-designed interior, luxurious and "class" in its character and yet roomy and comfortable. And yet distinguished surroundings, the entertainment tri lings are usually equally attractive.

With Johnny Green's departure for the Coast, Jules Lande and his smart dandies have been moved to the roof to supplement their usual luncheon and cocktail sessions with dinner and supper dandies. Music—Rock, are the fasted dance pair, now more or less standard around the better New York hotels, with their smooth and well fitted to the character of the room. Also good production bet.

Lande is a very virtuoso who bats a sprightly dance combo. But he does get his string opportunities over in a "Canary" specialty, an original composition, and otherwise puts his 12 men through their dance paces in effective fashion. His the Continental style of dandification which should also sound well over the air. It's already had its other opportunities. Abet.

NINI'S

(NEW YORK)

Nini's Faubourg-Montmartre is another of those midtown ball musettes in the Times square sector, which essays to bring a cross-section of French Parisian nite life to the natives. It's something as tentatively French as the French Cafe; more intimate with the economies of a bistre, and yet a little more than a drinking place, for it also serves a table d'hôte. The 75c dinner is so rick that it inspires a reasonable tap on the wine card, although the scales are unfair to the natives.

Show, such as it is, is one of those things. Best attraction it holds is the French can-can, which is out Latin rhythms in fetching style, considering the general standard of this West 48th street one-night-up. There's also an accordionist, who varies the rumba-tangos with characteristic Parisian marches and quartet whistles.

An m.c., Pat Whelan, who frankly kids himself as a Jean Marin; a whiz of French phrases; a singing waiter who two—if the hour's late enough, this holds some laffs as a novelty. Abet.

Political Shows

(Continued from page 1)

amusement sugar. It's patterned a la "March of Time," consisting of about five minutes of music and 10 minutes of better adapted episodes which contrast the glorious past with the tragic present (i.e., as the Republicans see it). But subtler stuff, such as the very blash of most old guard speechmaking.

Possibility that this is only the first of a number of such shows being engineered in the Republican dugout is viewed as a certainty in G.O.P. publicity circles. It stood to be scouting around for \$2,000,000 and plans to plunk plenty of that onto the ether. President Roosevelt and his bedside snattering apparently has taught the Republicans a lesson.

Upton Sinclair Case. G. O. P.'s have another example, anyway, of the effectiveness of radio entertainment. They used it in California last year. After Upton Sinclair went through the primaries like whirlwind, the Republicans engaged the services of Lord & Thomas, advertising agency, and raked their cash out of the fire to win on election day.

A new use of radio was one of the publicity measures suggested by the L. & T. brain trust, and regularity of radio programs flourished in the Golden State. Two were dramatic sketches subtly, and sometimes humorously, depicting what would happen to California if the Republicans won. Third was a home sketch in the manner of friends chatter. Spot radio also came in for plenty.

Sabin is not expected to overlook that the most successful campaign of the president 1 race started with the addition of last Friday appears to clap verification on the earlier speculation. No advertising has been seen and as yet the auditioning being a direct proposition.

Democratic plans not given out, and no auditioning or time-buying reported from that quarter to date.

Cine Blows Dallas

Dallas, Sept. 24.

General shakeup at Centennial expo started Monday (23) by banker-directors-of-fate-after-war for Cine managing director, said he would resign, effective Oct. 1. Cine said a supervisory committee wanted to split executive jobs, and pay him \$15,000. "His salary is \$25,000 yearly."

Cine's half of following advice of J. Franklin Bell instead of committee's was blamed for the schism. Bell, who supervises assistant, resigned Friday (23).

Otto Herold named acting manager, and special committee began ferreting out alleged overemployment.

Amateurs

(Continued from page 1)

had on a large section of the youth of the country. Theatrical ambitions are strong in many kids and cannot be easily discouraged. Once a kid wins an "amateur" contest in a theatre or broadcasting station, the ambition stops being an urge and becomes a mania.

Cases of youngsters quitting good jobs and comfortable homes because a local "contest" victory steamed them up are innumerable. After the local success, a pure winner must run through the gantlet of exploitation in which they're kicked around by unscrupulous racket guys acting as shomen, and the process generally kills even the most talented amateurs.

Meanwhile, since they're so cheaply bought and are more easily sold, even if of poor quality, because audiences don't expect much from "amateurs," the tyros are replacing professional actors all over the country. It adds to the unemployment ranks both ways.

Because of the uncured exploiting of participants, present day amateur shows are not considered as likely to produce the future talent that the tyro performances of years ago accorded. The 200,000 to 3 odds attest to that. And the total for the past five years increases the odds. Only known amateur to outgrow the lower ranks and get anywhere in that period, prior to the trio who crashed Broadway in the past year, was Artie Auerbach. A photographer for the New York Mirror, Auerbach was one of the early winners of the original radio amateur program on WHN New York. Since then he has been a minor but regular radio player, and last season had a spot on the Phil Baker program.

Joe Candullo stated for the Rainbow Grill, N. Y.; Ruby Newman, Boston, N. Y., in early December.

ROBBINS' CHATS

Hot tip. Everybody everywhere will soon be dancing, singing, whistling and playing.

"Broadway Rhythm"

from MGN's "BROADWAY MELODY OF 1935." And while we're on the subject, don't overlook these times from the same production: "Blue You Are My Lucky Star," "Follies," "A Kiss," "You're a Fool," "Sing Before Breakfast," "P.S.—Also hear in mind our other current tunes: "Tender Is the Night," "Still Along, Prairie Moon," "Goodbye, Goodbye, Love," "You're All I Need."

ROBBINS

MUSIC CORPORATION

199 SEVENTH AVENUE, NEW YORK

MANYA

AND DRIGO

Now at Roosevelt Hotel

New Orleans, La.

"Many and Drigo, one of the smartest and most successful in the room, (Roosevelt Hotel, New Orleans), the beauty of Many and Drigo to the effect of a beautiful striding in appearance. As a team they have been a draw and as yet the most that is as rare as it is entertaining in the New Orleans 'Treasure Trove'."

Bookings Through

MATTHEW GOLDEN

1500 Broadway, New York City

AMERICA'S SENSATIONAL STARS

JERRY GOFF and JACK KERR

TRIMPLING!

AT THE

VERSAILLES VIGNES de FRANCE The FRENCH CASINO

Direction

PAUL SMALL

Palace Theatre Bldg. NEW YORK

MINOR AN' ROOT

ST. REGIS HOTEL, NEW YORK

Management G.B.S. ARTIST BUREAU

ASK SENATORS TO SAVE VAUDE

Duisberg Tells Wolfson That Scala, Germany, Wants American Vaude Acts

Lou Wolfson of the William Morris agency, after seven weeks abroad surveying the foreign vaudeville situation, got back last week in company with Harry Foster and Val Parnell, variety booking head of the Palladium theatre, London, and other General Theatres (Gaiety, British, subside). Foster of Foster's Agency, London, represents the Morris office as well as the Dick Henry-Curtis & Allen foreign bookings in England. All three had huddled in London with Eddie Duisberg, booking manager of the Scala theatre, Berlin.

The Scala, amidst Germany's political cauldron, is doing the best business in its career and more than ever is committed to booking foreign acts. Duisberg emphasized that the Scala is willing to (1) advance fares to reliable acts; (2) guarantee that the money, in marks, or other currency, can be taken out of the country; (3) fulfill its contracts, even though a number of American acts have failed to do so with them.

In this latter respect, Duisberg pointed out to Wolfson and Foster, whose offices jointly send over many of the acts to Berlin, that Cardini, Bellini and Lamb, 5 Maxellos, 3 Sallors, Line 3, Lee Gally and Gloria Gilbert signed but never came over. The Sallors didn't because of the non-Aryan angle; Line and Gilbert went to the French Casino, N. Y., instead; Bellini and Lamb, split up, etc.

Kosher Act Clicks
But, says Duisberg, the Germans are more than anxious to accept foreign acts. One of the biggest hits at the Scala were the 5 Franks, some of whom spoke with a vivid kosher brogue. The Cossacks, Cherry and June Preisser, DeLong Sisters, Ching Yee Wah Troupe, Gals, Mack, Owen and Topsy (about 50% non-Aryan), Paul Kirkland, Andre Renaud (a Frenchman), Freddie Sanborn, 4 Trojans, Reva Reyes, Haru Onuku (American doing a Japanese specialty), 4 Hawaiians, are some of the acts at the Scala from August through October. Others are in demand.

Whatever the political platform, Duisberg seemingly doesn't worry about doing business with anti-Semitic sympathizers. It's tacitly understood, of course, that a Delaney Street comedian needn't emphasize his dialect, if playing the month in Berlin, so in the main the London and New York agents, as well as Duisberg, agree on talent requirements.

Duisberg had passage booked to come to New York with Foster, Wolfson and Parnell, but had to cancel and return to Berlin because of business pressure.

Duisberg pays \$400 to \$1,500 for suitable acts. As an international variety house, the Scala is faced with the same requirements for worthy foreign vaudeville acts as is the Palladium, London, among others.

The semi-oaf Vilshike Beacher has officially printed that foreign acts, particularly American, are highly welcomed in Berlin and will be accorded every consideration in meeting the requirements. These requirements, says Duisberg, in London, are not that they be attuned to the needed comedy spirit of the day, do not eschew any non-naïve chords, contribute worthy and decorous novelty and diversification.

Ohio Spot Reopens

Middletown, O., Sept. 24.
Sorg Opera House, recently closed by local Gordon Theatre Co., has reopened after complete remodeling following a fire several months ago with vaude and pictures at 35c.

The Strand, one of two units in South chain here, shuttered for many months, also reopened. Playing straight pictures for the present, but will use occasional unit shows.

Good Hunting

Cleveland, Sept. 24.
Manager of a burlesk house, peeved at the snap-shot nuts who carry high-powered cameras that can take indoor pictures, is now trying to bar them.

Doorman has orders to make the pests "check their cameras before getting a seat."

'Am I' Blue Soaked For \$25; Socked a 'Preserved' Mechanic

Troy, N. Y., Sept. 24.
Although he told the court, his opponent "state of self preservation," lue had to pay a fine of \$25 for wallpopping Edgar Film in a garage here. Blue billed himself as the "all-American half wit," but his case of justice didn't appeal to Police Justice James P. Byron.

Ben, who played on the vaude bill at Proctor's theatre here, said he got his dander up when he called at the garage for his car and had to wait a half hour, and when it finally was brought to him he found one of two locks had been broken. He and Film, the garage mechanic, had an argument, and according to Blue, he told Film to "put up your hands."

"Where did you get the notion you had a right to assault him?" Justice Byron asked the comic.
"I haven't any right," lue replied.
"Did you strike the plaintiff? Blue admitted he had.
"But you pleaded not guilty."
"I told him to put up his hands and when I struck him he was in the state of self preservation."
"You invited a fight, you started it, you struck the plaintiff and you claim that is self preservation. I find you guilty of the charge and fine you \$25 or 25 days in jail," Blue paid.

Goodman, Calloway Set for Par in L. A.

Los Angeles, Sept. 24.
Benny Goodman band, currently at Palomar ballroom here, has been booked by Fanchon & Marco for week at the Paramount, starting Oct. 17.

Cab Calloway, due here for six next month, goes into Paramount theatre week of Oct. 24. This will be Calloway's first Coast vaude date.

Connie's Unit

Connie Immerman is sending out another of his colored floor shows for stage appearances. Troupe will play two weeks in colored houses before going on scheduled major circuit tour.

Unit's two specialists are Gladys Palmer, Leroy Smith and Ford, Marshall and Jones.

Ruiz-Bonita Quit

Cesar Ruiz and Grace Edler (Ruiz and Bonita), man and wife off the stage, are quitting show biz. Tense team goes to South America in mid-October, where they'll make their permanent home.

Floor Acts Unitize

Minor and Root, dancers, and Jests Lande and his orchestra are forming a vaude combo.
They're as a unit at the Hotel S. Regis, N. Y., and plan to double into a Broadway house if the sked can be worked out.

ACTS-PRODUCERS JOIN IN CAMPAIGN

Seek Public Support—Demonstration in Times Sq. with Sandwich Men and Girls Getting Petition Signatures—Mass Meeting Tonight—Agitation for Congressional Investigation of Circuits

TO SEE ROOSEVELT

First public actors' demonstration in New York since the White Rats strike. In 1919 took place Monday last Tuesday along Broadway, when 12 sandwich girls and men paraded the rialto inviting the public to attend the American Federation of Actors' mass meeting tonight (Wednesday) at the New James theatre, protesting the boycott of vaudeville by the major circuits. Besides the sign-bearers, more than 100 members of the AFA circulated through New York the past 10 days gathering signatures on petitions asking the return of stage shows to theatres.

Petitions are also being circulated by the AFA in nine other cities—Boston, Bridgeport, Chicago, Cleveland, Detroit, Milwaukee, Minneapolis, Philadelphia and Pittsburgh.

In co-operation with the AFA the United Vaudeville Producers and Directors Association will send a delegation to the meeting, with Charles B. Madock, its president, scheduled to speak of his association's plans to take the vaude situation direct to President Roosevelt. Madock and Alex Gerber are arranging for an appointment with the President, scheduled in the next 10 days, at which they will present figures and affidavits to show that the circuits and picture interests are discriminating against vaude. They will ask for a Senatorial investigation.

According to Gerber, the President has already expressed sympathy for vaudeville, disapproving of the present discrimination. Producer also states that several senators and congressmen have been contacted and reported as ready to force an issue if the producers can show proof of discrimination by the film companies and their theatre-affiliates.

Madock and Ralph Whitehead, executive secretary of the AFA, have had several conferences, and their co-operation was pledged for the drive to bring vaude back, though (Continued on page 64)

Tooters' New Demands Further Impede Vaude's Chances in N. Y.; Ask \$90 Wkly. for 4 Shows Daily

Marked

Will Morrissey approached by a young lady whom he didn't recognize and who said, "Remember me? I was in one of your choruses a couple of years ago."
"Did I pay you?" asked Will.
"No," said the girl.
"Then it was me," replied.

Columnist Playing B'way Theatre, Turns Down 'Guest' Stars

Louis Sobol, N. Y. Journal-Broadway columnist, currently at Loew's State N. Y., is setting a precedent for night life commentators in vaude. He's mixed the "guest star" stuff, an angle on which most columnist's bookings were based in the past.

Opening show at the State, Ed Sullivan (News), Jack Dempsey and Jimmy Durante took bows with Sobol, but they were solicited by the Loew office and not Sobol, who later squawked that he didn't want anybody to appear with him gratis. Celebs who showed at subsequent shows also were not solicited by Sobol.

Rose's Own Show

Harry Rose's "Broadway Merry-Go-Round" unit, staged by Arthur Knorr, gets its first opening at Fay's, Providence, week starting Friday (27).

Rose tops the 35-people cast.

O. & J. TO USE TYROS

Detroit, Sept. 24.
Amateurs will get a crack at prizes and a chance to appear on a stage when Olsen and Johnson open their unit, "Everything Goes," Friday (27) at the Fox theatre here. Winners will get \$50 in cash prizes.

REVIVING 'PIRATES'

"Kitchen Pirates," standard adagio act for years, is being revamped by Maurie Golden, with Lita Doray stepping into Peggy Taylor's spot. Miss Taylor has left the golden management.

Palace, N.Y., Minus Vaude for 'Hat' And 'Jim,' with Duals to Follow

Palace, New York, just another vaude spot the past couple of years, goes straight pictures for the second time in its history Friday (27) and with "Top Hat" (Radio), which is figured for two weeks sans stage shows. Film policy will be maintained "Top Hat" with "Diamond Jim" (Fox), but after that the RKO operators have not made up their minds.

Policy under discussion to follow "Diamond Jim" is double features, though vaude hasn't been ruled out altogether. Previous straight picture policy at the Palace, instituted by Harold B. Franklin, didn't last long.

With the Palace going straight pictures, only stage show houses on Broadway, led by the Loew office for the Roxy, though the Paramount is expected to resume Oct. 4, if it finds an opening attraction. Resumption of stage shows at the Par and the date depend on what names are available.

Indie's Name Splurge

Baltimore, Sept. 24.
Iszy Rappaport has a line-up of name attractions linked into his vaudfilm Hippodrome for succeeding weeks.

Starting Friday (27), Fred Allen's Amateurs, then Xavier Cugat's orchestra, the \$10,000 unit, headed by Lou Holtz, Belle Baker and Block and Sully; Phil Spitalny's all-girl orchestra, and Duke Ellington's band.

Heller Repeating

Baltimore, Sept. 24.
Jackie Heller, current at Loew's Century here, has been booked into the Fox, Detroit, by the Loew office for week of Oct. 4.
Close repeat for singer. On Aug. 22 he concluded a three-week run at the Fox, which established an all-time record at house for consecutive appearance.

Most discouraging note struck against most stage shows and vaudeville this season is notice by the Musicians' Local 802, New York, of an increase retroactive to Labor Day (2). Old contract expired on that date, but negotiations on a new scale have been delayed as a result of the efforts of managers to reach an agreement with operators.

Musicians want a return to the scale which was in force in 1930, with men to work 28 shows at a salary of \$30 a week, any extra shows being \$5 each. Fitmen are now getting \$30 for 30 shows on the week, which allows for four shows daily weekdays, and five on Saturdays and Sundays, without incurring overtime. If 802 stands on its demands for a maximum of 28 shows before overtime begins, it means that when a theatre goes to five shows over the week-end the salary will run to \$100 a man.

Confabs This Week
Negotiations may be started this week between union officials and managers, ability of latter to offer concessions on whether or not further meetings with the operators conflict. Question of what 802 will demand in the way of minimum number of men to a pit has not yet been brought up.

Demands on the part of Local 802 may interfere with plans of the Paramount to go stage shows Oct. 4 and of the Capitol to return to flesh source Jan. 1. Among other things, 802 has indicated that it will not sign contracts except for a minimum of 35 weeks.

CHI MORRIS OFFICE READIES INDIE DRIVE

Chicago, Sept. 24.
Morris Silver has formulated plans for an intensive expansion program for the local William Morris office with the start of the new vaude season. Following the split-away from active Balaban & Katz affiliation, Silver is making a drive for complete independent booking and net handling.

Office is booking the Riverside, Milwaukee, full week, through Sam Bramson, several Warner houses through Charlie Hogan, besides a number of midwest itineraries. Other houses are expected into the agency shortly following the return of Nan Elliott to the office after a two months' vacation. Miss Elliott becomes an active factor in the new season's activity of the local Morris office with both talent representation and booking.

Lou Lipstone, B. & K. chief, is considering return to vaude to several name spots here with Miss Elliott figured to handle a portion of that time.

Sullivan at Roxy

Ed Sullivan, Broadway columnist of the New York News, has been set by Fanchon & Marco for the Roxy, New York, week of Oct. 4. Surrounding show has not been set.

Sullivan played Loew's State, four blocks below the Roxy, a few weeks ago.

Patti Moore's Back

Patti Moore (Lewis and Moore) is on a doctor's no-work edict for four weeks as a result of a sprained back.
Injury happened at the Palace, New York, last week, with the result that the team had to withdraw from the show after the second day.

Vode Fetches Fetchit

Arriving in New York by plane tomorrow (Thursday), Stepin Fetchit hangs around for a week and then opens a four or five-week vaudeville tour at the Keith, Boston, Oct. 3.

Subsequent stands not yet set.

Inside Stuff-Vaude

Return of vaude to the Palace, Albany, has started the natives there asking why it is now within the law for them to see the stage shows on Sunday. When it was against the law last winter, and, furthermore, since the law forbidding them has not been amended. When Harmanus Blesseker Hall started vaude last winter it had played only one Sunday when the pastor of an uptown church let loose a tirade against city officials who, he said, permitted the Sunday stage law to be violated. The cleric also demanded action by the police, pointing out that the local theatrical statute only permits films on Sunday.

On the second Sunday of vaude at the Hall, police walked in late in the afternoon and said, "No more vaudeville today." At the same time the Capitol, which was playing burly, got a similar order after that Sunday's matinee.

The strange aspect of the church attack against Sunday shows was this: The Hall had been open only one Sunday, while the Capitol had staged burlesque on eight previous Sundays with no criticism. Reports were heard that the pastor was getting revenge on an Albany theatrical man because the manager had deserted his parish for one in a different section of the city. This particular theatre man is now out of Albany's show business and has been succeeded by operators from out of town. The clergymen are silent, police officials shrug their shoulders. Last year's warfare against the Sunday vaude shows set off the blast against burlesque that brought a police raid, followed soon by the closing of the Capitol.

15 YEARS AGO

(From VARIETY and Clipper)

Pathe, Fox and Goldwyn were considering a merger of distributing facilities. They didn't. Another deal had First National distributing through Famous Players. Deal fell through because 1st. Nat. exhibitors were asked to turn in their houses against a stock issue.

Out of town legit situation so serious Equity was considering suspending the rule requiring full pay for layoffs. New railroad rates discouraged long jumps and nearby theatres congested.

Marcus Loew announced that hereafter theatre buildings would have to be financed locally. No longer intended to use circuit's coin.

B. S. Moss changed policy at the Broadway. Used eight acts and a film. Acts did three shows.

Ziegfeld and Shubert scrapping over Raff Bros., acrobats. Were playing for Ziggy at \$500 but Shub-

berts had a contract for \$350 and wanted the boys. Been a long time since anyone went into court to get acrobats.

H. B. Marinell planning a French revue for N. Y. Finally done last year by Cliff Fisher at the French Casino. He was then working for Marinell.

Vaudeville agents turning their attention to booking picture theatres. Pic circuits could offer as high as 30 weeks.

U. S. Immigration officials on the Canadian border laying for carnies coming back to the States. Turning back camp followers picked up in Canada.

Julliard Foundation held up by difficulty in probating the will of the late Augustus D. Julliard. Going strong now.

Barnum show cut from a nine to a six-pole trick for the wind-up southern tour.

Stewing in Chicago over the dis-

(Continued on page 68)

Punching the Bag

By Joe Laurie, Jr.

Well, boys, what's to do? What do you mean? I mean now that vaudeville is gone, what are the boys and girls gonna do to stand off the landlord?

Go into the cabaret field. That ain't no field, brother, that's a jungle. A lot of the joints don't even pay off. It's alright for a novelty act, or singers and dancers. But how about the talkin' act?

They got mikes now in most of the places and your voice carries. Listen, with all the mikes in the world you can't top a drunk.

Oh, there ain't no many drunks in cafes anymore.

It depends on how many customers. Say, it reminds me of going to work in the old honkey-tonks—only they cleaned up a little. It won't be long now before they ask the wife in the act to hustle wine checks.

Well,

See? I don't know, no more about it than you. Everybody is yellin' that vaudeville is gonna come back, but the boys that own the circuits are deaf. All they can read is picture grosses. Where are they gonna get the talent if they wait? Oh, me and my partner expect to be alive for a while yet.

Well, that ain't gonna help. I said talent.

Why we got one of the best acts in vaudeville.

That's like saying your the sanest guy in Kings Park.

Well, then, the vaudeville acts ought to go into musical comedy and revues.

Yeh, I heard that before. How many acts do you think they can use? And how many revues do you think are gonna be produced?

Gee, according to you everybody ought to give up and work in a factory, or open a saloon. Say, the saloon business ain't so

Lo, the Poor 10 Percenter

By OTTO SHAFER

(Much crying has been done of late by agents, usually with justification, but this is the first known agent's cry in rhyme.)

When vaudeville was ripe and it got a good play,
We said the game in it made plenty, I'll say;
But Vitaphone entered and called it a day,
For me, that had my own horses.

A few of the agents that knew all the ropes
Called out poetically and said, "Tain't no hopes";
But I'm still a soldier in that army of dopes,
An army that's dying from hunger.

I said, "Boys, don't be foolish, don't make a mistake;
They'll go back to flesh soon and we'll all get a break."
It's been years of starvation, how I crave for some cake;
But the best that I get is a doughnut.

When I get to my office I look to the right
To be sure that the sheriff is nowhere in sight;
When I still see my desk I am filled with delight,
Me, that once had an assistant.

I'm drowsy and dreary and hardly awake,
When in walks a pipkin I know's on the make;
But the bankroll is slender so things ain't so 'Jake',
For me, that had my own stenographer.

It's no more lunching at Lindy's, but still I have pride;
When I sneak in the Automat, I'm glad and I hide,
But I see other beards having coffee inside;
It's the other ten percent agents!

... the years that I waste and why I don't know;
Oh, the tears that I waste while I pray for big dough;
But it's a 'blue paper' came in now it would sure be a blow,
To me, whose pockets always was bulging.

When I think of conditions I brood and I sigh;
I feel ready to quit it and have a good cry!
But I'll humor 'Tramp Jugglers' till the day that I die;
Me, that once had—aw, nuts!

hot either. I know plenty of guys that owe enough for beer to open a circuit.

I guess the best thing to do, then, is to play the back yards. In other words, go back to buskin.

What, in winter? Why the guys are so cold in the apartments that they won't open a window to say 'Get out of there.'

After listenin' to you I think I'll go out and buy myself a bottle of acid.

You can get a nice size for about

30 cents.
How about splitting a bottle?
Not me, said Vaudeville is bound to come back.

Nitery Unit for B. & K.

Chicago, Sept. 24.
Balaban & Katz has closed deal with Villa Venice, summer nitery, for the booking of the Frenchy floor show into the Chicago theatre as a unit.

... has been combing the local niteries for attractions lately.

"LONDON WORLD'S FAIR"

"Sheila Barrett goes much farther than any of her fellow mimics by adding a touch of travesty to her studies without detracting from their faithfulness. No props, no change of costume, no elaborate retouching of the hair—and yet an entirely different person, this time a typical 'speakeasy girl' of the New York 'forties.' Naturally the Palladium audience singled her out for a record ovation."

"ERA," LONDON

By Frank Woolf
"Sheila Barrett interpolates her burlesque mimicry in subtle fashion . . . her artistry is unmistakable."

"LONDON VARIETY NEWS"

"Sheila Barrett reaps a big success with her brilliant studies of Zazu Pitts and Greta Garbo. Her greatest achievement, however, was a perfect impersonation of the tipsy but very broken-hearted 'Girl of the Speak-easy!'"

"LONDON SPORTS AND ENTERTAINMENT MIRROR"

"Now it is London's turn to enjoy her talents, for Miss Barrett is the scintillating star of Cecil Black's monster production 'Round About Regent St.' She climaxes her performance with a realistic take-off of a New York 'speakeasy' girl—a brilliant study that places her well in line with Ruth Draper."

May I take this opportunity to thank the Messrs. Val Parnell, Frank Black and M. Poulsen for the kindness and courtesies they extended to me during my recent engagements at the Palladium and Cafe de Paris in London.

Sheila Barrett

Management
CHARLES MORRISON
RICHARD LA MARR
Park Central Hotel, New York

"PERFORMER," LONDON

"Sheila Barrett, tall, stately, unette, is both sophisticated and exotic. Miss Barrett offers impersonations . . . but deviates from stereotyped mimicry by adding a touch of satire to her studies without detracting from the reproduction of every idiosyncrasy of her 'victims.' For a finale, Miss Barrett gives a striking impersonation of a Broadway 'speakeasy girl'—a study productive of solid applause."

"THE STAGE," LONDON

"Sheila Barrett makes a great success as a very faithful impressionist of stars, and in a serio-comical monologue called the 'Speak-easy Girl!'"

"LONDON SPORTS AND AMUSEMENT GAZETTE"

"From America comes Sheila Barrett, a first-rate impressionist and actress, whose impersonations of a New York 'Speak-easy Girl' is one of the best things in the show."

VARIETY

"Sheila Barrett, booked especially into this show after four weeks at the Cafe de Paris, has an exotic personality somewhat reminiscent of Yvonne George. Excellent in very biting impressions of film personalities, and her 'Night Club Girl,' in which she portrays a stew, is priceless."

Sally Rand

On Tour
Season 1935-36

HER BOX-OFFICE RECORDS HAVE
BEEN THE MOST CONSISTENT
OVER THE LONGEST PERIOD
OF TIME FOR ANY SIMILAR
ATTRACTION IN THE HISTORY
OF SHOW BUSINESS

Exclusive Direction WILLIAM MORRIS AGENCY
DAVID A. LIPTON, Publicity Director



UNIT REVIEWS

SALLY RAND UNIT (SHERMAN, NEW HAVEN)

New Haven, Sept. 19. After a break-in week at Springfield the Sally Rand unit has settled down into an hour of nice entertainment, with a peppy troupe working on a stage dressed in excellent taste. Unit is by no means strictly Rand. It carries a fast roller skating duo, a good Spanish prima donna, a diving boy and girl team and the knockabout Mandels, plus an attractive line of girls.

Clark Robinson worked with Miss Rand on staging the unit, which uses sets to good advantage. After playing New England spots, show heads south through Penn. and ties in with whatever time offers the best bargain. Planned for Paramount in Springfield, Warner here and goes to RKO in Boston, with the William Morris office booting. In some spots where Sunday shows are liked for the unit, Miss Rand puts on a British note. "Rain," bringing in legit talent for one day only.

Following overture, there's an off-stage milk announcement as girls (12) come on for a spoken chorus number. Swell setting of girls in blue against a scintillating and black travel carrying a British note. It's a clever routine with a trick finale that exposes an even dozen untrained derrières popping out of backless frocks.

Benny Ross, m.c., Intros The Thrillers (Al Claret and Margie Wierwick), who come on and turn tricks up where line girls left off. Pair use some audience stooges for laughs and close with a good swivel finale. Ross brings on Senorita Carita, who does one excellent strutting number and on second song goes into some clowning with William and Joe Mandel. She has a nice voice and delivery.

Following some chatter, with Jack Sherman handling off-stage milk, Ross does a piano bit, then calls in Maxine Stone for balance of their act. Duo work well together for laughs, the slow motion stuff being a neat way to stretch a five-minute turn into 12. Ross has a pleasing voice, which he wastes by making many attempted comedy breaks, especially following similar mayhem to Carita's notes by the Mandels' roudy curtain-repairing business. Girls back in black tights for rhythm routine against a shadow drop, with a ramp used for entrance and exit. Mandels next, with special drop. Boys click heavily, and finale with hand-to-head balance that draws a big hand.

Mike announcement as girls in ballet number prelude Miss Rand's fan dance. Lights a big factor here, a green and rose combo bringing an especially nice effect. Fan dance is handled on full stage with dancer entering atop center stairway. Big drop spot used throughout becomes trying on audience orbs. Bubble dance follows immediately, behind a scrim, also on subdued stage. Unit closes with girls grouped at base of stairs as Miss Rand is briefly spotlighted at top.

Only thing that keeps unit from a

complete click is lack of a satisfactory finale. After building to a big audience reaction, a lot of it is lost in closing minutes. Granting that the Rand routine comes under the head of terpsichorean art requiring subdued lights and modulated tones, contrast to what has preceded, presentation as is still leaves a weak ending that needs some sort of flash finale to bolster it. Frankly, fans have come to be starved (as per the Rand publicity) and when they ogle a semi-classic dance, even though it is fully done, the let-down is too marked to send them out raving. With this remedied, show should register almost anywhere.

ONE HOUR WITH YOU (PALACE, ROCHESTER)

Rochester, Sept. 20. This unit rates as pleasant entertainment and with a bit of polishing will be better. It is distinctly appealing to the eye, has variety, speed and balance. Opening performance drew much stronger applause than the rest of an afternoon audience in Rochester.

Show is introduced on the screen like a silent feature, then switches to loud speaker at side of stage. Curtains part of 12 David Blane Girls doing a tap while seated on low stools. House ork, costumed, is employed high at back of the stage throughout the performance. Setting is attractive in dark colors with huge chandelier effect above stage.

Girls in red polka-dot short-skirts, white blouses, perky red hats and white make a pretty picture and do some fine motion dancing before stepping back to provide background for an acrobatic number by Marjorie City. She climaxes with a split on two chair tops and drop to floor that doesn't look easy. Librarian Trio follow with some fast telephone numbers, alternating with stepping by the girl and one of the men while the other solos on the xy for a nice hand.

Al Norman m.c.'s a bit and does a series of funny imitations of how people sleep, but really doesn't hit his stride until aided by a couple of stooges planted in the audience. Snappy eccentric dancing by trio closes this number.

Joasquin Garay, singing and imitating with aid of a loudspeaker, gets a hand, but loses at least 60% of his appeal by putting the fence between himself and the audience. If his real voice matches his personality, he should drop the loudspeaker from the top of the Empire State building.

Girls do two other numbers, one a phosphorescent trip with sets of three in different colored costumes, the other in long yellow gowns in dance routine as Garay sings.

Closer is Paul and Nick in their balancing act that is tops and draws heaviest applause of the show, but hardly the type for a smash finale.

Show runs an hour and has few loud moments, even though not overburdened with originality.

Record.

Aryan Imitations, Too

Berlin, Sept. 8. For more than a decade the Rivels, highest-paid clowns in Europe, have been an excellent Charlie Chaplin imitation, not forgetting the little mustache and the stick with the bowler. Reappearance of the Rivels this month at the Wintergarten in Berlin, the Chaplin figure, changed into evening dress.

Seems that Chaplin is taking with the present government on the religious angle, so the Wintergarten management thought, well—

SIRENS IN SATIN (ORPHEUM, LINCOLN)

Lincoln, Sept. 21. A girly show this, but carrying enough novelty to show up into a good variety. "Sirens in Satin" is Edna's show, and she's got a Cushman time and he's following right behind this one with another. Gardner and she keep it going here for having all his girls lookers when he brings out a show, which is made up into some of the general run of units.

Show is backed by Sammy Mayers ork and is augmented on immediately into some of the commencing is the girl line with Jack Storey in the midst, going in and out into some revealing fast stuff from the femmes which wakes up the gent contingent of the audience.

Come and Anderson, one strong on avoirdupois, do plenty of clowning in the deuce. When they settle down to a bit of serious business, the heavy lad can sing very nicely. On two during the bill, the last time they close on a dance burlesque and a change of pace dancing set. Elliott Sisters, putting heat in, have some smooth torso toasts and a little light for the most out of it. They out to give the spot to Shannon Stanley, comely acrobats, and she's got it as well as having accompanying talent.

Dexter and McGinty, the latter a dummy, inject some novelty into the show. Dexter's yodelling moments rate the biggest hand. Deirdre and Mack, knockabouts are good. The piano toasts and Langdon and Storey, ballroom steppers, come off with a good hand. A gypsy routine closes the show.

House practice of bringing in a headliner to support the units continued this week and the act goes to Roscoe and his partner, Barbara Ray. Ates was a ace at the b.o. and his clowning was over in a flash. The girls of the gag could stand tidying, but this college mob eat it up.

Show together ran 57 minutes, of which the first 10 were taken. Unit was short of a band number to cut the time, but looked oke without it. There were 16 numbers spotted in the run of these units anyway, considering how they're usually handled.

CAMPUS CAPERS (VARSITY, LINCOLN)

Lincoln, Sept. 20. Big is showing improvement at this hour on this new Paul Spor concoction. "Campus Capers," which is first on the button as an idea to greet the college crowd fresh in for the first week of school. But, improvement notwithstanding, house drops vaude after this week to make way for a couple of acts, which after they're used up, will in turn make room for the stage show. Seems bad, too, that policy on which plenty of dough was sunk to start, will be broken.

Betty Reed, xylophonist, starts this performance after a few football shots are put on the scrim and the latter hosted on a touchdown play. She goes into three numbers and hits the keys hard on the last, which successfully arouses everyone.

Bussey and Case, No. 2, are oke except the woman's song. Shouldn't be done straight, because she hasn't a straight voice. College monkeys throw plenty of pennies during her operatic interlude. The man, though, has the stuff to get on, especially when he lays in his dancing.

Spor fronts the band here with two numbers. Angelo Syracuse forsakes the piano to vocal the first and Bonnie May DeLea choruses the second.

Walter and Lee, fast crossfire gagsters, in the troy are heavy material and speed the show up in lively fashion. The gag comes from the house in the opening and works twice as hard later when she gets on the right side of the footlights. Walter fools with a fiddle and is an excellent straight.

Shut is Burns, Moriaty and Dell, who are good. The show is good. It is classy. However, audience reaction on the challenges at the end is tiring, since each of the three tries to outdo the other. That's too much. Routines only merit a couple of times anyway.

Show runs 46 minutes, about six overlong, but is generally snappy.

Barnes.

Chic ENDOR and Charlie FARRELL Singing 9 Mins.; One State, N. Y.

Here is a singing duo that would have murdered them at the Palace in the old days. But the Palace of the past is in the past, and Endor and Farrell are doing all right without it, though they should be welcome in Vaude anytime they choose to change from the monotony of the nightgowns, or double.

A strong and rather complete surrounding show held Endor and Farrell down to three numbers here, but all of them were top specials. First is a medley of pop, second a takeoff on "The Man on the Flying Trapeze," while last is "Cheer Up, Everything is Going to Be Lousy."

All told, the songs include about 20 strong punch lines, but while they would have been howls at the Palace of oldtimes, few in the State audience gave them more than a passing giggle.

Farrell sings to the Ivories, while Endor, who was the original organizer of the Yacht Club Boys, leans on the grand. Their intimate delivery is almost flawless and the slight indigo in "Trapeze" is never offensive.

They went off to strangle applause here, though the State audience seemed to base the reception on their singing, when they actually deserve it for the lyrics. Scho.

HELEN REYNOLDS'S SKATERS (8) Skating 8 Mins.; Full Palace, N. Y.

Flies reveal that Helen Reynolds appeared in act with her father and mother, Earle Reynolds and Nellie Donegan, back in 1924. Presumably this is the same miss who has surrounded herself with seven comely girls and imparted considerable of her skating skill to them. No record of this new combination, but the skating as a whole troupe indicates it has been around.

Skating in a circle on a special mat, twirling of lighter girls in adagio and change, the troupe constitutes principal thrills of this strong opener. Taller, stronger misses do the skating as the more petite members hang on by their arms, feet and ankles. With seven equally capable assistants, there's not an unexciting moment in their whirling maneuvers.

Eight skating wizards are handsomely garbed with an eye to flash results and just enough exposure.

ESDAILE-CLORE CLOSE PICCADILLY FOR VAUDE

London, Sept. 24.

Although the Noel Coward-Gertrude Lawrence show, "Tonight at 7.30," was almost set to bow into the Piccadilly the end of October, Alfred Eddale and Charles Clore are virtually set to open a three daily vaudeville policy at the house. Two counter propositions have been turned down for the Picc, one of them presumably the Coward show.

A third court hearing sanctioned the Eddale-Clore project, although further legal engagements must be hoped for Sept. 29 premier impossible. Vaude policy is now due to start on Oct. 14 or 21.

Piccadilly indicates a legit, has been dark for the past six months. It was straight films before that.

NEW ACTS

TED ADAIR REVUE (5) Dancing Flash 14 Mins.; Two and Three G. O. H. N. Y.

Single-male-murder-opera-this act, with a dropped curtain singing his liking for different styles of terpsichore. Curtain opens to a prologue in which four girls costumed to fit their dances. Starting from left to right, first selection is a bit of halloroom followed by a brief rumba, a tap and some dancing. All are nicely topped and do well. Boy then does a solo tap, with contractions and twirls—last his specialty.

Stately blonde does some "interpretative terpsichore" on her toes. Brief costume in baby blue with flowing train adds to impressiveness of entire production. Adair keeps the act moving swiftly to bow in again with a new drop of a street scene and picks girl from interior of an ash can. Feigned unconsciousness in a part of a troupe acrobatic sequence interpolated here. New costumes here, also.

Menu then affords a single girl in a white dress, who returns with her femme contemporaries all decked in bespangled pink lounging palamas and dancing their original bits. Adair completes turn with a series of twirls, spins and assorted gyrations in an outlandish manner.

Expertly produced, neatly proportioned, intelligently timed and costumed to a degree, this revue cannot fail to please an acrobatic stand. Closed here.

LES LI Songs (One) G. O. H. N. Y.

Two white girls singing in blackface and removing the ink on finale. Singing in the same manner not so far, but teaching in the close arouses interest.

Fair are togged in Lenox avenue finery on entrance and proceed to gaze ineffectively. Larger one sits on a camp chair to warble "River Stay Way from My Door." Plenty of power evidenced, but lack of quality. She merges with her partner for chorus of the dirge before exit.

Other girl reappears in male full dress for an unintelligible rendition of act's own song, which would leave auditors guessing. Little in expert strutting doesn't help any. Finish has pair in gaudy evening gowns singing in negro voices and then they yank coloring and wig. No hand will heading for the wings for disclosure of blond hair and blonder faces. Surprise closing is act's chief asset.

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ROAD SHOW BOOMING

Hipp Transformation on at Full Speed; Opening Oct. 15 at \$8.80 Top

Transformation of the interior of Hippodrome, N. Y., 'Jumbo' is being stepped up, following the pouring last week of concrete for the ring, within which the show will be played. Opening date of Oct. 7 will be put back a week but Billy Rose is confident the premiere will delay no further than that.

First night tickets will be \$8.80 top and gross for the performance should reach \$30,000. Otherwise 100 evening seats will be from 40c to \$3.80, with the afternoon top \$1.65. Recount indicates the gross, on 14 performance basis, can reach \$118,000 weekly.

Rectangular platform of concrete extends from the original footlight line well back onto the orchestra floor. It is on the level of the stage and will consist of two sections. It will rise beyond and on the sides on the same angle as the balcony, which will become part of the first floor, circus or stadium-wise.

Top stage has been removed and the largest revolving double stage ever constructed is being installed. It has a diameter of 56 feet. This mechanism will be visible to the audience, for it is to be used only to move heavy scenic settings onto and off the end of the platform. About 15 feet above the revolving stage, on a line with the original proscenium arch, a gallery will accommodate the Paul Whiteman band, so that the scenic changes will be made directly underneath.

Steel framework to support the new seating scheme is being installed. While the Hippo's present interior appears far from complete, contracts call for a penalty of \$500 daily if the work is not finished by the end of this week. That goes for each sub-contractor.

Plans for Rose duplicating 'Jumbo' at the Drury Lane, London, are being talked. Move is dependent on how the show is received in New York. London proposal is tentatively dated three months after the Hipp premiere.

Idea of using a corps of six-footers as ushers has been dropped and girls will be engaged instead. It will take 40 usherettes to handle the house.

NIRDLINGER CLEARED IN PHILLY TAX CASE

Philadelphia, Sept.

Samuel F. E. Nixon-Nirdlinger, managing director of the Broad Street Theatre, Indianapolis, has been cleared by U. S. Commissioner Wacker of charges of failing to pay the government \$2,000 in amusement taxes.

Required sum was paid over and Comm. Wacker declared that he was sure the theatre man had no intention of defrauding the government.

John McNally, a Deputy Collector of Internal Revenue, testified he had agreed to allow Nirdlinger to pay on an installment basis but that legal proceedings were meanwhile started.

Whiting's Inheritance

Philadelphia, Sept. 24

Jack Whiting was awarded approximately \$10,550 from the estate of his great-grandfather, Levi Knowles, in Orphans' Court here last week.

Judge Lewis H. Van Dusen awarded the actor and his brother, Charles Leroy Whiting, secretary of the Y.M.C.A. in Albany, N. Y., each a half share in a fund of \$21,335. Their mother, Mrs. Laetitia Perot Whiting, of this city, received life income from the fund until her death last April.

Casting Problem

Toughest casting problem of the season has been raised by the authors of a new comedy about wrestling which calls for an amazonian femme lead. Piece is 'Swing the Girls,' written by Kenyon Nicholson and Bertram Robinson, who plan presenting the show themselves. Duo would like to secure a six-foot actress, but none like that are known who have histrionic ability.

Same playwrights teamed in authoring 'Sailor Beware.'

'ROBERTA' OUT TO ROAD AGAIN

Max Gordon intends to revive 'Roberta' for touring purposes, regardless of the picture (Radio), which was released last season. Musical drew excellent grosses on the road last fall and winter, especially in the smaller states, further bookings being discontinued when the film version started exhibiting.

Manager figures 'Roberta' is still a valuable stage property because of its draw in St. Louis, where it was presented this summer in the open. Show played to 100,000 during the week.

Those connected with the St. Louis presentation said it appeared that the picture version of 'Roberta' helped the boxoffice rather than hurt it. Gordon plans sending the show to the middle and southwest on one nighters.

'Rose Marie' Rehearsing Although Question of Royalty Is Unsettled

Revival of 'Rose Marie' is in rehearsal, but the contest over the right to its production will be back into court this week with the filing of a petition for restraint. Mrs. Cecelia Breuer, who supposedly bought the rights from the bankrupt estate of Arthur Hammerstein, who produced it, is co-defendant with the receiver who made the sale. Rights were transferred by them to the Shuberts, who are reading 'Marie,' which they propose touring as a repertory with 'Bitter Sweet.'

Through their attorneys, O'Brien, Driscoll and Rafferty, the four authors of 'Marie'—Otto Harbach, Oscar Hammerstein 2d, Rudolph Friml and Herbert Stothard—are seeking to enjoin the defendants from handling the operetta without assent. Under their contract with Arthur Hammerstein, who produced the show, all rights were to revert to the authors if royalties were unpaid. Producer lost all claim to the show in 1930, allegedly. Previously, 'Marie' netted him over \$2,000,000.

Not clear just what share Mrs. Breuer bought, but the authors say she is not eligible to any participation in possible 'Marie' profits until they are paid \$50,000, that is the amount due from the producer and placed in Hammerstein's petition at the time of bankruptcy. Should the Shuberts go ahead with the 'Marie' presentation, the authors will proceed under the copyright law. Last spring Mrs. Breuer sued to force the receiver to accept royalty terms offered by the Shuberts. That action was suddenly withdrawn, putting the burden of the legal action upon the authors.

30% INCREASE IN BOOKINGS

Country Seen as Hungry for Live Entertainment—Fan Buildup for In Person Talent

BUT MUST BE TOPS

Definite indications of betterment in legit, as marked by climbing attendance on Broadway, also includes the road. There will be more attractions on tour this season than for years. The United Booking Office, which routes most of the traveling shows, has not completed its bookings but estimates an increase of more than 30% over last season. There are a dozen shows out of town now, mostly in the east. Seven are try-outs being smoothed for Broadway debut. However, it is figured that by late fall or early winter 30 attractions will be on tour. At best last season there were 19 shows on the road.

Although the increase of traveling attractions appears to be definite, the road is far from what it used to be. Even the most optimistic of showmen do not anticipate that it will even approach the proportions prior to the decline, since this was all the way even before depression, because of opposed amusements.

Legit show business dropped off about 80% of what it was at the peak and regaining around half of the decline is about the limit of recovery expectations. Encouraged by the business growth by several musicals on the road last season, managers are preparing to start an operetta standby for touring purposes only. Some of Broadway's holdovers will take to the road later, with several planning number two companies. Feature of the bookings so far is the number of small stands arranged for. The sticks are show-hungry, but all shows definitely booked to date are of known merit, turkeys being out.

Even Southwest Is Now Getting Shows

Oklahoma City, Sept. 24. Off the back of first-class road shows, even in the days when there was a road, Oklahoma City and the southwest will see an array of Broadway and international names this season.

Two roadshows are set to play at the Shrine auditorium, most of them one-night stands, and they will draw from practically the entire state. Top name solo artists will space the big shows.

Southwest, now that it has no vaudeville, is hungry for really good stage entertainment. Stage names in films helped this part of the country stage conscious. Southwest goes heavy for magazines—a half dozen to a family isn't unusual—and the mags have been spreading drama and variety.

But the road attractions have to be tops. Folks here have been washed up, they're sucker-conscious, and they want their money's worth when they put the shekels on the line.

These shows, all booked at the Shrine, should draw heavy:

'Three Men on a Horse,' Oct. 21-22, with one matinee; 'The Constant Wife,' Ethel Barrymore, Nov. 11; 'Student Prince,' Dec. 6; 'Romeo and Juliet,' Katharine Cornell, date indefinite; 'Blossom 71,' Jan. 12; 'Thumbs Up,' Clark and McCullough, Eddie Dowling; 'Rose Marie,' Jan. 31; 'Dodsworth,' Walter Huston, Feb. 10; 'Life Begins at 8:40,' date indefinite; 'Camille,' Eva Le Gallienne, March 24; 'Old Maid,' Judith Anderson, Helen Menken, April 14; 'Othello,' Phillip Merivale, Gladys Cooper, May.

Albert Spaulding will play in Jan. Grace Moore, will play her first visit

DeWolf Hopper

On May 4, 1878, at New Haven, Conn., DeWolf Hopper, aged 20, made his professional debut as Talbot Champneys in 'Our Boys.' On Sept. 22, 1935, at Kansas City, Mo., DeWolf Hopper, aged 71, spoke as radio narrator for a broadcast of a symphony concert. At 6:30 o'clock the following morning he died.

Through a period of 57 years of constant activity as an actor, DeWolf Hopper expanded in artistic stature. At the end his name was known and his presence and voice were familiar to a greater audience than at any period of his career. More than any other actor of his time, he perhaps was the symbol of the transition of entertainment.

He was a star of the theatre, he appeared in film career was brilliant.

In March, and Lawrence Tibbett in April. La Argentina will dance Oct. 30.

Among the scores of lecturers will be Emil Ludwig, Richard Halliburton, Otis Skinner, Ludwig Lewisohn, David Seabury and Fannie Hurst.

Balto Opening Off Again; Now Oct. 10

Baltimore, Sept. 24.

'Thumbs Up,' which was to have marked the local legit get-off this week at Ford's, has been back in early. And 'Venus in Silk,' which was booked into the same theatre week of Oct. 7, has been cancelled completely and will go direct from its Pittsburgh break-in to New York.

That shunts the season's getaway to Oct. 10, when Katharine Cornell opens her road tour of 'Romeo and Juliet' at the mammoth Lyric at \$3.30 top, playing four performances in three days. Mail orders are piling up at a pulsating pace.

Only other touring attractions linked in are 'Three Men on a Horse' for week of Oct. 23, and Eva Le Gallienne for three days with 'Rommersholm,' an unannounced modern play and a revival of her production of 'Camille' Nov. 7-9. Both these bookings are at Ford's, the UBO stand here.

Town will have stock again, though. Raymond Moe bringing in a troupe starting Oct. 15, using the guest-star system at \$1 top.

Pitts. Expects Good Season; Starts Oct. 1

Pittsburgh, Sept. 24.

Although legit opening at the Nixon comes later this year than it has in some time, the season's prospects look particularly bright. House pulled out the shutters yesterday (23) for road-showing of 'Crusades' (Par), with regular legit getaway scheduled for next Tuesday (1) with 'Venus in Silk.' Show has been opened day before that but Producer Laurence Schwab wanted to allow for possible delay in setting the big production.

Other dates so far set are 'Thumbs Up,' Oct. 14, 'Midsummer Night's Dream' (WB), Oct. 28, 'Old Maid' Nov. 11, and 'Anything Goes' Nov. 25. Before that, however, 'Three Men on a Horse' and 'Tobacco Road' are expected in, with likelihood of a couple of ATE subscription plays filling the blank weeks prior to Thanksgiving.

At Port Pitt, hotel George Sharp, who ran 'Drunkard' there for 30 weeks last season, will revive an older ancient melior, 'Why Girls Leave Home' this season, opening Friday night (27).

Detroit Dates

Detroit, Sept. 24.

'Tobacco Road' will open Detroit's legitimate season at the Cass theatre on Oct. 13. It has for one week. Fourth company of the play will make its debut here.

Two other plays also have been definitely booked for the fall. They are 'The Old Maid' week of Nov. 24, and 'Anything Goes' following week. Probable that others will be lined up for the period between 'Tobacco Road' and 'The Old Maid.'

N. O. Season

New Orleans, Sept. 24.

Col. Tom Campbell, manager of the Tulane theatre, announces that the playhouse will reopen the last week in Oct. with 14 road shows. List will include 'Three Men on

GORDON BURNS \$60,000 WORTH OF SCENERY

Attempt to salvage the proscenium installed at the Center, N. Y., when the smaller Radio City theatre was converted to house 'The Great Waltz' last season was unsuccessful. It was installed at a reputed cost of \$100,000, and it was hoped that some method of retaining it could be worked out, with the idea that the Center might again be used for legit after reverting to pictures. It was necessary to use a blow torch to remove the steel construction, however.

In the same manner those settings which had steel framework were dismantled, being too heavy for touring. 'Waltz' will have a new production when it opens in Boston next week, most of the original settings have been carted to Long Island and burned. It cost around \$2,000 for haulage, 60 wagon loads being carried out. Cost of the destroyed production approximated \$60,000.

Ina Claire Ducks Pic Work for Guild Play

Hollywood, Sept. 24.

Ina Claire is ducking all picture deals and heads east this week for N. Y. Comedienne has committed to the Theatre Guild for six months of this year in legit and is slated to start rehearsals Oct. 1 on a new untitled play.

Miss Claire closed here after two weeks in 'Ode to Liberty' at the Belasco and has several film deals in the air.

Derwent East for 'Libel'

Hollywood, Sept. 24.

Winding up his picture work, Clarence Derwent left for New York Saturday (21) to go into Gilbert Miller's 'Libel.'

Due back on the coast after play washes up.

a Horse,' 'Dodsworth,' 'Losson Time,' 'Tobacco Road,' 'Thumbs Up,' 'Rose-Marie,' 'Bitter Sweet,' 'The Old Maid,' 'Children's Hour,' two Shakespearean plays, 'The Great Waltz,' 'Personal Appearance,' and 'Awake and Sing.'

Frisco Perking

San Francisco, Sept. 24.

This town, dark as to legit for a couple of weeks, begins to perk up a bit. Minaky brings in 'Life Begins at Minsky's' at the Regency at the Columbia. Wednesday (25), and 'To Hell with Women,' new show, comes into the Geary Monday (30).

May Robson opens a limited engagement at Curran Oct. 7 in 'Kind Lady.' 'Anything Goes' is scheduled in as soon as its Hollywood run is over.

Akron Gets Two

run, Sept. 24.

Dates for two road shows at the Colonial here have been confirmed. 'Life Begins at 8:40' opens the season on Oct. 25. Second attraction will be 'The Old Maid' on Nov. 20.

Legit Relief Project Bumps Into Trouble; Actors Want Minimum Pay And Managers Want Help on Road

While those placed in charge of the federal theatre project, new relief measure under the Works Progress Administration, are working on an acceptable plan of operation, another problem has arisen. It comes from actors who want to know if professionals in the proposed relief shows are to be permitted to work under the minimum of \$40 weekly (\$25 for juniors) first set by the legit code and then adopted by Equity.

Objection is voiced with a stipulation: It applies only if admission fees are to be charged, which would place the relief shows in opposition to touring attractions. There was mention of charging a small fee when the federal relief plan was announced and it was muddled over last season by the excess of the giving. Free legit and vaude shows in schools, parks, institutions and CCC camps.

Whether the admission idea is still alive is uncertain. Halle Flanagan, former Yassar dramatic instructor, who is in charge of the new federal stage relief, has been in conference with Frank Gilmore, Equity head, on the matter. She made it a point that no news of the conversation be given in the grounds that the report might be garbled and that the plans are merely formative.

Meets Managers
Monday (23) Miss Flanagan had a session with legit managers, who presented a plan whereby the professional theatre would secure some sustenance under the Government's drama project. Showmen's plan is actually the same as that adopted by Washington several months ago. Idea calls for the Government paying actors relief wages, with the managers adding the difference to make up the \$40 weekly minimum. Those observing the federal theatre project so far as it has progressed express the opinion that the result would be to establish a country-wide string of little theatres. Basic principle of the project is relief to all connected with the stage. That will take in amateurs, for there will be an instructional division, too.

Miss Flanagan was asked how shows could be toured under federal financing and admissions charged and whether that would not be in competition with regular road attractions. She replied that relief shows would not play territory near the managers' attractions and therefore would not be opposition.

'Hands' Angle
Some problem concerning touring actors getting less than the prevailing wage, which has cropped up in other relief projects, also takes in stagehands and musicians, if musicals are attempted. Miss Flanagan has talked it over with the stagehands' union, but no decision has been arrived at. Stand taken by the Authors' League for royalty payments for playwrights is still to be considered, also.

Equity may be eased into the rather cloudy situation. It has been working for federal relief from the start, but if admissions are charged Equity will be put in the position of ruling on the status of such shows. It cannot demand that relief actors pay dues nor become members. Equity's minimum salary regulations, however, may conflict with relief wages. Stipulation that any surplus over expenses of relief shows is to go back into the project fund may be the answer on that tangent.

Federal theatre project of the Emergency Relief Administration has temporary quarters at 79 Madison avenue, with John Asklung in charge, representing Miss Flanagan. That would indicate that the project is quite apart from the relief shows now being played under federal, state and city grants.

KEATING MIXES STAGER

Hollywood, Sept. 24. Fred Keating has turned down Sidney Harmon's offer as the lead in "Body Bred," which Harmon produces in New York in Nov. Harmon is now after Jack Durant for the part.

No. 4 'Horse'

Fourth company of 'Three Men On a Horse' will shortly start reading. It is due to open in Boston Oct. 28. Originally planned to bring the coast company east for the Hub date. Besides Broadway, 'Horse' is current in Chicago and Denver.

EIGHT OPENINGS BUT NO CRUX CONFLICTS

No Reflections

Party was thrown for Howard Dietz and Arthur Schwartz, composers of the 'At Home Abroad' score, after the revue's opening last week. Band played nothing but Rodgers-Hart tunes throughout the festivities.

NO MONDAY SHOW

Raymond Moore Stock in Balto on Show Weekly Basis

Baltimore, Sept. 24.

Practically assured that when Raymond Moore brings in his stock company for a proposed run at the indie legit Maryland starting Oct. 15, there will be but seven performances weekly. onday nights will be devoted to dress rehearsals. Reason is twofold: First, Moore wants the first-string press covering his productions and could not have it with Monday openings if a touring show should be on tap at the UBO house, Ford's; secondly, he figures it would make for smoother performances if the cast got added time for rehearsing.

Despite clipping off Monday evenings performances, no matinees will be added. Players on the stock roster, however, will be paid in full for week; all will be Equity members.

Philly's Yiddish Legits

Philadelphia, Sept. 23.

Walnut Street Theatre, famous old legit house here, opens as a home of Jewish attractions on Saturday night (24th). First show is 'The Big Surprise', billed as a 'musical drama' and staged by Bernard Elving. Book is by Sadie Simkoff, lyrics by Harry Kaufman and score by Nathan Zinnar.

Elving heads the cast which includes Florence Secunda, Lisa Silbert, Ethel Dorr, Irving Jacobson, May Schoenfeld, Sol Josephson, Clara Rosenthal, Jacob Susonoff and Rose Juliber.

Arch Street also reopening. Attraction is 'My American Yiddish Girl', musical comedy by and with Simon Wolf. Playing only Wednesday night and Saturday matinee and night.

Inside Stuff—Legit

'If This Be Treason', which opened at the Music Box, N. Y., Monday (23), is a conditional booking. Agreement is for a maximum of seven weeks, Sam H. Harris stipulating that he have possession of the house at the end of that period. Harris will spot 'The First Lady' there. Theatre Guild is presenting 'Treason' and will staff the boxoffice with girls, as usual, to handle the subscriptions. Regular Music Box treasurers will be on duty at the Imperial where Harris and Max Gordon will present 'Jubilee.'

Anita Phillips, who collaborated with Leonore Kagan in writing 'A Touch of Brimstone' at the Golden, N. Y., was formerly the wife of Ted Harris. Play, first called 'All Bow Down', is the first of last summer's rural tryouts to reach Broadway.

Reminiscent of DeWolf Hopper, who died Monday (23) in Kansas City, is the story about a dinner given in his honor a few years ago with Reynold Wolfe, noted Friars Club ribber, as toastmaster. Wolfe cracked: 'Everytime a woman I don't recognize greets me on the street, I say 'Hello Mrs. Hopper,' and I'm never wrong.'

r. Leo Michel, one of the jury at the premiere of 'Night of January 16', Ambassador, N. Y., received an envelope containing \$3, as did the balance of the 'panel.' He returned the money to A. H. Woods, however, with a note to the effect that as he had attended the performance as the guest of the manager, the gratuity seemed superfluous.

Charles Romano replaces H. Reeves-Smith to play character of the elder Johann Strauss in 'The Great Waltz' on tour. Reeves-Smith, 76, was frequently indisposed during the New York engagement, Romano playing the part for 18 weeks.

Herman Shumlin was seriously considering production of a play called 'Fied Piper,' by Elmer Oettinger, which deals with Huey Long, when the subject of the play was assassinated and play was scrapped.

Leon Spachner is general manager for Tony Landtit Productions, Inc., a managerial outfit entering the legit field. Firm has not yet announced plans.

Herbert Bayard Swope is among the backers of Billy Rose's forthcoming show, 'Jumbo,' in association with Jack Whitney.

Red Tape Stymies Start of Relief Program; Gov't Expects Huddling

Follow Up

Chicago, Sept. 24. Harry Rosenzweig of the Harris theatre is busy reading scripts in his spare time. Figures on a \$2 ticket on a daily double at Hawthorne last week that paid \$635.

KINSEYS IN CANTON

Old-Time Stock Troupe Starts Winter Season Oct. 5

Canton, Sept. 24. The Kinsey Players will reopen stock at the Grand Opera House here Oct. 5. Company, which played a long season at the same house last year, concluded its summer tour under canvas, and is due here next week to start rehearsals.

Frank Miller, manager, says policy will be change of bill twice weekly with vaudeville between acts. Kinsey Players is one of the oldest stock organizations in existence, troupe having been on the road about 40 years.

Hollis, Hub, Collapses

Boston, Sept. 24. Old Hollis theatre, being demolished, collapsed last week, killed two workmen and injured several. Hollis was scene of many dramatic successes by noted legit stars of the past 50 years.

Indianapolis, Sept. 24. After 56 years of a varied theatrical existence, the old Park theatre is to come down to make way for a modern structure.

Known originally as Metropolitan Hall, the Park has run the gamut of production, from living artists which caused an indignation meeting of righteous citizens on morality charges, through legit, a dime museum, musical comedies and double feature films at 10c a throw.

A two-story, modern storehouse building is to be constructed with a parking lot in the rear.

FRANK BLEMER BACK

St. Wayne, Sept. 24. Frank Blemer returns to show business as the Shrine manager, having been off for the past four years. Blemer formerly held post, but left it when road shows dropped off. Now he's starting a campaign for legit attractions, first of which is on 'Life Begins at 8:40,' which the Shrine will play here prior to its Chicago opening. Auditorium is a 3,000 seater.

ENGAGEMENTS

Woods Miller, 'At Home Abroad.' Robert Walstein, 'Most of the Game.'

Ruth Matteson, Gladys Griswold, Douglas Gregory, Don Terry, Leslie Bingham, 'Triumph.' Ralph Theodore, 'Kind Lady.' 'The Day,' 'Society.' Frank S. Marino, Oreste Migliacolo, 'Singing City.'

Charles Marion, Loretta Sayres, 'Body Beautiful.'

Lee Tracy, Julie Haydon, Jean Dixon, Louis Jean Heydt, 'Bright Sun.'

George Rosener, Robert Rose, Maude Lambert, Cynthia Ardren, 'The Day,' 'Society.'

Bennett, William Ardit, Florence Gerard, Jean Bedini, 'Tobacco Road' (33 road company).

Edna Cook, Fred and Charles D. Brown, 'Crime Marches On.'

Norma Chambers, Paula Bauer-smith, Ann Thwait, 'Let Freedom Ring.'

Una Val, 'Thumbs Up.'

John Darrow, 'Ascending Dragon.' Don McClelland, Louis Calhern, Leo G. Carroll, Jay Fasset, Ivy Troutman, Bruce Cardigan, Doris Dwyer, 'An Urich, 'Agatha Calling.'

Royal Babel, Howland Chambers, Arthur Donaldson, Jack Harling, Alfred Knappeler, Achilles Had a Heel.

Judith Wood, Hardie Albright, Sally Wren, 'Gottschalk.'

Clarence Derwent, Gavin Muir, Theresa Maxwell Conover, Virginia Sale, Vera Hurst, Walter Fenner, John T. Dwyer, Sydney Riggs, Seth Arnold, 'Play, Genius, Play.'

Washington, Sept. 24. Government red tape, accentuated by policy row between New Deal chieftains, have slowed down the \$10,000,000 actor-relief program to the point where no tangible steps toward providing jobs for 10,000 theatre people are likely, before this end of Oct.

Although president Roosevelt gave several two-weeks ago to rough plans for spending \$27,000,000 for projects benefiting actors, musicians, writers, sculptors, and artists, actual start on drama ventures is still a long way off, officials indicated here today. Series of obstacles has been encountered, so that whenever one hurdle is cleared another looms.

Appointment of a dozen regional directors is expected within the next 10 days, but there is no assurance that work will get under way in a comparable space of time. All but two or three of the sectional boards have been picked already.

Among the obstacles for delay have been the front-office row over wage scales, which seems to have come to a head in a ruling by Works Progress administrator Hopkins that schedules with \$24 top stand but number of hours per week may be cut. This may benefit stagehands and musicians, but how the concession will help actors is a puzzle.

Another culty has been the policy which prevents employment of more than one person in a family on government jobs. Exemption is being sought so that family aid may be given a break in the vaude and circus ventures, but so far no action has been taken on the waiver request.

More delay has been occasioned by the lack of adequate information about theatre people on relief. Government figures are extremely sketchy, with virtually the only available classification out of date. Some useful survey of occupations of persons on relief was made more than a year ago and its results are of questionable value today.

Correcting the survey, reclassification is being made in New York at present by a board including representatives of Equity, A.F.A., stage hands, government, and medical profession. Will be some time, though, before the job is concluded.

Squawks from the Dramatists Guild about government failure to start a program for playwrights and the program appear to have been partly overcome as the result of conferences between government execs and Louise Silcox and other key members of the scribbling fraternity. Under the new program, Federal theatre groups expect to pay royalties for scripts, ending the practice of requesting playwrights to waive their rights. Government also is considering the idea of conducting a play contest, wit, the intention of fostering domestic works and encouraging sectional schools. If the idea goes through, Federal cases will be awarded for best plays of various types, such as those dealing with Negro, rural, Indian, and urban life.

Geo. Jessel, Arch Selwyn Producing Coast Show

Hollywood, Sept. 24. Rehearsals started yesterday (Monday) on 'Lots of Love,' Sam Hellman-Louis Arms comedy, which will be produced on the Coast by George Jessel and Arch Selwyn. Charles Willa is directing.

Cast includes Skeets Gallagher, Lila Lee, Arthur Lake, Alexander Carr, Arthur Ayerworth, Jack Raymond, Sam Bennett and possibly a line-up of other players formerly tagged 'Green Sunshine.'

Play is scheduled to open at the Curran or Geary, San Francisco, in two weeks, depending on which house will get 'Anything Goes' current at the El Capitan here. If it clicks, it goes to New York following 'Frisco, L. A. being out.

Laurie-Bergman's Play

Joe Laurie, Jr., and Henry Bergman are planning a play about show business titled '33 & a Hundr.' Will be produced by Henry Inc.

LEGITIMATE THEATRE BOOK

Philly Suddenly Hot for Legit; 'Shrew' \$15,000, 'Circle' Holds Over

Philadelphia, Sept. 24.—Although admitted that it is much too early to form any definite conclusions, general belief is felt among theatre people hereabouts that legit is definitely on the upward trend in Philly.

Reason for the optimism is not that the Lunts have been doing a whole of his in "The Taming of the Shrew," but rather because two try-outs, sans b.o. names, have built steadily after negligible openings.

First was A. H. Woods' "Night of January 16," which had a couple of hundred dollars in the house on its opening at the Chestnut and was near-capacity by Saturday night. Woods' gross was close to \$7,000, and that looked like a big figure, alongside the figures which have been the custom here for tryouts during the past few years. On last week, "Squaring the Circle," Soviet comedy, also not strong on cast names, opened at the Broad, and had good news, with indications pointing to a substantial b.o. jump.

Only other tryout this season, "Portuguese Girl," was actually a bad show, and, although it remained two weeks at the Broad, it was just what it deserved, which was next to nothing.

Likely there will be a flock of new ones dumped in here now on the strength of what the earlier pair have done. First indication is announcement of the Garrick's opening next Monday (30) with Eddie Dowling's new straight comedy production, "Agatha Callings," which was a sudden booking.

That will make four houses open, with pretty definite reports that Sam Nardling (who has the Broad) will relight the Erlanger in a couple of weeks. With the Walnut devoted to Jewish attractions, that would leave only the Shubert (dark for a year since burlesque was given up there as a possible legit home. Leonard Bergman is booking the Garrick, with Tom Love as manager.

This week is quiet all along next Monday, when four shows bow in. Besides "Agatha," there will be "The Old Maid" (a Katharine Cornell subscription), the two Odetts played at the Broad, and "Blossom Time" at the Chestnut. All runs are scheduled for two weeks except "Agatha," which stays one, according to present plans. That means a light Monday on Oct. 7, when the Shubert will go on ptx on the 14th with "Midsummer Night's Dream" (WB). For the next week, the Shubert will go on Oct. 21 and Broad and Garrick unknown as yet. Sam Harris' "First Lady" in New York at the Chestnut is the next tryout set.

Estimates for Last Week
"Squaring the Circle" (Broad, 1st week). Hlt \$5,000 and management decided to hold it. Oct. 1 prospects good after raw notices and favorable word-of-mouth. Group theatre hit. Odetts played at the Broad. "Taming of the Shrew" (Chestnut, 1st week). First AT subscription show and big biz. Close to \$15,000, with same figured for "Blossom Time" in next Monday for two weeks.

Albany Stock

Albany, Sept. 24.—Albany's biggest theatrical white elephant and worst gamble, the Capitol theatre, reopened last night (23) with one of the dozen or more different policies the originally designated legit house has had in recent years. Now it's dramatic stock, a policy which cost the sponsors plenty about five years ago.

But Palmer's amateurish Players re-lit the Capitol with "Her Master's Voice." Top prices are \$9 for matinees and 75c. at night. Nancy Duncan and Frank Lyon are the leads. Opening night was a disaster. Emily Smiley, J. Harrison Taylor, Helen Bennett, Byrd Bruce, Erford Gave, Charles Harrison and Charles Gere.

Stock gives Albany its second stage show in three weeks after about eight months of only films. Palace began vaude two weeks ago.

Shows in Rehearsal

"The Strip Woman"—L. Lawrence Weber.
"Ascend"—L. Lawrence Weber.
"Reason"—Camillo Al-dao.
"Scandals"—Katharine Cornell (road).
"Scandals"—George White.
"Venus in Silk"—Schwab and Mandel.
"Rise"—Sweet.
"Shuberts" (road).
"Bright Star"—Arthur Hopkins.
"Jumbo"—Billy Rose.
"Triumph"—Elizabeth Mele.
"Blossom Time"—Shuberts (road).
"Most of the Game"—Dwight W. Wiman.
"Sweet life"—Herman Shumlin.
"Foggy and Best"—Theatre Guild.
"Agatha Callings"—Eddie Dowling.
"Achilles Had a Heel"—Walter Hampden.
"The Student Prince"—Shuberts (road).

18 G's for 'Goes,' 4th Week in L. A., 'Ode,' \$9,500, Out

Los Angeles, Sept. 24.—After getting away to a good start a couple of weeks ago, local legit began to ease up last week. Ina Claire departed from the Belasco after two weeks run in "Ode to Liberty," due to necessity of being in New York to go into a new Guild production.

"Anything Goes" continues to run merrily at the El Capitlan, where it is holding consistently strong. "The King Sleeps" at the Vine Street, where it has been coasting along for p.p.s. It folds next Saturday (29), with no immediate successor in sight.

Estimates for Last Week
"Anything Goes" (El Capitlan, 4th wk.). Henry Duffy musical continues to hold legit in original week brought a tidy \$13,000, which is mighty. Figured good for two or three more weeks at least.
"Ode to Liberty" (Belasco, 2nd, final wk.). Smart comedy with Ina Claire perked up late in week, but with possibility of a big profit, and folded after two profitable weeks. Take on second stanza a neat \$9,500, which was oke all around.

"The King Sleeps" (Vine Street, 3rd wk.). Geared at \$1m. topus has been doing fairly well, serving its purpose to try out the new comedy and afford actors few weeks work. Second week satisfactory at \$1,200.

Future Plays

"Play Genius, lay" (Prodigy), by Judith Kandel, to be produced by Lew Cantor with Warner Bros. Rehearsal start soon under direction of Jo Graham.

"Lawrence of Arabia," by Mary K. Brooks, skedded for Kounceil Productions. Hopes for Jan. prod. with possibility of Leslie Howard in stellar role.

"Strip Woman," by Henry Rosendahl, about a burley queen. L. Lawrence Weber produces. Cast now. Mayo Methot has lead.

"Singing City," by Deborah Belne, under direction of Arba Hlodgett. John D. Williams will direct story of East Side life. Due in November.

"Storm Child," by John Houston and Griff Morris, Jr., for the Stagecrafters.

"Eight Hours a Day," melodrama about a department store, by Samuel Greenfield, for Bernay & Weinshelns.

B.O.'S REALLY HITTING TOPS

Even Shows with Moderate Press Notices the Money—Fight Mob Helping This Week But Rise in Attendance Figured to Stick—'Murder' \$11,000, 'Night' \$9,000

'ABROAD' \$41,000

Broadway feels that the new season will see materially improved theatre attendance and there are a lot of indications supporting that optimism. There have been predictions of an upward swing for some time, but with the new shows finally arriving, figures show that the forecasts are not exaggerated.

Attractions which drew moderate notices are faring much better than usual. Box office strength, last week especially, is the most encouraging sign, that going for most of the holdover attractions. For most players are again visiting the theatre zone, holdovers getting the break, because up to this week comparatively few new productions opened.

Cafes near-Broadway have noted the return of patronage that was absent for two years. Proprietors are asking how many lists are expected, crediting theatres for the reclaimed business.

Night clubs are flourishing beyond expectations and hotels are jammed. Spending ways can hardly be credited to the crowd in New York for the Baer-Louis fight. That throng from all points of the country did not really become an influx until Sunday. Fight-fans came heavily heeled and played the night spots Monday, rather than theatres.

With the arrival of eight new attractions this week, Broadway will catch up with last season in the number of new shows. By third week in September last fall several shows had already flopped out.

First big money show of the season came into the Winter Garden. "At Home Abroad" drawing over capacity on and after last Thursday (18) state the pace set. The revenue is going it should top \$41,000 weekly. That duplicates the flying start of "Life Begins at 8:40" last season in the same spot.

Two new straight shows are rated as moderate successes already—"A Street Scene" (4th week), which was quoted around \$11,000 its first full week at the 48th Street, and "Night of January 16," which approximated \$9,000. The Ambassador card is quoted around \$11,000 its first full week at the 48th Street, and "Night of January 16," which approximated \$9,000. The Ambassador card is quoted around \$11,000 its first full week at the 48th Street, and "Night of January 16," which approximated \$9,000.

"The Old Maid" ends its run at the Empire Saturday (23) at which time the resumed engagement of "Awake and Sing," plus "Waiting for Lefty" tours from the Belasco.

Next week's card is short but should bring in something good, list including "The Taming of the Shrew" (Laurie R. King), "Most of the Game" (English Import) Cort and "Squaring the Circle" Lyceum. Latter's present tenant, Moon Over Mulberry Street, is slated to move.

Estimate for Last Week

"Anything Goes, Alvin" (45th week) (M-1,325-\$4,400). Holdover musical riding along p.p.s.; good show of improved trade; stays another month or so in another house; estimated around \$25,000.

"At Home Abroad" (2nd week) (R-1,493-\$4,400). Opened midweek and clicked, with standes average all performances; p.p.s. indicated weekly pace over \$41,000.

"A Touch of Brimstone" (Golden (1st week) (CD-1,152-\$3,300). Opened Sunday (22), drawing mixed notices; presented by John Golden; writer, Benj. S. J. Kahane and Anita Phillips.

"Blind Alley" (Booth (1st week)

Men's Steadies on Last Wk's Notice; Chi 'Tobacco' Strong Pace at 13G

Current Road Shows

Week Sept. 23
"Anything Goes," El Hollywood.
"Jubilee," Shubert, Boston.
"King Sleeps," Vine Street, wood.
Shakespeare repertory (Cooper), Shubert, New Haven.
"Squaring the Circle," Broad, Philadelphia.
"Taming of the Shrew," Chestnut, Philadelphia.
"Three Men on a Horse," way, Denver.
"Three Men on a Horse," Harris, Chicago.
"Thumbs Up," Alexandra, Toronto.
"Tobacco Road," Selwyn, Chicago.

(CD-104-\$3.30). Presented by James O'Hara, first called "Crack-Up"; opened last night (24).
"Children" (45th week) (D-929-\$3.30). Clinch to pass the year mark; moved up again last week; strong week; takes estimated around \$10,500.
"Dear Mr. President," Mansfield (21) (D-1,097-\$3.30). Presented by Irving Cooper; written by Doty Hobart; postponed from last week; opens Saturday (28).
"Squaring the Circle" (45th week) (D-900-\$2.75). Drew weak press and doubtful of lasting; touring pace indicated less than \$3,000.

"If This Be Treason," Music Box (1st week) (D-1,000-\$3.30). Presented by Theatre Guild; written by Dr. John Haynes Holmes and Reginald Lawrence; opened Monday (21).
"Life's Too Short," Broadway (2d week) (D-1,116-\$3.30). Opened late last week; strong opinion, with most notices not favorable.

"Moon Over Mulberry Street," Lyceum (4th week) (D-957-\$3.30). Loser, but getting by, but around \$3,000; moves to another house after this week, probably 49th Street; with "The Circle" follows.

"Night of January 16," Ambassador (2d week) (D-1,156-\$2.75). Drew lively good press, with touring pace indicating at least moderate success; first week approached \$8,000.

"Mark of Glory," Plymouth (1st week) (D-1,036-\$3.30). Presented by Arthur Hopkins; written by Sidney Howard; based on book of same name; opens Thursday (26).
"Old Maid," Empire (38th week) (D-1,000-\$3.30). Final week; Pulitzer prize winner closing to excellent money; \$15,300 last week (extra matinee added); "Right Star," Empire.

"Personal Appearance," Henry Miller (50th week) (C-944-\$3.30). Improved; D-1,214-\$3.30. Presented by the Opera House, Oct. 3. Ascending Dragon, a new mystery starring Cardini, opens at the Plymouth, Sept. 30. Many young and stock company open "Post Road" at the Copely.

New Theatre plays had trouble with "Stevord" at the Repertory last week. Most of the principals were ERA players working in the touring circuit. With some Friday night (20) they were called off to work in a show in Saugus. Figured by some as an attempt to close the show. Fred Sargent, director, rushed to New York, dug up some more cast, rehearsed them on backstage in the theatre. She was able to leave with the company next morning.

Estimates for Last Week
"Othello" and "Macbeth," Plymouth, second week. Not so heavy on the road despite Merivale's Cooper names around \$5,000.

Thumbs' Oke in Utica
Utica, N. Y., Sept. 23.—The Majestic played to a capacity house, with Eddie Dowling's "Thumbs Up" Wednesday night (18). It was the first road show here this season and one of only a few of the old legit house has had in several years. With a \$3 top and considerable money in the theatre. She was able to leave with the company next morning.

"Awake and Sing," Belasco; resumed engagement terminates Saturday (23); goes to Philadelphia with "Waiting for Lefty," one-acter. "The Bridge" opens Wednesday (25).

Other Attractions
"Othello," Barrymore; Gladys Cooper, and Philip Merivale rejoin "Macbeth" to follow; opens Friday (27).
"Awake and Sing," Belasco; resumed engagement terminates Saturday (23); goes to Philadelphia with "Waiting for Lefty," one-acter. "The Bridge" opens Wednesday (25).

"Three Men on a Horse," Playhouse (2d week) (D-956-\$3.30). Still the comedy leader; got \$4,100 last week; Monday was capacity; Tuesday, Wednesday, and Thursday, all around \$11,000.

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Chicago legit is now readying for additions and subtractions in its line-up. "Three Men on a Horse," which has broken every drama run record of the past decade in the loop, is now advertising "last weeks" after a six-month wall. Will stick around until close to Nov. 1 before decamping for a tour of the mid-west.

"Horse" is doing well at this time, could stick longer on its gross, but managers have their eye on the new shows, "Romeo and Juliet," "Thumbs Up" and "Anything Goes," which are a cinch to drain most of the town's biz.

Doty Hobart's "Crack-Up" Oct. 21 at the Erlanger, with "Romeo and Juliet" slated for the Grand on Nov. 21.

"Tobacco Road" is galloping along in its fourth week and looks set for a run. "Road" and "Horse" are really riding each other, more or playing right next door to each other.

Only retarding business factor last week was a return of summer weather.

Estimates for Last Week
"Three Men on a Horse," Harris (1,000: \$2.75) (25th week). Around \$8,500 last week, a powerful take for the week. Strong week; takes estimated around \$10,500.

"Dear Mr. President," Mansfield (21) (D-1,097-\$3.30). Presented by Irving Cooper; written by Doty Hobart; postponed from last week; opens Saturday (28).

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Platform Personalities

Mme. Mila Kocova in Nev.
Included in the Town Hall's November attractions on its endowment series is Mila Kocova, coloratura soprano, who hails from the National, Prague. She sings Nov. 25. Her main roles with that company were "Tales of Hoffman" appearing at various times as Olympia and then as Antonia. She recently appeared in "Mann" and Foerster's opera based on "The Merchant of Venice."
It's one of the few November dates announced by the Town Hall in advance.

Polishing Up

Marilyn Miller is polishing up daily at the Albertina Raach studios, prior to leaving for the Coast for film work. She plays herself in "The Great Ziegfeld," which MGM is producing.

Paul Haakon's Ballet

Paul Haakon's number "Death in the Afternoon" in "At Home Abroad" now at the Winter Garden revives memories of the late Valentino in "Blood and Sand." It's practically the same idea worked out in dance form, with the matador behind the scenes preparing for the arena exit and sensual death as he proceeds to the gate.

Nina Whitney appears briefly.

Concertiana

Pancho Canaleño now to Chalf staff, handling flamenco instructions... Lita's dances minus music no-go with Parisian public... Giselle now has a front monicker, Sylvia... Lincoln Kirstein's book on the dance out soon... Horowitz to be on the other side all year...

Jessie Baekerveld-Douthirt, former coo to Nordica and the Met, heads southward next month for the winter, visiting Panama and Latin spots... Rose Tyrell captaining "Jubilee" troupe of Raach dancers, having just returned from the Coast, where she appeared in "After the Dance" (Col)... Florence Vaughn, of Music Hall ballet fresh from a northwesterly vacash... Ellen O'Connor now in Paris appearing in a special benefit program which a comedy news-sheet sponsored at Deauville recently... Nancy Knott and Vasily Golechov join Monte Carlo troupe here in N. Y... Maude Allen now on London for a visit where she conducts a school of dance for poor children in the West End... Vilzak expected over shortly... Flagstad's b.o. rating zoomed greatly from the regularity of her appearances, since last season's Music Guild still auditioning radio warblers for its opera-films which will be made out on the Coast after all... Argentina starts her U. S. tour on Oct. 19 in Lynchburg, Va... Evans & Salter playing Dailies Frantz with a heavy schedule... Mario Braggiotti expected to bob up soon with his own modern symphony... Josephine, a hard, new to Met, over WINS nightly... CBS Concert offices moved from 16th floor down to the 15th on West 67th street... "Ethiopia" title of Newman's travelogue on Nov. 10 in the evening at Carnegie Hall... NBC Artists service to plaster plenty of space on Edith Lorand after her orchestra, Rita Ginter, Trudi Schoop and Mervyn Cahn's drama choir... Admiral Byrd lecturing on Great Adventure series, Saturday morning, Oct. 12, at C. Hall... Hefetz breaks up his U. S. tour in Nov. to go to Europe... Carnegie Jan. 1 to resume on the 8th in Baltimore... Practically all of the class mags, breaking with coloration shots now of the ballet... Frankie Wiley to captain the "Great Waltz" group while on tour, plus understudy choreos to Vivian Faye... Harriet Hector, resting up to return to the Coast for more film work... Monte Carlo date in Carnegie will be a benefit for Women's Trade Union League... Irtubi broadcast on the Squibb Nov. 12... Broadway dates for Richard Crookes include Ebbets Field, Oct. 7; Calgary, 9, and Winnipeg, 14... Nathan Milstein has three March dates, 26, 27 and 29... N. Y. Philharmonic with Toscanini, directing... Romanoff with Nini-Thelma, dancers... First U. S. tour of Jooss troupe will feature "The Green Table"... Carola Goya under Haakon's Jones management... Ford planning a special Christmas program on Dec. 22 with

a quartet of four Met. singers... Charles J. Foley, Kreisel's manager, reports that the violinist has sent his private library, regarded one of the finest on the continent, to London for cataloging... Hurok office still holding for an Oct. date for the Moscow Cathedral choir... Marion Anderson has been away for four years now...

American Ballet Will

Send 28 Dancers Out, Seeking Stravinsky

American Ballet now under the wing of the Metropolitan Opera will troupe 28 dancers, averaging 19 years of age, into the key cities. When playing the et itself there will be 86 dancers.
"Uncle Tom's Cabin" will be made into a ballet. Balachne and William Dollar doing the choreography. Novikov handling the music and Ben Shahn the sets.
Efforts are afoot through Metropolitan sources to recall Stravinsky to the service of ballet. Modernistic composer, an ally of Diaghileff, hasn't composed music for a ballet in many years. He's reported to be in the possibilities of youthful Yankees.

STOKOWSKI MUM ON CAREER AS ACTOR

Philadelphia, Sept. 24.
Leopold Stokowski, conductor of the Philadelphia Orchestra, last weekend discussed reports that he contemplates appearing in an M-G-M film based on the life of Richard Wagner. Just back from an eight-month vacation, the conductor admitted he had visited studios in Hollywood and had witnessed a number of experiments in film opera. He expressed the opinion that television opera is a likely development in the near future.

Outlining plans for the fall and winter season of the orchestra, Dr. Stokowski said his programs will include new compositions by the following composers: Aaron Copland, Charles Witell, Avshalomov, Marc Blitzstein, Henry Eichheim, Alois Reiser, Brooks, Martin Gould, Paul Macdonald, Estrada, and Poulenc. He also mentioned plans for the Philadelphia Orchestra's tour of some 30 American and Canadian cities next spring.

William van den Berg, first cellist with the Philadelphia Orchestra, has resigned to become assistant conductor and first cellist of the San Francisco Symphony Orchestra.

JUNIOR LEAGUE TIE-UP

Louisville Series Promoted by J. H. Thuman of Cincinnati

Louisville, Sept. 24.
J. H. Thuman, concert manager of Cincinnati, has announced his 1953-54 artist series, to be presented in association with the Junior League of Louisville.
Attractions to be presented are Kreisel, Metropolitan Quartette, Hungarian Orchestra, Mary Moore, and Monte Carlo Ballet Russe.
Wednesday Morning Community Concert Association has also announced a series, artists to be presented here are Lawrence Tibbett, Gordon String Quartet, Joseph Sigeti, Hungarian violinist, Bartlett and Robertson, English duo pianists, and Helen Jepson, soprano.

Hollywood Masseuse as

Lecturer at \$250 a Day

Mme. Sylvia, Hollywood masseuse, begins a cross-country tour shortly under NBC management. In the interests of the "body beautiful," she's to get \$250 a day of \$1,000 a month for lecturing and demonstrating beauty culture developments. Tour will be tied in with personal appearances at department stores, followed by local broadcasts. The manager expects to stay a day or a month in a town, all depending on the particular deal which is negotiated. Ballyhoo is being assembled for the faunt, stressing her achievements in the film world and authoritative advice to wasteline menaces.

Town Hall Concerts

OCTOBER

1. Julio Martinez Cyanguren.
8. John Herick.
9. Maria Silvera.
11. William McGregor.
13. Lola Mont-Gorey (afternoon).
13. Zbigniew Grawdowski (evening).
14. J. Swiawski.
16. George Miquelle.
18. Rosalyn Turek.
19. LeRoy Anspach.
20. Hans Barth (afternoon).
20. Mrs. Frederick L. Ames (evening).
21. Marjorie Garrigue.
22. Arthur Loesser.
23. Clifford Harzer.
26. Moscow Cathedral Choir.
26. Igor Stravinsky (afternoon).
26. ICOR Association (evening).
27. John Charles Thomas (afternoon).
27. Perole String Quartet (evening).
28. Marshall Moss (afternoon).
28. Singing Boys of America (evening).
29. Walter Scott.
30. Kreisel String Quartet.

Carnegie Bookings

OCTOBER

3. Philharmonic.
4. Philharmonic.
5. Philharmonic.
6. Philharmonic.
9. Jascha Heifetz.
10. Philharmonic.
11. Philharmonic.
12. Admiral Richard E. Byrd (morning).
12. Fritz Kreisel (afternoon).
12. Philharmonic (evening).
13. Philharmonic.
14. Chicago A Capella Choir.
15. Philadelphia Orchestra.
16. Pietro Yon.
17. Philharmonic.
18. Philharmonic.
19. Robert Edison Fulton, Jr., lecture (morning).
19. Philharmonic (evening).
20. Philharmonic.
24. Philharmonic.
25. Philharmonic.
26. Rosoy Sibley, lecture (morning).
26. Josef Lhevinne (afternoon).
26. Philharmonic (evening).
27. Philharmonic.
29. Human Adventure film (afternoon).
30. Human Adventure film (evening).
31. Philharmonic.

CBS Bookings

CBS Concerts Corp. has the following N. Y. recitals listed for October, through early December:
Oct. 1, Hefetz, Oct. 8, Carnegie Hall; Maria Silvera, Oct. 9, Town Hall; Rosalyn Turek, Oct. 19, Town Hall; Percy Anspach, Oct. 19, Town Hall; Marjorie Garrigue, Oct. 21, Town Hall; Clifford Harzer, Oct. 23, Town Hall; Grisha Goluboff, Nov. 1, Town Hall; Paulina Ruvinska, Nov. 3, Town Hall; Webster Sitten, Nov. 17, Town Hall; Florence Page Kimball, Nov. 24, Town Hall; Eugene List, Nov. 27, Town Hall; Eugene Hutcheson and Felix Samard, Nov. 30, Town Hall; Edwin Graess, Dec. 3, Steinway Hall; Joseph Sigeti, Dec. 7, Carnegie Hall; Gulmar Novaks, Dec. 7, Town Hall.

NBC Bookings

Complete list of recitals set by NBC Artists Service follows: Oct. 8, John Herick, Town Hall; Oct. 11, Willard MacGregor, Town Hall; Oct. 12, Kreisel, Carnegie Hall; Oct. 26, Josef Lhevinne, Carnegie Hall; Nov. 2, Rachmaninoff, Carnegie Hall; Nov. 4, Joe Schank, Town Hall; Nov. 6, Sonoma Kramer, Town Hall; Nov. 10, Louis Shenk, Town Hall; Nov. 12, Rita Ginter, Town Hall; Nov. 23, LeRoy Anspach, Town Hall; Nov. 27, Lorand and Hungarian Orchestra, Carnegie Hall; Nov. 26, Musical Art Quartet, Town Hall; Dec. 3, Elide Norena, Town Hall; Dec. 4, Frank Chapman, Town Hall; Dec. 7, Kreisel, Carnegie Hall; Dec. 8, Maria Canale, Town Hall; Dec. 9, Francis MacMillen, Town Hall; Dec. 20, Marian Anderson, Town Hall; Jan. 3, Viola Titchell, Town Hall; Jan. 8, Kolisch quartet, Town Hall; Jan. 12, Gerhardt, Town Hall; Jan. 14, Musical Art Quartet, Town Hall; Jan. 15, Artur Schnabel, Carnegie Hall; Jan. 19, Emanuel Feuermann, Town Hall; Jan. 22, Artur Schnabel, Carnegie Hall; Jan. 24, Ezio Pinza,

Concert Bookings 50% Better: Small Town Talent Budgets Bigger; Radio Platform Ally

By ROBERT BARAL

Ballet Nights at Met

Ballet nights either for day or Tuesday night may be incorporated into the Metropolitan Opera's new policy. If so will tend to replace the old-time Sunday night recital. Entire evening to be devoted to dance, with American Ballet to get big build-up.

Town Hall; Jan. 27, George Harten, Town Hall; Jan. 28, Artur Schnabel, Carnegie Hall; Feb. 2 (afternoon), Doris Doe, Town Hall (evening), Elena, Gerhardt, Town Hall; Feb. 4, Kolisch quartet, Town Hall; Feb. 5, Artur Schnabel, Carnegie Hall; Feb. 8, Maier and Pattison, Town Hall; Feb. 12, Artur Schnabel, Carnegie Hall; Feb. 19, Artur Schnabel, Carnegie Hall; Feb. 25, Musical Art Quartet, Town Hall; Feb. 26, Artur Schnabel, Carnegie Hall; March 4, Foldi Milder, Town Hall; March 8, Arthur Pear, Town Hall; March 10, Kolisch quartet, Town Hall; March 16, joint recital of Beatrice Harrison and Henri Dorey; March 31, Musical Art Quartet, Town Hall; April 5, joint recital, Artur Schnabel and Bronislaw Huberman.

American Ballet

Following a date on Saturday (28) at Westchester County Center in White Plains, American Ballet Company, under Musical Art Management, begins its first tour, making 56 appearances. Alexander Mervitch, handling. Troupe returns in Jan. in time for its part in the Met. Opera performances. Schedule follows:

OCTOBER

16. Central High School, ridgeport.
17. Shubert, New Haven.
18. Lyric, Allentown.
19. Metzer, Princeton.
20. Majestic, Harrisburg.
22. Temple, Scranton.
23. Strand, Ithaca.
24. Binghamton, Binghamton.
25. Lincoln Auditorium, Syracuse.
26. S. Eranger, Buffalo.
- 28-30. Music Hall, Cleveland.
31. Colonial, Akron.

NOVEMBER

- 1-2. Masonic Temple, Detroit.
4. Gladner, Lansing.
5. Mizpah Shrine, Fort Wayne.
- 8-9-10. Auditorium, Chicago.
- 12-13. Municipal Auditorium, St. Louis.
14. Crystal, St. Joseph.
15. Liberty, Lincoln.
16. Technical High School, Omaha.
18. Convention Hall, Tulsa.
19. St. Matthew's Woman's Auditorium, Dallas.
21. Auditorium, Waco.
22. Hogg Memorial, Austin.
23. Auditorium, San Antonio.
26. Liberty Hall, El Paso.
26. Auditorium, Phoenix.
- 24-30. Philharmonic, Los Angeles.

DECEMBER

- 1-5. Philharmonic, Los Angeles.
6. Auditorium, Pasadena.
7. Auditorium, Santa Barbara.
- 8-10-11. War Memorial, San Francisco.
- 13-14. Civic, Portland.
- 15-17. Moore, Seattle.
18. Auditorium, Vancouver.
19. Auditorium, Spokane.
- 20-27. Metropolitan Opera House, St. Paul.
- 28 - 29. Milwaukee Auditorium, Milwaukee.

GENERAL MOTORS IN NEW RADIO SERIES

General Motors, the biggest tie-up in last season's concert and radio worlds, will resume Oct. 6. Greatly extended network of stations is expected to triple last year's total of 25 outlets.
As before, top concert personalities will be guest stars with ditto policy as to orchestra conductors. Instead of eight o'clock the new series hit out of New York (NBC red) at 10 p.m. Sundays.
Erno Rebec will be the first guest conductor.

Concert season bookings for 1953-54 are up 50% over last year at this time, with eight topnotch artists having been completely sold for their tours since June. Just CBS concert bureau which handles 124 artists-and-NBC which has 84 under its wing, report the best booking year since 1929.
Kreisel, Kirstein, Metastad, Rachmaninoff, Nathan Milstein, Nelson Eddy, Jose Iturbi, Richard Crooks and Lawrence Tibbett are filled up for this year already.

For the past two seasons there's been an improvement of 130% over the low-ebb season of 1932-33. In many towns this form of class entertainment is the only touring attraction, the highest and highest trade. Agents who make the hinterland regularly report the concert field activity well organized, either under individual management, cultural clubs, educational groups or civic bodies.

Kreisel Tops

Kreisel is still rated the top in concert field today, and gives his first N. Y. program this year on Oct. 12 in Carnegie. He has a Newark date on the 11th. His tour includes 40 bookings which will take him through Dec. At the conclusion he hopes to head off to his initial tour of that country, England follows, then Egypt, which will also be first extended stay there. His fee is \$5,000 a night, though this does vary according to the size of the town. Kreisel is still a hold-out to radio, declaring that when he does etherize it will be for a regular series to supplant his personal tour.

Kirstein Flagstad is presently the most sought soprano touring this (Continued on page 74)

NJINSKA DELAYED BY SWISS ACCIDENT

Tragedy continues to stalk the Nijinska family, the latest being the sudden death of Bronislaw Nijinska's 16-year old son, Leo which occurred in an auto mishap ten days ago in France, and which will no doubt hold up the director's presence in N. Y., with the Monte Carlo Ballet Russe. Family comprised of mother and stepfather, 21-year old daughter and son, were returned from the auto land where they'd been visiting their brother and uncle, the famed Nijinsky, in his sanatorium, when the car left the road and killed the young man outright.

The news is also a critical condition in a Paris hospital, and Mme. Nijinska is suffering from a nervous shock. Her main part in the Monte Carlo's season at the Met. Opera which opens Oct. 9 was in presentation of "A Thousand Miles" ballet, which has been rehearsed as one of the major new items of the coming repertoire. It will have to be delayed to await her tardy arrival, if she comes at all.

Station WOR, New York, Forms Concert Bureau

Newly organized concert bureau for WOR, New York, swings into operation in two weeks time, concentrating on auditorium, civic and lecture dates for its class talent. Four of U. S. colleges are also being mapped out to cover a three months' period. Entire department is a new one to the Bamberger outlet, to be managed by Nat Abramson, former artist and "The String Quartet" and American Art Trio. Others in the concert field also being negotiated for on their out-of-town appearances.
The new department manager is to be selected shortly to operate the department directly. Coming in next month will also be Jerry Kushina, formerly with the Jean V. Gromont, and Shirley Fay of Boston, to assist on dates.

Broadway Reviews

LIFE'S TOO SHORT

(Continued from page 72)

hit on the head by a cop. In that act, too, Mrs. Collins' acid humor, when talking to her philandering mate, brings laughter.

John B. Little again proves himself a corking actor. He gives Fowler about everything that type of fellow could have. It is the play's longest part and the real lead. Doris Dalton comes to the front as his wife, a part rather difficult, considering its later "stages." Leslie Adams creates a Collins who isn't liked at first, but who proves to be a regular, despite his straying. Priestly Morrison makes Babcock stand out. Evelyn Varden as the wise Miss Fogarty, Lea Penman as Mrs. Collins and Janet Fox as Miss Rosenberg are the others whose performances add the play's chances. Part of Mrs. Remson, a member of "Mrs. Belmont's committee" could be deleted. Plenty of story, maybe too much, and mostly it has to do with tough times, which isn't so easy to take. Doubtful picture value. *Idee.*

A Touch of Brimstone

C. J. Adey in three acts presented at the Golden, N. Y., Sept. 22, '35, by John Golden, written by Adey and Eugene and Anita Phillips; staged by Frank Craven; Roland Young starred, Mary Phillips featured. \$250 top.

Janet Faber..... Mary Phillips
Mark Faber..... Roland Young
Ben Porter..... Ryder Keane
Isabel Cobb..... Cady Vesperon
Wally Cobb..... Richard Sterling
Nancy McGuire..... Hancey Castle
Larry Evans..... Red Brown, Jr.
Leo Kruger..... Bob Burton
Robert..... Melville Laine
Buddy..... James Dowd
Flor..... William Postone
Godfrey Smythe..... Wheeler Dryden
Tommy Kimball..... William Port
Belmont..... Sam Henshaw
Featherwell..... Reginald Carrington

First nighters accorded this first regularly presented Sunday night legit performance a cordial send-off, being more than generous. A touch of Brimstone impresses as only mildly diverting. Doubtful if it can compete successfully against the fall entrants.

Play is supposed to have a well-known showman as its central character, a manager who in the past was rarely carried away with his

own importance. But the authors temporized and the Mark Faber of the play is not recognizable, nor does Roland Young, who enacts the part, supply a clue to the identity of the man.

Faber, the egotist, has made a fortune in producing shows. Everyone in his retinue, from author to stage manager, is subservient to him, and that goes double for Janet, his wife. He orders people around as though all are underlings anxious to bow to the master. At the opening there are signs of Janet's rebellion, during the potter getting him off on a ship to London. He doesn't wish her to go along, having in mind the possibility of an affair with Nancy McGuire, the lead in "Hurricane," which he is to present in the British metropolis.

Despite the concentration upon himself, Faber wires Janet that he is quite in love with her, asking that she take the next boat. On that voyage she is humiliated by others interested in the production, but cutting her socially. In a London hotel on the eve of the premiere Faber hears of the shameful treatment and raises plenty of rumpus, over Janet's chafing.

Janet's touch of brimstone, however, comes when Nancy gratuitously tells of an indiscretion with the showman on the ship. Girl is engaged to her brother, a reporter on a newspaper over there. She avoids him because of the incident. Janet decides to leave Faber and is all the more determined when he confesses the affair to the brother. He locks the door and tries his every wile to change that decision.

Ordering the first night off is one device, but that causes no end of excitement and protest. Finally he permits the performance to proceed, a token he thinks may win Janet back. She does walk out to meet a New York scribbler. End finds the egotist persisting and ordering passage on the same liner which is to carry her back.

There is too much controversy excited by an enervating person in the play. He isn't amusing enough, even though Young gives Faber a whimsical touch. Mary Phillips, as the wife who takes it, hasn't the lines that should have been supplied. There are some giggles, but not enough to indicate good boxoffice. Some of the other characters are boring, having plenty of occasion about trivialities. *Idee.*

FEW ARE CHOSEN

Drama in three acts presented at the 36th St., N. Y., Sept. 17, '35, by Nora Lawlor; written by Adey; staged by Gregory Deane; Ara Gerald featured. \$270 top.

Nocher Mercy..... Alma Kruger
Sister Plus..... Lida Kane
Sister Constance..... Sylvia Litch
Sister Ernestine..... Almye Aale
Abe Madonne..... Norma Downey
Sister Geraldine..... Charlotte Gieser
Sister Pauline..... Nellie Kirland
Sister Emily..... Mary Hon
Sister Ignatius..... Gertrude Mallard
Sister Loretta..... Mary Gordon
Mrs. Manville..... Madeline Grey
Ralph Hughes..... Coburn Goodwin
Mortlane..... Janet Fernald
Sacerstan..... Susanne Cort

A drama of limited appeal, so much so that perhaps none save the authors would have presented it. Seemed more appropriate for little theatres than Broadway.

Nora Lawlor may have brought forth her play of convent life among the novitiates because last season "The First Legion" with its Order of the Jesuits' background, made an impression. "Legion" had an all male cast. "Few" is a female affair with one exception, and the presence of a single male could have been dispensed with.

Play opens with six girls taking the first vows, a quietly, effective scene in which the novices accept

the cardinal principles of the order—poverty, chastity and obedience. Story may be based on actual occurrences but is interesting only to those acquainted with novices or concerned with the formative years of nuns.

"Few Are Chosen" indicates the percentage of novices who "enjoy" convents with the intention of taking the cloth for life and those who actually become nuns. In the play only two out of the six are slated to take the ultimate vows.

One goes insane with religious fervor. Another contracts tuberculosis and is sent to a charitable institution, where she dies. Third, also, that passion consumes her so that she could not be constant to one man, wanders into the hills after weepers and is found frozen to death. Fourth leaves the convent for probable marriage, telling the Mother Superior that duties in the kindergarten had aroused her maternal spirit and she can no longer be cloistered.

It doesn't seem like play material. There are several light bits, such as a midnight party where the girls, but that scene ends in morbid drama. Play is sincere, but it doesn't belong among the theatrical fare of our day's epics. Not for picture either. *Idee.*

Blue-Nose Cal. Town Lets Down Hair and Goes for Strippers

olywood, Sept. 24.

Traditionally long-haired, Long Beach, Calif., the western capital of Iowa, went hog wild for "Life Begins at Minskya." Show played \$500-a-seat. Municipal auditorium last Friday and Saturday nights for \$100 gross. And Navy wasn't in.

Long Beach for years has been Goats' No. 1 blue-nose burlesque. Strippers who received scant attention in Hollywood were socked during Long Beach engagement.

Show goes to Frisco, opening Thursday (26).

Louisville Stocks

Louisville, Sept. 24.

Gayety, local burlesque house closed for last several months, reopened Sept. 21 under stock policy with change of bill weekly. House again being operated by Fred Hurley.

Company includes, in addition to line of 16 girls, Bert Blake, Curley Burna, Hank Harris, Alene Walker, Paula Lewis, Ruby Lang, Winnie Smith and Kitty Axton. Billy Simpson will handle seven-piece pit orchestra, and Frank C. Smith, straight man, will produce the shows.

Schumann-Heink West

St. Louis, Sept. 24.

Mrs. Ernestine Schumann-Heink arrived here Sunday (22) half an hour ahead of schedule anticipated by reception committee of American Legion, and was met by a committee of red caps. She accepted situation gayly and rested up during day at Coronado Hotel.

As official soloist of convention, Mme. Schumann-Heink sang "The Star-Spangled Banner" at opening of convention Monday (23). She will go to Hollywood next week to make a film.

Bookings Up

(Continued from page 73)

year, having 46 bookings signed. She will also broadcast twice, first on General Motors, and then Ford programs. Her tour begins Oct. 4 in Worcester, Mass. Rachmaninoff starts his season Oct. 13 in Mt. Vernon, N. Y., the first of 28 appearances over the country. Jascha Heifetz has 21 dates, two of which took place in Aug. at Lewisohn Stadium, N. Y. He airs on the Ford program Sunday (29).

Nelson Eddy has risen greatly on the concert stage, much of which is due to his appearance in "Naughty Marietta" (MGM). He has 43 bookings this year, in addition to his picture work and Firestone's air programs. At the moment he's filming "Rose Marie" (MGM). His tour begins Nov. 11 in Frisco. Jose Iturbi has 18 appearances lined up, starting Nov. 1 in Detroit. He also gave a program on Aug. 23 in Hollywood Bowl which is considered a part of his 35-36 bookings.

Richard Crooks starts his tour on Oct. 1 in Columbus, O. He also has numerous Firestone radio appearances dove-tailed in with his schedule. He recently completed a tour of Denmark and the Scandinavian countries, and also Thursday (26) on the Squibb peace hour. Outside of radio, he has 19 bookings arranged for, plus a Met season. Tibbett is another who combines the road with radio, Met and concert field. He's one of the biggest draws today in this class, and has been filled up with bookings for some time. Mincin starts his tour Jan. 7 in Minneapolis, playing 33 spots.

\$12,000 in Worcester

especially the smaller ones, are taking in larger receipts in their drives so are expanding on more ambitious courses. Worcester, Mass., is spending \$12,000 on talent, twice the amount of a year ago. This town oversold the capacity of its hall by a \$1,000 and was obliged to return the amount to would-be subscribers.

Jameson, N. Y., is spending \$4,600 this year. Bradford, \$3,000. Asheville, Fall River, Greenboro, Pawtucket and others in the same population category are increasing their musical outlay also.

This goes for the lecture tours as well. Any number of world-travelers, educators, authors, etc., are making the swing circuit to healthy returns.

Monte Carlo Ballet Russe opening Oct. 9 at the Met, departs after two weeks repertoire for an extensive cross-country tour. American Ballet, embarking on its first tour, will also trek from coast-to-coast.

Burly Strippers, Comics Rapped For Indecency

Baltimore, Sept.

At a hearing in Criminal Court here Saturday (21), Judge Albert Owens convicted three femme strippers and five men on charges of "having participated in an 'indecent performance' at the Minsky Palace. The gals, Ginger Britton, Lillian Dixon, Lillian Murray, were each fined \$1 and costs. Men were more severely tapped; Maurice Castelle, Boob McManus, Sam Smith, Frank Shannel and Russell Trent were each nicked \$20 and costs.

Cops cracked down after catching a performance one evening early last week. Shorthand notes were made of blackout lines during performance, and were read out in court. Among those summoned as witnesses were Dr. Ben Sandy, chairman of state police censure board, and Marie Freestman, member of the board. Neither, however, was called upon to take the stand.

Lee I. Hecht, local theatrical attorney, represented the defendants, and during trial remarked that other burlesque houses in Balto were unmolested. Judge Owens snapped back, "perhaps that won't be true in a week or so." Incidentally, this case was first of type to reach criminal court here. Usually handled in magistrate's court, but this one went direct to grand jury, which indicted, thus speeding matter to Judge Owens' court.

Geo. Katz' 'Wheel'

Syracuse, N. Y., Sept. 24.

Impresario George Katz, of the Civic, now trying a fall season of burlesque, envisions an upstate "wheel" of at least three cities.

Theatre in addition to the Civic listed are the Majestic, Utica, and Erie, at Schenectady. Deal for the latter is virtually closed, while a second for the Utica house is underway with Morris Shulman, former Syracusean.

Katz contemplates opening productions here and rotating his troupes every fortnight.

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Hellinger Quitting 'Mirror'
 H. Hellinger has tendered his resignation to the New York Mirror (tab) as of Dec. 21. Contract has not expired but Hellinger, a staff member for five years, has taken advantage of a clause in his contract, a clause which allows him to resign at any time. Gladys (Mrs. Hellinger) will continue with the paper as beauty editor.

Move probably terminates Hellinger's daily column in the Mirror after 10 years. He has not announced future plans.

Hellinger has written a couple of books, musical shows and currently is at play under way in collaboration with George Jessel. Sam H. Hinkle may produce. Besides which there were his original screen yarns, 13 commercial weeks on the air, some vaude dates and a world tour for King Features.

He may try sleeping for a change.

Rewrite

Amateur Cinema League has issued a second edition of "Making Better Movies," which incorporates much useful material not available at the time the first book was written a couple of years ago. Most of the additional material relates to the pictures being made down to the moment. Intended chiefly for use of Guild members, who receive a copy on joining.

Done by Arthur L. C. editor of "Movie Makers," and Russell Holmberg, with the assistance of James W. Moore, with the league's club editor, and Frederick G. Beach, Jr. is technical.

Growing use of 16 mm. sound cameras by amateurs necessitated the revision. "Like the earlier volume, this addition is written in so simple a fashion that anyone can understand it. Covers both the handling of the camera and the editing and production of continuities."

L. L. & S. Joins Nelson

Reorganization of Lothrop, Lee & Shepard, the Boston book publishing firm, something more than a year ago, with plans for the expansion of its activities, had not worked out as hoped.

Company now has effected a joint working agreement with Thomas Nelson & Sons, the New York publisher, by which the organization will be moved to New York and operated jointly with Nelson. With the move, most of the execs, with the exception of Charles E. Lothrop, Lee & Shepard head, are out. Among those who are out are Lucille Gulliver, editorial director, and Edward Jarvis and Bert K. Little. The duties of those left will be taken over by those similarly placed at Nelson.

Although under a joint working arrangement, imprints of the two concerns will continue to be used.

Kelly Goes to Fil

Mark Kelly, long the sports editor of the Los Angeles Examiner, returns from New York to the Coast after witnessing the Baer-Louis fight to join the New York Post writing staff. Kelly resigned from the Examiner a couple of weeks ago after a mutual agreement to scrap a contract that still had a year to go.

Though off the Examiner, Kelly wired a story on the fight to that paper as a courtesy gesture.

Hoffman Publications Bankrupt
 Hoffman Publications Inc., which issues a number of mags, has filed a petition in bankruptcy. Petition lists liabilities of \$28,501, and assets of \$875.

Hoffman Publications not to be confused with Lincoln Hoffman Publications.

Maloney Resigns N. Y. Press
 Joseph A. Maloney, formerly business manager of the New York Press, the sports and amusement weekly, back as the mag's new owner. Has acquired full interest in the mag which was founded about ten years ago by O. P. Howard.

No changes contemplated by Maloney for the present.

Daily News Ad-Jump

New York Daily News is \$500,000 ahead to date in paid advertising over the first three-quarters last year, when the tab earned net of \$4,500,000. Understood that \$1,000,000 of the jump is due to seven executives in the form of bonuses in 1934.

Tab sold reduced the Baer-Louis fight because of the Hearst Milk Fund promotion background. However, a color story with Sunday's edition carried a full page picture of the boxers, idea being to up the circulation.

Radio and Books

Paris, Sept. 16.

In an attempt to find out whether radio is hurting book sales, local authors' society sent out a questionnaire.

Of the answers 94% said they'd rather read a book than listen to the radio. Asked whether they could read literature and listen to the radio at the same time, 32% replied yes; 30% said they liked to do both; 10% said they wanted authors to read their own works over the mike; 28% said that the radio itself lured them to buy books.

Teddy Roosevelt, Jr. Joins D. P.
 Place that the late Walter Hines Page occupied in Doubleday, Doran, then Doubleday, Page, is to be filled up by Col. Theodore Roosevelt. Roosevelt had bought into the book publishing concern and will be active in the organization.

Friendship between the Roosevelts and Doubledays, which ultimately led to the business association, began in the 1890s. Theodore Roosevelt and F. N. Doubleday were friends and neighbors, and the ex-President laid the cornerstone of the company's Garden City, L. I., plant.

High position of Page, who served his country as an Ambassador, gave the book firm prestige. Expected that Col. Theodore Roosevelt's connection with the company will do as much.

ides

Current Controversy, new controversial monthly, makes its debut today (Wednesday) with the "New Issue." It's committed to the policy of printing "both sides of any given argument. Thus the editorial gamut runs from Ludwig Lewisohn and Ernest Boyd on both sides of the religious question, to Bernard Sobel and David Carr, antagonists on dramatic criticism. In between are others arrayed on political, economic, literature, etc.

K. R. Pub. Corp. is A. J. Ruben and Martin Kamin; Bradshaw Thurston, ad mgr.; and an editorial board of 16.

N. Y. U. to Course

New York University, which recently announced a course in motion picture writing, will add a course in radio writing to its curriculum.

Course will be conducted by Bernard Blatt, pioneer radio scribbler. Among those who will lecture as part of the course are Courtney Savage, head of continuity at CBS; Robert S. Aldrich, continuity head for the J. Walter Thompson agency, and Alonzo Deen Cole.

rosby Defends New Deal

Percy Crosby has done it again. Creator of the "Percy" so often takes to scribbling on some subject far removed from his cartoon creation, publishing his work himself.

Now, from his home at McLean, Va., Crosby has published his own "Defense of the Administration Against the Charges of the Russian Ambassador." It's a slight pamphlet, selling for 10c.

French Paper Now Semi-Weekly

Courrier des Etats-Unis, French language newspaper published in New York, which has been a daily, semi-weekly and weekly in the past, has changed to a semi-weekly again. At the same time the price has been reduced from 4c to a nickel a copy.

With the new publication reputedly a feeler on the resumption of daily publication.

Bill Hart's New Tome

William S. Hart's first literary effort in some time is "The Law on Horseback," and 16 other short stories, published last week by Time-Mirror company.

Yarns of the old west carry a frontispiece by James Montgomery Flagg and pen and ink illustrations by John Russell Fulton.

Changes Its Mind On Ads

Most if not all those publications which start out with a refusal of advertising copy on one ground or another invariably come around to invite the advertiser's dollar.

Ethiopia Quickie
 What is believed to be the first book on Ethiopia published since the rumpus started is "Black Cargo," by Julius Klein, vet Chicago newspaper man, and Major C. Court Frost, former British Intelligence officer.

Book was conceived three weeks ago and came off the Lincoln Printing Co. presses in Chicago last week.

Osborne's State Job
 William S. Osborne, city editor for some time of the Schenectady, N. Y., Union Star, has been appointed director of publicity for the WPA in New York State outside of the metropolis.

His office will be in Albany, but he will continue to live in Schenectady.

Walsh Off Photoplay
 William T. Walsh, managing editor of Photoplay, is out.

Ruth Waterbury, editor, who succeeded Walsh, and Katharine Daugherty, who mag went under the MacFadden banner, has not yet picked a successor.

CHATTER

Theodore Dreiser 64.
 Peter Freuchen to Denmark.
 H. L. Mencken was 55 years old this month.

Putnam's bringing out "The Soviet Theatre," by P. A. Markov.

No cuss words in Jim Tully's new book about it. But he writes.

Hector Boltho doing a blog of Marie Tempest, the English actress.

Micheline Keating back from the Coast, and started on a new novel.

Caroline Miller has gone back to Georgia after a short stay in town.

Marty Berg, the former sports writer, now editing the Police Gazette.

Max Miller home again in San Diego after that ice-and-snow adventure.

Claire Myers Spotswood used to sell books before she tried writing them herself.

Clifford of Albert & Charles Boni will move uptown from lower Fifth avenue shortly.

Helen Simpson has made her own dramatization of her novel, "Saraband for Dead Lovers."

Isidor Schneider's new novel, "From the Land of Necessity," is largely autobiographical.

Philip Andrews has quit Esquire, the mag for men, to join Mademoiselle, the mag for femmes.

Larry Perry, former editor of the Atlantic Monthly, has written his reminiscences, calling it "And Gladly Teach."

George Britt's book of Frank A. Munsey, the newspaper publisher, called "Forty Millions," will appear Oct.

Capt. Billy Pawcett in N. Y. for a week (including the fight) and thence to Hollywood on his film fan mag.

L. C. Furnas, the scribbling man, back from Russia, and most emphatically won't write a book about the country.

Aben Kandel back from the coast, bringing with him the completed manuscript of his new novel, "City for Conquest."

Mary Ellen Chase in from England after a year abroad. Will deliver a new novel to her publisher and grab a boat back here.

Frederick Arnold Kummer, mystery and humor novelist, has penned "Loretto," an overture, which he has submitted to Max Gordon.

Dutton publishing a blog of Joseph Conrad written by his wife, Jessie George Conrad, and called "Joseph Conrad and His Circle."

Barry Benefield, one of the editors at Reynal & Hitchcock, has given his own firm his new novel, "Valiant Is the Word for Carrie," to publish.

Irving Deakin, assistant to Jake Wilk in the Eastern story department of Warner Bros., has written a book called "To the Ballet" which Dutton will publish.

Adolph Clara Weatherwax's original script of "Marching! Marching!" won her the New Masses-John Day prize novel contest, she had to revise her work before it could be published.

Estimated at the Farrar & Rinehart offices that the new Hervey Allen novel will be ready for publication in about 75, 1936. In other words, exactly four years after the publication of "Anthony Adverse."

Best Sellers
 Best Sellers for the week ending Sept. 21, as reported by the American News Co., Inc.

"Vein of Iron" (\$2.50)By Ellen Glasgow
 "Honey in the Horn" (\$2.50)By H. H. Davis
 "The House of the Seven Gables" (\$2.50)By Robert Briffault
 "Lucy Gayheart" (\$2.00)By Willa Cather
 "Fair As the Moon" (\$2.00)By Temple Bailey
 "Green Light" (\$2.50)By Lloyd C. Douglas
 "North to the Orient" (\$2.50)By Anne Morrow Lindbergh
 "Mary, Queen of Scotland, and the Isles" (\$3.50)By Stefan Zweig
 "The King Lear and the Gilded Cage" (\$3.00)By Elizabeth Drexel Leach
 "Lure With Father" (\$2.00)By Clarence Day
 "Asylum" (\$2.00)By William Seabrook
 "Woman's Best Years" (\$2.50)By W. Bern Wolfe, M. D.

Book Reviews

ing Switches

Reversing his 'Sorel and Bon' motif, Warwick Deering turns to the glorification of mother love in "The Love of Rebecca Stopp" for her Karl expends itself at the cost of the two older brothers of the object of her affection, they are crushed out of doors and left to shift for themselves. Even when young Karl turns out to be the sort of dramatist who exists only in books and becomes possessed of a considerable fortune in royalties, a few hundred dollars is all that they acquire through the stretch of years. Both of their characters are self centered and unlovely, but they are kin.

In the end, the old lady dies and he marries her maid and personal companion, as practised readers knew he would almost from her entrance into the story. Longwinded and seldom exciting, but it is the sort of yarn Deering followers have come to expect and welcome. It is not another Sorel.

ore Depression

Add one more to the depression series. Gladys Taber has evolved "Tomorrow May Be Fair" (Coward, McCann, 42), tied to hero whose income has dwindled to \$90 a month and who yearns for the wife of another man. That's what the depression does.

Interminable conversations, drawings of mildly lunatic persons and a final frustration which leaves the reader hung up make for the sort of book some people doze on. Questioned if there are enough to be profitable. Story is too close to the present to be entertaining to most persons. It will read better 10 years from now.

Well lotted

Plenty of plot to "Public Sweetheart, No. 1" (Farrar & Rinehart; \$2), but it never gets away from Tera Macy, who holds it tense and constantly moving. Accurate atmosphere and, while it has many glib situations, it's not the deliberate smut that many writers achieve without being interesting.

This is the story of Violet Chester, a dancer who ends her first-person story on her fifth marriage. The first sees the groom rushing away in the belief he is being two-timed on the wedding night. Then she marries a fat playboy whose ambitions outrun his capacities; she hitchies to a physician who is killed in an auto accident; the divorcee then holds it tight and finally, as the story closes, the big musical comedy producer who provided her with a start.

Varied story is told with craftsmanship that gets and holds attention.

Dawdles

There's a strong, often moving story in "The Ginkgo Tree" (Farrar & Rinehart; \$2.50), but Cora Jarrett is a bit irritating in her slowness in telling and also the layout.

She starts off with the return to America of her hero, runs along for 32 pages and then spends the next 235 in going back to his diaper days and bringing the history down to date. She takes another 100 pages to bring it up to the year. There's red meat in this story of the youth who puts aside his own love to give paternity to his father's bastard, but it is clouded over with backward introspection, retrospection and soul problems. That puts her in the literary class, but it's a bore to those who like their stories told swiftly. Not for the present-day screen.

Village Gossip

Sholom Asch is the ace living Yiddish writer; his new Nathan, has written a number of books in English. Nathan, however, never really reached any kind of top rating. His new book, "The Valley" (Macmillan; \$1.50), comes the nearest to bringing him there.

'Valley' is an interesting book with a 'different' technique. It is actually a series of short stories strung together into one consistent tale. It is Asch's impression of a small neighborhood as gathered from village gossip. Reminds of 'Wineburg, Ohio' and 'Spoon River,' except that it is more stand-offish. Both Anderson and Masters give the reader the feeling they are right alongside; Asch seems to be calmly sitting on the sidelines looking on.

Peaceful

Recommended to that high blood pressure is Frances Woodhouse's "New Holiday" (Putnam; \$2), which can be read by anyone without a rising temperature.

It's the story of Jimmie Drew, a young English physician, who goes to the country to fall in love with a country girl. Made timid by his lack of stature, he loses her to his associate in a medical practice. After a while she dies, so the story presumes, thus ending the tale of the 256 pages are given a discussion as to whether earthworms are conscious of pain when they are spaded up in the garden. Pleasant novel style, but not enough material to hold the interest of the average reader. No picture.

Good Action

Roland Pertwee has the knack of writing an action story that hustles right along without getting to sound like a wadener. Most of the action in "Four Winds" (Little, Brown & Co.; \$2), lies in the English castle from which the book takes title, but it is an English background for an American-told story.

No one is apt to doze over this regatta with its fast mounting suspense, but it never gets hysterical in an effort to hypo things. Seems to be picture material.

Omnibus of Crime

Georgette Beyer brings a new quality of humor to her whodunit scribbling in "Merely Murder" (Crane Club; \$2). It's a good book of light action, being equally successful in characterizations as in its murder plotting.

Rex Stout, in his second Nero Wolfe chiller, "The League of Frightened Men" (Farrar & Rinehart; \$2), continues his heavy stride to the top ranks. It's fine reading and a definite cut above the usual, despite the fact that the central character resembles Octavius Roy Cohen's character, Inspector Harvey a bit too closely. Good film material.

E. Phillips Oppenheim doesn't change much through the years. In his newest book, "The Battle of Basinghall St." (Little-Brown; \$2), he's still plotting dire political plots and political maneuvers. For them as likes Oppenheim it's right in line.

Not for films.

Harris Ashbrook, who handles Coward-McCann publicity in between writing yarns, has a new Spike Tracy yarn, "A Most Immoral Heart" (12), continues his heavy stride. It's still an amusing click and the story is handled in a pleasantly light fashion. Makes nice reading, but material is a bit too involved for film.

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. Varieties takes no credit for these news items; each has been rewritten from a daily paper.

East

Detectives grabbed Gustav Freeman on the French Lier pier last week and took away a whole trunkful of sweaters and tickets. Tickets said to be phony.

Dennis King, who owns the English rights to 'Petitcoat Fever', is up for London to get production lined up.

Roxy theatre getting so much more business these days the service staff has had to be enlarged.

Mrs. George S. Kaufman, wife of the playwright, now fiction editor of Harper's Bazaar.

Max Baer again sued by Shirley La Belle, who claims assault on a hotel room in '33. Ask to hold him in the State.

Roof of Hollis Street theatre, Boston, caved in Wednesday, killing two of the men engaged in demolishing the old house.

Mayor La Guardia announces the sales tax will run another year.

Stage Relief fund to get the first day's receipts of the Blue Room at the Lincoln Hotel Oct. 1.

Vivian Johnson's club at Monmouth Beach, N. J., just a heap of ashes. Fire last Thursday morning. Loss \$100,000.

Squad apparatus at the RKO Odeum, Brooklyn, broken down, 8:45 Wednesday night (18) and after a quarter of an hour audience was so restless cops were called. Rain checks given, those desiring them. At 9:30 refund was made to the 200 who had elected to remain in their seats.

Bernuda officials bar women's halter backs on the street.

Joe Dunninger tells just how that Lincoln fire was kindled his stuff, but doesn't take off his shoes, to demonstrate.

Olivia George made a surprise hitch to Leonard Penn in New Haven Wednesday. Penn, who was opening in 'Paths of Glory', obtained a waiver of the fire law. She got back to N. Y. in time for her own show, 'Personal Appearance'.

Camera Salon opens in Rockefeller Center Oct. 1. Many novel shots to exhibit.

Charles L. Kobbe, of S.P.C.A., starts a crusade to supply city pigeons with seeds instead of bread. Says he has already eventually kills the birds.

S. S. Royale, Boston floating nightclub, burned Wednesday. Manned by skeleton crew. All rescued. Loss \$50,000, \$75,000.

N. Y. liquor stores forbidden to sell bitter. Grocers fear practice will be followed by sales of ginger ale, cherries, olives and crackers. Bitter sold in drug stores and groceries only.

Garbo celebrated her 29th birthday at her cottage 60 miles from Stockholm. Says she's starting for Hollywood presently.

Women's Christian Temperance Union evokes the female moogher

with proper shudders of horror. She's the dame who drifts into a bar with a dime in her purse, hoots up to the brass rail and lets men buy her drinks. Described as a 'new creature of the drinking world.'

William Fox must pay the \$346,883 back income taxes, over which he has been quibbling with the Internal Revenue. Board finds that Fox, knowingly and willfully, made wrongful claims for exemption in 1929 and 1928. Most of the tax is due in '29. Return of the Eight Negroes dismissed in a Brooklyn court where they were charged, with loitering. They sang 'Old Time Religion' and the judge sprung them.

Conchita Montenegro and Raoul Roulien married in Paris last Wednesday (18).

Katherine Pollon Smith, one of the Pullman sisters, died. They supplied the newspapers with scores of sensational stories.

One of the Boswell sisters, overcomes her embarrassment long enough to tell the world she has married more than a year ago.

Clare De Bulow, former chorus girl, through her attorney asks the Pullman sisters to leave her.

Manasse, broker, to submit to a blood test in the paternity case she brought against the broker three years ago.

Shirley Dahl Ails in the N. Y. Supreme Court to obtain a separation and maintenance from Roscoe Ails, alleging brutality. She says he put the boots to her at his summer home in Long Island.

Emmerich Kalman, composer, suing Jack Schubert to determine that the latter has no right to use the name 'Miss Springtime,' 'Zaradafurin,' 'Soldier Boy,' 'Die Balderas' and 'The Prince.' Wants an accounting and permission to examine before trial.

George, by canned beer, glass makers are planning a glass container which need not be returned.

Central Park cops on lookout for duck fakers. Kids use hook and line to take duck dinners.

Berengaria first ship to sail (Friday) under the new dry dock. No bar or stateroom service until after the ship casts off. Passengers and stateroom service will be in front of liquor stores. Ships have no state license.

Spencer Tracy, soda jerker in a 23rd street candy store, the latest vocal find. Francis P. Loubet, maestro, says he'll get \$1,000 a night after his first concert. Says he's a Caruso.

Asadata Doforo, who wrote and produced 'Tykunkun' has a new one, 'Tykunkun,' based on the new W. C. Williams. Will assume the chief role with Abdul Aasen in support. Details not yet arranged.

Spencer Tracy being made to increase membership of Brooklyn Institute of Arts and Sciences to enable it to take the Academy of Music. Academy is the home of the Institute.

Eric Locke, heading a Paramount

film unit in Spain, robbed of \$442 and some papers by six men. He sounds better when stated in France. He is getting background stuff for a Marlene Dietrich production.

Joe Keady, 3500 plus, resigns as chairman of the Securities and Exchange commission.

When he heard John Barrymore had returned to the coast, Elaine Barritt, his agent, wrote, flew to Chicago to overtake him but he refused to speak to her. She went by train to Kansas City, then back to N. Y. saying she had been told all's O.K. Actor says is hokey.

George M. Cohan, singing Maurice A. Richmond and Max Mayer, doing the 'Paul Jones' music. Cost, for \$100,000 as royalties on his old songs. They bought the rights to the effects of a bankruptcy publisher.

Ted Allen, who makes his living from the prize money won in horse shows, is still in town. Says he'll have a three weeks' schedule. He's the champion.

Conchita Montenegro, of Denville, N. J., asserts that she and not Mrs. Delight Landau is the legal widow of David Landau, who died last year.

Edward Wood, Showboat, separate papers and asserts that there never was a divorce. Received her divorce certificate in New York.

Louise Prince of Bangor, Me., under surveillance because she threatens to commit suicide unless Sen. Edward Brooke sends separate telegrams. Never saw the Maestro, but fell in love with his mink voice.

Now that World's Fair in N. Y. is dated for 1939, he held on to a tract in Queens.

James Kirkwood joins the ranks of Lester Leaton, John the 'Toobacco Road' No. 3 company in Buffalo Oct. 7.

Saturday night 10 Broadway shows played to capacity. Five of them also had mat sellouts.

Josephine Dunn announces she'll marry Carroll Case some time in November.

Eddie Dowling expects to have 'Agatha Christie' ready for a Phila. tryout with the following week on 'Bway.

Greenwich Village artists making their fall season display of the sort art they can show on the sidewalks.

Sam Jaffe and Hortense Alden in the 'The Great Watford' from the Hungarian. Gilbert Miller liked it at one time, but not enough.

Maxine B. Jones, Jr., who ran a straw hat at Bob's Perry, now trying to get 'The Mulatto' a chance on 'Bway. Has downtown backing, it is stated.

Cleveland schools to try a course in chemistry with talking pictures. Theatre Guild reports subscription drive to help the next season ways some additional subscribers after the first production, so it looks good.

Katherine Cornell home with a prize dachshund, which she tells ships news men is a fancy for her Sonya, a sculpture ago.

Don Watt, musician, reports to the police Monday (23) that his wife, Sara Watt, has been missing since Saturday.

Department of Commerce has been advised that Bald and Marconi television systems will be in operation next year. Radio Corp. of America also expected to be ready next year, it says.

Harry Moses has an untitled musical, book by Earl Crooker and music by Frederick Loewe. Hopes to put it in work as soon as 'Old Maid' shoves off for the road.

Werner Janssen, who last season was a conductor of several of the N. Y. Philharmonic-Symphony concerts, seriously hurt in an auto accident near Allentown, Pa., Monday.

All branches of N. Y. stage in a huddle with Hallic Phangan Monday. Stage boss had the new W. C. A. theatre project. Proposition n.s.h. to theatre men.

Pauline's daughter, who helped to Monday box offices. Out of towners didn't show up.

Coast

Damage suit for \$30,750 against Alice White as result of injuries received in traffic crash, settled out of court.

William Faversham joined volunteer fighting brigade to save home of Hollywood neighbor.

Testimonial luncheon tendered L. E. Behymmer, Los Angeles Impresario, by art, social and civic leaders for his interest in cultural advancement for the past 50 years.

Sam Coslow ordered by court to pay his former wife \$2,041 in back alimony. He testified that Coslow

(Continued on page 79)

Football

By Benny Friedman

The annual autumn madness is here again. The big battle of Yankee Stadium is fresh, the Yankee season is still in the offing, but before you know it Saturday's millions are going to be out there, rain, cold or sunshine, rooting the boys home.

Up and down across the nation, boys in work clothes and college are having their pants worked off to get in shape for the season. Coaches are anxious, players are anxious, alumni are anxious. Only the public is not anxious—yet.

Without preconceived notions and basing predictions on word of mouth reports, this is the way the strength of the country seems to be distributed:

In the east one of the duds of the last few years is about to come to life. Pennsylvania has a team in the making. Maybe the Gates plan is still in the offing, or it may be something else, but the word indicates that the Quakers are loaded this year. Unfortunately they will meet Princeton in the opening game.

Harvard, beginning its new deal with its first non-graduate coach, is still searching for a winning quantity. But like Lou Little when he came to Columbia, Dick Harlow isn't there to fail.

Yale looks good, as good as last year, but here, with the graying circuit, says further developments are necessary.

In New York it seems there will be at least three teams that will rank in the top of the next season, and should be able to do things. N. Y. U. may have its best team since '26. And Manhattan, trying to break into the big time for the last three years, seems about to realize its ambition.

Columbia has a squad that is not up to the caliber of past material. It will be a new team and this time, at least, the Mountaintop of Morningside Heights, Little, has reason to be pessimistic.

Elsewhere in the east the big gun again, it seems, will be Pittsburgh. The Panthers have lost a good many first stringers, but Pitt has the greatest amount of sophomore talent in its history. Jack Sutherland and his tough schedule to look forward to, but Pitt always has had fierce schedules.

Colgate will still bewilder with the razzle-dazzle. Andy Kerr, pace-setter here in the next season, has new tricks, is still one step ahead of the rest of the boys. Army and Navy will have their usual fine teams, but this year Navy is apt to be the best. Navy also inaugurated a new deal last year, with fine results. It's going to capitalize further this year.

Mid-West

Perhaps the student current of pre-season ballyhoo is coming from Columbus, where Ohio State is reputed to be among the hottest in the country. The Buckeyes are being touted for the next national champion, and nothing less will satisfy them.

The rest of the Big Ten, from the way it now looks, will be led by last year's champion, Minnesota, which lost most of its team, but which still has Bernie Bierman as coach. That usually means trouble. Michigan will be better than last year, if that's any consolation. Notre Dame is loaded.

South

Down south Alabama, the Rose Bowl champ last year, most of its squad and the outlook is decidedly bearish, but don't be surprised if the Tide comes up with a great team. Tugue, Duke and Louisiana State look good.

In the southwest Rice seems to have the edge. It has a squad big in numbers and size, and in addition, has a great fullback named Friedman (no relation). Texas also has a big squad, while Texas Christian and Southern Methodist are still unknown quantities.

Out on the Coast Stanford lost only two men from the team that won the conference championship and played in the Rose Bowl. If the Indians can keep their throw and beat the fusties Stanford will be the toughest team in its section to beat. Southern California, the kleisged sons of Troy, is said to be still in the fold, and is settling down to business. They should be better than 1934. California is being primed for its best season in a long while, while 'Little St.

Mary's will make it hot for any ail of its opponents. This Saturday is mostly a warm-up for the big teams. Next, we'll try to get tough and we'll try to pick 'em.

Oil Co. Donating Name Acts for Balto Charity Show; Bowes to M.C.

Baltimore, Sept. 24. Community fund of Balto, which annually drums up dough for municipal welfare relief, has taken the Third Regiment Armory here for night of Oct. 14. Major Edward agency with, have come down from New York gratis to officiate at the celebration. Armory can accommodate 12,000, and show will be put on at 50c top, all proceeds going into community relief efforts.

The American Oil Company here is buying name radio talent for the benefit show. Through Arthur Booth, of the Joseph Katz agency, which handles American Oil's advertising, the gasoline firm has already signed the Casa Loma orchestra. Negotiations are under way to also snag the Balto Symph Orch for the evening.

Booth, in addition to the time, is still angling for two more name radio acts, with American oil donating them for the show.

Booth was contacted direct by the community fund, and will be only one of the imported names not lined up for pay. Host of local little theatre and amateur thespian groups will play the benefit that nite, however.

MARRIAGES

Carol Rosenberg, non-pro, to Roy Charter (Vanier), in Washington, D. C., Sept. 22.

Lucille Morrison to John Warburton, film actor, Aug. 14, in Tia Juana, Mexico.

Ernst Wehl, theatre cashier, to Marcelline Wehl, theatre manager, Sept. 13, in Los Angeles.

Conchita Montenegro to Raoul Roulien, in Paris at the Spanish Embassy in Paris, Sept. 19.

Betty McKay to Garland Jenks, Sept. 21, in Los Angeles. Bride is daughter of business manager for Mary Pickford.

Erna Boyer, studio secretary, to Bob White, editor of L. A. Times Sunday magazine, Sept. 20, in Los Angeles.

Evelyn Gertzman, studio secretary to Howard Leavitt, Santa Monica theatre operator, Sept. 22, in Los Angeles.

Ruth Merriam to Capt. Earl Robinson, president of Motion Picture Pilots Association, Sept. 19, in Los Angeles.

Marianne Kernan to Arthur Poole, 3rd, in Dayton, O., Sept. 15. Bride is in the WHIO commercial department.

Rusty Glickman, Broadway press agent, to Ruth Everett, singer, Sept. 19, in New York.

Gladya George, legit actress, to Leonard Penn, also legit, Sept. 18, in New Haven.

Theresa Pepeto, Andy Sette W. B. house manager, Sept. 19, in New Haven.

BIRTHS

Mr. and Mrs. J. Kelly Smith, son, in Chicago, Sept. 17. Father is sales manager of WBBM, Chicago.

Mr. and Mrs. Will McLaughlin, daughter, Sept. 6, in Ottawa. Father is picture and dramatic editor of Ottawa Journal.

Mr. and Mrs. Harry Marker, son, Sept. 18, in Glendale, Cal. Father is film editor at Reliance.

Mr. and Mrs. Herbert Stothard, daughter, Sept. 23, in Hollywood. Father is Metro music director.

Mr. and Mrs. True Boardman, daughter, Sept. 23, in Los Angeles. Father is radio actor-writer. Mother a former Thelma Hubbard, KJH dramatic actress.

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UNDER NEW MANAGEMENT

New Low Rates in Effect

New York Theatres

RADIO CITY ROCKEFELLER CENTER
MUSIC HALL
49th Street and 6th Avenue
WILL ROGERS
in "STEAMBOAT ROUND THE BEND"
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ROXY
Robt. Donat
MADLINE CARROLL
in "The 39 Steps"
25c, 35c, Plus Big Stage Show
with 1000 White Show
EXTRA! "VOICE OF EXPERIENCE"

PARAMOUNT TIMES SQUARE
"THE BIG BROADCAST OF 1936"
25c TO 1 P. M. EVERY DAY.

STRAND
"Special Agent"
with BETTE DAVIS
GEO. DREYER-RICARDO CORTEZ
A Cosmopolitan Prod. A Warner Bros. Picture

RKO THEATRES
86th St.
at 10th Ave.
Sept. 15-20
"DANTE'S INFERNAL"
With Spencer Tracy
and "One Frightened Night"

STATE
GARBO - MARCH
"ANNA KARENINA"
on the Street
LOUIS ENDOR & RITZ
SOBOL and BROS.
Starts "GALL OF THE WILD"
Friday with Clara Drew

CAPITOL
"BROADWAY MELODY OF 1936"
Jack Benny-Eleanor Powell
25c-10:15 A.M. to 1 P.M.
Every Day

Tommy Dorsey will go CBS artist bureau next, which connection will have him heading Joe Haymes' band. Combo will be billed as Tommy Dorsey's orchestra.

OBITUARIES

DE WOLF HOPPER

De Wolf Hopper, 77, for more than half a century one of the foremost comedians of the American stage, died in Kansas City, Sept. 22, shortly following a radio broadcast. His initial stage appearance was with the Kansas City Rhythm Orchestra against the advice of his physician, and was removed to hospital from the studio. He had been in poor health for some time past. He had been on the program the past year.

He was born in New York City in 1858 and made his stage debut in "Our Boys" in New Haven in 1878 and later was toured in "A Hundred Wives." He appeared at the Madison Square theatre, N. Y., then under the management of Gustave and Daniel Frohman, in "Hazel Kirke," which ran for nearly three years, and in "May Iosem," David Belasco's first stage success. Belasco was then stage manager for the Frohmans.

But his singing voice attracted attention and he was drafted for such roles as Dick Deadeye in "Pinaflore," Ko-Ko in "Mikado" and in other Gilbert and Sullivan operettas. In between he played with the McCall opera company in the current operas bouffe, opposite Mathilde Cotelley or with Digby and Laura Joyce Bell. Hopper's association with the latter two in "The Black Hussar" is still pleasantly remembered by the old timers.

With opera bouffe on the wane, the McCall company lost interest in him and he was stuck for a time for stardom with his first venture "Castles in the Air" in which he toured until "Wang" gave him a more worthy vehicle. This ran for a long season at the Broadway theatre, with Della Fox almost sharing the honors with him. This was followed by "Dr. Syntax," which was scarcely a success, and then El Capitan, written for him by John Philip Sousa, then still heading the U. S. Marine band. After touring the country with this he took it to London with Jessie Mackay as his sobrette, and the late Frank Woods as his press agent. This ran for more than a year. His own favorite role was Old Bill in "The Better 'Ole."

Later he toured in "The Charlatan" and other pieces under "Mr. Pickwick" and went into the Weber and Fields Music Hall stock for a couple of years. This marked the apex of his career. He was still in demand for Gilbert and Sullivan revivals and played in numerous dramatic offerings, but he was no longer the outstanding attraction he had been. Recently he has given a lot of his time to radio, and he made the most advantageous use of a voice which once led his admirers to urge a trial for grand opera.

Since 1886 his name has been associated with the baseball poem, "Casey at the Bat," which lent itself to his style of delivery. He is reported recently to have calculated that he had been in the field in public more than 10,000 times. It was demanded whatever he appeared. He grew thorough sick of it but could not escape the association. It was first introduced at a baseball night at Wallack's theatre in New York.

He was first married to Helen Gardner and later to Ida Mosher. He was married to Della Fox and Furry (now in films as Hedda Hopper), and Lillian Glaser. The latter is now resident in Oakland, Calif.

LIN BONNER

Lin Bonner, 51, member of Variety staff for several years, was more recently news editor of DAILY VARIETY in Hollywood, died there Sept. 19 of pneumonia following an operation.

Funeral services were held Sept. 21 in Los Angeles. Interment private.

A native of New Orleans, Bonner knew the smallest printer's ink from the age of 13 when he delivered lunches to the mechanical and news crews at the old Playhouse. At 16 he was hired as a reporter and on the staff on he worked on leading dailies through the country as editorial and executive capacities.

Bonner turned to the picture industry in its swarming period and worked for a time as a writer of publicity in New York for Vita graph. He was associated with other companies during his long connection with the industry.

He enjoyed unusual success as a

writer of fiction, being a contributor to Liberty, Elmer's Detective magazine and other publications. He was also on the copy desk of Liberty.

Deceased had been with VARIETY at various times and was resuming his regular desk on Daily Variety when stricken.

He is widow, Nan Ellen Bonner, and three sisters, residing in New Orleans, survive.

Additional details will be found elsewhere in this issue.

LEW GRAHAM

Lew Graham, 73, one of the last of the old time circus announcers, died Sept. 21 in Middletown, Va. He quit the business when circuses started to replace the announcers with public address systems. For 35 years his voice had been able to fill the biggest top the Ringling outfit could raise and he retired in disgust at the intrusion of the machine age. He found there was still a demand for voices in radio and turned his attention to that medium. Graham not only made the ring announcements but did considerable work at clubs and other gatherings in towns the circus played. He was originally a printer, but left town when a circus came along. He was one of the old timers who prided himself upon his careful dressing. He is survived by his widow.

FRANK M. PIERCE

Frank M. Pierce, 60, died at Decatur, Ala., last week, a recluse and a wanderer who roamed up and down the Tennessee river in his houseboat.

Little was known of him, but letters and photographic records in his possession showed that he was one of the old timers in the Chicago Symphonic Orchestra in 1903, director of the band for the Ringling Circus for a number of years, director of the Chicago Concert and Dance Orchestra, as well as being in vaudeville with his wife, billed as "Mr. and Mrs. F. Marion Pierce, novelty and musical artists." Annals of the picture in his possession showed one picture in his possession showing the band known as the "Hill-Laddies" traveling in private railway cars.

All efforts to locate his relatives were futile and burial was at Decatur.

SAM BLOOM

Mrs. Sam Bloom, 80, pioneer picture-house operator in Toronto, died at her home in that city Monday, (16) and an illness of six weeks. Operated a circuit of 10 Toronto nabes known as B & F Theatres, now a subsidiary of Famous Players Canadian and, up until a few weeks ago, was active in their management.

Surviving are her husband and backer, and four sons; Sam, general manager of the B & F chain; Leo, manager of the Century, Toronto; Robert, in the bond business, Los Angeles; Ira, a New York high school teacher. Interment at Goei Teedee cemetery.

REID MACARTHUR JAYNES

Reid MacArthur, 41, known to vaudeville as a musical leader, died at Columbus hospital, Wilkinsburg, Pa., Aug. 30 after a three-month illness. Cause of death attributed to complications that ensued after he broke his leg.

He was for ten years, until his demise, leader at the Davis theatre, Pittsburgh, Pa. When starting in the profession he was known as the youngest leader on the field.

His wife, five children and a brother survive.

PHILIP LEVY

Philip Levy, 63, died in a hospital in Allentown, Pa., after an operation. He was manager of the Lyric theatre there for 11 years, from 1921 to 1927, and from 1930 to his death. In the interim he had been manager of a dozen theatres controlled by the late Nathan Appell, of the old firm of Appell & Neid of New York, Harrisburg and Lebanon. Interment in Bayside, L. I.

For many years Levy toured the country with Appell, in stock companies.

WALTER N. CAMPBELL

Walter N. Campbell, 33, production manager for KOA, Denver, died in a Denver hospital Sept. 19 following an operation. He had

been on leave of absence due to ill health for several weeks. Born in Shelbyville, Tenn., graduated from Lipscomb college in Nashville, where he entered radio. Managed WLAC, Nashville, two years; opened WAPI, Birmingham, managed it for two years, moved to Denver and joined KOA in 1931.

Funeral services were held at Denver and Nashville, with burial at Nashville. He is survived by his wife, Mrs. Mary Campbell, and two daughters, Beth Ann and Dorothy Lee, and two sisters.

David Landau, a veteran character actor of the stage and screen, died Sept. 20 in Hollywood after a lingering illness.

Deceased turned to films four years after he had gone to the Coast to appear in "Street Scene." He remained in pictures up to a year ago, when illness forced him to retire. He had been on the stage more than 30 years.

His widow survives.

WINN SHAW

Winn Shaw, 46, who has been in vaudeville for the past 30 years, died in Crown Heights hospital, Brooklyn, Sept. 18, of ulcer of the stomach. He is survived by his widow and their daughter, his mother and two sisters.

He was teamed with Joe Morris (now Morris and Evans) in "The Mosquito Trust," one of the best known of standard comedy acts of his day.

AMY SHERWIN

Amy Sherwin, 81, once prominent singer, died in a London nursing home, Sept. 20. She was penniless. Born in Tasmania, she made her debut in Melbourne, coming to America in 1880. Five years later she made her London debut with considerable success. She refused to admit the ending of her career, spending her savings in an endeavor to keep up her former estate.

ANDY WILLIAMS

Andy Williams, 46, for more than 25 years in vaudeville, died Sept. 13 in Los Angeles of third degree burns. Act, known as Dunham and Williams, toured vaudeville circuits the country and abroad, later switched to Williams and Clark, blackface comedy.

Widow, Agatha Williams, survives. Services in L. A., Sept. 18; burial in Washington, D. C.

WALTER BENTLEY

Walter Bentley, 50, one of the oldest vaudeville agents and managing director of a chain of picture houses, died in London, Sept. 11, from sudden heart attack. During the past 10 years he has concentrated on building picture houses, also conducting a policy of pictures and variety. Survived by widow, son and two daughters.

ROBERT CAPRON

Robert Capron, an American actor appearing in the Rolla review, Melbourne, Australia, was drowned Sept. 23 while attempting to rescue a dog.

JAMES W. FLEMING

James W. Fleming, 58 former Ohio State fair manager died Sept. 13 at Magnetic Springs, O.

Funeral services and burial in Columbus.

HARRY BURTON

Harry Burton, 28, film laboratory technician, died by his own hand (poison) Sept. 19 in Hollywood.

Mrs. Abe Frankle, 55, wife of the present and former of Riverside park and Des Moines theaters, died in Des Moines Sept. 17, following a long illness. Mrs. Frankle was associated with her husband in the amusement park enterprise at one time.

Father of Fred Weber, in charge of operations of the Mutual Broadcasting System, in New York Sept. 20. Burial will be in Detroit.

Mother, of Jules and William Stein of the Music Corporation of America, died in Chicago on Sept. 17.

Mother of Henry Shapiro, midwest vaude agent, died in Chicago on Sept. 18.

Donald Burke, 33, studio property man, died Sept. 17 in Los Angeles.

About Time

Westerville, O., Sept. 24. The village shortly will hold a fair for the first time in 38 years.

The fair board "borrowed" a four-acre tract, and the citizens are turning it to make it ready for the event. Merchants are whacking away with scythes, sickles and axes to clear the land.

The last fair was in 1897.

RINGLING HITS SNAG

Can't Even Advence Its Columbus, Ga., Showing Dates

Montgomery, Sept. 24.

Information given here today states Ringling Bros.-Barnum and Bailey circus—scheduled to play in Columbus, Ga., Oct. 18—will be forced to show outside of the city limits.

Advance men here for the circus outfit say the Georgia city has an ordinance which prohibits circus or carnival appearing in the city a week before the first of the Muscogee County Fair is scheduled to be staged. The circus will be prevented from posting in the city limits, and cannot insert newspaper ads a week before the circus is slated to play.

Frank Mahery, advance man for Cole Bros., said today this show would appear in Columbus Sept. 25, and that he and his crew had had any trouble with their posting and newspaper work.

Muscogee County Fair is slated to open Oct. 1—H. H. Rubin and Cherry listed for the midway.

News From the Dailies

(Continued from page 78)

earned \$500 a week as a song writer.

Lucille Stedman, actress, declaring she was broke after paying the fine last week for being intoxicated, asked for a public defender to plead her case on hit-and-run charges.

Mother of Helen George brought to Los Angeles hospital from Utah, where her car was wrecked and she suffered severe injuries while driving to N. Y. after visit here with her daughter.

A court ruled against Dan Tempa who sued Warners for title to the story, "Water, Giver of Life." Mrs. Mildred Eggleston in Reno to obtain divorce from George Eggleston, editor of Life.

L. A. jury awarded Thomas Ince, ex-\$125 damages for injuries received when his car was struck by motor coach.

Josephine Mendes, actress, granted divorce in L. A.

Purpose of John Barrymore's hurried trip to Coast said to be for another business deal with Dolores Costello, following split with protegee, Elaine Barrie.

San Diego authorities hold Velma Zachary, former film actress, for shooting her father. She will plead defense of her mother.

Beth Milton, former actress, announced the new institute divorce proceedings against Charles Belden, Jr., film writer.

Engagement of Jacqueline Wells, film player, to Walter Brooks, grandson of E. T. Stotesbury, announced in Hollywood.

Jack Dempsey proposed of his Coast real estate holdings and permanently make his home in the east. Among the properties listed are the Barbers and a Superfund in the Playa Ensenada in Mexico.

Charles Chaplin upheld by District Court of Appeals in his administration of the \$200,000 trust fund he created for his two sons. Ruling on the aside decision of the Superior Court, which sustained Lita Grey Chaplin's right to direct investments from the fund.

Foreign Claims of Tia Juana reopened with working staff of 200. Presidential edict against gambling will be respected, operators announced.

Suit for \$750 filed in L. A. by Edgar Seymour against John Hix, cartoonist claiming that amount due for introducing artist to prospective clients. Claims \$10,000 due him, but only \$250 paid.

Foreign Claims of Tia Juana reopened with working staff of 200. Presidential edict against gambling will be respected, operators announced.

Scores of bookies set up business following ruling legalizing wire betting.

CIRCUS ROUTES

Week of Sept. 23

Cole Bros.

Columbus, 26.

28, Valdosta.

MABEL STARKE CLAWED SECOND TIME; SERIOUS

El Centro, Cal., Sept. 24.

Attacked by the same tiger that set upon her in Bangor, Me., eight years ago, Mabel Starke, circus animal worker, was in a serious condition today following an arm infection when the cat clawed her last Saturday. (21) in Phoenix, Ariz. She was unable to leave her compartment when Barnes' Circus arrived here, being removed to the Los Angeles hospital.

The Maine incident hospital her for seven months.

Fimsy but Profitable

Cedar Rapids, Ia., Sept.

John P. Mullen, president of the Iowa State Fair, thinks Representative Gus Alsop, of Lebanon, Mo., has been looking through double-lens when he declared that a midway dancer at the fair this year appeared in the latest nudist costume.

He insists she wasn't entirely devoid of clothing, fimsy as it may have been. Next year, Mullen said, the inspection crew would be more rigorous.

Anyway, records this year.

Carneys Take It Again

Akron, Sept. 24.

City council this week passed an ordinance fixing higher fees and taking carcasses out of the special low fee section of their own and putting them into the high-fee circus division.

Formerly carnivals could be licensed at \$10 for the first day and \$5 for each succeeding day. Now they must pay a sliding rate of \$100 to \$600 for the first day, with reduced fees on each additional day.

Theatres are not affected by the new ordinance.

Where's the Profit?

Iowa Falls, Ia., Sept. 24.

It will be a long member for the Hagenback-Wallace aggregation when they recall this town for the carcass of a female elephant, injured internally went to a rendering works and the skull and other museum pieces to a local museum. The circus drew plenty, but the animal which died during a performance sets back the outfit some \$10,000.

Shrine Rodeo

Indianapolis, Sept. 24.

Colonel W. L. Harrison is bringing his rodeo to town Thursday (24) for four night and two matinee performances at the Indiana State Fair Grounds.

Shows are being sold by Murat Temple, Shrine, at one buck each. Same show was here last year and took away about \$8,000.

Ringling Record

Kansas City, Sept. 24.

Record crowd of 22,670 attended the night performance of the Ringling Brothers and Barnum & Bailey show here. In addition to a city record Frank Braden, publicity director for the circus, said he thought it a record for a single performance for the show.

Nearly 1,000 out for the matinee the record night attendance gave the outfit a nice day's business.

Winter Coconut

Detroit, Sept. 24.

Eastwood Park closed one of its most successful seasons Sunday (22).

Coconut Pal, a dance spot at the Park, has decided to stay open all winter because of extra good business. "Girls of 1935" is being featured this week, with Milt Bernie ork.

Balto. Angle

Baltimore, Sept. 24.

Theatre in Baltimore which caters to the white population here is also making an effort to entice colored patronage.

Minsky's Palace, burlesque house which has reopened last week after summer slumber, is the pioneer. Theatre has taken ad space in local Negro newspaper.

WALTER O'KEEFE

begins
his 2nd year with the
"CAMEL CARAVAN"
on Tuesday, Oct. 1st, 1935,
sponsored by The R. J.
Reynolds Tobacco Co.
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