

# VARIETY

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64 PAGES

## DESPERATION 'SHOW' HOUSE

### Leblanging the Eateries Now in New B'way Due-Bill Biz Switch

Broadway's newest wrinkle, a Leblang for the eateries, has been formed by Sanford Cahn, J. Lambert and S. Feuchtwanger. They issue a membership card for \$1 that entitles holder to a discount of from 5% to 25% on a total tab in several local hot spots.

Gag does not stop here but extends to various other amusements, including golf courses, riding academies, restaurants, swimming pools, beauty parlors and sundry clothing emporiums. Only exception is theatres, which they don't touch.

Cutters have for a time maintained a small office in a theatre ticket office. Majority of their biz is conducted on the office canvassing basis with the assistance of mail and posters displayed in stores.

**Flashed After Serving**  
Privilege ducaats are flashed after patron has been served to circumvent price hoisting. For this reason only single priced clubs and eateries are handled. On the list now are Barrel of Fun, Connie's Inn (dark), Greenwich Village Inn, Roumanian Rendezvous, Dizzy Club and Swannee Club, the Sans Souci in Oceanside, L. L. Harbor Inn in Rockaway, three Gypsy Tea Kettles, the Park Central pool and (Continued on page 25)

### Cloud-by-Cloud B'cast With Pangborn, S. A. Showmanship Stunt

Negotiations are on between Clyde Pangborn, world air glider, and Jaime Yankelevich, South American showman, for the former to make a non-stop flight from New York to Buenos Aires, as a press stunt. Unusual feature of the flight will be for aviator to broadcast via short wave during the progress of the trip, and to describe his experiences. Broadcast will be changed to long wave and relayed to the public.

Reports have been given via wireless and radio on flights after communicating with the pilot, but this will be the only known instance of actual plane-to-earth broadcasting on an ocean hop.

Distance to be covered is over 6,000 miles. Pangborn is now in Tampa, Fla., negotiating with a representative of the Argentinian.

### Try, Try Again

Spartanburg, S. C., Oct. 1. Hubert Hayes, Asheville playwright, is still persistently striving to push his folk play, 'Tight Britches,' into big time play. Following a brief Broadway run last year, he collaborated with John Taintor Foote on the piece. Hayes is now preparing the play, with original cast around Dixie, with playing mainly one-night stands at 60c. to \$1.

### Dial for News

The Hague, Sept. 20. Postal Department at The Hague is giving consideration to the idea of establishing a news service for its telephone clients. By calling or dialing a certain number the client would be tuned in on the latest news events which have just been recorded on discs.

In America a similar phone service is available for those desiring the correct time.

### STAGE SHOWS A MUST IN CUBA

Havana, Oct. 1. Great fight of stage versus screen is being waged here, with the actors going to the President to protest against the turning over of the Marti theatre, last Cuban stage show house, to a film concern.

Actors, with the help of the secretaries of Treasury, Labor and Public Education, obtained the passage of a decree which taxes the first and second class film houses with 5% of the gross intake, to be used to build a municipal theatre for live shows. Also the decree specifies that each cinema of the first and second class must present daily at least one hour of variety with live talent.

Exhibitors have put up a protest through the press and radio and claim that if they could be guaranteed 5% of the gross for themselves, they would leave their theatres. Exhibitors association has solicited President Mondetta to the effect that their plan be considered as more people make a living from (Continued on page 63)

### Magicians' Campus Route at \$200 a Class

Baltimore, Oct. 1. With vaude time dwindling, some magicians have uncovered an outlet for abilities by touring the college camp touring the students in tricks of sleight-of-hand. There are five or six such magic-men now, making rounds, and they've laid a firm carpet for their maneuverings. Most of 'em are college men, gaining an entrance through their frats. Not a great deal of dough to be realized (Continued on page 17)

### SPECIAL AUDITION FOR VAUDE ACTS

Wm. Morris Agency Takes Theatre in N. Y. for Sunday Display for British Vaude Booking Head — Only 3 Places to See Acts

### GIVEAWAY AUDIENCE

William Morris & Co. has rented the Biltmore theatre (left), New York, next Sunday afternoon (6) to stage a public audition of about 20 American vaudeville acts for Val Parnell, British variety manager. It is not a publicity stunt, but a business move necessitated by the currently acute shortage of vaudeville times in New York and elsewhere in the U. S.

Parnell, as general booking head of England's General Theatre (Gaiety-British) circuits, has about 40 weeks of playing time in Britain and on the Continent to offer moderate priced American acts. But he wants to see the acts before he books them.

The only stage show houses now in New York playing variety bills are the State and Roxy, on Broadway, and the Grand Opera House on 23d street. Among these three houses Parnell can see only about 15 acts a week. He wants to view 50 or 100, but this would require his hanging around New York for two months or more.

Morris office's plan is to stage the audition before a non-professional addition with no admission charged. Tickets will be distributed at department, grocery stores, and neighborhood drug stores, etc., with hopes of attracting an average and representative audience. Show is expected to last all Sunday afternoon.

### SHAKESPEARE ON WAX

Hollywood, Oct. 1. Francis Lederer has been signed by Decca to do a 'Romeo and Juliet' waxed series. No Juliet chosen yet.

Lederer and Elisabeth Bergner may team for similar European discing.

### Football

Benny Friedman will again guess his way through the football season for VAMER as regards picking the winners. Friedman, as last year, will confine himself to the tough ones and traditional games, ignoring the setups. He starts this week on page 59.

### Brokers Looking Over Shows Again With View to Making Ticket Buys

### Hearts 'n' Flowers

Bob Murphy, playing Loew's State, N. Y., this week, received an opening day visit backstage from an actor friend who wanted to borrow some make-up. He particularly wanted a blue eye pencil.

'The relief inspector is calling on us tomorrow,' he explained, 'and I want the wife to look a little more haggard.'

Broadway ticket brokers are resuming the practice of going out of town to look over new shows in anticipation of possible ticket buys. That was a pre-depress trade practice. Unlikely, however, that outright buys will be made along lines of peak seasons prior to the depression. Number of tickets bought in advance by agencies, usually for an eight week period, is dependent on the judgment of the broker. Agencies have not made any such deal to date.

Max Gordon, who is associated with Sam H. Harris in producing 'Jubilee,' which opens at the Imperial, N. Y., late next week, called the brokers to his office, asking them to buy 600 tickets a night for the first 16 weeks, with the privilege of a 10% return. Ticket men said nothing and walked. Show is highly rated in Boston and a buy of lesser proportions is likely. They had previously rejected a proposal to buy 1,200 tickets nightly for the forthcoming 'Jumbo,' although some agencies did suggest a deal might be made if the proposed buy were halved. It is evident that the specs do not rely on going overboard on buys and they contend that shows are better off because when tickets are (Continued on page 33)

### FRENCH STATION SNOOPS ALIEN CHATTER

Paris, Sept. 22. French government has installed a radio snooping station in an abandoned fort just outside of Paris, at Biotre. Receiving sets to get all foreign and domestic programs, on long and short waves, have been put into operation there, and messages so picked up are relayed by phone cable to the Communications Ministry in Paris, where 20 trained polyglot stenographers listen in and jot down anything interesting.

Intended as a check-up on foreign (Continued on page 17)

### HEARST EAST?

Reported Evacuating Coast for N. Y. as Biz Pivot

Hollywood, Oct. 1. Reported here that William Randolph Hearst is considering moving east. Understood that business and personal details cause Hearst to favor eastern residence, possibly New York.

In connection with the eastern move, it is reported that his motion picture interests, Cosmopolitan Productions, will have their production and executive activities switched to New York. Definite decision on the move is expected within the next fortnight.

### ELAINE BARRIE'S P. A.'S

Elaine Barrie, John Barrymore's ex-protégée, is being primed for vaude. So far none of the booking offices have evidenced an interest and salary hasn't been quoted.

Miss Barrie, who's also writing the history of her romance with Barrymore for the N. Y. Daily Mirror, is being agented by John Schultz of Pancho and Marco. Latet' books the Roxy, but has thumbed-down Miss Barrie as an attraction for that detourer.

### JOE LOUIS STALLING ON STAGE DATES TO JAN. 1

Joe Louis has decided to call off his proposed stage appearances for the time being. Marty Forkins, who has the heavyweight under contract for theatres, intended to start him right after the Baer fight, but is now holding off until Jan. 1, 1936. Louis wants the stage coin to apply to his next year's income.

### 'Mr. Mae West' Personal

Frank Wallace, who crashed pages of N. Y. dailies several months ago purporting to be the first husband of Mae West, opened a stage engagement at the Eltinge theatre, 42d street burley house, last Friday (27). Billed outside house as 'Mr. Mae West' and 'Mae West's first husband, doing their original burlesque act.'

### Par's Am. Tuners

Baltimore, Oct. 1. Paramount has signed Vic Mizzy and Irving Taylor, members of Fred Allen's amateur unit, current on stage of the Hippodrome here, to a onwriting pact for one year with options. Pair who will work as a team for Paramount leave for the Coast when the Allen show closes. Boys attended New York U. last year, and colluded on the college's annual show for which they penned music, lyrics and book.

## Agents Willing to Talk It Over with Guilds but Dotted Line Biz Is Out

Hollywood, Oct. 1. Leading Hollywood agents are turning down a request by Screen Actors and Writers Guilds that they answer a detailed 10-point questionnaire on the talent-agency-studio situation, for the Guilds' monthly magazine. Agents counter-proposal is for a representative committee from the Guilds and leading agents chew over the whole subject at a round-table conference. Agents are skeptical of signing detailed report on many phases of their business, figuring it might be used to put them on the spot. Guilds have a special joint committee digging into agency matters and have extended feelers for a possible Guilds-agents get-together on mutually protective rules and regulations.

Questionnaire was sent out last week with an accompanying letter from Norman Rivkin, editor pro tem of the Guilds' magazine, asking agency answers, but pointing out that only those signed would be accepted. Letter promised names would be kept confidential.

Guilders claim there is no ulterior motive behind the survey, and that other industry groups already have contributed articles and comment for a coming issue devoted to the agency business in all its phases. Important agency heads state they are willing to participate in any move or discussion that will help to clear up the situation but refuse to be put on the spot or made the goal.

Ten point questionnaire asked:

1. How can clients best cooperate with the agents?
  2. How can agents best serve their clients?
  3. What suggestions do agents have for improving relations between agents and clients?
  4. What can clients do to increase the value of their agent as their representative at the studio?
  5. What are the agents' major difficulties?
  6. Do agents at all times receive full co-operation from the studios?
  7. Do any studios object to agents' legitimate efforts on behalf of their clients, and if so, how many?
  8. Have studios ever forced the agent to join a Guild or interests of one client in order to protect the agent's position at the studio with respect to other clients?
  9. Have agents ever been refused admittance to any studio because of their efforts to protect their clients?
  10. Does the agent co-operate with other agents?
- Agents admit that the answers to a number of the questions are either innocuous or common knowledge in the trade. Others, particularly the latter ones, are deemed particularly dangerous for agencies who might go on record with specific cases of squawks.

### Hubbard's 'Kind Lady'

Hollywood, Oct. 1. Lucien Hubbard planned in from New York yesterday (Monday) following vacation with family in South America.

Metro producer's probable next picture will be "Kind Lady" in which May Robson stars for stage production in San Francisco and Los Angeles, as well as screen version. George Seltz will direct.

### LIPMAN'S COL CHORE

Hollywood, Oct. 1. William R. Lipman, who recently completed his contract, has been signed by Columbia to do a treatment on the experience of a treasury operator, which E. F. Schenberg will produce.

Frank Davis is now attached to the Irving Thalberg production organization on the Metro lot.

Prior to his recent trip to Europe, Davis was acting as assistant to producer Bernard Hyman. Latter's brother, Arthur Hyman, is now functioning in that spot.

## Baer Bust Sends Leo Morrison to Europe

Leo Morrison's theatrical deals for Max Baer are now cold. The Hollywood agent sailed after the flight from Quebec on a European vacation. Eddie Mannix, Metro exec, and his wife are also on the same boat.

Baer, his wife and entourage left for the Coast last week to settle on the Larimore, Calif., Baer Rancho. Morrison married Marjorie Booth in Jarchmont, N. Y., just before sailing on their honeymoon. Mrs. Eddie Mannix was matron of honor and Florine Mannix, maid of honor. Jack Connolly (Pathe News) was best man for the Hollywood agent.

## THORPE CALLED BACK BY METRO TO PILOT 'VOICE'

Hollywood, Oct. 1. Metro has handed Richard Thorpe a new assignment after he was pulled from "Maia" before the picture was completed. He will direct "The Voice of Bugle Ann," yarn by MackKinley Koster, which John Considine, Jr., produces.

Thorpe was called back to the studio after Considine and Sam Katz had seen a rough cut of picture taken on location. Their opinion differed with that of other studio executives, and Katz ordered him restored to the payroll and given a new assignment.

## Radio Gets Berlin for 'Fleet' O.O. on a Cuff

Irving Berlin, east for the Baer-Louis fight, returned to the Coast Monday (30) to sit in on "Follow the Fleet" while in production. Although Berlin's contract with RKO Radio for the next Fred Astaire film musical expired as of Sept. 1, the tunesmith will voluntarily o.o. the shooting of his songs.

Berlin is not going to concern himself with Metro's "As Thousands Cheer," as was first intended.

## Darling Heads Fox Art

Hollywood, Oct. 1. William Darling assumed charge of the art department at 20th-Fox, drawing a one-year contract for the post-Fred Astaire picture.

He succeeds Jack Otterson, who turned in his resignation a few weeks ago, and who remained until a successor was appointed.

## Savo on Deck for Pic

Hollywood, Oct. 1. Jimmy Savo today (Tuesday) arrives from New York (Tuesday) to sign on his term contract with Hal Roach.

First feature for comic will be "Alone, Alone!" to be directed by Gus Meins. Production is slated for early November.

## REPUBLIC'S ETHIOPIA

Hollywood, Oct. 1. Republic will rush into production "Legion of the Lost," originally set for Foreign Legion picture, but now switched to Abyssinia, to cash in on the war scare. Studio, talking to George Bancroft and Richard Arlen for two of the lead parts will try to borrow Richard Cromwell from Columbia for the third.

## RAFT FOR 'CONCERTINA'

Hollywood, Oct. 1. George Raft is down for top spot in "Concertina," new dancing yarn being lined up by Paramount. Picture is under production wing of Arthur Hornblow, Jr.

## RADIO OPTIONS STANWYCK

Hollywood, Oct. 1. Radio put Barbara Stanwyck under a three-picture contract for a year, with options, following her appearance in "Annie Oakley," just completed.



## WILL MAHONEY

The isiter, England,

"He is an extraordinarily good comedian, yet he is the most ordinary fellow in the world. He doesn't use makeup, and he doesn't wear ridiculous clothes, but his stonous comedy packs a punch that would knock a heavyweight dizzy. Last night he had his audience absolutely taking the count with laughter—and coming up for more! And did they get it?"

Direction  
WM. MORRIS AGENCY  
Mayfair Theatre Building  
New York City

## Academy Pact Draws Fire of Writers' Guild

Hollywood, Oct. 1. Leaders of the Screen Writers' Guild are preparing drive against the Academy's proposed revised basic agreement and writer-producer code, and claim they will petition formal protest of the Academy move to the Labor Board. Guild officials and attorneys were busy over the weekend preparing an analysis of the Academy pact which will be sent to all members this week. It is expected the low down will be the first shot in an intensive bombardment of the Academy agreement, with leaders of the Guild figuring to crystallize sentiment of members against the pact prior to a general membership meeting.

## 'Salute' Rioters Held

Radical students and other persons picketing the Rivoli, N. Y., Saturday (Oct. 1) over the "Salute" (Reliance-USA) and distributing handbills, come up for hearing Wednesday (9) in West 64th street magistrate's court. Total of 11 boys and seven girls who were causing disturbance were arrested Saturday night, one of the boys getting a little cuffed up in the rioting.

When up for hearing Monday (30), the boys and seven girls were taken "Salute" may be out of the Riv by then. Not a press stunt.

## Ratoff's 3-in-1

Hollywood, Oct. 1. New contract with 20th-Fox, signed by Gregory Ratoff calls for a three-way job of acting, writing and directing. Now sitting in as advisor on "Job."

## STAGE WOOS MARY ASTOR

Hollywood, Oct. 1. Mary Astor wound up her contract with Warner's last week and heads east Oct. 10 for part in a new play.

If stage deal falls to Jell player will return to the Coast in December to freelance in pictures.

## PAR TERMS ROBT. FLOREY

Hollywood, Oct. 1. Paramount gives Robert Florey a long-term, and an assignment to direct "Rich Man's Son." Yarn is an original by Marian Spitzer and Anne Chapin.

## POWELL PIC FOR RADIO

Hollywood, Oct. 1. Stephen Roberts is at Radio to direct "One For Two." William Powell tops the cast.

## Producers Refuse to Recognize Wagner Bd; an Intra-State Biz?

### Gershwins Maybe for Radio's Next Astaire

George and Ira Gershwin may do the songs for the next Fred Astaire picture for Radio after "Follow the Fleet." It wouldn't be their first film here as they did one for Sam Lyons for the Gershwins, is working on the Radio deal, asking a percentage arrangement against a lesser guarantee. The Gershwins and Astaire have done a couple of shows together.

### LICHTMAN TO COAST ON CHAPLIN RELEASE

Rockefellers have made an offer to United Artists for the Charlie Chaplin picture, "Modern Times," thought being to play it on a run engagement at the Center, New York, which opens today (Wed.) with first run features at an 85c top. Picture may also go into the Astor, presently housing "Crusades" on a \$2 run.

United Artists is to play "Modern Times" at a \$1 top, wherever it is shown, the same as done in the past with Chaplin films. Al Lichtman, who flew for the Coast Monday (30), will confer with Chaplin on the New York run. Figures for opening in New York in November, with general release either that month or in December.

### King East for 'May Wine,' Tying Up Marx Picture

Hollywood, Oct. 1. Marx Bros. "Night at the Opera" returns to production this week for retakes and several connecting sequences. James K. McGuinness, who wrote the original, is doing the new scenes. Upon completion of the picture, Walter King returns to New York for Schwab & Mandel's musical, "May Wine."

### Miller Back to Lensing

Hollywood, Oct. 1. Virgil Miller has resigned as head of Paramount studio camera department and will go back to handling first camera assignments on the lot. Ray Wilkinson, assistant superintendent of the Paramount laboratory, will function in place of Miller, continuing his other duties at the lab.

### Kaufman to Show Shop

Hollywood, Oct. 1. George S. Kaufman will spend his three weeks' leave from Metro in New York looking over the new list of shows. He has in mind a musical for the Marx Bros. for after-holiday production.

### SPOT GERT MICHAEL

Hollywood, Oct. 1. Gertrude Michael gets lead in Paramount's "Lullaby." Barbara Stanwyck and Sylvia Sydney both lately spurned the part.

Miss Michael is recovering from auto accident injuries, including a broken leg.

### NADEL QUITS AT MASCO

Hollywood, Oct. 1. After 10 days as director of publicity for Mascot-Republic, E. K. Nadel has stepped down and returns east. Bernard Bernbaum succeeds.

### BETTY BLYTHE'S WESTERN

Hollywood, Oct. 1. Betty Blythe, star of silents, assigned a role in Ken Maynard's next cowboy vehicle, "Western Courage."

### PURCELL'S TERMER AT WB

Hollywood, Oct. 1. Richard Purcell, given a term by Warner, goes into "Celling Zero."

Hollywood, Oct. 1. An attempt to force discussions with creative talent through the Academy is seen in the producers' refusal to recognize the Wagner Labor Board. Move is interpreted as a blow to the actors and writers guilds for producer recognition of their memberships as bargaining groups.

Producers claim that motion pictures is in intra-state and not interstate commerce, which puts it outside the pale of the Wagner provisions. Claim is made that the only manufactured article is film negative, and that the print distribution outside the state is in distributor hands, not in consumer production. Various unions, with American Federation of Labor affiliation, are committed to a basic studio agreement, which provides premise for discussion outside the Wagner law.

Actors and Writers Guild recognition demand will have to wait, even though the groups have been making progressive strides under the Wagner setup.

## GINGER-RADIO ACCORD, GETS HER OWN STARRER

Hollywood, Oct. 1. Contract difficulties between Radio studios and Ginger Rogers are being adjusted, the studio giving the player a salary lift. Player starts in "Follow the Fleet" within the next few days, co-starring with Fred Astaire. After this picture, Miss Rogers will be starred on her own with Astaire, also bringing out to get solo star rating in group of filmicals.

## Sheriff In with Script

Hollywood, Oct. 1. R. C. Sherriff arrived yesterday (Mon.) from London, reporting to Universal with completed screen play of "Draught's Daughter," which Carl Laemmle, Jr., is slated to produce. Writer, under contract to U for the past three years, had provision in his contract giving him right to work on scripts in London.

## Discing for Charity

Hollywood, Oct. 1. Radio transcriptions to be used for community fund drives in various cities of the country are being made here, various picture, radio and band names donating services for group of at least 25 sides. Among the film personalities plattering are Al Jolson, Dick Powell, Eddie Cantor, Sue Carol, Richard Arlen and Ricardo Cortez.

## TOO MUCH LIKE DEL RIO

Hollywood, Oct. 1. Because she too closely resembles Dolores Del Rio, Warner pulled Anita Kerry from "Meet the Duchess." She gets a spot in "Freshman Love" instead.

## RADIO TESTING SINGER

Rita Lester, warbler who recently closed at the Rainbow Room in Radio City, New York, is being tested in the east for pictures.

## SAILINGS

Oct. 5 (New York to Cairo), Edward Hurley (Pres. Harding). Oct. 8 (New York to London) Eileen Ryan (Crested). Oct. 9 (San Francisco to Manila), Ed Usgat (Pres. Hoover). Oct. 28 (Montreal to London), Eddie Mannix and wife, Leo Morrison and wife (Empress of Britain). Oct. 28 (New York to Paris), O. H. P. Garrett (Champlain).

## ARRIVALS

Alfred J. McCosker, Dorle Jarrel, Robert urel, Ray Venture, Kirsten Flager, J. B. Priestley, Helen Hayes, Adrienne Allen, Ralph Richardson, Paul Robeson, Agnes Enters, Eugene O'Connell, Friedrich Schorr, Maurice and Kordoba.

# NEGRO FILM FANS' TASTES

## FOX'S PAYOFF: STARS FOR SONGS

Sept. 17.  
Reciprocal agreement has been consummated between Max Schach, head of Capitol Films and American heads of Fox, Metro and Paramount. Deal stipulates that Schach may borrow any star he needs from the roster of each of the three companies. In return he refrains from any action against the filmers for the promiscuous use of music from Cavallo's opera "Pagliacci" world rights of which Schach bought up.

Intending to produce a film based on the opera and starring Richard Tauber, Schach learned that Fox, Paramount and Metro had already extracted some of the music for films. Greatest offender reputedly was Jesse Lasky for Fox. After protracted chinning with Kent and Lasky, Schach was promised the use of any Fox player. Other two appropriators are understood to have come to the same agreement.

## MG MUSICAL COMEDY TRAINING SCHOOL

Hollywood, Oct. 1.  
Metro is establishing a musical comedy school on the Culver City lot, in charge of Oliver Hinsdale, who has coached the stock players' dramatic training division for about two years.

Young players will get grounding in musical productions, with local shows and studio recruits watched for promising talent. Hinsdale is directing musical comedy scouts to decide on first stock production.

## Selznick Back in H'wood To Set Staff, Start 'Faunt'

Hollywood, Oct. 1.  
After two months in New York, David O. Selznick returned here Saturday to begin his United Artists' association. He immediately started preparation for production of his first picture, "Little Lord Fauntleroy".

First effort will be in the line of building the personnel for his unit.

## Expecting Tay Garnett

London, Oct. 1.  
Tay Garnett is expected here early next year to take some exterior shots for his new pictures, "Singapore Bound," "Umanev" and "Man Laughs Back".

Garnett starts his expedition early in Nov. on his yacht, the Athene, from California, covering the Far East, including China and India, before coming to England.

## Boleslawski on U Pic?

Universal is negotiating for the services of Richard Boleslawski, Metro director, to make "Sutter's Gold".

Director of "Misereables," "Metropolitan" and "O'Shannessy's Boy," recently ducked "Last of the Mohicans" (Reliance) and is now at work on an original, "Spears of Death" for which Metro is negotiating.

## LAUREN DEPARTS COL

Hollywood, Oct. 1.  
Writing contract between Columbia and Sam K. Lauren has been cancelled at latter's request.

Lauren has been on the Columbia writing staff for three years, will take a vacation of several weeks before aligning with another major studio.

## Penny Herself Again

Hollywood, Oct. 1.  
After a flock of tests of various picture people, Metro has finally decided to have Anna Pennington play Ann Pennington in "The Great Ziegfeld." Miss Pennington came west on spec with Fannie Brice, also in the pic.

Studio has purchased "Won't You Come and Play Wiz Me" and "I Just Can't Make My Eyes Behave"; two old Anna Held numbers which Lulsa Rainer will sing in the picture.

## CALIF. D. A. CURIOUS ABOUT FIGHT FILMS

Los Angeles, Oct. 1.  
Baer-Louis fight picture was halted for more than one hour at Pantages Hollywood last Friday (27) when U. S. district attorney's office launched brief investigation, attempting to learn how films got into California in violation of interstate commerce laws.

Scutth soon satisfied themselves that theatre had nothing to do, with bringing pictures into state. Films also were shown here at RKO Hill street and at number of Fox West Coast houses.

While exonerating exhibs fedls are continuing their search for men who transported pictures into California.

## Winner in 'Show Boat' For U, Then to 20th-Fox

Hollywood, Oct. 1.  
Charles Winningger has been signed by Universal for featured spot in the filmul remake of "Show Boat," which Carl Laemmle, Jr. will produce.

Player gets in from the east Nov. 15, reporting to U for maximum of eight weeks for that production. He then swings over to 20th-Fox to start his contract with the latter organization.

## 'Jazz' Suit for \$1,500,000

Los Angeles, Oct. 1.  
Demanding \$1,500,000 damages, Etta Sax has filed suit in Superior court here against Universal Pictures Corp. charging studio lifted story material from her original, "The Song of All Nations," for use in "The King of Jazz," Paul Whitein picture.

Her story was submitted in 1929, writer said. Enormous damages are asked because Miss Sax, according to her suit, believes Universal made \$2,000,000 profit on picture.

## 'Drunkard' with Pic Vets on Combo Tour

Hollywood, Oct. 1.  
Picture and personals combo with Lou Velles' "The Drunkard," being toured through the middle west opens Oct. 7 at Salt Lake City. Colorado Springs, Pueblo and Denver follow in that order.

Routed with the film arc Clara Kimball Young, Mildred Harris, Ted Purpin, Lee White, Franklin Farnum and Rex Lease.

## Bader Quitting U

London, Sept. 22.  
Dave Bader, who has been with Universal for 14 years, past five years here as Carl Laemmle's story and talent scout, is leaving the company.

Bader has been instrumental in unearthing Binnie Barnes, Valerie Hobson, Henry Mollison, and Francis L. Sullivan among others, for his firm.

## WB RENEWS GARGAN

Hollywood, Oct. 1.  
Warners has picked up an option on William Gargan for another year.

## DRAMA, MYSTERY, GANGSTER, MUSIC

Nix on Sophisticated Stuff Which Clicks with Whites — How They Figure Their Stars

## WEST, RAFT TOPS

By ALBERT SCHARPER, . . .  
Baltimore, Oct. 1.  
There are more than 13,000,000 colored persons in the U. S., approximately one-tenth of the country's population. In general Negroes aren't especially assiduous picture patrons, but in the larger cities ratio stacks up pretty well when aligned against statistics taken on attendance of whites patrons. However, rural colored residents do not seem to cotton to flicks; Financial state of majority of 'em prohibits any ardent attendance.

In Baltimore there are more than 200,000 colored, many here being second largest quartered in any town in country, numbering about 50,000 less than N. Y.'s Harlem. Here Negroes attend 100% colored theatres, hence, a good gauge can be taken on the likes and dislikes of a fairly typical cross-section of colored folks. In Balto about half the colored population is city-bred, educated and somewhat worldly wise; other half apt representatives of the south.

Foil of exhibs operating colored spots has been taken, and as additional information, the exhibs' ledgers reveal the box-office beauties of past couple of years which suggest rather accurately just what sort of film fare colored patrons favor. Ranked in respective standing, as to the popularity of general types of pic:

- (a) Drama, the heavier the better, and if sentimental, heavy is city-bred.
  - (b) Mystery, with especial emphasis on the more horrific films.
  - (c) Gangster.
  - (d) Musicals.
  - (e) Westerns, once farther up ladder, but fast losing popular appeal.
  - (f) Comedy, of the broad sort.
  - (g) Sophisticated comedy, usually found to barren, but that most of the colored houses slough 'em. Even though such flicks as "No More Ladies" (MG), "Forsaking All Others" (MG) etc., did swell generally at the wicket, they flopped in the colored houses.
- Stars do not mean so much as (Continued on page 29)

## RUDDY PLAYS SAFE

Prefers to Make Pic in N. Y. to Avoid Legal Ti

Hollywood, Oct. 1.  
Because of Rudy Vallee's reluctance to come to California, where he might be subjected to renewed legal fire in the property dispute with Fay Webb (formerly Mrs. Vallee), Warners may decide to make the next crooner starer, "Lucky Me" in New York.

Vallee was due to check in at Warners about Oct. 15, but studio and crooner have been discussing the situation in long distance communications which will probably revise original plans. New York courts have given Vallee immunity from Miss Webb's demands, but in California the community property statute gives a wife much more locality, with certain legal angles still believed open.

## Estabrook on Kipling

Louis D. Lighton, Metro's newest acquisition to the associate producer ranks, has made arrangements with 20th Century-Fox to borrow Howard Estabrook, contract writer to write the script play and dialogue on Rudyard Kipling's opus, "Kim".

Thus far Freddie Bartholomew and Lionel Barrymore are cast.

## Not Even Bronx Cheer Left in Films After Haysites Nix Naughty Lingo

## Keeping Fleet Afloat

Hollywood, Oct. 1.  
Warners' fleet, like England's, will never see a sunset. With an armada built for "Captain Blood," studio decided to get off the nut its construction, and will make "Captain Applegate," using the boats.

## 'LOU' GETS HER MAN AND ALL IS SERENE

Hollywood, Oct. 1.  
Following delay on production due to difficulty in securing an acceptable cameraman, Mae West's starer, "Klondike Lou," resumed last week at Paramount, with George Clemens in to handle the photography.

Assignment is a break for Clemens, who has been second cameraman with Karl Struss for some time. Struss was tied up on "Anthony Goes" and Binx Crosby declined to give up the cameraman for the West picture when the latter was ready to start.

## Sidney, Fonda Leads in Wanger's 'Lonesome Pine'

Hollywood, Oct. 1.  
Syvia Sidney and Henry Fonda are slated for the leads in "Trail of the Lonesome Pine," which Walter Wanger will produce in technicolor for Paramount release. Feature will be the first in three-component technicolor to be produced on location, unit going to Big Bear for at least a month.

Robert Bruce, producer of series of colored scenes, has been engaged as color photography specialist. Henry Hathaway has been borrowed from Paramount to direct the picture, which is slated to start in two weeks.

## Metro's Pic Prospects

Mitzel Mayfair, dancer, and Duke Norman, tap dancer, were screen-tested last week by Metro, latter sponsored by Sidney Piermont, head of Loew's booking office.

Reginald Gardiner, English comedian in "At Home Abroad," is under option to Metro, Al Altman obtaining signature shortly after show opened in Boston.

## Return of Lanny Ross To Pictures Steaming

Hollywood, Oct. 1.  
Several deals are on the fire to bring Lanny Ross back to pictures, with Selznick-Joyce dicker for the NBC warbler.

Ross has been off the screen nearly a year since his last Paramount picture, "College Rhythm."

## Armstrong's Final U

Hollywood, Oct. 1.  
Robert Armstrong gets the featured lead in "Captain C" mounting at Universal, picture starting today (Tuesday), "Willie Nick directing.

This is the final deal for Armstrong.

## BICKERING 'GRANNIES' PIC

Hollywood, Oct. 1.  
May Robson and Mme. Schumann-Helnic are being co-starred by Metro in "Gram."

Yarn, about bickering grandmothers, is for John W. Considine, Jr. production.

Hollywood, Oct. 1.  
To further guard the national morals, Hays office has issued a new list of banned words, the use of which in any picture will bring a spanking to the producer.

No longer will flip comics be able to use "bunk!" There are to establish smart crackers without the use of "in your hat." "Finger" cannot be mentioned unless in orthodox manner. "Lousy," "joint" and "bum" are also out.

Perhaps the Bronx cheer has been used without caution. No longer will the gentle motion of placing the tongue against the upper lip and blowing in order to create the salute be used. Haysites have decided that the noise is offensive, has no place in the nation's picture houses.

Also a ce in addition has classed skirt, house broken, guts, fairy, rance, chippie, cocoeite, courtesan, eunch, floosey, goose, herta, nuts, house and screw as bad.

When he washes up "Under Two Flags" for 20th-Fox, his next directorial assignment, Frank Lloyd will turn producer. Lloyd at present is in the final editing stages of "Mutiny on the Bounty" for Metro.

Lloyd has an offer from Korda to become associated with London Films. He also has a bid from a British syndicate to form his own production unit. Before going to Europe he will talk over a production deal with Metro, and may remain here with that studio.

## LLOYD AS PRODUCER FOR KORDA OR METRO

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When he washes up "Under Two Flags" for 20th-Fox, his next directorial assignment, Frank Lloyd will turn producer. Lloyd at present is in the final editing stages of "Mutiny on the Bounty" for Metro.

Lloyd has an offer from Korda to become associated with London Films. He also has a bid from a British syndicate to form his own production unit. Before going to Europe he will talk over a production deal with Metro, and may remain here with that studio.

## WB TESTING CROONER

Beverly Roberts, British band vocalist, and currently at Jack Dempsey's hamburger, N. Y., has been tested by Warner Bros. for films.

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# Reading G.T.E. Reorg Plan, Co.'s Debenture Holders Will Share on An Equal Basis with Chase Bank

In the reorganization of General Theatres Equipment, Inc., the company's debenture holders will share on an equal basis with Chase Bank as the institution has given up voluntarily any preferred position it may claim as a creditor of G.T.E. Additionally, the option on 200,000 shares of 20th Century-Fox Film (formerly Fox Film Corp.) which G.T.E. holds is to be distributed pro rata among the G.T.E. debenture holders.

Wall Street sees Arthur Loeb and his reorganization committee as ready with a plan of reorganization for the company and that such a plan may be filed within a week in Chancery Court, at which time, carrying the conditions as mentioned, Thus the four-year receivership of this company is about to end. GTE went into receivership in February, 1932. So far as known, the reorganization company will issue only one class of security, namely common stock, of no par value, totaling around 450,000 shares. Creditors will still get pro rata amounts of their shares for their claims. GTE stockholders will get options to purchase at book value pro rata amounts of GTE common shares. Additionally, Chase Bank has agreed to underwrite the company's reorganization for around \$2,000,000.

**Options to Purchase**  
The option to purchase GTE stock at book value which is given to GTE stockholders is considered a valuable right. This is a two-year option, GTE debenture holders will get 10 shares of new GTE common for each \$1,000 debenture held. Additionally, these GTE debenture holders, for each \$1,000 debenture held, will receive two-year options to purchase a block of 3 1/2 shares of new 20th Century-Fox preferred shares and 1 1/2 of new 20th Century-Fox common for \$60 until Oct. 1, 1935, and \$70 in the second year until Nov. 1, 1937.

This is the stock which GTE itself now has under option, and the options to debenture holders are based on the basis of \$15 per share on the old Fox common stock, for the first year of the option, and at \$17.50 per share of the old Fox common stock for the second year of the option.

**First Preferred Shareholders of GTE** will have the right to purchase one share of new GTE common stock for each 10 shares presently held. First and second class stockholders will have the right, under the plan, to purchase, at book value, one share of new GTE common for each 25 shares now held.

G.T.E.'s debts are being reorganized to amount to an aggregate amount of \$56,000,000. Chase Bank is the biggest creditor. U. S. Senator Daniel O. Hastings of Delaware is receiver.

Besides Arthur Loeb, who is chairman, the reorganization committee includes Edward C. DeLafayette, Harry S. Durand, Lloyd S. Gilmore, Arthur Peck, Conrad H. Poppenshue, Seton Porter and Ray W. Stephenson.

## Lanfield for 'Burley'

Hollywood, Oct. 1.—Mancy Lanfield will direct 'King of Burlesque' for 20th-Fox. Picture starts this week at the Westwood plant.

He replaces Irving Cummings, forced out of the assignment to recuperate from a minor operation.

## DR. FORMAN AGAIN ON FILMS

Guardians of the picture business are awaiting the report to be made this afternoon (Wed.) by Dr. James Henry Forman as to the results of his crime and films at the Governor's conference on crime, the first in its history in Albany.

Dr. Forman wrote the book 'Our Movie Made Children.'

## E. V. RICHARDS' COAST HOP

New Orleans, Oct. 1.—E. V. Richards, Jr., head of Saenger Theatres, Inc., is en route to Hollywood for conferences on the Paramount southern theatre situation with John E. Otterson.

He also plans to take a much needed rest while on the Coast.

## Pink 'Karenina' in Chi

Chicago, Oct. 1.—Censor board has stamped a pink 'adult only' label on picture 'Karenina,' the first pink ink in many months.

Previously censor board put a pink ticket on 'Dark Angel' (UA) but then gave the picture a clean bill after a couple of minor slices.

## PIONEER DROPS FLAG ON EIGHT

Hollywood, Oct. 1.—John Hay Whitney got up yesterday (Monday) by plane from New York, and John Wharton, general counsel for Pioneer Pictures, arrived in Los Angeles to handle with Merian C. Cooper on eight Technicolor pictures: to be made during the coming season.

John Speaks, production associate of Cooper at Radio, has been brought over to United Artists quarters of Pioneer as general manager.

As soon as first feature is under way Cooper anticipates his leave for extended vacation in Europe.

## RAY GRIFFITH'S NEW 20TH-FOX 3-YR. TERM

Hollywood, Oct. 1.—Raymond Griffith signed a straight three-year contract as associate producer of Twentieth Century-Fox. His first picture under the new deal is 'Professional Soldier.'

Griffith was with Zanuck for years at Warners and 20th Century.

## Rental Lots Boom

Hollywood, Oct. 1.—With two years in front and four more coming up during the week, Pathe studio becomes one of the most active of the rental lots.

"Calling of Dan Matthews," a Sol Lesser production, and "Fenced Landing," Republic, are before cameras. "Dancing Feet," Legion of the Lost" and "Sailors Forget" are ready for the gun.

## New York's Dual Bills

By JOHN C. FLINN

It is a paradox that the RKO circuit of theatres in the greater New York territory, having adopted a policy of dual billing of features for the current season, will provide during the coming week the strongest argument yet offered against the practice of exhibiting two pictures for one price of admission. Thirty-five RKO theatres commencing on Friday (5) will exhibit for seven days the Fred Astaire musical, "Top Hat." No other feature will be shown with "Top Hat."

There will be plenty of competition, and the public will give a verdict on the double-billing issue which may carry unusual significance in the opinion of New York showmen. In nearly 300 independently operated houses, and in the 63 neighborhood theatres of the Loew circuit, double-billing will continue almost without a single exception. Next week, it will be a case of Fred Astaire, in "Top Hat," against the field.

Since the beginning of the current season, certain officials of the major distributors have regarded with misgiving the policy of 100% double billing of features which the RKO and Loew circuits adopted as a defensive measure against the competition of the numerous independently operated theatres. It is reported, and accurately, that the theatres of the affiliated Loew and RKO circuits have shown substantial increases in box-office receipts over the average when the same theatres showed single attractions four days a week. It is also reported that some of the competing independent theatres have felt the loss of patronage, but one film exchange manager declared that the territory as a whole, meaning all the theatres, independent and circuit operated, have had a banner month during which aggregated attendance at the films has exceeded any September in several years.

"Hat's" Strength

"Top Hat" has been the strongest box-office picture so far offered in New York since the season. In three weeks at the Radio City Music Hall a gross of \$342,000, was reached. Nearly 500,000 attended the Radio City showing.

With "Top Hat" its popularity behind it, "Top Hat" is anticipated to create a new high mark in the RKO neighborhood houses. Sales managers of the major distributors are regarding the coming week as most important. If "Top Hat" as a single feature sustains its first-run pace, effort will be made to persuade both RKO and Loew operators to repeat the experiment with other outstanding films. Pressure of good business argument will be put upon the independent theatres to abandon double-billing of certain selected and proven hits. A wedge will be driven into dual-billing, and individual pictures will gain the benefit of increased film rentals.

It is unlikely that a single serious-minded person in the industry who believes that dual-feature offer any solution to distributing problems. Quite the contrary, Division executives believe that dual features lessens the amount that normally would be credited to one. It is the length of the double-bill program, however, to which distributors are objecting. Entertainment lasting more than three hours virtually prohibits any substantial ticket sale for the second running of the main feature at the evening performance without a substantial loss. With many films booked on percentage of box-office intake, the problem is serious to the distributor.

All other phases of the dual-billing program are being reviewed at the moment in the light of next week's test in the RKO houses.

(To Be Continued)

# Whether Fox Theatres, in Receivership, Can Invest in New Met Co., Up Oct. 8

## A.&P.'s Free Show

After survey and investigation of the "free radio" show given Monday (30) night at Madison Square Garden, N. Y., under the sponsorship of A.&P., the Hays organization has decided "that it is a traveling sales convention and not unfair competition. Consequently, the Hays office has taken no action on any official position on the matter."

Motion Picture Producers & Distributors, however, has in no way retreated from its position that where professional entertainment is shown to the general public and no admission is charged it is the basis for protest on the ground of unfair competition.

Survey conducted by Hays organization revealed that the A. & P. Kate Smith show in the Garden was not publicly advertised and that it was not open to the public. Admission was found to be strictly by invitation, with the performance primarily intended for store managers, clerks and their relatives.

No banners or placards were spotted in any of the A. & P. stores and no evidence was found that the grocery company regarded the Madison Square show other than a combination dress rehearsal of a forthcoming radio program, and a sales device for its employees, although evening was devoted 100% to entertainment.

Reports received by the Hays office also revealed that when the Kate Smith show was given in Detroit and Boston, the place where it was held did not bear any advertising matter pertaining to the performance.

A review of the performance appears in this issue on page 40.

## Acad's New Board

Hollywood, Oct. 1.—Results of the Academy election, announced Sept. 30 by President Frank Lloyd, named the following to the Board of Governors: Lionel Atwill, Clark Gable, George Irving, Frank Capra, Cecil DeMille, Frank Lloyd, Henry Herzberg, E. B. Kahane, and William Fox. Van Nest Polglase, Howard Estabrook, Robert Riskin and Waldemar Young.

Five executive committees and the academy will meet on Oct. 8 at a joint meeting Oct. 8.

## Kolbe, Chairman of Board, Atkins, Prez of 1st Int'l

First International Pictures, Inc., holding company for First Division, elected Robert W. Atkins president and Frank F. Kolbe as chairman of the board. W. C. Bright was named v.p. and treasurer and T. P. Loach, secretary. This completes the operating set-up for this company that is to serve as financial committee through which Pathe Pictures will act as controlling policy.

Kolbe and Atkins are both officials in the new Pathe corporation, while Loach is sec. of that company as well as First International. Bright's position is virtually that of liaison officer between First Division and the new holding organization. First International is strictly a financial company, with no stock offered to general public and exact capitalization as yet undisclosed.

## 'Mutiny' Vice 'Crusades'

'Crusades' may end its \$2 run at Astor, N. Y., by Oct. 15, but remain there on pop basis.

Meantime, Metro is thinking of robbing 'Mutiny on Bounty,' but not set whether Astor would be N. Y. spot.

## MASTROY SETTLES WITH FRANK

Frank Mastroi, formerly with Universal in Hollywood, left for the Coast yesterday (Tuesday).

He was in New York making a cash settlement with U.

## Attorney Gustavus Rogers has called the U.S. Circuit Court's attention on the question whether Milton Welsman, receiver for Fox Theatres, should not take up that company's option to purchase 50% of the new Metropolitan Theatre circuit stock, formerly known as Fox Metropolitan.

The next hearing is scheduled for Oct. 8, before Circuit Court Judge Martin Manton in N. Y.

The Fox Theatres Corp. option, as per contract, runs to 60 days from Sept. 1st, last. It would allow the theatres around \$275,000 to take up this 50% stock interest in Metropolitan. United Artists Theatre Circuit owns the other 50% with Keith-Albee-Orpheum.

Should Fox Theatres fail to take up the option, KAO is privileged to purchase an additional 10% interest.

Should Fox Theatres not take up its option and receive \$150,000 cash for its equity, this would mean that full control of Met, outside of KAO's proportionate interest, would come under the aegis of the United Artists Theatre Circuit. Joseph M. Schenck is president of the U.A. theatre outfit.

The legal rub comes on the point whether Fox Theatres, being in receivership, should be permitted to invest in stock, or take the cash which it would get by not taking up the option. The question involves the point as to which move is more beneficial to the creditors of Fox Theatres.

Fox Theatres-Fox Met situation is complex. Fox Theatres Corp. is under the court aegis of the Federal Circuit Court (Judge Martin Manton); while the old Fox Met is under Federal Judge Julian Mack.

Whatever decision may come down in the Fox Theatres thing as a result of Attorney Rogers' move, it cannot have any bearing on the status of Skouras Theatres and the Randorfer company (Rinzler & Frisch), operators of the Met theatre group.

## SISK MADE PRODUCER, DRAWS 'LADIES' AS 1ST

Hollywood, Oct. 1.—Robert Sisk; assistant to Radio's prexy, J. R. McDonough, has been set as an associate producer at the studio.

His first picture is 'Long Ago Ladies,' starring Anne Shirley. Screen play is by Sam Mintz. George Nicholls, Jr., will direct.

## FILMS FOR PRESIDENT

Hays Office Dispatches 20 Films for F.D.R. to See on Sea Trip

Los Angeles, Oct. 1.—At request of President Roosevelt, local Hays office has lined up approximately 20 features, among them several old releases for President Roosevelt to see aboard the cruiser Houston while fishing in California and Panamanian water after attending fair at San Francisco.

Pictures requested and secured for President from local film exchanges and producers are: "Paramount—'Last Outpost,' 'Night at El Hat,' 'Shanghai,' 'Scandal!'

Radio—'Return of Peter Gri' 'Alma,' 'March of Time No. 6,' 'Metro—'Woman Wanted,' 'Rockless,' 'Bishop Misbehaves,' 'I Live My Life,' 'O'Shaughnessy's Boy,' 'Goldwyn—'Barbary Coast,' 'Dark Angel,'

Reliance—'Red Salute,'

20th Century (UA)—'Call of the Wild,'

Warner—'Front Special Agent,' 'Big Miss Glory,' 'Legs,'

Universal—'Stormy.'

## TELE FIRM FILES

Sacramento, Oct. 1.—Television Corp., a 2,500 no-par value stock firm, with purpose to develop television of films and home apparatus, has been filed with secretary of state.

Directors listed are Lee de Forest, C. Schilling, Arthur Fisher, D. Lerner and J. K. McAlpine.

# J. C. WARNERS ST. L. TRIAL

## A Major Experiment

week Warner goes to bat with probably the most daring film experiment since sound came in, the launching on the screen of "Midsummer Night's Dream," a Shakespearean fantasy, with close to \$1,500,000 tied up therein. Inasmuch as WB was also the first to take a chance with sound, the event marks the second big gamble this firm has shouldered.

And it is an event to the picture business. For if 'Dream' is a success it opens up avenues for the studios which few have dared to tread. Besides which Warners is doing it the hard way. Not only is it Shakespeare, it's fantasy.

The chance WB is taking is obvious to showmen both in and out of pictures. The problems concerned almost about for themselves, i. e., Shakespearean studies seldom have the coin to pay roadshow prices, to make a fantasy register as entertainment and to sell Shakespeare to the public at large. Regardless of merit, 'Dream' as a picture, boils down to a selling job, perhaps the toughest ever handed a film 'press department.

It took nerve to say 'Go ahead' on this one. That's because although Reinhardt, as the director, as the Mendelssohn music won't hurt, that can be discounted because it's still Shakespeare and a fantasy.

Artistically the effort has unquestionably taxed every department at the studio. Commercially it must go down as one of the stiffest challenges any film company has ever accepted.

The handicaps will not be aided by an antagonistic attitude from within, and the heckling from the outside seems to have already started as witnessed by an editorial in an eastern daily which virtually condemned the picture sight unseen. It may be idealistic to think that the change in business will fill the film every break it can, and lean a little overboard in the doing, but the effort deserves such cooperation on the long view of what 'Dream' can mean to pictures in general.

## CASE AGAINST WB, ET AL. UNDER WAY

### Importance of Abel Cary Thomas Conceded by Gov't and WB Attorney Is Severed as Co-Defendant So That Criminal Trial Proceeds Promptly

### ANTI-TRUST

St. Louis, Oct. 1.

The Sherman anti-trust case against eight picture production and distributing corporations and six of their executives, indicted here last January for alleged conspiracy to violate the Sherman anti-trust law by refusing to furnish films for the Ambassador, Missouri and New Grand Central theatres (controlled by Fanchon Marcov) went to bat yesterday (Monday) before a jury and Judge George H. Moore in the U. S. District court.

Decision to hold the trial immediately came on the day when an eleventh hour plea for continuance was turned down after a bitter all-day legal battle, in which Russell Hardy, special attorney general from Washington and former U. S. Senator James A. Reed, of Kansas City, fought desperately for and against a delay. Reed asked for continuance on the grounds that Abel Cary Thomas, secretary and general counsel of Warner Bros. Pictures, Inc., a witness-defendant, is confined in his home in New York under treatment for arterio-sclerosis and circulation must be restored in his legs to prevent gangrene.

Affidavits of three N. Y. physicians were presented by Reed to corroborate his statement that Thomas would not be able to make a deposition, much less attend a court session. Reed further asserted in an affidavit he filed that Thomas had participated in practically all of the conferences about film contracts, and in many of them was only the representative of Warner interests. Reed called Thomas an indispensable witness.

Hardy's surprise was that Hardy, who desperately fought each effort of the defense to delay the trial, testified that continuance of any great length, by delaying set- (Continued on page 3)

## Congressional A. T. & T. Probe Starts Mid-Oct.; Subpoena Pic Execs

### No Pix for Kennedy

Wall Street does not see any immediate return to the film business by Joe Kennedy. The downtown thought is that Kennedy will stay in the banking and investment field upon his return from a vacation abroad with his family.

Kennedy resigned as head of the Securities and Exchange Commission recently.

Dr. William I. Slovich's Congressional committee probe into patent situation, as it affects American Telephone & Telegraph Co., is already being felt in the picture industry because vast number of major company officials in the last few days have been subpoenaed to appear before the committee. Committee, solely the Congressional Patents and Copyrights Body, is scheduled to start taking testimony about the middle of October, probably in New York.

Reason that so many picture company executives have been called is because bulk of major companies hold contracts with ERPI (Western Electric), which is actively connected with A. T. & T. affairs through being subsidiary of that corporation. Slovich committee is purportedly assigned to look into patent rights, rates, royalties and other biz relations of American Tel and Tel, with picture outfits and only connected in any way with basic idea of investigation.

Industry leaders now believe that Slovich wants to obtain information on ERPI royalties and other licensing agreement by calling them before the committee. This is viewed by many in the business as enlarging scope of probe and dragging record of picture companies with ERPI into hearing.

## SARNOFF BACK, SET RKO REORG

David Sarnoff is expected to get RKO's reorganization set shortly. He returned from a 10-week trip abroad yesterday (Tuesday). Lehman Bros. will be associated in the RKO reorganization with the Atlas Corp. This is subject of course, to agreement by RCA. Terms are not known yet.

Both Sarnoff and M. H. Aylesworth have been giving much of their time to the RKO matter. There is a downtown reorganization committee, which undoubtedly will figure in the reorganization picture. This committee includes Paul Mazur, Herbert Bayard Swope, Maurice Goodman, Grayson M. P. Murphy and Robert C. Adams. George L. Schein, attorney, who figured in the RKO picture some time before, is now counsel to an indie committee of Orpheum stockholders which has been organized. This committee includes Felix Jacobson, Caroline Kohl Handlan, Daniel J. O'Connor and Leslie G. Donahue. All are from Chicago, but Schein has an office in New York.

### Phillips to 20th-Fox

William Phillips, former United Artists' official, and close associate of Joseph M. Schenck, has been invited to sit on the new 20th Century-Fox film board.

Phillips, banker, formerly associated with J. & W. Seligman, is rated as among the few financiers conversant with the amusement trade.

## WARNERS, COHN FILM STOCK HOLDINGS

### Reinhardt Approves Of His Film 'Dream'; Maybe 'Hamlet' Next

Vienna, Sept. 22.

Max Reinhardt, here with his wife, Helen Themig, is filling the Vienna woods full of talk about the necessity of establishing art (namely himself) in Hollywood. Appears highly satisfied with his 'Midsummer Night's Dream' (WB) and believes the world cinema public will agree with him after they see it.

To pic or not to pic 'Hamlet' is the question which is now occupying him. Then, if 'Hamlet' ples well, Hoffmann's 'Tales,' will be hurled before Hollywood's cameramen.

Between his demonstrations of art as it should be Reinhardt, however, he says he will not give Salzburg time to forget him or to try and get along without him.

## LASKY RUSHING BACK FROM LONDON TO L. A.

Hollywood, Oct. 1.

Jesse Lasky, leaves London for the Coast Oct. 5, going on to Quebec and not stopping in New York. Rush is to get his first United Artists picture started, which stars Francis Lederer.

Mary Pickford is returning here from the east also.

### Wright at Columbia

Hollywood, Oct. 1.

William Wright, for the past two years production aide to David O. Selznick, has been signed by Columbia as assistant to Harry Cohn. Wright goes over Oct. 15.

He was previously an assistant to Ben Schulberg at Paramount, who is bringing him into the Columbia fold.

### Teamed for 16 Years

Hollywood, Oct. 1.

Sixteen-year unbroken relationship of director and assistant between Clarence Brown and Charles Dorian was celebrated on set of 'Ah, Wilderness,' their current Metro picture.

Pair did their first picture together in September, 1919.

### MRS. MAYER EAST—ILL

Hollywood, Oct. 1.

Mrs. Louis B. Mayer is on her way for medical treatment, arriving in New York Thursday (3) accompanied by Howard Strickling. Strickling remains there a week conferring on Metro publicity.

Washington, Oct. 1.

Another big block of picture stocks was acquired by Warner Bros. during August, according to monthly reports on changes in stock holdings of film company officials, made public Monday (30) by the Security & Exchange Commission.

Commission's reports showed that Albert Warner acquired 823,687 8 1/4 optional convertible debentures through a liquidating dividend, holding 1,668,338 on Aug. 31. He also held 239,520 debentures through his holding company, while his holding company B reported disposition of 823,687 debentures. H. M. Warner acquired 823,667 debentures from holding company B, and at the end of the month held 1,692,333.

Report disclosed Albert Warner possessed 63,240 shares of Warner common and 10,618 23 cumulative preferred, direct; 5,988 shares of common through holding company A, and 4,736 shares of preferred through holding company B. Common stocks in the hands of Clark, through White, Weld & Co., bring his holdings to 9,700 at the end of the month. Clark also reported holdings of 201 shares of Fox A common.

## Arrest John J. Kemp, Theatre Insurance Man

John J. Kemp, whose insurance business concerned itself considerably with show people was arrested yesterday (Tuesday) after noon on alleged grand larceny and forgery charges. He is held for arraignment in Yorkville Court, New York, today (Wednesday). Specific charge involves a dividend check for \$154.55 paid out to the widow of Will Renner.

Police yesterday recounted that among Kemp's insurance clients are a number of the theatrical who's who.

## Par Not Giving Up Houses

### Will Probably Extend Its National Chain of Theatre Holdings

Paramount has no intention of dropping any of its theatres whether owned wholly or in part and has no intention of selling itself from any particular territories through giving up partnerships such as existed with William Hamm, Jr., and Herbert J. Charles over the northwestern Finkelstein & Ruben circuit. Rather, Par will probably increase its chain length across the country.

The 90-day operating agreement which Par entered into with Hamm and Charles for the F&R theatres which it has been expected would Saturday (28) and operation is now in control of John Friedl and L. J. Ludwig, who have been running the houses for the Hamm-Charles circuit. A new partnership will be set up for F&R and with whom it may be negotiated.

Other partnerships in the Par setup which are on an indefinite

basis through contract extensions for only 30 days are those with H. Blank (Ivost) and George Trendle (Detroit). Blank group is concentrated in Iowa and Nebraska, while Trendle is the operating partner over Detroit houses only.

The Wilby-Kinsey and Lucas-Jenkins partnerships in the south were extended for nine months, while John E. Quison is discussing extension of contract with Karl Hobbiltzeler over another group in the south. Hobbiltzeler is at present on the Coast.

A partnership for New England, which it has been expected would be worked out with Martin J. Mullin and Sam Pianski, is not being discussed, pending discharge of Olympia Theatres, Inc., in N. E. from receivership. It is the final group to emerge from the receiver's yoke. This should occur before Christmas at the latest.

The Suerger circuit, and the Hunter Perry houses in the Virginia territory are not concerned with partnership renewals, being under different arrangements than has existed for the others.

## FILM INTEREST IN TELEVISION

Hollywood, Oct. 1.

First studio recognition of television has been taken by Paramount and 20th-Fox in experiments with Milton Stern, University of Southern California physics instructor, who claims to have solved the distance problem in transmission.

Studios are looking into patent, and financial aspects of the financial backing for further research.

## SO MANY SUBPOENAS, ST. L. BECOMES FILM ROW

Cost to Warner Bros., Paramount, RKO Radio and others involved in the St. Louis conspiracy case, if all who have been subpoenaed are forced to be present at the trial of the indictments, is becoming a concern to the film companies. During the past two weeks so many subpoenas have been passed out, St. Louis will look like the nation's film capital.

Numerous persons served in the Government case, scheduled to get going on Monday (30), are trying to clear themselves on one ground or another. Distribution, theatre, legal and other men from New York are largely involved. No one in the Motion Picture Producers & Distributors of America is being forced to testify but that office is naturally interested.

### Kingston Producing

Al Ingston, Hollywood agent, left New York for the Coast yesterday (Tuesday) after completing financing for a start as a film producer on his own.

Expects to get started on his first picture, 'Castagna,' pronto, with Bela Lugosi starring.

### Gabe Yorke Resigns

Hollywood, Oct. 1.

Resignation of Gabe Yorke as advertising manager of 20th Century-Fox on Sept. 30 becomes effective Oct. 15.

# Radio B's 10 Point Gain Bolsters Amusement List in Dull Trading

By IKE WEAR

Stocks drifted slightly lower in yesterday's (Tues.) market as volume picked up. Amusements wound up day showing minor losses for most part. Radio B edged to best 1935 price at 74 and then fell backwards to show 2 1/2-point loss at close. Technical on curb, dipped to 18 1/2. Failure to attract additional traders and deeper rumbling of war drums abroad blamed for sharp dip in some issues at blow-off yesterday.

Amusement shares followed the general sentiment of the street in stock trading last week and moved forward. However, there was nothing sensational about the performance of individual stocks, aside from Radio Preferred B, which rang the gong with an advance of 10 points; Columbia Pictures and Eastman Kodak. Actually some of them showed minor losses. A blow-off at the startling performance of Radio B, plus strength in Eastman and Columbia, enabled the Amusement group to equal the advance of 1935 high, established last week, at slightly over the 37-mark as measured by the average of 15 issues. Group fluctuated little, striking bottom at around 35 1/2 and closing at a bit over 36 1/2. This group wound up the week with an advance of 1.088 points.

Gain was comparatively much stronger than that of the previous week. Industrials, Dow-Jones industrial averages climbed 2.37 points on the week. Close was only fractionally below the high mark of the week and approximately two points above low for the averages.

Threats of trouble to come abroad served to hold many traders on the sidelines. Monday's activities also were held back by the serious situation as pertains to gold bloc countries in Europe. Transactions fell off on Friday and Saturday, undoubtedly because of the Jewish New Year's holidays, which took many active traders out of the market. Most of the week many stocks were allowed to shift for themselves, with the net result that none got far.

Considering the disturbed conditions, amusements did remarkably well. Radio B, which has shown new highs, Keith preferred, Radio B and RKO, only Radio B showed a gain at blow-off.

Radio Pfd. B went into high ground for 1935 on Thursday and Friday, selling on the latter day approximately 7 1/2 points above previous top. After consolidating its position Saturday (28), the stock rose to 7 1/2 and then advanced and closed on top for a gain of 10 points on the week.

Naturally, many traders attributed activity on Thursday and Friday as anticipating some dividend action by directors at regular monthly meeting Friday, Sept. 27. However, no action was taken, the issue turned around and pushed even further ahead in Monday's trading.

Part of this bullishness was attributed to semi-official reports that the company would cover \$5 dividend requirements of the Payments of Dividends Act. In addition to this, there is considerably more due in accumulated dividend payments for this issue at present, without any dividend, Radio B rated as being priced about 50% higher than the pfd. A, on which \$3.50 is being paid annually. Directors at one time were giving some consideration to paying up some dividends on Radio B, but action was deferred.

**Volatile**  
Small number of outstanding (Continued on page 21)

## WILKINSON'S ROUTE

Lupton Wilkinson, in charge of public relations for Will H. Hays on the Coast, arrived in New York yesterday (Tuesday) for home-office conferences preliminary to going to the road on a tour which will cover the Hays office and its members as recently programmed. He will penetrate the southern territory.

While in the east and on the good-will trip, Wilkinson duties on the Coast are being filled by Tom Petté, who was shifted from the home office to sub for him.

## WARNERS SIGN DRAPER

Frank Draper, musical comedy hooper, was signed by Warners yesterday (Tuesday) to a long-term contract for pictures. Jack Davies set the deal.

He'll leave for the Coast in three weeks, first fulfilling a week's engagement at Radio City Music Hall, New York.

## Yesterday's Prices

Sales	High	Low	Net
290 Col. Film. '91	4 1/2	4 1/4	4 1/4
300 Con. Fict. '91	4 1/2	4 1/4	4 1/4
100 East. K. 134 1/2	15 1/4	15 1/4	15 1/4
13,800 Gen. '91	4 1/2	4 1/4	4 1/4
2,400 Loew. '91	4 1/2	4 1/4	4 1/4
5,400 M. P. '91	4 1/2	4 1/4	4 1/4
900 - Dd 2 pf. 100%	10 1/2	10 1/2	10 1/2
1,100 - Dd 2 pf. 100%	10 1/2	10 1/2	10 1/2
24,800 RKO. '91	7 1/2	7 1/2	7 1/2
3,600 Radio P. '91	12 1/2	12 1/2	12 1/2
6,000 RKO. '91	4 1/2	4 1/4	4 1/4
700 20th-Fox. '91	10 1/2	10 1/2	10 1/2
0.700 W. B. '91	7 1/2	7 1/2	7 1/2
CURB			
800 Tech. '91	19		19

BOARDS	High	Low	Net
857,000 Gen. Th. '15 1/4	14 1/4	14 1/4	14 1/4
12,000 Loew. '91	10 1/2	10 1/2	10 1/2
70,000 Param. '91	9 1/2	9 1/2	9 1/2
20,000 W. B. '91	8 1/2	8 1/2	8 1/2

— New 1935 high.

## 14% of DuPont Sold For \$1,441,470, Pathe Statement Reveals

Sale of 14% of the capital stock of Du Pont Film Mfg. Corp., which the company owns, enabled Pathe Exchange, Inc., and subsidiary company, each asked for \$3,500. Receivers told court that since they had taken over property on Jan. 9, 1932, they had collected in excess of \$3,644,911. No previous allowance for compensation had been made.

St. Louis Union Trust Co., plaintiff in receivership suit and trustee under mortgage deed of trust covering bond issue secured by building, has allowed receiver, Edmund Koeln, receivers of company, each asked for an allowance of \$35,000. Their attorneys, John S. Leahy and Guy A. Thompson, each asked for \$32,500. Receivers told court that since they had taken over property on Jan. 9, 1932, they had collected in excess of \$3,644,911. No previous allowance for compensation had been made.

Net profit item is after provision had been made for \$90,000 reorganization expenses and loss on sale of story rights and scenarios (listed at \$24,475). Statement of profit, however, does not include proceeds and cost of redeeming bonds called on May 1, which amounted to \$82,000. Even after this amount is added to the deficit total, Pathe was able to show a reduction in deficit from \$6,415,941 to \$5,717,020, as of Aug. 15.

Company's earnings statement from Dec. 30, 1934, to Aug. 15, revealed that dividends received, DuPont Film in which Pathe formerly held 49% interest brought biggest net profits outside sale of part of these holdings. These dividends amounted to \$147,000.

Developing and printing laboratory net amounted to \$43,145 and from other operations there was an income of \$31,261. Selling, administrative and general expense totaled \$90,023, resulting in actual loss from operations of \$15,646.47, before inclusion of non-operating and special income.

Company now is known as Pathe Exchange, Inc., and is covering period up until time of formal reorganization under new corporate title.

## L. A. to N. Y.

- Ruby Cowling.
- Mrs. Louis B. Mayer.
- Howard Strickman.
- Guy Earl.
- Billy Bakewell.
- Jess Muir.
- Phyllis Laughton.
- Josephine Hutchinson.
- Sam Marx.
- Lupton Wilkinson.
- Richard Arling.
- George S. Kaufman.
- James Melton.
- Lloyd Bacon.
- Otto Klemperer.
- Felix Glover.
- Margaret Sullivan.
- Fred Peist, Jr.
- Florence Lawrence.
- Peggy Conklin.
- Frank Gillmore.
- Gene Harcourt.
- Victor Young.
- Lloyd Bacon.

## N. Y. to L. A.

- W. Ray Johnston.
- Leslie Howard.
- Max Baer.
- Dave Epstein.
- Harry Grey.
- Irving Berlin.
- Bob Murphy.
- Mrs. Bob Murphy.
- Sam Ward.
- Irving Tishman.
- Charlie Foy.
- Al King.
- Frank Mastroy.
- L. Wolfe Gilbert.
- Frank Mitchell.
- Ed Dupar.

## Loew's New Sound

Special new installations, additional horns and readjustment of equipment is being made by Loew at the Capitol, Ziegfeld and other N. Y. houses.

Work being done under supervision of Douglas Shearer, Metro studio's sound expert.

## OK \$147,000 Fees In St. L. Realty Case; to Dismiss?

St. Louis, Oct. 1. Fees totaling \$147,000 were allowed by Circuit Judge O'Malley last week to receivers and attorneys for services growing out of receivership of Theatre Realty Co., which operates Fox Theatre building. Allowances were for full amount sought by each of petitioners. James T. Blair, former judge of Missouri State Supreme Court, and former City Collector Edmund Koeln, receivers of company, each asked for an allowance of \$35,000. Their attorneys, John S. Leahy and Guy A. Thompson, each asked for \$32,500. Receivers told court that since they had taken over property on Jan. 9, 1932, they had collected in excess of \$3,644,911. No previous allowance for compensation had been made.

St. Louis Union Trust Co., plaintiff in receivership suit and trustee under mortgage deed of trust covering bond issue secured by building, has allowed receiver, Edmund Koeln, receivers of company, each asked for an allowance of \$35,000. Their attorneys, John S. Leahy and Guy A. Thompson, each asked for \$32,500. Receivers told court that since they had taken over property on Jan. 9, 1932, they had collected in excess of \$3,644,911. No previous allowance for compensation had been made.

Motions to dismiss an involuntary suit seeking reorganization of Theatre Realty Co., which operates Fox Theatre building, were granted in U. S. District Court here Sept. 28 by Edmund Koeln, one of Circuit Court receivers for the company; Harry Greenman, president of company; eight bondholders having total of \$15,000 bonds, and a bondholders' protective committee which stated it has received deposits of \$3,142,100 of \$4,500,000 outstanding first mortgage fee and leasehold 8 1/2% sinking fund gold bonds on building.

Motions stated it is obvious no reorganization could be effected by three bondholders with claims of \$5,500 who filed petition under section 77b of the bankruptcy act as law requires two-thirds of creditors agree on plan.

Motion filed by 75% of bondholders, motion added, have through protective committee a plan of reorganization which will insure to all creditors eventual opportunity of receiving their investment. One of motions stated that during four years of receivership in state court no objection was made by petitioners filing reorganization suit to conduct of receivers.

## Another Dust Biter

Hollywood, Oct. 1. Following production of "Last of the Mohicans," Edward Small plans to make another picture with an Indian background under title of "Yosemite." Latter will be filmed in the Yosemite valley and have story based on California redskins.

## YORKE'S ACCIDENT

Emerson Yorke, currently engaged in production of a series of newswall and historical travels throughout Long Island for Century Circuit Theatres, was injured on Sept. 15 in Huntington, L. I., when he was hit by a car. Yorke suffered minor concussion and lacerations of the scalp in addition to knee and ankle injuries and was pushed to Huntington hospital. Last week Yorke was transferred to his home in Riverdale where he is now recuperating.

## NOT RED ENOUGH

Hollywood, Oct. 1. Production on "So Red the Rose" resuming at Paramount last week, with picture slated for 10-day schedule of retakes and added scenes.

King Vidor handling the new sequences.

## Inside Stuff—Pictures

John Kenneth Hyatt's relations with show biz developed indirectly, and read Horatio Alger's. New managing director of the Center theatre, Radio City, who also retains secretaryship of the Rockefeller Luncheon Club, met Hugh Robertson of Todd, Robertson & Todd, builders of Rockefeller Center, at a luncheon during his (Hyatt's) midday days at Annapolis. Told by Robertson that he could use a young man with a knowledge of law, Hyatt resigned a U.S.N. commission and spent three years at Harvard Law School, strictly on spec and self-sustained, and against the advice of friends who didn't take the builder's remarks as seriously as Hyatt did. With a law degree Hyatt showed up at Robertson's office, reminded him of his statement, got a berth as aide to the construction man, and in that wise gravitated to Radio City.

Hyatt was appointed treasurer of the 1236 6th Ave. Corp., holding company of Max Gordon's "The Great Waltz" production when it was in the Center, and in that way assimilated front-of-the-house and theatrical finance experience.

When the Center goes straight films tonight (Wednesday) Hyatt will be present as managing director. Murray Martin, Annapolis pal of Hyatt's, is publicity and ad director of the house, also switching over, from publicity at Rockefeller Center under Merle Crowell.

Pathe has a three-way deal on Italy-Ethiopian coverage, being a joint agreement with the French and English Pathe companies whereby each of the three will share on film photographed. Josef Israels, 2d, N. Y. Times correspondent at Addis Ababa, is representing Pathe in the capital city of the Ethiopians. He served at one time as advisor to the king of that country.

Present plans of Pathe are to fly newswall footage to Paris and catch steamships to the U. S. from there. Will use special plane from Addis Ababa to Malakal where company plans to place film aboard Imperial Airways transport planes on the Johannesburg-Paris route.

Several newswall companies have arranged a similar set-up where close connections can be made with Imperial airplanes. Otherwise, may ship by rail from the Ethiopian capital city to Djibouti where direct connections with ships going to London can be made. It's entirely likely that duplicate film will be transported by the rail-ship route to protect against possible loss by plane crash.

Jack Connelly, ex. of Pathe Newsreels, has just returned from an extended business trip setting the foreign coverage.

Advisability of making all of its picture production in sound is now being considered by leading church organizations. Plans for filming various phases of religious history via 16-millimeter had been more or less halted in the last few years because of conditions, but with the return of more normal times, church bodies and affiliated religious organizations are giving thought to resumption of picture making on a bigger scale.

One of first organizations to plan on adopting sound is the Board of Presbyterian Ministers. They are figured on costs as compared with the old 16 mm. silent equipment. If entering the sound field, it's believed likely that a history of the church will be first to be photographed.

Talking picture idea, also is reported to be intriguing the Harmon Foundation, which has been active in recent years in production of religious films. This organization maintains its own production units, including a staff of writers, cameramen and directors. Its pictures are rented at nominal fees to churches and religious organizations or are loaned for single showings.

Influx of double feature bills into Brooklyn first-run picture houses and theatres on outskirts of Times Square area has critics of N. Y. daggles running around in circles. Spotting of two first-run pictures into Fox Brooklyn last week is point in question with several other premieres for N. Y. area also appearing in Brooklyn. No general attempt has been made by the daily paper critics to make full coverage because it's held impossible without addition of one or two to staff.

Their's is usual number of first runs on Broadway, also, and numerous instances of houses just off the main stem using one and sometimes two first-run pix, although double feature policy of major circuits is less than a month old.

Glendale (Cal.) exhibitors have adopted a "so what?" attitude toward unthriftiness of the government that so-called terror pictures can be shown only on Monday, Tuesday and Wednesday. Contentions is that horror films have a frightening effect on children and by imposing restrictions it is hoped to minimize the asserted evil. Fox-West Coast operators claim they have received only one complaint on this score, and on "Mad Love." Whole thing is a laugh to the exhibs, as board, although appointed by the mayor, has little cover, and gets no official support. Board members are not reluctant to admit that the job gives them entire to all theatres, which is not to be sniffed at.

Publicly, apparently emanating from St. Louis but getting national reaction, is the case there against Warner Bros., Radio and others with title of "Problem of Block Booking." Being sent the efforts of someone to try to stem up the public about block selling on the pretext that the St. Louis trouble is over block booking, major film sources point out that the government case has nothing to do with this phase of distributor-exhibitor relations and that there will be no testimony in usual direction.

Conspiracy action in the long problem.

The Fox portion of 20th Century-Fox may be retained longer than anticipated for fear that William Fox may return to the business and capitalize on the name he built up. If Fox should stage a comeback, no matter in what branch, assumption is that he would want to use his name and that if 20th Century drops it, he couldn't be stopped.

Effort made by Loew's, Inc., several years back to restrain E. M. Loew, independent exhibitor New England, from using his own name, was without success. Courts ruled that Loew's name was not permitted to use his own name regardless of Loew's, Inc., and the fact the public might confuse the two.

To avoid possible last minute confusion, Metro will speed up production schedules of pictures that are hit the cameras by April 1. Order also expected to affect films as far ahead as July.

Writers and producers are plunging into next season's production in the hope that they can get some of the new releases out of the way by August. This group will include such pictures as "Ki", "Tales of Hoffman" and "Good Earth." Latter will be an Irving Thalberg special with actual work expected to get underway by Dec. 1.

Although planning not to generally release "Crusades" (Par) until around the first of the year, film's roadshowing will be more than limited. Release date picture will go out nationally Oct. 18, except where it is in date conflicts with other pictures.

"Crusades" has only five such runs, either current or scheduled, in New York, Washington, Pittsburgh, Cleveland and Boston. There probably will be no others.

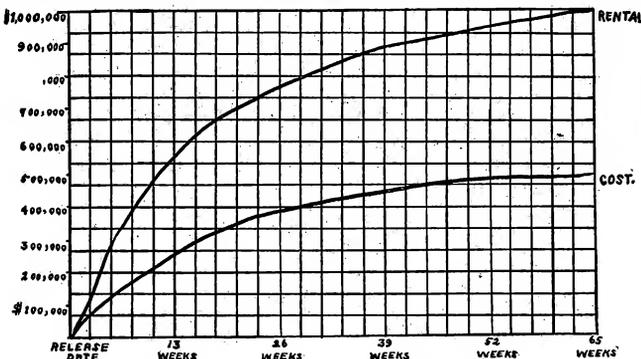
Next Hoyt Gibson outdoor picture will not have a national park locale as originally intended. When Walter Fisher, producer, sought permission to locate the troupe in Sequoia National Park, he was advised by the Secretary of the Interior that it would be all right providing he donate

(Continued on page 12)

# WRITE OFF PIX IN 15 MOS.

## Rental-Amortization Chart

Based upon film rental receipts from hundreds of feature films, the chart shows the average financial return of a feature which grosses \$1,000,000, foreign and domestic. The average returns by quarterly periods, starting on the release date in the U. S. and Canada, are for 13 weeks—\$530,000; 26 weeks—\$750,000; 39 weeks—\$880,000; 52 weeks—\$950,000, and 65 weeks—\$1,000,000. The lower curve indicates the amortization of a film—the cost of which (including production, prints and advertising expenditures) totals \$500,000. At the end of 65 weeks after release date, the cost of production is written off to the value of \$1.



## Coast Houses Cry for Pix; 18% Diff In Split Holds Up Fox WC-Par Deal

Los Angeles, Oct. 1. Despite weeks of negotiations in New York, Fox West Coast and Paramount have failed to get together on product deal for 1935-36. It is reported that Paramount feature releases are piling up in Los Angeles and subsequent runs are hard pressed for sufficient film to continue operating.

F-WC film buyers and Par eastern sales execs are split over percentage terms, according to reports here, with difference in figure running in some instances to as high as 18%. J. J. Sullivan, circuit film buyer, who has been in New York all summer, now figures Par deal will be closed so that he can return here by Oct. 15.

Circuit and suburban houses are particularly hard hit as Paramount theatre, handling first-run in Los Angeles, has cleaned up three or four of new season's features, which are now lying on shelf at Par exchange, awaiting settlement of F-WC deal. Santa Monica first-run has only Fox, Metro and RKO plets for a four-time weekly split, requiring considerable juggling on part of circuit bookers.

Difficulty also hits nabe first runs, all of which are now being held up on Par releases, with the subsequent run circuit and indie houses also forced to rearrange their skeids.

### MOSS' THEATRES

—Jim Maybe Later at the B'way —Straight Pix at Critéri

S. Moss, former Keith partner who is reopening the Broadway, New York, may add vaudeville to pictures at this house at popular prices and become the only competitor of Loew's State in the downtown area. Moss is planning to open house next week with 'Dr. Jekyll and Mr. Hyde,' Paramount release. Vaude would be added later.

The Broadway, former Colony, was built by Moss about 10 years ago and recently regained by him on a foreclosure deal. Moss also has leased the 1,500 seater which is being erected on the old Loew's New York site. He is planning to call this house the Critérium, on the site of the old Crit. House is expected to be ready by Feb. 1. It will operate as a first run straight picture theatre under plans.

### ZIRN AGAIN

Argue Motion to Consolidate Appeals vs. Par

An echo of the Paramount bankruptcy and litigation it brought is sounded by service on Par, Chase National Bank and others of an action to consolidate appeals on cases brought against Par by Samuel Zirn, who filed many suits against the company during its receivership and bankruptcy. Hearing will be held Friday morning (4) in the Appellate Division of the Supreme Court.

Zirn seeks to consolidate appeals on two comprehensive actions against Par, banks, Columbia Broadcasting, et al., which have dragged through the courts for a long time. Hearing on Friday (4) is to determine consolidation of two appeals and set same for argument with another appeal. Both Zirn actions are brought in behalf of Robert S. Levy, bondholder.

### Kuykendall's Survey

With a view to making a general survey of the country, checking into exhibition problems and conferring with leaders in various sections, Ed Kuykendall is off on a cross-country trip. He left New York during the past week and will make many stops on his trip of exploration, not returning until sometime in November.

On a portion of the trip the president of the Motion Picture Theatre Owners of America will be accompanied by Morris Loewenstein of Oklahoma City, elected secretary at the last convention. On reaching San Francisco, Kuykendall and Loewenstein, if latter is able to continue his portion of the trip that far, will confer with Morgan Walsh, active in national MPTOA affairs.

### Nix Russ Pic in Det.

Detroit, Oct. 1. Barred by the police censor from showing the Russian film, 'The Youth of Maxim' because it is communist propaganda, the Detroit Cinema Guild is considering taking court action.

The pic is to show the pic, which was to open the Guild's season last Friday at the Institute of Arts, was revoked last week after a preview.

## Radio's Reisman Back; May Open in Sweden

Indications are that Radio will open its own branch for Swedish distribution.

Phil Reisman, Radio's foreign sales chief, returned from a two-month business trip abroad, during which he inspected the situation in several countries.

While abroad, Reisman concluded a one-year arrangement with Remaco, in Holland, to handle the Radio films not only in Holland, but also in the Dutch East Indies.

## APPEAL N. Y. CENSOR'S NIX ON MAGYAR PIC

Albany, Oct.

Charging that the state film censors have barred 'Spring Shower,' a Hungarian picture, because of the 'fallen woman' angles, Arthur Garfield Hays, attorney for Du World Pictures, Inc., is seeking a court review of the censors' action. Hays' petition requests the Appellate Division to witness a screening of 'Spring Shower,' whose original title was 'Marie.'

## UA Sells Away from B&K-Gt. States When 18-Picture Deal Falls Through

### The Macs Move Around

Hollywood, Oct. 1. Frank MacDonald has been replaced as director on 'Freshman Love' at Warners by William McGann, with the former swinging over to prepare production for 'Backfire.'

'Freshman Love' went before the camera yesterday (Monday) with Patricia Ellis, Frank McHugh and Warren Hull in featured spots.

### Marin Leaving Metro

Hollywood, Oct. 1. Ed Marin, Metro director, will not renew.

His ticket running out late this month, he leaves the lot to freelance.

### WANGER WANTS HOWARD

Hollywood, Oct. 1. Walter Wanger may hold William K. Howard for 'Strange Case of Mrs. Ames' after he finishes directing 'Mary Eburns, Fugitive.'

Lead goes to Carole Lombard or Helen Jepson.

### Dirty Prints

St. Louis, Oct. 1.

Protests of exhibitors and managers of distributing companies in New York, as well as to local film exchange managers, against prints distributed to nabe houses being oily and dirty. Improperly developed, have been made by Motion Picture Theatre Owners of St. Louis, Eastern Mo. and Southern Ill. Improper development, protest states, has caused a yellow cast on screen instead of bright white background that prints formerly had.

Patrons have complained defective prints cause eye strain and ruin enjoyment of features.

## FILM INDUSTRY OPPOSES N. Y. SALES TAX

Determined to collect a city sales tax in Greater New York on the rental of film and sale or rental of all advertising accessories, hearings were scheduled to start yesterday (Tuesday) in the offices of the Department of Taxes & Assessments. The City Comptroller will preside.

Film companies, whose lawyers have had several meetings at the Hays office on the sales tax matter, are preparing to claim that film rental and leasing of ad accessories are not subject to the tax because this is not an actual sale. Exhibition contracts specifically cover the leasing angle for both film and ad accessories, latter being supplied by the exchanges, while other advertising such as for lobbies, house fronts and the like come from other sources. Understood that in some cases theatres have been paying taxes on advertising material.

Not yet having started to pay a sales tax on film and ad accessories sold by exchanges, the city suddenly swooped down on United Artists, demanding to see the books. Hearings are on a test case against UA but the other major concerns, plus the Hays office. City investigators also made an effort to inspect the books of Metro. It is claimed.

A tax on film rental, if forced by the city, would have to be borne by the theatres. It is presumed, since the theatres are the purchasers.

## CREAM INCOME IN 39 WEEKS

Concentrated Distribution, with as Many as 300 Prints in Circulation — 15 '35-'36 Films Have Chance for \$1,000,000; 3 for \$2,000,000

### 15% FOREIGN

The film box office boom reflected in the reports on national theatre receipts carried in Variety, has reverberated into film rental deposits by the exchanges reaching unanticipated totals. Home offices of the major distributors possess an atmosphere of distinct optimism and the new season has started extremely well for rival companies.

Sultry and hot weather through the middle west and east during July and August kept attendance figures at theatres to normal takes. With a smashing Labor Day week throughout the country, September began discounting upward the pick-up held a higher general average than the same month has returned in many years.

Quarterly statements for the third period of the year which will end with Sept. 30 will open the eyes of Wall street observers, film executives state. Insiders have taken advantage of the upward trend as the value of film securities has increased at an annual rate during the last few months.

Since June 17, when stocks of seven motion picture companies listed on the N. Y. stock exchange, began discounting upward the pick-up in business, the total value of these stocks has increased nearly \$48,000,000.

Majority of picture company issues began climbing the middle of June, most of them reaching their best 1935 quotations four months later on Sept. 18. Several recorded their highest prices a few weeks previous to this date and two, Fox A and Paramount, were sold shortly before they were removed from stock exchange trading in favor of new stocks.

Warner Bros. common stock showed greatest appreciation in this four-month period, worth of the issue rising \$17,100,000. The value of the old Fox Class A stock was enhanced \$4,125,000 in little more than a year. RKO showed exactly the same increase in value, based on the high price reached last week.

Reason for the better business is attributed to two major causes, better entertainment on the screen and improvement of general business conditions, particularly in the vast farming areas of the country.

Distributors point out features released by the major companies during August and September, each of which stand a chance to exceed \$1,000,000 gross in film rentals and three of them may reach the \$2,000,000 mark. Top ratings are given to 'Top Hat' (RKO-Radio-Atairco), 'Curly Top' (Fox-Temple), and 'Anna Karenina' (Metro-Garbo). A comparison of the most popular picture of the current season with 18 highest grossers of a year ago, of which first-run showings took place during August and September, 1934, follows:

1934 vs. 1935

1934: 'One Night of Love' (Col), 'Silly Sake a Bow' and 'Judge Priest' (Fox); 'Beverly Hills 90210' Street, 'Manhattan Melodrama', 'Merry Widow', 'Men in White', 'Treasure Island' and 'Chained' (Metro); 'Bell of the Nines' and 'Cleopatra' (Par); 'The Fountain' of 'Human Bondage' and 'Richest Girl in the World' (Radio); 'Count of Monte Cristo' and 'We Live Again' (UA); 'Imitation of Life' (Univ.-Int.) 'If We Come the Navy' (WB); 1935: 'Loe Me Forever' and 'The Married For Doss' (Col); 'Curly' (Continued on page 33)







Sally Rand and Fans Big \$30,000 Into Boston; 'Melody' 35G in 2 Houses

Boston, Oct. 1. (Best Exploitation: Keith) Broadway Musical State and Orpheum looks hot in the film line... Mad Love on the screen. First time in several seasons that a Keith house has run a Metro pic...

Last week 'Diamond Jim' (U) got an average \$4,000. Criterion (Standard) (1,450; 25-35-55)—'Alice Adams' (Radio) (At \$4,000) some \$1,000... 'Gay Deception' (Fox). Failed to draw but \$2,200 in four days...

'Melody' \$11,500, 'Gander-Apollon' \$8,500 in Indpls. Indianapolis, Oct. 1. (Best Exploitation: Loew's) 'Broadway Melody' setting the pace downtown with a socko \$11,500 in view for the week at Loew's...

Estimates for This Week. Keith Boston (RKO) (2,300; 35-50-65)—'Mad Love' (MG) and Sally Rand on stage... 'Broadway Melody' (MG), heavily plugged in advance...

Estimates for This Week. Apollo (Fourth Ave) (1,100; 25-35-50)—'The Great Dictator' (WB) three days ahead of regular Friday opening...

\$12,000. Last week 'Married Her Boss' (C.I.) and 'Atlantic Adventure' (C.I.) holdover will pull in a satisfactory \$3,000... 'Diamond Jim' (U) and 'I Live for Love' (WB)...

MELODY SMASH \$18,500, 'JIM' \$6,000 N.K.C. Kansas City, (Best Exploitation: Uptown) 'The ticket machines at the Midland are keeping time with Eleanor Powell in 'Broadway Melody'...

Estimates for This Week. Mainstreet (RKO) (2,300; 25-40)—'Peter Grimm' (Radio) and fight picture... 'Broadway Melody' (MG), Steady play and capacity...

Estimates for This Week. Apollo (Fourth Ave) (1,100; 25-35-50)—'The Great Dictator' (WB) three days ahead of regular Friday opening...

SEATTLE NICE 'Melody' Tarriff \$14,000—'Two for Tonight' \$6,300 Seattle, Oct. 1. (Best Exploitation: Fifth Ave) For third week in town, 'Top Hat' moves to Blue Mouse...

Estimates for This Week. Paramount (M&P) (1,800; 25-35-50)—'Live It Up' (WB) and 'Chan in Shanghai' (Fox)...

Olsen-Johnson Send 'Deception' Up To 24G; Benny Davis-'Boy' 20G, Detroit

Scandal! (Par) dual, 4 days. Good especially last half, \$4,000. Last week, 'Escapade' (MG) and 'Men Without Names' (Par), dual, \$2,100... 'Broadway Melody' (MG)...

Detroit, Oct. 1. (Best Exploitation: Fox) With Olsen and Johnson on the stage, Fox is leading the town this week...

Pitt's Doldrums, Fight Pic Hops 'Welcome' to 6 1/2 Pittsburgh, Oct. 1. (Best Exploitation: Art Cinema) Not a lot of action this week...

Estimates for This Week. State (United Detroit) (4,000; 25-35-55)—'O'Shaughnessy's Boy' (MG) and Benny Davis...

Estimates for This Week. State (United Detroit) (4,000; 25-35-55)—'O'Shaughnessy's Boy' (MG) and Benny Davis...

Estimates for This Week. Alvin (Harris) (2,000; 25-35-40)—'Ginger' (Fox). Swell notices for this one and raves for Jane Bryan...

Estimates for This Week. Fox (Fox) (5,000; 25-35-55)—'Gay Deception' (Fox) plus Olsen and Johnson on stage...

Estimates for This Week. State (United Detroit) (4,000; 25-35-55)—'O'Shaughnessy's Boy' (MG) and Benny Davis...

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TOP HAT TOP MONEY IN OKLAHOMA, \$8,800

Okla. City, Oct. 1. 'Top Hat' is top money here this week, heading for an \$8,800 in seven days that will be more than gross of any other first-run house...

'Va. Judge' with Ina Ray Hutton Orc, \$7,600 in N.H.

New Haven, Oct. 1. (Best Exploitation: Poly) 'Poll's 'Broadway Melody' topping everything in sight, Paramount using a now-and-then with Ina Ray Hutton on stage...

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# Germany Prepares for New Season; No Old-Time Money-Making Plays

Berlin, Sept. 22. Ushering in a new season, Germany, once the most theatrically-minded country in Europe, does it with a vengeance. Program stresses the point that the stage must serve the people and that money-making plays on the lines of the pre-Nazi period are out.

State Opera has two novelties lined up: 'The Flame,' by the Italian composer Ottorino Respighi, and 'The Magiv Violin,' by Werner Egk.

At the State playhouse, now undergoing rebuilding, the classics are foremost. New plays comprise Hans Rehbarg's Friedrich Wilhelm I, with Emil Jannings in the title role; Maxim Zile's, 'Der erschlagene Schatten' ('The Battered Shadow'), and Hanns Johst's 'Thomas Paine'.

State's Little House, formerly the German Art theatre has a new comedy by Hans Schwarz, 'Flight to Confession' and a new drama, 'The Minister President,' by Wolfgang Goetz.

Reinhardt's ex-House Max Reinhardt's ex house, the Deutsche theatre, has Moeller's 'Panama Scandal,' Bergmann's 'Mankrell' and a new drama, by Gillbricht, 'Charlotte Corday,' among its new plays.

Theatre in der Saarland street, managers Ernst Legal and Kurt Fleck, will go in for a high bluff and open with Schaefer's drama, 'Schwarzmann and the Servant.'

Only revue house left in Berlin, the Metropol, comes out shortly with a new spectacular production.

From the manager's side it seems to be doubling, judging from the fact that several Berlin theatres are two each under one direction.

Thus Heinz Hilpert is looking over the destinies of the Deutsches and the Kammerpiele, Count Solms is managing the Volksbuehne and the Theatre am Nollendorpf, Fritz Wendt has the Theatre am Schiffbauerdamm and the open-air stage Friedrichshagen, Hans Wolfert the Komodie and the Komodiehaus, not forgetting the State Playhouse with its newly annexed Kleines Haus.

## MOSTLY PROPAGANDA IN REICH SHOW PAPER

Berlin, Sept. 22. It took the Nazi Performers' Organization eight weeks to bridge the gap between the suppressed show paper program and its own offspring, called Deutsche Artistik and out this week in a brown cover.

Paper is on same lines as last year's defunct Deutsche Artistenwelt, and with the same editor. Full of ultra propaganda matter, quoting political speeches of high personalities and also quoting an article from the Stuermer, most violent of all anti-Semitic periodicals.

Another prominent article concerns Eric Wolheim, London agent and producer (who hails from Germany), reprinting Wolheim's ill-advised letter to the London Times during the war, telling Wolheim to steer clear of the Fatherland or else.

## That Baptized Circus

Berlin, Sept. 22. Former Circus Straasburger, Jewishly owned but now properly aryan and under Paula Busch's management, opens this week in Berlin under canvas. It's a four-mast tent with three rings.

First stand on the densely populated Schoenhauser Allee district.

## Hagen Own Distrib

London, Oct. 1. Deal for Metro to distribute Julius Hagen's Twickenham Films in U.K. and Hagen will probably send them out himself.

Understood that Hagen also negotiated with Columbia and Pathe here with similar results.

## TAILOR TO TENOR

Berlin Scissor Wielder Suddenly Makes the Grade

Berlin, Sept. 22. A Berlin tailor, Albert Hansemueller, has laid down needle and scissors to become the principal light tenor at the Reuss Theatre in Gera.

Brought up in a working class district, he was taken by his mother to the Berlin Conservatory when his voice showed promise. Professors told her, however, that he was without talent. Boy continued singing and appeared at beer gardens. Unable to make a living, he became a tailor. By chance he was heard by a customer in the tailor shop, the director of the Gera Theatre. His voice was tested and a contract was forthcoming.

## FRANCAISE GOES ULTRA MODERN

Sept. 22. Current alterations to the Theatre Francaise, which will be completed Nov. 1, will give the home of the comedie the most modern electrical installation in Europe, among other improvements.

Two 12,000-volt cables will run into the theatre to operate machinery, using 100 kilowatts. Juice passes through the only automatic transformer with pyranol insulation on the continent.

New house will be air conditioned, and heated by steam from the municipal plant. Actors, who up to now haven't even had hot water, will have showers in their dressing rooms.

Modern scene-shifting apparatus will replace the drums and pulleys which have been in use since the 18th century. Light will be controlled from a switchboard with 160 switches, instead of 80 as heretofore.

From out in front, the prompters box will no longer be visible, and footlights will no longer stick up over the apron. A special wiring will cover the band pit when not in use.

Some of the phonetic statues, including the one of Alfred de Musset in a faint, which used to be outside the theatre, will disappear, and the rest are being rearranged.

## Prize to Johst

Berlin, Sept. 22. Hanns Johst, German playwright and president of the German Poets' Academy, has been given the first prize by the Nazi Party's Art and Science Group at Nuremberg. He figures as the most played author in the Fatherland's current season. His new drama, 'Thomas Paine,' has been accepted by 20 theatres. Numerous other houses have acquired other plays from his pen, such as 'The Hermit,' 'Mr. Monsieur,' and 'The Prophet.'

First prize presented to Johst amounts to \$5,000.

## Miller Coming Over

London, Oct. 1. Gilbert Miller gets for New York Oct. 16 to get started on two productions. Will put on 'Victorine Regina' and 'Libel,' both of which have been seen here, and will return in January.

Meanwhile Jack Waller and Raymond Massey are producing 'Casting Zero' for him here.

## New Brit Vaude House

London, Sept. 22. New vaudeville house being built in Stockton-on-Tees, to cost 2,500. Local business men have formed a company for that purpose.

Capacity of house is such that it can take in under \$3,000 on 12 shows at cheap admission, which is very good going for the provinces.

Gerard Heath appointed sole booker.

## Enough Is Enough

Paris, Sept. 22. Jean Yonnel, Almer and distinguished member of the Comedie Francaise, has sent in his resignation to the Comedie, thereby joining a long line of actors.

Says life with France's ex theatre is too tough. He spent months learning tough parts in plays by Paul Raynal, and then this author, after a fight over his Napoleon play, decided to withdraw all his works from the Comedie, making Yonnel's hard work all for nothing.

## Newspapers Buy Up Complete Shows and Sell Ducats in Berlin

Berlin, Sept. 22. Four of the largest Berlin dailies have become theatre moguls by buying shows outright. Tageblatt, Morgenpost, Localanzeiger and Voelkische Beobachter.

Dailies buy out complete Scala and Wintergarten shows for one special matinee each month. Price is about \$800 for the Scala and \$600 for the Wintergarten performance. They then advertise the show and sell tickets to subscribers at a lower rate than the house itself, thus always getting a sellout, with a handsome profit left.

To the Scala and Wintergarten these shows mean a 35% clear profit since no extra salaries are paid to actors; only expenses are for light and a few pennies to musicians and stage hands. Show is usually given on Sundays at 11:30 a.m.

## Bardos' 25th Anniversary

Budapest, Sept. 22. Arthur Bardos will celebrate his 25th anniversary as a stage director shortly. A performance with artists whom he has discovered is to be held in his honor. They include many of the best names on the Hungarian stage, such as Lily Murati, Iona Titkos and Francy Gaal.

His latest discovery is Marla Egrv, university student whom he put into current production of 'King With An Umbrella.'

# Nazis Figure Out How to Fill Theatres—Legit Shows at 35c

## RACKET, MEXICO STYLE

Wholesale Fake Ticket Stunt Nabbed at Nat. Theatre

Mexico City, Oct. Wholesale fake ticket racket that victimized the Palace of Fine Arts (National Theatre) for nearly a week resulted in the arrest of a box office man and a finance ministry inspector, who are accused of peddling ducats made from cuts that produced the originals.

Theatre management became suspicious when nearly every seat was occupied and yet the box office rack was full of tickets. Investigation revealed that few passes were being issued and that something was wrong. Racket, boldface of the kind ever pulled here, is said to have yielded several thousand dollars.

## 12 PRODUCERS FOR ONE PLAY

Paris, Sept. 22. In a unique move for cooperation, 12 leading stage producers of Paris have united to put on Paul Raynal's 'Napoleon Unique,' which the author took away from the Comedie Francaise because the latter produced a Sardou play on Napoleon ahead of his.

The dozen managers want Charles Boyer for the lead, as the Emperor, and they may put the piece on at the Theatre Pigalle, Baron Philippe de Rothschild's house.

Trouble with the Boyer idea is that the actor is going back to the U. S. in Oct., and won't be back till late next spring. If they wait for him the dozen won't be able to produce the show until Oct., 1936.

Cooperative stunt was started by Maurice Lehmann, Robert Trebor and Albert Willemetz, who were later joined by the rest of the town's most important producers.

## Inside Stuff—Pictures

(Continued from page 6)

\$1,000 to the National Parks Trust Fund for Acquisition of Historic Sites. Metro was nicked \$5,000 in filming 'Sequela' in the park of that name.

The Paramount, N. Y., is unable to go ahead with its revived stage show policy because house doesn't know what its next picture is going to be and may have to shop outside for product.

House wants to resume stage shows with its next film, but if finding nothing may be forced to press 'Big Broadcast' into a fourth week or book in some picture as a filler. Intent for stage shows is Friday (4).

The Motion Picture Producers & Distributors, in cooperation with distributor members, ordered a series of posters plugging films as recreation and set up an exhibit at the current Women's Exposition of Arts and Industries at the Astor hotel, New York.

Exhibit plugs certain new films, including 'Peter Ibbotson' (Par), idsummer Night's Dream' (WB), and 'Anna Karenina' (Metro).

Picture reviewers on Hearst papers recently got a letter sent out by a publicist of Cosmopolitan Pictures. It referred to the latest Cosmopolitan film, 'Shipmates Forever,' soon to be released.

Letter suggested that reviewers go to town, but the line that rang the bell was: 'Here is our chance to make a lot of money for Mr. Hearst.'

Upping his newspaper campaign several grand, Samuel Goldwyn is crashing Los Angeles dailies this week with half page color ads for 'Barbary Coast.' Picture opens next Saturday (5) at Loew's State and Grauman's Chinese. Fox West Coast is also going for strong exploitation campaign on film.

In picketing the Astor, N. Y., where 'Crusades' is current on a two-day run, 306 operators have been going into the lobby asking people not to enter the theatre, it is charged. Fickets have been at the house for more than a week now with no hope expressed for a settlement between the union and Joe Plunkett, operator of the house.

In an effort to capitalize on the boxoffice worth of the Joe Louis name, Van Beuren Corp. is releasing a Bill Corum sports reel which includes scenes of Louis in training at his Empson Lakes, N. J., camp.

Short goes out as possible opposition to the official fight films.

Upon hearing that an indie producing firm in Hollywood contemplated 'making Birth of a Nation,' with D. W. Griffith designated for the megarsign assignment, News newspapers in the country have commenced a campaign opposed to the idea.

The Soviet Motion Picture Trust has appealed to the studios for scripts to be used in the schooling of young Russian writers. First lesson will be from 'Steambath Around the Bend.'

## Berlin, Sept. 22.

How to fill the house has been a headache to many a manager the world over. With 80 many theatres on its hands, voluntarily or otherwise, the Nazi government has adopted the Soviet... of disposing of tickets and filling houses.

Special organization, 'ratf durch Freude' ('Strength Through Happiness') was founded. Tickets were circulated through all factories, offices, shops, and when not so welcome were left willing.

System works well, enabling 'Kraft durch Freude' to completely fill big houses like the Grosse Schauspielhaus night after night. Reasonable prices, according to house capacity, sometimes as low as 30c, as in the case of the Lessing theatre, for any seat in the house. Tickets are shuffled to avoid discriminating.

Lowest price at the Grosse Schauspielhaus is 35c. Organization also hires 'the Scala' and the Wintergarten every month for one Sunday matinee each, with uniform admission of 30c.

Theatre am Nollendorf platz, a white elephant among Berlin legitimate houses, is doing well since under 'Kraft durch Freude.' Uniform admission 35c.

Plaza, erstwhile vaude house opened by Jules Marx in 1926 and then a big success, later turning to opera with great losses, is now under control of 'Kraft durch Freude,' with the exception of Saturday and Sunday shows, at 21c uniform admission.

Grand opera at the Volks Oper (People's Opera) can be heard from 35c up.

Similar experiments are made in the provinces. The Thalia theatre in Breslau, now called the Gerhardt Hauptmann theatre, for years a headache to its proprietors, is now a 'Kraft durch Freude' institution and a success.

Salaries to actors are necessarily of the usual low standard, but organization has succeeded in placing many actors on the boards again after long months of idleness.

Organization has widened its field into other branches, such as concerts, the zoo, air trips, special events and vaudeville, also trips into the country and even abroad, chartering special steamers.

## Daily's Magic Expose Res Reich Conjurers

Berlin, Sept. 22. Local daily heralded a series of expose articles from the pen of a 'well known American conjurer,' not named. Immediate protests from the local Magicians' Union and Nazi Performers' Group did not stop the sheet from starting the serial.

Four long articles appeared, exposing, among others, the floating light, thumb and egg trick, Indian rope trick, disappearance of elephant, saving a woman in half, walking through a wall, thimble trick, numerous card tricks, changing color of sand, shooting through body, from clothing from air, etc.

Further violent protests from more groups followed, with the serial, apparently exhausted, stopping abruptly.

## U Pic in M-G House

London, Oct. 1. 'Diamond Jim' (U) opens at the Empire (MG) Oct. 25 for a fortnight's run.

Follows three Karenina's (MG).

## RIVAL'S LOOKS OKAY

London, Oct. 1. 'Rivals,' musicalized version of Sheridan's classic, got started at the Embassy Tuesday (24).

It's an original idea which will undoubtedly reach the West End and should do for America.

# Heavy Overhead for Navarro, Et Al, Delaying London 'Royal Exchange'

London.  
'Royal Exchange,' musical, which was called 'All the King's Horses' in New York and which was to star Ramon Novarro, supported by Doris Kenyon and Doris Carson, is in a chaotic condition and may be off. It was practically set for His Majesty's theatre with Joe Sachs producing, but Sachs' backers ducked.

Thomas of Associated Theatres is now endeavoring to promote the show on condition the three principals shave their salaries which are \$2,500 plus percentage for Novarro, free of income tax, and \$1,000 for Miss Kenyon, free of income tax. Miss Carson's salary also includes a tax-free clause. It is noted that Novarro's guaranteed salary is actually over \$4,000.

Bostock, an expert on theatre grosses, is convinced that with the present lineup the show could not make profit even if paying to capacity and is endeavoring to reorganize all down the line.

Meanwhile George Foster cabled Harry Foster, now in America, suggesting the Foster agency take a monetary interest in the show with Bostock. Foster, through the William Morris office in New York, had secured Novarro for the show.

Novarro and the other actors have been here six weeks already, with the past two weeks supply only on the pay roll.

## PIX EXPORTERS JOIN HANDS IN GERMANY

Berlin, Sept. 22.  
Under auspices of, and in cooperation with the German Film Credit Bank, most of the independent German producers have joined hands in forming the German Film Export Co., Ltd., which is to promote export and aid in the sale of German films at unjustifiably low prices.

Program to be offered by the new association in its first year comprises 20 to 30 pictures.

## Mate to Direct Abroad

Hollywood, Oct. 1.  
Alexander Korda has signed Rudolph Mate, cameraman, to direct a group of pictures for London Films in England.  
Mate, who came here about a year ago from Etopia and joined the Fox camera staff, is expected to leave for London about the first of December to prepare his initial picture for Korda.

## Alex. Korda After French Kid Star

Paris, Sept. 22.  
Robert Lynen, French star of 'Poli de Carotte' ('Redhead') and 'The Little King,' is going to London, where Alexander Korda's outfit wants him.  
Lynen's artist father was driven to suicide by poverty some months ago. Bert Howell, British agent here, who saw Lynen for Korda, made the discovery that the youngster's mother is an American.

## Extras Sue Pic Co.

Mexico City, Oct. 1.  
Fifteen men and women, whose weekly pay ranges from \$5 to \$8.50, have gained backing of the federation of peasants and farmers, one of Mexico's strongest labor organizations, in their suit before the federal board of conciliation and arbitration against the National Motion Picture Production Co.  
Allege company dismissed them without justification.

## 20,000 Voices

Mexico City, Oct. 1.  
Mexico's biggest crowd, 20,000 male and female voices, is being organized by the National Revolutionary Party, which dominates the federal government.  
Will be used for a songfest this fall of hymns dedicated to nationalism, the revolution and sport, to be held in the main square here.

## Oscar Deutsch III

London, Oct. 1.  
Oscar Deutsch is reported seriously ill.  
He is the owner of a large picture house circuit here.

## STRIKE TANGLES MEX THEATRE SITUASH

Mexico City, Oct. 1.  
The situation here is more tangled than ever as the result of a strike of the clerical labor union against Universal, Metro, United Artists, Paramount, Fox, Warners, Columbia and Radio. Union wants to force wage raises of 10-25%, which the distributors nixed. Government tried to settle it amicably, but couldn't come to any happy mediums.

Unions aver that over 30% of the local cinemas will have to close by mid-week because of lack of material, and most of the cinema in the provinces are already shuttered because of sympathetic strike movement of house help.

If the strike goes on last to Oct. 15 there is no doubt that all picture houses in the country will be forced to close because of lack of product. Meantime the controversy between the American distributors and the government over import duties and taxes, which brought about a distributors' threat to leave Mexico, will be taken up by a special government commission Thursday (3).

## AMERICAN SHOWMEN SEE RUSS FESTIVAL

Moscow, Sept. 10.  
Moscow's Third Annual Theatre Festival, lasting from Sept. 1 to 10, was looked at by over 400 foreign visitors included in this batch were Morris Gest, Martin Andersen-Nexø, Danish producer; Gilbert Miller, Irene Lewisohn, Cleon Throckmorton, repping the New York Theatre Guild; Huntley Carter, London critic; and Lewis Casson, London producer.

Tours of inspection to 14 theatres, factories, farms and people's courts were features on the visitors' menu. Gest, remembered by locals as the introducer of Soviet theatre to America, was lionized by local producers and managers, who went out of their way to please him. He was responsible for the Ballet Russe, Chauve Souris, Moscow Art Theatre, Menirovich-Danchenko Musical Theatre being brought to Broadway. Was also the first sponsor of 'Theodor Chalapin in America. Special performances were given at Gest's request on several occasions.

Gilbert Miller was interested in a production by the Moscow Art Theatre version of Ostrovski's 'Storm,' and changed his mind about transferring the play to Broadway, however, because of slow action, declaring American audiences would not sit through it.

## If Satisfactory

Berlin, Sept. 22.  
Prussian State Playhouse is badly in want of new plays, especially farces and comedies.  
Contrary to the usual system of encouraging new authors by offering prizes for scripts, the Playhouse has commissioned six authors to go ahead. Guarantee of script money is assured, with a promise to accept play, if satisfactory.

## Argentine Busy

Buenos Aires, Sept. 28.  
Argentine studios are busy.  
PAF will shortly be releasing a new picture, 'Sombras Portenas,' which relies for its interest on the scenery of the National Park at Nahuel Huapi in the south.  
Bruno Bovi, who was seven years with UFA in Germany, has been in Argentina several years, since he arrived with a French revue company. He is now working on the picture, 'Puerto Nuevo,' which will be released shortly.

# Paris Demands Live Entertainment And Gets It; Two Old-Time Houses Go Back to Legit and Vaudeville

## Quota Year's Start

London, Oct. 2.  
New Year of quota pictures begins this month.  
Means that exhibitors from now on must show a minimum of 20% native footage.

## SWISS STUDY A QUOTA LAW

Swiss Government, continuing efforts to establish a local film producing industry and a duty increase on imports, will hear the report of a committee of three renters and exhibitors' associations, which will study the question.

Considered hopeful that the Swiss at least are ready to consult their existing industry in the matter. Possibility of actual production here seems small, but customs increase problem is another matter, and the party in favor of it seems strong.

Switzerland is an important part of the territory with most American concerns handle from Paris and Paris-American branches are fighting the quota move, with diplomacy. Minister has agreed to hear the statement of the American case in due time.

## Bernstein Deal Gives G-B First Manchester House

London.  
Bernstein Theatres has disposed of the Granada, Manchester, to Gaumont-Britha. House is not completed yet. Will open about the end of the month with its name changed to Gaumont. Seats 2,000.

Gaumont never before had a key house in Manchester, making this an important acquisition. Move follows immediately on the heels of a story that British International is taking over the Piccadilly and Regal theatres in that city.

## Film Strike

Mexico City, Oct. 1.  
National Motion Picture Prod. Co., pioneer maker of talkies in Mexico, has been tied up by a strike called by the Union of Workers of Cinematographic Studios of Mexico, which seeks increased wages. Company asserts that it can't meet the demands.  
National operates Mexico's largest studio.

## Argentine Government Interest in Pictures

Buenos Aires, Sept. 28.  
Argentine politicians are waking up to the importance of the moving picture industry. Town council here has in hand several proposals for stimulating local producers, establishing prizes for best films, etc.

In the National Congress a proposal has been put forward for creating a National Cinematographic Direction, to be responsible for controlling the national output.

## New Vienna Juve

Vienna, Sept.  
Heinz Woester, Swiss, and the new hero actor of the Burg theater ensemble, will open up his engagement as Casello in a new set-up of 'Othello' on Oct. 2.  
His contract with the Burg theater for two years. After Casello, his next role will probably be Adam in Madama's 'Tragedy of Man.' And thereafter Essex in Maxwell Anderson's 'Queen Elizabeth.'

Paris, Sept. 22.  
Called back from films to straight vaude by a petition of 77,000 neighborhood residents, the Moncey Music Hall, Paris theatre in the Clichy quarter, is giving the customers nothing but fresh shows this season. At same time, legit is returning to working-class Paris. End at rebuilt Theatre du Belleville.

Moncey petition was circulated at end of last season, and stated that, while there were plenty of good film theatres in the quarter, there was no place where the denizens could see and hear living actors, and that was what they wanted. They're getting some of the best local vaude names on the Moncey programs.

This is part of a big wave toward solid entertainment all over Paris. Orchestras in cafes, as in the old days, are replacing electric phonographs and radios, which once drove musicians out of work. Bigtime vaude is coming back to town, and one of the big names in big theatres such as the Sarah Bernhardt are getting more customers than might have been predicted.

This season is undoubtedly the extreme low quality of French films. Average run Hollywood pictures, too, are about as bad, after they have been dubbed in French—many of them, in a hurry, with poor sound—which is the only form in which the hot polloi sees them.

Belleville Legit  
When the Theatre de Belleville, way out in the East End, reopens with legit, after having been torn down three years ago and rebuilt, prices will run from 25 to 50 cent.

Authors' League is co-operating with Paul Caillet, who has run the theatre for 14 years, in keeping expenses down by clipping royalties to the minimum. His figured will even be able to hire a few name actors.

Season will open with revivals of old popular operettas, always sure to hear 'Chimes of Normandy,' 'Mme. Angot's Daughters,' and the like, and more modern musickers, but still in the revival class, will follow. Playhouse will then move to melodrama, but sticking to sure-draw titles.

Caillet will hire his troupes for three-month runs, but they won't play during the winter months. That week he'll turn over his theatre to vaudeville.

Rebuilt house is one of the most modern theatres in Paris, but the bulk of the old stage has been retained, because it contains scribbles made on the plaster by some of the big names of the French theatre, including 'Firmin Gémier, Segond and Denis Ives.

## EXHIBS-DISTRIBS CALL ANTI-POOLING CONFAB

London, Oct. 1.  
Meeting has been called here for today (Monday) by the Kinematograph Renters Society and Cinematograph Exhibitors' Association to discuss the possibility of reaching some mutual agreement on combine bookings.  
Both groups feel that booking pools are a danger to rentals and will try to work out methods of avoiding them.

## Next Show 1940

Perlin, Sept. 22.  
In accordance with the ancient tradition that the Passion Play at Oberammergau should be performed once every ten years the next play season will be held in 1940.

Only the 1934 season was an exception, for in that year the 300th anniversary of its founding was celebrated.

## No Jews

Berlin, Sept. 22.  
His contract with the Burg theater in Berlin, which is on Friedrich street adjoining the International Artists' Lodge no longer admits Jewish customers.  
Move follows abuses from Aryan home defectors.

## Rumors

Berlin, Oct.  
Germany has its own way of handling rumors.  
If there is no one out of legal punishment to anyone spreading the rumor that Emil Jannings, Otto Gebühr or Angela Salköber are non-Aryan.

## PIC EXHIBIT AT BRUSSELS

Looks as if the International Cinema Festival, part of the World's Fair here, which opens Sept. 28, will rank with the Venice Biennial as one of the world's big film shows.

Most of the big producing companies are sending representative exhibits. From America: 'The Scoundrel' (Par), 'Becky Sharp' (Radio), 'The Informer' (Radio), 'Farmer Takes a Wife' (Fox), 'Inferno' (Fox), 'Jazz Band Concert' (UA), 'Diamond Jim' (U), 'David Copperfield' (MG), 'Naughty Marietta' (MG) and 'Anna Karenina' (MG) are listed as competing.

British industry is presenting 'Escape Me Never' (Korda), 'Bozambo' and 'Doss House.'

French industrial leaders, sore at the fact that the group chosen by the notability did not cut much lace at Venice, are sending films privately to Brussels, in addition to the official choice. Unofficial offerings will be 'Black Eyes,' 'Equipages' or 'Justice of Marselles,' 'Farnatan productions which can't yet be shown in France because Edouard Raphael Worms has blocked them for what Pathe owns him, and 'Dora Nelson' a Louis Vercou production for French Paramount distribution.

Belgians will enter their own films, notably 'Burned Lands,' by Charles de Keukelleire, as well as some educational shorts.

Sweden will send a number of longer educational films.  
Show lasts until Oct. 17.

## Alphonse-Gaston

Paris, Sept. 22.  
Pills and Tabet, top duettists, appearing on the next bill of the A. B. C. vaude house, had a contract calling for full headlining. Learning that Yvette Guilbert, who hasn't been in vaude since before the war, was singing on the same bill, they phoned the management voluntarily to waive their rights.  
But Mlle. Guilbert refused, saying that duettists, after all, had a contract prior to her's.

## Marie Bell's Troubles

Paris, Sept. 22.  
Running the Ambassadeurs theatre is just one row after another for Marie Bell of the Comedie Francaise. With one dispute on already as to whether she can remain a substitute in the house, another battle has broken out with playwright Edouard Bourdet, whose piece, 'Margot,' was to have opened Miss Bell's season.  
Bourdet, peevish about a question of casting, has withdrawn his play. But Miss Bell says he can't withdraw it, having once given it to her, and there'll be a lawsuit.

Taking no chances, however, the managers has put the French adaptation of 'Ten Minute Alibi' into rehearsal, with which to open her season in case Bourdet's withdrawal of his piece should stick.

## Bar 'Rebels'

Mexico City, Oct. 1.  
Confederation of Workers and Peasants, Mexico's strongest union, has ordered its members throughout to be 'rebel' thespians and screen players.  
Move is against those ousted from local theatrical and pic organizations.

# CLEAR FOR OCTOBER



The Big Gun of the season opens fire next week with scores of playdates from coast to coast! Every shot loaded with high-explosive entertainment. They'll surrender in millions at the box-office; they're defenceless against this ammunition:

**FIRST BROADSIDE:** Dick Powell and Ruby Keeler triumphantly reunited for their first big co-starring picture in a whole year.

**SECOND BOMBARDMENT:** All the thrill and romance of "Flirtation Walk" redoubled by Director Frank Borzage 'mid the middies of

## DICK POWELL

in the Navy's "F



# Shipmate

With LEWIS STONE  
EDDIE ACUFF • DICK F

A Cosmopolitan Production

WARNER BROS

# R ACTION ER 12<sup>th</sup>

Annapolis and the rarin', roarin' sons of the sea.

**THIRD SALVO:** Song-burst of three sensational hits by Warren and Dubin—"Don't Give Up the Ship;" "I'd Love to Take Orders from You;" "I'd Rather Listen to Your Eyes."

**FOURTH CANNONADE:** Dance steps by Ruby Keeler and quick-fire laughs from a quartet of comedy finds. Watch 'em!

Backed by key newspapers everywhere with *Cosmopolitan* campaigns stronger than "Special Agent," "Devil Dogs of the Air" and "Oil for the Lamps of China"!

## RUBY KEELER

lirtation Walk"

# Forever

• ROSS ALEXANDER  
ORAN • JOHN ARLEDGE

A First National Picture

... P R O D U C E R S !



She Married Her Boss

Columbia release of a Gregory La Cava picture. Stars: Mona Barrie, Antonio Moreno, Gene Lockhart, etc.

Expert players reap full benefit from a snappy set of lines and the result is an amusing comedy which will share all right at the box office.

Essence of the picture's likeable qualities is in the treatment which 'She Married Her Boss' receives in plentiful portions.

Cast as the young student organizer and original heart interest of the picture is the character of Edith Albright. Showing he makes here as all-sided as the political arguments that he just assigns him to voice on the platform.

But after a nip and tuck pace the picture's work is done. He can deliver a tune, always coded, the reason for emphasizing it here being that Miss Sothen is the old-fashioned way, a free-for-all.

Miss Sothen has less to do than the other principals, but she does it well and also sings nicely. Score includes four or five numbers, one of them "Two Hearts in One Mind" which she sings with a pleasing effect.

As the sole feminine member of cast, she carries no traces of musical comedy ways, which is a credit to her that of being a real trouper.

This first Hopalong Cassidy adventure moves along smoothly, with a few scenes that are really horse opera dramatics.

Several fresh slants have been converted to "brighten" this typical western picture. It is above many cowboy dramas. Attempt has been made to stress kindness of ways, which is a credit to the picture.

Selection of James Mason as the 'kid' newcomer on the ranch is highly questionable. Appears too slick and stagey for the character.

Production was photographed with show-clad mountains as background scenery, but the setting of the picture is not so much a matter of settings which have been aptly caught by cameraman Archie Stout.

Absence of Bill Boyd from prominent parts in the picture may be a hindrance at the wicket. Otherwise it deserves better than double-lecture fate.

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erel fist fights. Out on the sidewalk girl and boy Student Leaguers distributed hand-bills urging a boycott of the picture. Speaking from the theatre front was a squad of cops. As a whole, however, it should do fairly as publicity is always pub-

Striped of its limited-arena. 'Red Salute' resolves itself into a comedy. It Happened One Night! While it is studied here and there with pungent humor, the picture is tied into monotonous knot with repetition of the same line of romantic dialog.

Peacefulness which 'Salute' seeks by espousing return from the recent agitation against war by student groups on various college campuses. Into this topology idea wovens the story of a young radical orator who is loved by the general's daughter.

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Miniature Reviews

'She Married Her Boss' (Col.). Pleasant comedy starring Claudette Colbert.

'Red Salute' (UA). Taped comedy starring Bill Boyd. It happens One Night! While it is studied here and there with pungent humor, the picture is tied into monotonous knot with repetition of the same line of romantic dialog.

'The Girl Friend' (Col.). Modestly produced musical with enough hope to make it a welcome laugh picture for lesser screens. Stars: Roger Pryor, Jack Haley and Roger Fryer.

'Bishop Misbehaves' (MGM). Light farcical treatment of a novel story. Should hold to average grossing picture.

'Hopalong Cassidy' (Par). Clarence E. Mulford yarn given excellent production, with William Boyd, Jimmy Ellison and Faith Stone.

'Storm Over Andros' (U). Worthy Jack Holt starrer with Charles Stumar as the villain. Light fare should do okay.

'Thunder Mountain' (Fox). George Sirois' western which will satisfy its admirers. Sixty minutes long, nice for duals.

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everything in this tie of murder is patent papers for the girl. Bishop figures through stumbling onto the hideout plot. The picture is a little thingy set hot for him at various stages of the proceedings, in the end everything's hunky.

Entire action is laid in England. Settings are colorful and the background-archaic looking. Picture is not too English in its atmosphere to be against anything in that direction.

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Storm Over the Andes

Universal release of a Maurice Pivar production. Stars: Jack Holt, Gene Lockhart, Antonio Moreno, Gene Barry, etc.

Hot picture containing good Jack Holt action, some clever comedy situations and an incidental love interest from which Holt again emerges a loser. Far from outstanding entertainment but tops the average action item of its kind a fair distance.

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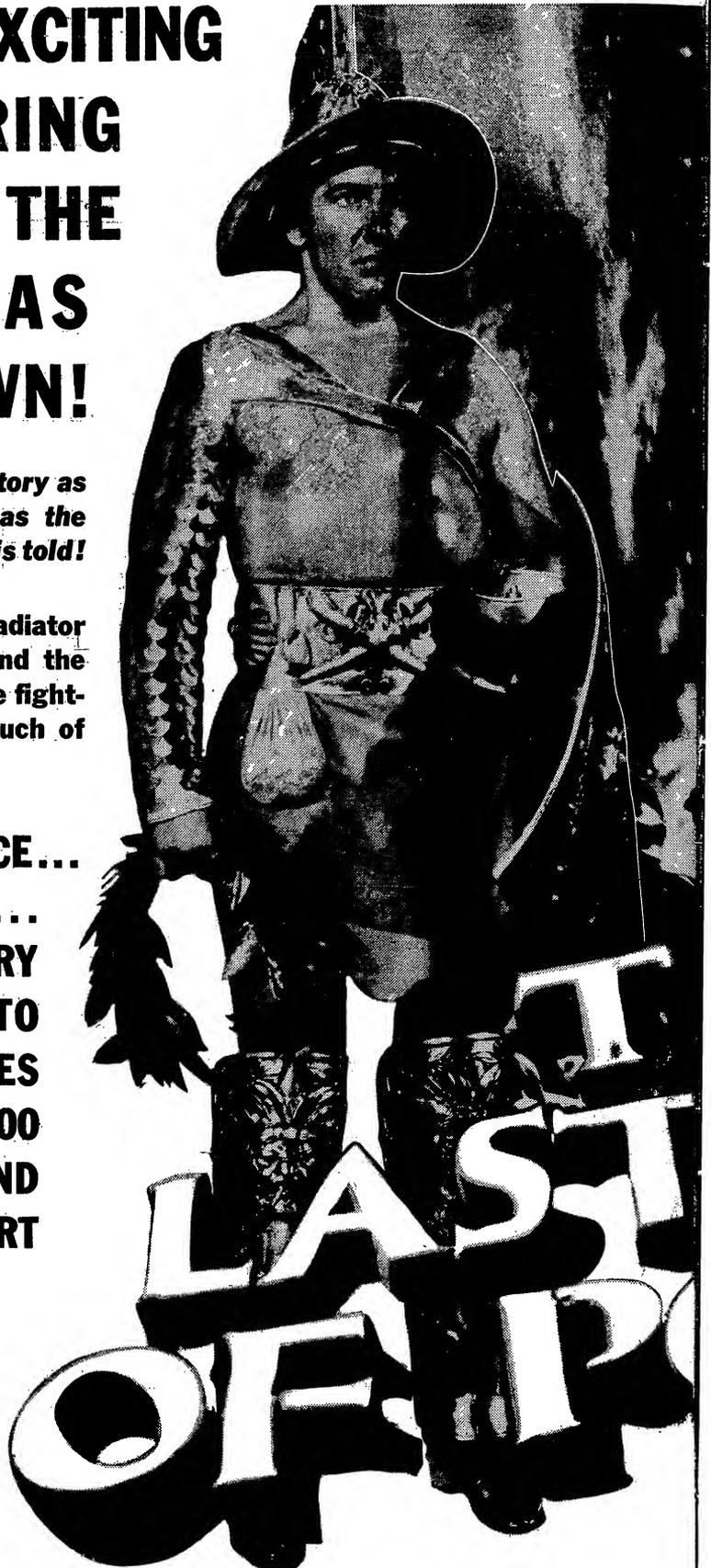
# THE MOST EXCITING AND INSPIRING SPECTACLE THE SCREEN HAS EVER KNOWN!

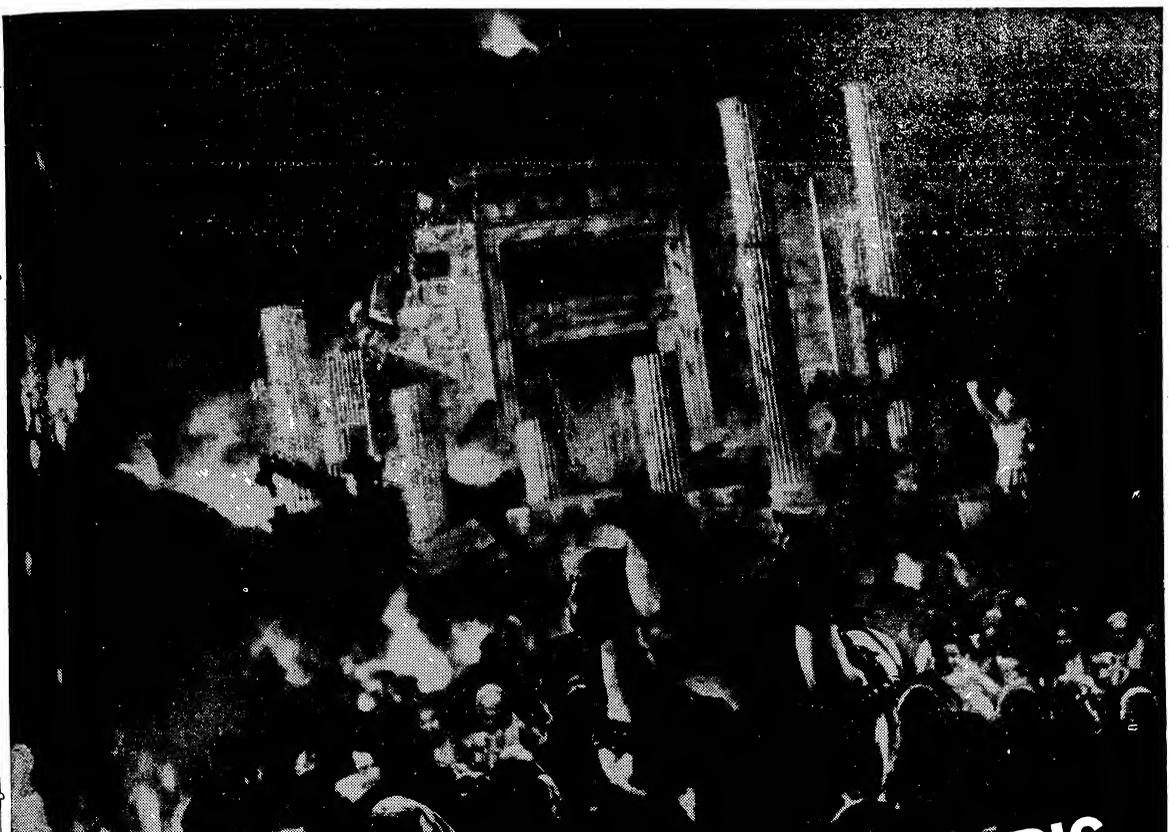
*... with a heart-appealing story as magnificent and powerful as the gigantic canvas on which it is told!*

The drama of the mighty gladiator who became the terror—and the toast—of Pompeii... whose fighting heart melted at one touch of human love!

**AMBITION... ROMANCE...  
SUSPENSE... HOPE...  
FEAR... FAITH... EVERY  
EMOTION KNOWN TO  
EXPERIENCE FLAMES  
IN THIS STORY OF 2,000  
YEARS AGO... AND  
THROBS IN YOUR HEART  
THIS VERY HOUR!**

*Slaves on the auction block!  
... Combat in the Arena!...  
Barbaric splendor!... Mad  
pagan revelry!... VESUVIUS  
IN ERUPTION!... Fire in the  
sky!... Earthquake!...  
Panic!... A city blown to  
bits!... TERRIFIC!*





MERIAN C. COOPER'S  
GREATEST PRODUCTION

# THE 100 DAYS OF OMPELI

With a cast of thousands headed by PRESTON FOSTER ★★ ALAN HALE ★★ BASIL RATHBONE  
JOHN WOOD ★★ LOUIS CALHERN ★★ DAVID HOLT ★★ DOROTHY WILSON  
WYRLEY BIRCH ★★ ★★ RKO-RADIO PICTURE ★★ DIRECTED BY  
ERNEST B. SCHOEDSACK

PARAMOUNT, L. A.

(BOWES UNIT NO. 6)
Los Angeles, Sept. 25.
After two weeks of one-nighters...

symphonic version of what sounds like a combination of the Straw' and 'Ol' Man River'...

ORPHEUM, LINCOLN

Practically a congress of dumb acts being offered here...

Deuce is Lang and Lee. Lots of stuff wrong with this turn...

Murphy with Dick and Dorothy. Had to trim his overcoat and worn out of an encore...

Cugat (New Act), with a slew of specialties, played rumbas and mamboes...

Mells, Kirk and Howard still seem too self-conscious. The act was a good one...

First bill of the season. Europe's oldest fixed circus and the biggest ring in Paris is a spotty affair...

Biggest bright spot is supplied by the Cirque d'Hiver's clowns...

Opening Carroll act is way better than the average of what these clowns did last year...

Little Church Around the Corner gave Albert Johnson a grand opportunity for scenic material...

The Aquarium is the title of the set built for Lucille Page's specialty...

Terminal is nothing less than a railroad station, with the whole cast of Mrs. Walter H. Pate...

Seems to lead indefinitely. Number got 100% bally in promotion of the circus...

As for 'Villa Venice' the best thing that can be said about it is that it stands out from the rest...

Same goes for Francis Falster, who supplies the costuming for these clowns...

On screen 'Broadway Melody' (MGM) Metroclips and trailers...

STATE, N. Y.

Looks as though the State had come to the definite conclusion that it pays to have a...

Hold's the middle position with three songs and a comedy bit...

Murphy with Dick and Dorothy. Had to trim his overcoat and worn out of an encore...

Cugat (New Act), with a slew of specialties, played rumbas and mamboes...

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and complete stage picture, full of life and color. Evans, Paalster and Stahl manage to turn out a...

Show lacks variety. It comprises dancing and more dance. It's composed of a flock of mediocre specialties...

Weak spot in the show is the warbling of Mlle. Sassebo of 'One Fine Day'...

Best of all the dance numbers is contributed by a combo of the Bernice and the Duval Sisters in an excellent rib on the 'dance modern'...

Bobby May, inserted in the show, is a mediocre entertainer...

Business pretty good at the first show. The expected attendance at the Villa Venice has a long reputation in Chicago...

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On screen 'Broadway Melody' (MGM) Metroclips and trailers...

STANLEY, PITTS.

Pittsburgh, Sept. 27.
House gone back to work after this week with Mal Hallett's outfit...

If Brendel doesn't bring 'em in, at least he'll satisfy them once they're inside. Working in front of one another...

After that rendi swings into act and it's a shower for him. Goes into a riotous love scene with Miss Bert as Garbo...

Only other outside act, Washburne's 'The Show'...

Hallett makes a mistake in immediately following Serendears with 'How to Succeed in Business'...

With band are several specialists, including ballroom dance team of Crawford and Casky...

Bill has a regulation opera in Claire and Senna Twins, roller skaters...

Tommy and the 'Act' next standard take-ofs of air entertainers. Penner, Givot, etc., included...

On screen 'Broadway Melody' (MGM) Metroclips and trailers...

MUSIC HALL, N. Y.

Giving 'em the sidewalks of New York inside and out this week...

Little Church Around the Corner gave Albert Johnson a grand opportunity for scenic material...

The Aquarium is the title of the set built for Lucille Page's specialty...

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FOR TEN YEARS IT TOPPED  
THE LIST OF THE WORLD'S MOST  
TALKED-ABOUT STAGE PLAYS

# THE RETURN OF PETER GRIMM

## LIONEL BARRYMORE

WITH  
HELEN MACK  
EDWARD ELLIS  
DONALD MEEK

DIRECTED BY  
GEORGE NICHOLLS, JR.



DAVID BELASCO'S GREATEST SUCCESS... BRILLIANTLY BROUGHT  
TO THE SCREEN TO THRILL THE HEART OF EVERYONE WHO HAS  
EVER WONDERED ABOUT LOVE AND LIFE AND HAPPINESS...



# THE BOX-OFFICE SALUTES

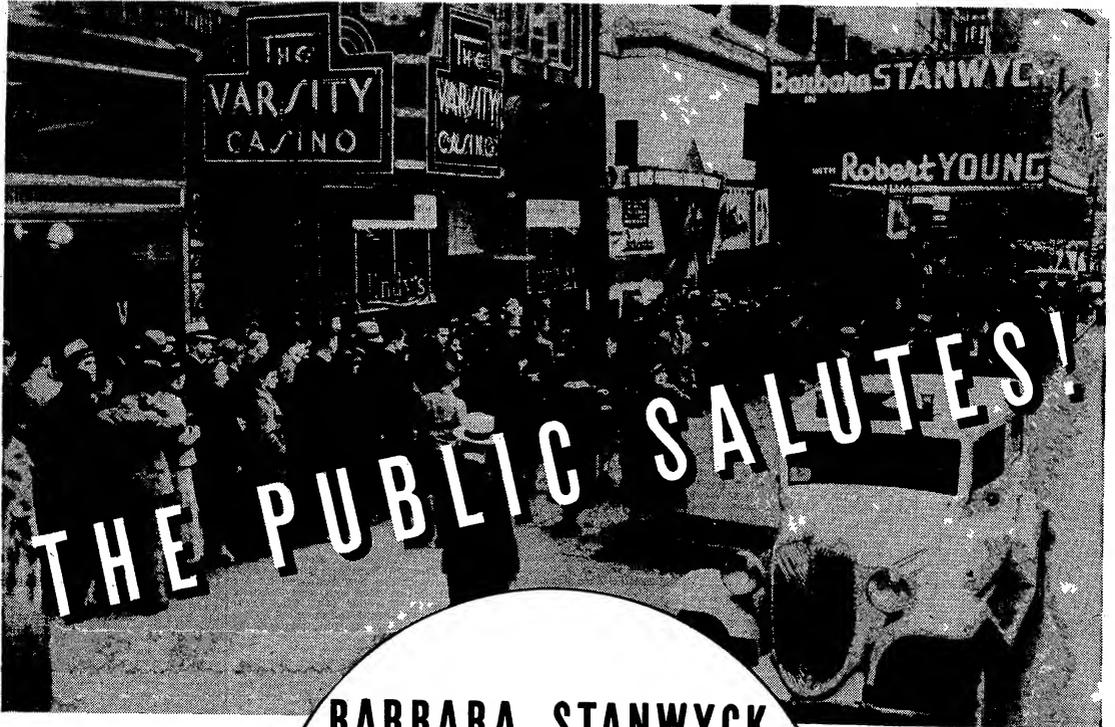
*the gayest romantic comedy of the new season!*

Steady lines of ticket buyers at the Rivoli, New York, forced second week hold-over as receipts for opening week-end are 170% over average...

World premiere throngs at Ambassador Theatre, St. Louis, Mo., send box-office total for sixth day of engagement \$180 over opening day . . . and

Loew's Vendome, Nashville, Tenn., report figures topping grosses of "Count of Monte Cristo", "Transatlantic Merry-Go-Round" and "Let 'em Have it."

As Gerald Breitigam of the N. Y. World-Telegram stated in his review, "Packed house enjoyed picture with me . . . joyous adventure as diverting as any on the screen."



BARBARA STANWYCK

*in*  
*Red Salute*

*with*  
ROBERT YOUNG

HARDIE ALBRIGHT • RUTH DONNELLY • CLIFF EDWARDS • GORDON JONES • PAUL STANTON

*A Reliance Picture • Presented by HARRY M. GOETZ*

*Directed by SIDNEY LANFIELD*

*An EDWARD SMALL  
Production.*

*Released thru* UNITED ARTISTS

# Decision on 2,000-Foot Reels Bound Over to Nov. 1; Cite Its Drawbacks

Light major producing-distribution companies will live a definite life on the 2,000-foot reel proposed and okayed by Academy of Motion Pictures Arts and Sciences on Nov. 1. The organization committee, with representatives present from these light companies, decided on this at a confab last Thursday (28) when they again refused to take definite action.

Squawks from foreign offices of various major companies and possibility that the larger reels might get into difficulties with fire prevention regulations and ordinances are considered the main objection at the recent committee session. One company received objections from its foreign offices in London, South America and several other Latin-American countries. Another office stressed the great difficulty that would be encountered in getting exhibitors to adopt and use the 2,000-foot spools. Also pointed out the additional outlay that would be necessary to replace old vaults with vaults, new cans, reel cases, etc. which they regarded as excessive considering expected advantage to producer. A representative from a Los Angeles city representative stated that here would be a great tariff till on reels, and urged that nothing be done that would disturb the present but firm attitude that particular major firm.

**Fire Hazards.** Argentine office of another company, setting forth several pages of objections, emphasized the grave danger of loss through fire with the producer-distributor firm standing little chance of collecting anything except a nominal sum. Based on discussion at the confab last week, trouble was anticipated on fire regulations for the big reels in Chicago, Omaha, New York and several other spots. Only New York state was understood to have any state regulation against the 2,000-footers.

J. S. MacLeod, from Metro, who served as acting chairman at the meeting, explained the basis of figuring the cost by saying that the outlay for reels and cans probably would be spread over a period of years. His conception seemed to be that new features would be installed on 2,000-foot spools as the old 1,000-foot reels were worn out. Universal representatives were outspoken in opposition to the big reels, other companies preferring to listen to arguments on both sides or the time being. Figures presented showed that for every 10,000 to 11,000 would be saved annually on leaders while the outlay to handle the 2,000-footers would be close to \$100,000 for this company alone.

Gordon Mitchell, appearing for the Academy, estimated that \$14,200 would be saved by Universal each year, presenting a breakdown of figures. Universal's spokesmen at the confab feared that it would be a difficult task to educate their inceptors service at various exchanges in handling the larger reels. They also stressed the angle of loss when the bigger reels were destroyed by fire.

Also, Paramount, Fox, Warner Bros., RKO, United Artists, Columbia and Universal were represented at the meeting. No index had representatives at the confab.

## INDIE TAKES WARNERS ON B'WAY FOR DUALS

The Warner, New York, long one of the Warner houses on the main stem, is reopening after a long-dormant spell as an independent double feature house under operation of Arthur Segal and associate. Segal is now going into the Wallack, on 42d street, N. Y., which has been bottled for a year.

The George M. Cohan, which this indie has been operating, is going to Arthur Mayer in association with the Consolidated Amusement Enterprises, latter operators of an Eighth Avenue string. Mayer is stepping into the Cohan Oct. 18 but no policy as to what Mayer alone, may not be ready by Thanksgiving.

## Fans 'Bank' Squawk

Minneapolis, Oct. 1. Neighborhood fans here have become so aroused over the manner in which 'Bank Nite' is being conducted in some of the uptown theatres that they're writing, protest letters to the newspapers.

Charges are being made that the showhouses pack the contest boxes with dummy numbers at the start and during the initial sessions so that the winning number won't be drawn and the prize grows to substantial proportions.

## CHI'S DISTRIBS BAN NIXED PIX

Chicago, Oct. 1. Completely reversing a standard rule in picture business, the local exchanges have about decided that starting with this new season they will allow product exhibitions because of censorship thumbs-down in the township of Lake Forest, Ill. Majority of the distributors here have grown tired of the practice of the lone Deeparth theatre in swanky Lake Forest getting local censor board nixes on pictures which have received okay's throughout the country.

To stymie this chopping of pictures most of the distributors will insert a special clause in the Deeparth theatre contracts stating that the exchange will permit no censorship exhibitions.

## \$70 'BANK' WINNER OUT COIN IN BUFFALO PINCH

Buffalo, Oct. 1. "Treasury Night" at the Roosevelt, east side nite house, ran afoul of the law Friday night when the local police stepped in and grabbed the money from the winner and named Max Rosling, manager of the house. Winner not being in the audience for several weeks before, the prize money was pyramided and drew in for \$70 last Friday. Florence Zimmerman, the winner, had just been handed the cash when headquarter detectives stepped on the stage, seized the money and served the manager with charges of violation of Chapter 34, Section 8 of the City Ordinances, forbidding licenses of entertainment houses from conducting raffish, lotteries or chance gift distributions of money.

The police report numerous complaints against neighborhood theatres employing lotteries to stimulate trade. The charges were filed in the name of Police Commissioner Higgins who plans to make a test case of the ordinance before the City Court. Miss Zimmerman was assured that regardless of the outcome she would receive the evidence back when the case was disposed of.

## Cut-rate Eats

(Continued from page 1)

London Terrace pool. Couple of Broadway haberdasheries, a national hatter and several other commercial also listed. Agencies in Brooklyn and Newark are expected to be opened by the end of the month.

Basically, it's a due-bill idea, differing only in that the credit card applies to no stated amount of credit. Also, the cut-rate applies to liquor as well as food, with the booze privilege usually not extended for regular due-bills. The credit cards are really double bills in that the cut-rate outfit bills them as payment for advertising in a restaurant, and amusement place. The \$1 charge for credit card is per person.

## 1st Soft Ball Shorty

Hollywood, Oct. 1. Warners is capitalizing soft ball craze by turning out production, 'Slide, Nettle, Slide', two-reeler to be made by Murray Roth under supervision of Bryan Foy. Best female ball teams in southern California are being signed.

## B&K Chi Threat If Nixed Extra Clearance Sked

Chicago, Oct. 1. Outbreak of hostilities is expected this week when the exchanges and exhibitors get together for their monthly meeting to set the release schedule for November pictures in this distribution territory. Things may start popping when Balaban & Katz demands increased clearance between 'C' week of pre-release and the first week of general release.

B & K has already indicated that if the release board does not push the first week of release back seven days, it will move the 'C' week houses up one week in order to place at least seven complete days of clearance between the two weeks of release.

Exchanges are all committed to a "hands off" policy, though Fox and Metro have shown some signs of putting up a protest. Distributors declare this is primarily an exhibition problem and are going to let the exhibitors themselves fight the battle. Esplanade circuit, which has some 20 houses in the first week of release, is expected to put up the largest howl against any attempt to penalize the first week theatres.

## L. A. Biz Bureau Looses Blast on Bank Nights

Los Angeles, Oct. 1. So-called blasts to theatre patrons connected with bank night have been pointed out to public at large in series of radio blasts by Better Business Bureau and in letters, describing giveaways sent to U. S. Attorney Pierson Hall and District Attorney Buron Fitts.

Blasts on air went over KFI, KECA and KNX. BBB attitude is that bank night is typical of contests that are in category of lotteries. Hazard to patron, BBB asserts, lies in failure of theatres to give away designated pursa on night advertised and letting it accumulate until it has reached \$500 or more.

## N. Y. DeLuxers Booth Scale Set, Now to Arrange Lower Brackets

### Ugast to P. I.

Ed Ugast, formerly in the United Artists foreign department, has sailed for Manila where he will open his own distributing company with H. S. Everett.

Has secured some independent American films for the territory and also has Gaumont-ritish pies.

**DUPAR BACK WEST**  
Ed Dupar, chief cameraman at Vitaphone studios in Brooklyn, is motoring to the Coast, accompanied by his wife and child, to align at the Burbank studios.

He has been chief at the Brooklyn plant for past several years, coming originally from the west coast. Dupar handle, the crank on the first all-talkers for Warner Bros., such as "Jazz Singer," "Lights of New York" and "Singing Fool."

**F. P. CAN. EXECS' TOUR**  
Vanover-Cook, Oct. 1. Famous Vanover-Cook officials are concluding a British Columbia tour. Head of office officials coming west to confer with B. C. representatives were J. J. Fitzgerald, general manager; W. H. G. H. financial director; and Ben Goldsater, booking director at Toronto.

## LaGuardia Eager to Consummate 306-Allied-Empire Boothmen Merger, But \$500 Fee Demand Is a Hazard

### Kids Grow Older

Hollywood, Oct. 1. A dozen one-time kid starlets get juve spots "Mother An' Wilder's Sons." Former moppets, now grown to 16 years old and up, Baby Peggy Montgomery, Mickey Bennett, Dick Winslow, Nancy Price, Buddy Messinger and Muriel McCormick.

## FOX-WC GOES FOR GIVEAWAYS

Los Angeles, Oct. 1. Retaliating against indies that have failed to heed warnings of circuit execs, Fox-West Coast will resume "bank nights" in certain houses in the territory. Giveaway stunts have increased so alarmingly among indie houses that F-WC officials insist they must meet the challenge.

More than 80 indie houses currently are using some type of giveaway. Many of these houses are in direct competition with F-WC. Circuit houses to come under new policy will distribute such gifts as autos, radio bars, high priced radio sets, and will go in for bank night and other forms of coin giveaway. F-WC campaign will be confined for present to spots where indie houses have revived practices outlawed by N.R.A.

### LONG LOCATION SKED

Hollywood, Oct. 1. Approaching a record for time spent on location, Metro's "Rose Marie" will be at Lake Tahoe nearly a month.

Differing from other musicals, nearly all the vocal and dance routines are being lensed on location.

Gail Patrick on Loan  
Hollywood, Oct. 1.

Paramount loaned Gail Patrick to Columbia for spot opposite Melvyn Douglas in "The Lone Wolf Returns."

Picture got before the cameras yesterday (Monday), with Roy William directing.

After an all-night wrangle, lasting until 4 a. m. yesterday morning (Tues.), de luxe theatres and New York Operators, Local 306, reached agreement on scale to apply for the H. C. Adams Hall, Capitol, Paramount, RKO, Rivoli, Strand and Center. Instead of \$2.55 an hour for 12 hours before overtime begins, it was agreed de luxers would pay \$2.10 an hour for 12 hours, using two shifts, plus a swing man, de luxers under the new arrangements, will work three shifts of six hours each.

While this is a reduction in both costs which would run to \$100 or more a week for bigger houses, it is not accepted in de luxe circles as comparable to the \$1.80 and \$2.00 circuit scale. For an hour for Class A theatres below the de luxe grade. These 'A' cases had been paying \$2.75 an hour.

Having settled on de luxe scale and salary to apply to 'A' houses of the circuits, negotiations now will turn to a scale for theatres in the lower brackets, the 'B' and 'C' houses. Two-day theatre scale also must be arrived at. When all grades are set, the contract will be drawn for signing and 306 will turn to the indie scale for which will probably be close to that of the electric houses in the lower classifications, depending on operation run, scale, etc.

The Mayor LaGuardia administration is determined to straighten out the confused booth operator situation that has existed in Greater New York for several years and is reportedly ready to push the amalgamation of Local 306, Allied Operators and Empire State, Allied Operators. With a view to restoring peace and aiding progress toward an amicable contract between theatre managers and Local 306, Frank Tichenor, the Mayor's representative on the union matter is now sitting in on these negotiations.

Tichenor, publisher of New Look, was appointed conciliator the operator tangle several months ago after unions had complained that continued cross-picketing was injuring business and was unfair to them because they were at the mercy of a private war between 306 and Empire. Tichenor, prime mover in negotiations looking toward a merger of 306 and the two independent unions, Allied and Empire, is expected to do everything within his power to bring about a proposed three-way combination through.

**\$200 Initiation Fee**  
Meantime, it has been decided that in absorbing Allied and Empire operators, whose applications for membership into 306 are accepted, the initiation fee will be \$500. While this is a stiff figure for prospective members, and may become one of the main problems looking toward absorption of Allied and Empire boothmen, already in 306 ranks some members are reported feeling that the figure should be higher because many of these numbers in 306 paid as high as \$1,000 initiation.

It may take months to finally effect the 306-Allied-Empire merger, it is indicated in union quarters, but members of the unions aren't fighting each other and progress toward final absorption is reported. Tichenor is in charge of the negotiations on the merger and there are no known hitches so far, although the question of the initiation fee is said to be causing some concern. Meanwhile, it is hoped on all sides that a satisfactory contract may be consummated between 306 and the other unions. It is expected that at meetings probably speeding a settlement. In any event, Tichenor knows what is going on at meetings, which at present are being held in secret in a little o. a. s. e. for de luxe houses.

## FREE SHOWS CELEBRATE THEATRE-UNION PEACE

St. Louis, Oct. 1. Fred Wehrenberg, pres. Motion Picture Theatre Owners of St. Louis, Eastern Missouri and St. Louis, Mo., has announced that Clyde Weston, international representative of Motion Picture Machine Operators, against recent action of Local Union No. 143 of operators in sponsoring free shows at the Saterly Widow theatre, the house, which last month signed contract with operators' union after several years of bitter controversy. During time of the controversy, Weston was on job theatre was scene of stenchings and attacks on operators and patrons.

When peace pact was signed management of house and officers in charge of Local No. 143 enticed to point of giving free shows to acquaint customers with fact that union operators were in booth. Free shows and bills were distributed and a truck toured streets to advertise cessation of trouble. Members of M.P.T.O. take position that free shows constituted unfair competition to regular theatre house in vicinity that had been co-operating with union during time it was at odds with management of Merry Widow theatre.

### HOLT LOANED TO 20TH

Hollywood, Sept. 1. Jack Holt has been loaned by "Lullaby Lane" to Century-Fox for "Little Red" in the part originally intended for Charles Bickford, recently eloped by him.

Holt's picture at Universal, "Capital Commanding," has been deferred until actor finishes at 20th.

*Hand picked from the industry's current hits-*

**CHOSEN TO INAUGURATE THE NEW  
LONG-RUN POLICY IN NEW YORK'S  
DE LUXE CENTER THEATRE (\$1.25  
TOP)**



Radio City showmen searched long and hard to find the motion picture worthy to succeed "The Great Waltz"...long-run stage sensation. "Here's to Romance" won the honor...another of the many awarded to 20th Century-Fox releases.

# Here's to 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 Levien



**A FOX PICTURE**

EVERY DAY IS THANKSGIVING DAY  
IN  
**NOVEMBER  
1935**





**3 reasons why** PARAMOUNT  
**HAS DECIDED TO REISSUE**  
**"IF I HAD A MILLION"**

**Reason 1** Played recently by Great States, Warner Brothers and Essaness in one theatre in each circuit—as a test of pulling power—picture did so well it was played in all the other houses. Business was 15 to 25 per cent above average.

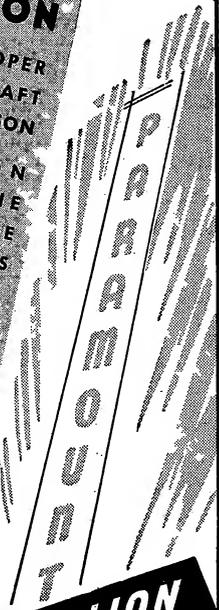
**Reason 2** All theatre managers reported picture was better received by audiences than when originally released.

**Reason 3** There's a vast audience eager to see "IF I HAD A MILLION" for the second time. In addition, there are untold thousands who have never seen the picture who will welcome an opportunity to see it for the first time because they've heard so much about it.

This Billing looks Like  
 A Million Dollars  
 Play it up Out Front!

**"IF I HAD A MILLION"**

with  
 GARY COOPER  
 GEORGE RAFT  
 WYNNE GIBSON  
 CHARLES LAUGHTON  
 JACK OAKIE  
 FRANCES DEE  
 CHARLIE RUGGLES  
 ALISON SKIPWORTH  
 W. C. FIELDS  
 MARY BOLAND  
 ROSCOE KARNs  
 MAY ROBSON  
 GENE RAYMOND  
 LUCIEN LITTLEFIELD  
 RICHARD BENNETT



You Can Make Money with "IF I HAD A MILLION." Get in touch with Your Paramount Exchange

CALENDAR OF CURRENT RELEASES

Chesterfield

Office: 1540 Broadway, New York, N. Y.

Incidental Evidence. A mystery asking does circumstantial evidence convict the innocent? Chick Chandler, Shirley Grey, Dir. Charles Lamont. 67 mins. Rel. March 14. Rel. Aug. 1.

Condemned to Live. Horror story. Ralph Morgan, Russell Gleason, Maxine Doyle, Dir. Frank Strayer. 62 mins. Rel. Aug. 15.

Happiness C. O. Domestic comedy. Irene Ware, Donald Maude, Maurice Chevalier, Dir. Frank Strayer. 65 mins. Rel. June 20.

Society FEVER. A crashing society comedy--Lola Wilson, Lloyd Hughes, edna Healy. Dir. Frank Strayer. 65 mins. Rel. June 20.

Synthetic Lady. Modern love story. Sidney Blackmer, Irene Ware, Russell Hopton. Dir. Charles Lamont. 72 mins. Rel. Aug. 15.

Columbia

Office: 729 Seventh Ave., New York, N. Y.

After the Dance--Romance of a night club singer who finds love after a drink-break. Nancy Carroll, Geo. Murphy. Dir. Leo Bulgakov. 60 mins. Rel. June 24.

Atlantic Adventure. High crimes on the high seas. Nancy Carroll, Lloyd Nolan, Harry Langdon. Dir. Al Rogell. 70 mins. Rel. Aug. 25.

Awakening of 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.

Champagne for Breakfast. Penitent attorney finds a sweetheart and a fortune through a breakfast call. Mary Carlisle, Hurdie Albright, Joan Marsh, Lila Lee. Dir. Neville Brown. 68 mins. Rel. June 18.

Feather in Her Hat. A. Pauline Lord, Billie Burke, Louis Hayward. Dir. Alfred Santell. Rel. Oct. 12.

Irish Friend. The comedy situations in a barn theatre. Ann Sothern, Jack Egan, Robert Taylor. Dir. George Fitzmaurice. 68 mins. Rel. July 10.

Justice of the Fange. Tim McCoy western. Ir. David Selman. 68 mins. Rel. May 25.

Lady of New York. George Jessel. Rel. Sept. 10.

Love Me Forever. Robert Allen. Rel. July 3.

Men of the Hour. Story of the newscast cameramen. Richard Cromwell, Billie Seward and Wallace Ford. Dir. Lambert Hillyer. 57 mins. Rel. May 10.

Public Enemy. Crime reporter on board ship. Jean Arthur, Geo. Murphy. Dir. Erik Kenton. 75 mins. Rel. Sept. 20.

Iding Wild. Western. Tim McCoy, Billie Seward. Dir. David Sel. Rel. June 23.

She Married Her Boss. Claudette Colbert. Ir. Jchael Bartlett. Dir. Gregory LaCava. Rel. Sept. 19.

Supersleuth. Crime comedy, Mary Carlisle an. Ir. Lambert Hillyer. Rel. Sept. 19.

Together We Live. Domestic tragedy induced by red propaganda. Willard Mack, Ben Lyon, Esther Ralston. Dir. Charles Lamont. Rel. Aug. 16.

Unknown Woman. Broadway of woman government agent. Richard Cromwell, Marian Marsh. Dir. Al Rogell. 61 mins. Rel. June 14.

DuWorld

Office: 729 Seventh Ave., New York, N. Y.

rainquebille (Fr.). Drama from Anatole France yarn. Ir. Jaquede de Baroncelle. 84 mins. Rel. Dec. 1.

Dame aux Camerons (Fr.). Literal adaptation of the Dumas classic. Yvonne Printemps, Pierre Fresnay. Dir. Ferdinand Rivers. 85 mins. Rel. March 16.

Kocha, lubi Szanuje (Polish). Young love in Poland, with music. Dir. Michal Wyzanski. 70 mins. Rel. Nov. 1.

L'Agonie des Aigles (Fr.). Pre-Napoleonic drama. Dir. Roger Richebe. 70 mins. Rel. Dec. 1.

Pechen' Atlantide (Fr.). Pierre Loti's saga of fishermen. Yvette Guilbert. Dir. Pierre Gaudy. 75 mins. Rel. Sept. 15.

Sans Famille (Fr.). Story of a boy's fight without family. Robert Lyden. Dir. Andre Mouz. 87 mins. Rel. July 10.

The Last Witness. Expedition. Animal film laid in. Ing. Howard Hill. 35 mins. Rel. May 1.

First Division

Office: R.W.O. Bldg., New York, N. Y.

Releases Also Alford, Chesterfield and Liberty. New York, N. Y.

Incumstantial 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 famous actress uses her talent in an entirely novel role; and stages one final glorious comeback. Henrietta Crosman, Dorothy Lee, Wm. Bakewell. Dir. Charles Lamont. 68 mins.

Death from a Distance. (Invincible). A girl reporter and police detective match their wits. Russell Hopton, Lola Lane, George Marion, Sr. Dir. Frank Strayer. 65 mins. Rel. Sept. 1.

Irish Who Came Back. The Chesterfield. The regeneration of a girl hopelessly involved in vast counterfeiting plot. Sidney Blackmer, Shirley Grey, Noel Madison. Dir. Charles Lamont. 66 mins. Rel. Sept. 8.

Java Head (Associated). An adaptation of the Joseph Hergesheimer prize-winning novel also serialized in the Statepost; a gripping drama of the barriers of race. Anna May Wong, Elizabeth Allen, Edmund Gwenn, John Leder. Dir. J. Walter Ruben. 70 mins. Rel. Sept. 1.

Public Opinion. A girl separates loving couple who are brought together by their child's death illness and realize they still love each other. Lola Wilson, Clyde DeWitt, 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 Spencer. 68 mins. Rel. July 10.

Shot in the Dark. From the novel and 'College Humor' serial 'The Dartmouth Murders' by Clifford Orr. Charles Starrett, Robert Warwick, Marion Shilling. Dir. Charles Lamont. 70 mins. Rel. July 15.

Society Fever (Invincible). A mad, merry saga of the zany Protop. Lola Wilson, Lloyd Hughes, Grant Withers, Heida Ropper, Guinn Williams, Marion Shilling, George Irving, Sheila Terry. Dir. Frank Strayer. 65 mins. Rel. Sept. 8.

Symphony of Living. (Invincible). Boy violin prodigy buffeted between warring parents. Evelyn Brent, Al Shean, John Darrow. Dir. Frank Strayer. 62 mins. Rel. July 15.

First National

Office: 1521 W. 46th St., New York, N. Y.

Irish from 100th Avenue. The adventures of a young shop girl who accidentally marries a society derrick and then makes a man of him. Bette Davis, Jan Hunter, Colin Clive. Dir. Alfred E. Green. 69 mins. Rel. June 1.

In Caliente. Musical spectacle of famous Mexican resort. Pat O'Brien, Dolores Del Rio, Edw. Everett Horton, the DeMarcos. Ir. Lloyd Bacon. 84 mins. Rel. May 10.

Irish in Us. The Three brothers of Irish extraction with Cagney leading in the mischief. Jas. Cagney, Pat O'Brien, Olivia De Havilland, Frank McHugh. Dir. Lloyd Bacon. 75 mins. Rel. Aug. 7.

II for the Lamps of God. Pat O'Brien, Josephine Hutchinson, Jean Muir. Dir. Mervyn LeRoy. Rel. June 8.

Traveling Saleslady. One of those Joan Blondell-Glenda Farrell romps. Dir. Ray Enright. 62 mins. Rel. Sept. 11.

While the Patient Slept. Mystery in a millionaire's mansion. Guy Kibbee, Aline MacMahon. Dir. Ray Enright. 66 mins. Rel. March 9.

G-B

Office: 1600 Broadway, New York

Als Bulldog Drummond. Comedy thriller takeoff. Jack Hulbert, Fay Wray. Dir. Walter Forst. 62 mins. Rel. Sept. 11.

Ilavoyant. The Chiller. Claude Rains, Ray Wray. Dir. Maurice Elvey. 73 mins. Rel. July 15.

Love's a Dictator. The Strong historical costume drama. Clive Brook, Hilda Doolittle, Carlotta. Dir. Victor Saville. 83 mins. Rel. June 15.

Man Who Knew Too Much. Realistic underworld drama in the Alps and London. Fredric March, Loretta Young. Dir. Alfred Hitchcock. 75 mins. Rel. March 15.

y Heart is Calling. Romantic musical. Jan Klenner, Martha Eggerth. Dir. Carmine Gallone. 70 mins. Rel. April 11.

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Listing is given when release dates are definitely set. Titles are retained for six months. Managers who receive advance subsequent to that period should preserve a copy of the calendar for reference.

The Running time as given here is approximate that of the complete run showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletion. Running time in the review 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, readers will appreciate the co-operation of all managers who may note discrepancies.

Negro Tastes

(Continued from page 3)

to the white patrons. Name casts are figured important, but the nature of each film is deemed most important, and the colored seen sharp shoppers. Exhibs here agree that Mae West is far and away most popular feature satellite, with George Raft topping the male players.

The performer angle brings up question of colored players. Great deal of thought on it, and the idea that a careful study discloses fact that not one is really consistently big enough to mean a great deal on all occasions. There indubitably is a feeling generally harbored that colored performers have never been given enough to do in pix, and though when, say, Bill Robinson has a bit in a feature, it really doesn't affect the box, to appreciate extent of his fame, some performer had important part, with pic's plot revolving around him to a measure instead of appearances of his being merely inserted in footage for couple of minutes. The colored would pour out. They did it for Louise Beavers in 'Imitation of Life' (U), yet when pair of subsequently released flicks came along with colored casts, but as very minor character, big was mediocre in both instances.

Stepin Fetchit has had a couple of fairly mealy roles and it meant coin, but as a flickering figure in other films his presence apparently added little.

Average all-colored cast pix are pretty poor, and since this has been learned, such fare totals up far less impressively than many regular Hollywood releases. Very rarely 'WB', which is, but outstanding instance is 'Sanders of the River' (UA). Paul Robeson dominates film, and there is an added name in Nina Mae McKinney; white actors very secondary; and the film which is current at first-run house, doing big biz.

Easily topping all else for past couple of years was 'Imitation of Life' (U); runner-up, 'G-Men' (WB), which is, but outstanding instance is 'Sanders of the River' (UA). Paul Robeson dominates film, and there is an added name in Nina Mae McKinney; white actors very secondary; and the film which is current at first-run house, doing big biz. According to Louis Rome who, with two first-run and two subsequent colored houses here is biggest exhibitor, the Negroes follow somewhat true, but white patrons' preferences, often going to see a show on information that it did big biz when showing downtown. Also asserts that, splashes of ad space in the daily papers effective, as when a WB-Cosmo picture comes to a white first-run and the local Hearst sheet goes overboard on spreads. It is Rome's opinion that many of the colored pictures are being checked up on what the white trend is, but the exhib agrees that these checkers-up are too much in the minority to offset the studied and, to extent, established likes of the mass colored picture-patrons.

My Song for You. Romance in the opera house. Elvey. 75 mins. Rel. May 15.

Princess Charming. Musical. Evelyn Laye, Henry Bacon. Elvey. 75 mins. Rel. June 15.

39 Steps. Romantic melodrama. Robert Donat, Madeleine Carroll, Fred Hitchcock. 65 mins. Rel. Sept. 1.

Liberty

Born to Gamble. Four sons inherit a grandfather's talent. H. B. Warner, Maxine Doyle, Eric Linden, Lois Wilson. Rel. Aug. 15.

Dizzy Dames. Musical. Theatrical boarding house locale. Marjorie Rambeau, Florine McKinley, Lawrence Gray. Dir. William King. Rel. May 15.

Old Homestead. The Suggested by the play. Six musical numbers. Mary H. Lawrence Gray, Dorothy Lee, Willard Robertson. Dir. William King. Rel. Aug. 10.

Majestic

Office: 1778 Broadway, New York, N. Y.

Motive for Revenge. Thrilling adventures resulting from desire to wife's craving for luxury. Donald Cook, Irene Hervey. Dir. Lawrence Bay. Rel. Aug. 15.

Mutiny Ahead. Stark dramatic Adventure. Romance! On the high seas. Hamilton and Kathleen Burke. Dir. Tommy Atkins. Rel. May 1.

Reckless Roads. Comedy-drama of two thoroughbreds, a girl and a horse. Judith Allen, Regis Toomey, Lloyd Hughes. Dir. Earl Loywood. 69 mins. Rel. July 1.

Mascot

Office: 1778 Broadway, New York, N. Y.

Harmony Lane. Life and songs of Stephen Foster. Douglas Montgomery, Ruth Etting, Marion Vaniman. Rel. June 24.

Headline Woman. Strange romance develops when a beautiful society girl is forced to live with a vice-cracking reporter to save her reputation. Hugh O'Connell, Roger Pryor. Dir. William King. Rel. May 15.

Ladies Crave Excitement. Sparking action romance with newswired background. Norman Foster, Evelyn Knapp, Eric Linden, Esther Ralston. Dir. Nick Grigna. 69 mins. Rel. July 24.

One Frightened Night. Nutty millionaire who distributes his fortune on a wild stormy night. Charles Grainger, Mary Carlisle, Regis Toomey. Rel. Aug. 15.

Streamline Express. Story of a girl who eloped to baptize a train and marry a man she didn't love. Victor Jory, Evelyn Venable. Dir. Leonard Fisher. 74 mins. Rel. July 1.

Waterfront Lady. Ann Rutherford, rank Albertson. Rel. Sept. 20.

Metro

Office: 1540 Broadway, New York, N. Y.

Age of Indecision. Divorced couple's child problem. Paul Lukas, Madge Evans, David Jack Holt. Dir. Edw. Ludwig. 77 mins. Rel. May 10.

Anna Karenina. Tolstoy's famous novel of a woman's struggle for love. Greta Garbo, Fredric March, Basil Rathbone. Dir. Clarence Brown. 86 mins. Rel. Sept. 8.

Bishop Misbehaves. A cleric impressed into duty as a detective. Edmund Gwenn, Maureen O'Sullivan, Norman Foster. Dir. E. A. Dupont. Rel. Sept. 15.

Bonnie Scotland. A farcical romp through the Highlands. Laurel and Hardy. Dir. James W. Horne. 82 mins. Rel. Aug. 23.

Broadway Melody of 1936. Big song and dance show. Jack Benny, June Haver, Gladys Powell, Eddy and Lyla Egan. Dir. Roy Del Ruth. 102 mins. Rel. Sept. 20.

Calm Yourself. From a magazine story. Comedy of kidnapping. Robt. Young, Gladys Powell, George E. Stone. Rel. June 24.

Capture of Tarzan. New Jungle thriller. Johnny Weismuller, Maureen O'Sullivan. Dir. James Mackay.

China Seas. Intensive drama with a locale of a Chinese steam trampler. Clark Gable, Jean Harlow, Wallace Beery. 89 mins. Rel. Aug. 16.

Escapade. Love and Innocence in Vienna with a new star. Luise Rainer, Wm. Powell, Frank Morgan, Virginia Bruce. Dir. Robt. Z. Leonard. 89 mins. Rel. July 15.

Flame Within. The Morgan doctor becomes enmeshed with a mental patient. Ann Harding, Herbert Marshall, Maureen O'Sullivan. Dir. Edmund Gwenn. 72 mins. Rel. May 1.

Here Comes the Band. An ambitious song writer and a stolen melody. Ted Lewis and his band. Virginia Bruce, Ted Healy. Dir. Paul Sloane. 82 mins. Rel. July 10.

Let Freedom Ring. High pressure comedy with atmosphere setting. Jack Benny, Una Merkel, Grant Mitchell, Mary Carlisle. Dir. Charles Reisner. 84 mins. Rel. May 15.

Mad Love. Thriller of a mad surgeon who takes unique revenge. From 'The Hands of Orlac'. Peter Lorre, France Drake, Colin Clive. Dir. Karl Freund. 72 mins. Rel. July 12.

Maia. Love story of the South Seas. Maia of 'Eskimo' fame and Lotus Long. Dir. Richard Thorpe.

Mark of the Vampire. Murder mystery with vampire angle. Lionel Barrymore, Gladys George, Bela Lugosi. Dir. Tod Browning. 60 mins. Rel. April 20.

Mutiny on the Bounty. Based on famous historical episode of South Seas. Charles Laughton, Charles Laughton, Franchot Tone. Dir. Frank Lloyd. Rel. Oct. 15.

Murder Man. Newspaper reporter who specializes in murders. Spencer Tracy, Lionel Atwill. Dir. Tim Whelan. 70 mins. Rel. July 19.

Murder in the Fleet. Mystery about a battleship. Robt. Taylor, Jean Parker, Fredric March. 70 mins. Rel. May 1.

Night of the Ghouls. Thriller adventures in mistaken identity of three Italians. Giuseppe, Chico and Harpo Marx. Dir. Sam Wood. Rel. Nov. 1.

No More Ladies. From the stage play by A. E. Thomas. Bright domestic comedy. 75 mins. Rel. July 15.

One Night Night. Comedy mystery story. Franchot Tone, Una Merkel, Conrad Nagel, Dick York. Rel. July 15.

O'Shaughnessy's Boy. A father and son who follow the circus. Wallace Beery, Jackie Cooper. Dir. Richard Boleslawski. Rel. Nov. 8.

Perfect Gentleman. The actor who comes back. Frank Morgan, Cloely Courtnidge. Rel. Tim Whelan. Rel. Oct. 11.

Public Hero, No. 1. G man story. Lionel Barrymore, Chesterorris, Jean Arthur. Dir. J. Walter Ruben. 90 mins. Rel. May 31.

Rhodes of El Dorado. Drama of a frontier days 'bad man' Warner Baxter, Fredric March. Dir. William Wellman. Rel. July 15.

Tale of Two Cities. Based on Dickens' famous novel of the French Revolution. Ronald Colman, Elizabeth Allan, Edna May Oliver, Basil Rathbone, Helen Jerome Young. 75 mins. Rel. July 15.

Vagabond Lady. Younger brother saves bride from unhappiness. Robert Young, Evelyn Venable. Dir. Sam Taylor. 72 mins. Rel. May 3.

Monogram

(Released through Republic)

Cheers of the Crowd. Russell Hopton, Irene Ware. Rel. May 1.

Dawn Rider. The Star. Wayne, Marlon Burns. Dir. radbury. Rel. June 20.

Desert Love Story. John Wayne western. Dir. Cullen Lewis. 54 mins. Rel. April 22.

Healer. The. From novel by Robert Herrick. Dir. Reginald Barker. Ralph Bellamy, Karen Morley, Mickey Rooney, Judith Allen, Robt McWade, Fred MacMurray. 76 mins. Rel. June 15.

Honeycomb LI. Ired. Nell Hamilton, Irene Hervey. 70 mins. Rel. July 1.

Hoosier Schoolmaster. The. Norman Foster, Charlotte Henry, Otis Harlan, Louis V. Mong. Dir. Lew. Collins. Ambiguous classic by Edward G. Robinson. 76 mins. Rel. May 15.

Keeper of the Bee. The. Famous story by Gene Stratton Porter. Nell Hamilton, Betty Furness, Hobart Bosworth, Emma Dunn. Edith Fellows. Helen Jerome Young. 75 mins. Rel. July 15.

Make a Million. Story of how a professor gets rich by chain letter game. Charles Starrett and Pauline Brooks. Rel. July 25.

Monte Carlo Nights. Innocent suspect traps his man at famous casino and flees. Fred MacMurray, John Brian, John Dierker. Rel. May 20.

Panama Canyon. John Wayne, Marlon Burns. ovi-struck family takes husbands all to great Hollywood, with hilarious results. Wallace Ford. 52 mins. Rel. July 15.

Trail Beyond. In the John Wayne, Verma Hill. 55 mins. Rel. Oct. 22.

Paramount

Office: 1501 Broadway, New York, N. Y.

Accent on Youth. From a current singing hit by Evelyn Sidner. Herbert Marshall, Dir. Cedric Belfrage. 75 mins. Rel. July 12.

(Continued on page 31)



# LOVE LETTERS



BELOW:  
Advertising  
Slant—

## WELCOME TO BROADWAY JOAN! JUST IN TIME FOR THESE MASH NOTES ABOUT YOUR NEW HIT "I LIVE MY LIFE"



P.S. Come up to the Capitol  
Friday to see another grand  
M-G-M hit. Wallace Beery  
and Jackie Cooper in  
"O'Shaughnessy's  
Boy."

"Chalk up another for M-G-M's greater season of hits. Real box-office triumph for Crawford, Aherne and W. S. Van Dyke. Sure hit. Will keep them coming in droves."  
—Hollywood Reporter

"The finest and most entertaining Crawford picture in years. Brian Aherne will be in solid with your patrons following this picture. W. S. Van Dyke responsible for uproariously funny, human and most natural film."  
—Joe Blair, Showman's Trade Review

"One of new season's entertainment bets. 'Word-of-mouth' will send it soaring among the highs!"  
—M. P. Daily

"Joan Crawford turns in finest performance of her career. Perfect for any theatre and should pile up neat grosses. Will no doubt find hold-overs in most key spots."  
—Billboard



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CARL LAEMMLE Presents  
**B** JAMES WHALES  
 with EDWARD ARNOLD  
**R** CONSTANCE CUMMINGS  
 and SALLY ELLERS  
**E** ROBERT YOUNG  
**R** ROBERT ARMSTRONG  
 LOUISE HENRY

GREGORY RATOFF  
**L** REGINALD DENNY  
 ED BROPHY  
**I** MONROE OWSELEY  
**N** GUSTAVE VON SEYFFERTITZ  
 JACK LA RUE  
**G** GEORGE MEEKER  
**E** ARTHUR TREAHER  
**I** CARL LAEMMLE, JR.'S.  
 Finest Production  
 A thousand surprises - you'll never forget!

**REMEMBER! UNIVERSAL!**

CALENDAR OF CURRENT RELEASES

(Continued from page 31)
Don't Bet on Blondes. Warren William, Guy Kibbee, Claire Dodd, William Gargan.
Front Page Woman. Newspaper men and women—and love. Bette Davis, George Brent, Winifred Shaw, Roscoe Karns.
Going Highbrow. Kansas farmer suddenly rises to riches through the stock market. Guy Kibbee, Zasu Pitts, Edward Everett Horton.
Gossip and the Gander. The Kay Francis, George Brent, Genevieve Tobin, Ralph Bell, Claire Dodd.
It's Big Shot. Sybil Jane, Robert Montgomery, Glenda Farrell, Edward Everett Horton.
Page Miss Glory (Cosmopolitan). Marlon Davies, Pat O'Brien, Dick Powell.
Special Agent. Bette Davis, George Brent, Jack LaRue, Ricardo Cortez.
Stranded. Kay Francis as a travelers' aid worker. Kay Francis, George Brent.
We're in the Money. Joan Blondell, Glenda Farrell, Hugh Herbert, Ross Alexander.

Miscellaneous Releases

Cyclone Ranger (Spectrum). Western. Bill Cody, Nina Quar.
Iris of Death (Willis). Western. Iris.
Fighting Piersons (Resolute). Western. Rex Bell.
Frontday Days (Spectrum). Ir. Bob Hill.
Red Blood of Courage (Ambassador). Western. Kermit Maynard, Ann Sheridan.
Rustlers Parade (Ajax). Western. Harry Carey, Gertrude Messinger.
Speed Devils (Huffman). Two dirt track auto races go into the garage busts. Paul Kelly, Marjorie Churchill.
Wagon Trail (Ajax). Western. Harry Carey, Gertrude Messinger.

Trial in St. Louis

(Continued from page 5)
tment of the film controversy, would ruin 'the victims of the conspiracy. Hardy sprung a surprise on the defense when he summoned Dr. R. Emmett Kane, one of this city's most eminent physicians to appear in court. After the testimony, which was of the opinion that, if he were in charge of the patient, he would not permit Thomas to appear in court. The jury overruled the motion for continuance of the defendants, which would have delayed the case until March, 1936.
Defense attorneys then sought in vain to have Judge Moore defer his ruling so that they could revamp their motion for continuance and to try to injure the case. Hardy refused to budge from his determination to try the criminal case first, and was assailed by defense counsel, who accused him of reversing his position.
Reed and Hardy both differed as to a telephone conversation which had Sept. 7 concerning a continuance ordered Sept. 10 in another case—suits by the government to enjoin picture interests from the alleged withholding of films from the three F.&M. theatres. Reed had the injunction suit postponed until yesterday because of the death of his sister in Portland, Ore.
Hardy testified that Reed had told him; there was nothing else to prevent the litigation from going forward and that the thought he referred to both cases. Reed replied he was talking only about the civil case and did not refer to the anti-trust case.
40 Attorneys
About 40 attorneys representing various angles of the case, mingled with the defendants, newspapermen and those attracted by the glamor of the trial.
Tentative plan of the government, after the selection of a jury, was Hardy's opening address Tuesday afternoon, reciting facts that the government expects to prove by witness brought from different parts of the country.
Instead, trial was postponed today until tomorrow (Wednesday) morning at the request of defense counsel and the consent of the Government.
A preliminary conference between Judge Moore and lawyers for both sides. Defense contended it was taken by surprise and was not ready for trial. The case was set for a 24-hour delay. The defense entered into the record an objection to the effect that it was forced to proceed at this time against its will,

with an indispensable witness absent. Procedure set for today will go forward tomorrow.
When Hardy reached St. Louis Saturday (28), he ordered an additional room in his hotel suite to accommodate documents to be used in the trial. He told the hotel management that there were twice as many as he had here before, and on that occasion the documents almost filled a room.
Cost of bringing the witnesses here for the trial, estimated at between \$4,000 and \$5,000, is being borne by Warners, as when the case was continued last month it was George Moore's order that the cost must be borne by the companies represented by Reed. Various estimates have been made as to the time required to try the case. Most conservative fix the time at not less than four weeks, and perhaps three weeks longer.
Yesterday Judge Moore announced that the injunction case, which is being tried (Tuesday), will be tried immediately upon the conclusion of the criminal case. In this suit, the government asks that the defendants be restrained from continuing the alleged conspiracy against the three F.&M. theatres.
Offense charged in the anti-trust case is a misdemeanor, punishable on conviction by a jail sentence of one year, or a fine of \$5,000, or both.
Defendants in the criminal action are Warner Bros. Pictures, Inc.; Vitaphone Corp.; First National Pictures, Inc.; Warner Bros. Circuit Management Corp.; General Theatrical Enterprises, Inc.; Paramount Pictures Distributing Co.; Paramount Distributing Corp.; RKO Distributing Corp.; Harry M. Warner, president of Warner Bros. Pictures, Inc.; Herman Starr, an officer of the same firm; Abel Gray, Thomas and Gradwell Sears, the latter of the sales department of Warners; George J. Schaefer, of Paramount; and Ned E. Depinet, president of RKO Distributing Corp.
Ticket Buys
(Continued from page 1)
unsold in the agencies they are dumped into cut rates too early in the year. They point out that the best success of the season, 'At Home Abroad,' is going along at capacity without a buy.
When more shows arrive and dramatic smashes eventuate the picture situation will be improved because there is no great ticket demand as yet, although business generally is pointing upward.
A limited buy was made for 'Not of This World' but no rigorous conditions were imposed by its presenter, A. H. Woods. Brokers say the milder has thereby been benefited.

Writing Off Pix

(Continued from page 7)
Top, 'Farmer Takes a Wife' and 'Steamboat Round the Bend' (Fox); 'Anna Karenina,' 'Broadway Melody' and 'China Seas' (Metro); 'Big Bad John' and 'The Crusades' (Paramount); 'Alice Adams' and 'The Sign of the Cross' (Radio); 'Call of the Wild' and 'The Dark Angel' (UFA); 'The Irish in U.S.' 'Page Miss Glory' and 'Special Agent' (WB).
The major distributing companies within the past two years upon advice of certified accountants handling the stock exchange quarterly reports and the annual profit and loss statements to shareholders, modified and made more rigid the amortization tables under which negative cost is written off, starting with general domestic release dates of the features. It was common practice of accountants during the years of silent picture distribution to extend the period of amortization over two years. There were more theatres in operation, the number of prints released was between 125 and 175, and the clearances between theatres, most of which were playing single bills, were longer than at the present time.
Sound pictures changed the methods of distribution considerably, particularly with the introduction of the musicals. Exploitation of the features, which acquainted the public earlier of the successes and the hit songs than had been possible before radio. Circuit operation of second run theatres also resulted in lessening the clearances after first run. There was immediately a demand for more prints of sound pictures than of silents. The trends and tendencies of the picture business are faster than in previous seasons has continued year by year.
How It's Written Off
Not all the major distributing companies employ the same methods of negative write-offs, but the general procedure is to divide the original cost between the U. S. and Canada, under one bracket, and all the foreign under another. The division generally is 85% to the former and 15% for the latter. The same method of amortization in former years was charged to the foreign. Sound pictures brought a more restricted foreign return, on account of complications of language dubbing and the fact that actors increased the foreign negative expense.
Operating figures of the major distributors are handled by the following certified accountants: Price Waterhouse & Co., Touche, Niven & Co., Haskin & Sells, Miller, Donaldson & Co., and Arthur Young & Co.
Starting with the current season the number of prints in general release in the U. S. and Canada has been increased by nearly all the major distributors. The average program in circulation. These are divided among the film exchanges in accordance with contracted play dates. New York, Chicago and the larger population territories demand the most number. The practice of day and day booking in scores of houses in Chicago and New York, in the subsequent run neighborhood theatres, means that for two or three weeks the film exchanges in those cities handle many times the usual number of prints assigned to them. They are borrowed from the exchanges in nearby cities.
The unusual success demands additional prints over the program features. 'Top Hat' has nearly 300 copies in circulation at the present time. The Eddie Cantor (UFA) musical has touched 280 in number of prints. The peak of 300 has been reached by the Shirley Temple releases, 'Little Colonel' and 'Curly Top.'
Amortization tables of the companies which write off costs within 15 months of national release are keyed as follows, with slight modifications: First 13 weeks, 59% of cost; 14 weeks, 68%; 15 weeks, 75%; 16 weeks, 82%; 17 weeks, 89%; 18 weeks, 94%; and 19 weeks, 100%.
Division of the costs between domestic and foreign, a method employed by some of the companies, throws an even greater burden on the exhibitor. The early film rental returns, as follows: First 13 weeks, 83% of the 85% total; 16 weeks, 95%; 23 weeks, 98%, and 52 weeks, 100%. The balance of 15%

Among the Women

By The Skirt

dressed woman of the week: MOLLY PIGON (State)

Molly Pigon heads the vaudeville at the State this week. Miss Pigon also takes her participation in a long white satin frock centered at the hem. The bodice, very low at the back, has the high front with a double bow at the neck. Three diamond ornaments hold the bodice and belt together.
Bob Murphy's daughter, Dorothy, a pretty blonde, wears a mauve chiffon frock with belt and collar of purple velvet. Xaviera Cugat has a little miss doing stunts in a long ruffled tulle with the hips cinched with a wide band of brilliants. The one girl of the Five DeGucks wears green velvet trunks over white trunks and blouse.

Warfield Also Approves

From his seat in the second row at the Ambassador theatre, David Warfield was heard to remark, "This is a great show." He was referring to the play, 'Night of January 15.' And Mr. Warfield wasn't alone in his opinion according to the curtain calls at the conclusion of the performance.
The play takes place in the courtroom with the jury drawn from the audience. Even the witnesses come from the audience. It's all very exciting and interest never lags.
Doris Nolan, drawn from picture ranks, shows great promise. Miss Nolan looks very pretty in a black satin frock made with long full sleeves. Two gold chains hang from her neck, and her small black hat has a red facing. Verna Hillie is nicely dressed in black with silver fox furs. In the second act she changes to pink.
Sarah Fadden is a Swedish servant girl. On the witness stand she wears a brown outfit. Marcella Swanson, as a gangster's widow, is in red velvet with matching accessories. A white fox encircled the shoulders.

Little Excitement

Turnout outside the Rivoli last Saturday afternoon. A gang of youngsters tried to interrupt the performance of 'Red Salute' but with little result. The picture went on its way inside while the police took care of the exterior demonstration.
Barbara Stanwyck is the star of the film, and as the daughter of an army man her first dress was a dinner affair of a thin material with a lace ruffled cape also acting as sleeves. She is shanghaied in a plane and taken to Mexico, where she meets a man who wears a blue suit with a white jacket and hat. Her troubles then start. She runs away with a soldier, Robert Young. An automobile accident and a trip in an auto trailer and a hurricane make no difference to this young lady. She arrives back in Washington with the white coat as immaculate as when she started.
Another other dress is shown, a plain little sports model of the shirtwaist type; Ruth Donnelly wears a print coated suit, and Nella Walker was her well tailored self in a checked cloth coat.

Roxy's Stage and Screen

The Roxy stage has been turned into a barn for this week's offering. It is a hillbilly entertainment, long and rather tiresome. The girls are all chiffon negligees in gingham and white. One set of girls is in colorful overalls and some in short red organdie frocks with white sashes. Sun bonnets are perched saucily upon the heads or hanging down the backs. The three Clark sisters are in checked gingham of red, green and blue. The miss from the Fred Allen amateur hour plays one solo on the violin during a break in a plaid skirt with blue bodice. Another group of girls are in organdie blue dresses trimmed with narrow red bandings. Babes were white.
The picture is 'The Girl Friend' with Jack Haley singing better than ever and Ann Sothern never more beautiful. Miss Sothern was in a dark dress with a deep collar of organdie. A white flowered muslin had down one side with 'As Good as Dead' as a design over the collar. She wore an elaborate gown of white embroidered in silver. Still another costume was of black velvet. Inez Courtney, in 'For a Bit, was in print frocks with an off-the-face sailor hat.

is Colbert Clicks Agai

'She Married Her Boss' is another good picture. Claudette Colbert is the star and repeats her former Columbia success.
Miss Colbert is a private secretary and wears the usual black and white office dresses. One differs inasmuch as it is a print in square design with a white collar and tie. A tailored suit with three-quarter coat was of a light material with a darker vest. The hat was a small turban affair, also white with a dark band.
The picture is 'The Girl Friend' with Jack Haley singing better than ever and Ann Sothern never more beautiful. Miss Sothern was in a dark dress with a deep collar of organdie. A white flowered muslin had down one side with 'As Good as Dead' as a design over the collar. She wore an elaborate gown of white embroidered in silver. Still another costume was of black velvet. Inez Courtney, in 'For a Bit, was in print frocks with an off-the-face sailor hat.

ueic Hall's Stage

The stage show at the Music Hall seems to be shorter than usual. Called 'Manhattan,' the first scene reveals a raised circular platform center stage upon which a man in blue one-piece tights, and tunic with green cap and gloves goes through a series of acrobatic poses. A Grand Central station number had a collection of girls in tailored suits with red predominating. The dancing chorus looked extremely well in grey chiffon pants and jackets of cloth in the same shade. Red stripes down each side of the trousers with caps of red. The visors were black. A scene with the back drop representing the Little Church Around the Corner and the chorus emerging from the portals presumably as bridesmaids. A bride in blue and white emerged only to be whisked away in a white automobile. The girls wore white transparent skirts of chiffon sparkling with brilliants. Bodices and sailor collars were blue. Hues turned up hats were white with a silver ornament. Each girl carried an old fashioned bouquet.
charged to foreign also is absorbed on the write-off sheets within 52 weeks, but the amortization does not start until three months after domestic release date. Therefore, the both methods as outlined arrive at the same ending point of 15 months.

Thereafter negative cost of a feature is carried at 51 on the books.
If domestic film rental returns continue through the present season at the September rate, most of the distributors may revise further the amortization tables.

# Snappy Weather Means Brisk Mpls. Film Biz; Rogers \$9,500; 'Grimm' 7 1/2 G

Minneapolis, Oct. 1. Season's first snappy cold spell plus football's advent and tip-top attractions has given a spur to pick and there's box office activity almost all along the line. Opening of the legit drama festival at W. A. Stokes' Alvin with Violet Hening in "There's Always a Tomorrow" emphasizes the arrival of the fall-winter entertainment days and helps to contribute to the amusement-stimulating atmosphere.

"Steamboat" is coming along at good speed and will give the State box office with plenty to spare, according to week-end indications. Interest in the Rogers picture seems to be at nice pitch and the turnstiles have been clicking merrily. Thanks, however, to "Anna Karenina," the Baer-Louis fight films and "38 Steps" the Century, Orpheum and World aren't laggards and Old Man Depression can't gloat over these three houses. It's the second week for "Karennia" and despite the admish boost from 40c to 55c-or-maybe, in part because of it—business continues to hold to a highly profitable level.

Fight pictures main attraction at the Orpheum, where "Petty" Grimm also holds forth. Praise from sports writers has enhanced their drawing power here.

"38 Steps" is another attraction that has garnered the critics' encomiums and looks set for a run at the sure-ester World, where it's the best bet that house has had since "Escape Me Never," which chalked up nine weeks before quitting.

To "Top Hat" goes the honor of breaking the Orpheum box office record for a single week and for a fortnight run for a straight film policy. The two weeks' takings of \$7,000 is considered ultra-sensational in these parts.

State had the exploitation edge, putting in some good licks for "Steamboat" among them a preview for an 80-year-old river boat captain who was interviewed by the Tribune, which gave the column story a three-column head with art.

Estimates for This Week  
Century (Publix) (1,900; 25-35-55)—"Karennia" (MG) (2nd wk).

Holding up surprisingly well for a class picture sold at advanced prices. Tipping of admish from 40c for 55c for this engagement only apparently proved smart move, should top around \$5,000 for second and last week, plenty good after very big \$11,000 first week.

Orpheum (Singer) (2,800; 25-35-40)—"Peter Grimm" (Radio) and Louis Brier pictures. "Grimm" no great shakes any way you regard it, but scrap films are offsetting any weakness on that end, bringing in plenty of shekels. Going along at good \$7,500 clip. Last week, second round for "Top Hat" (Radio), \$10,200, making close to \$27,000 for fortnight. Remarkable and a house record for straight films.

State (Publix) (2,400; 25-35-40)—"Steamboat" (Fox). Plenty of interest in this Rogers opus. En route to a minimum of \$9,500, good. Last week, "Two for Tonight" (Par), \$5,500, bad.

World (Lefkas) (350; 25-35-40-55)—"38 Steps" (GB). Comment very favorable and it's building; seems destined for good run, theatre's strongest box-office bet in weeks, about \$3,000 in prospect, good. Last week, "Neil Gwyn" (UA), \$900, light.

Time (Berger) (290; 15-20-25)—"Flying Down to Rio" (Radio) and "Covered the Waterfront" (UA), revivals, split. New ownership apparently going in for revivals instead of first runs. Will be lucky to top \$300, fair. Last week, "Chicago's World Fair" (Rowers) and "Tumbling Tumbleweeds" (Repub), \$600 for five days, light.

Lyric (Publix) (1,300; 20-25)—"Here Comes Band" (MG). Names in this one don't mean much here, but picture is pretty well liked. About \$1,000 indicated, fair. Last week, "Bonnie Scotland" (MG), \$2,400, good.

Uptown (Publix) (1,300; 25-35)—"Shanghai" (Par). About \$2,500 in prospect, fair. Last week, "Curly Top" (Fox), \$3,200, big.

Grand (Publix) (1,100; 15-25)—"Man on Flying Trapeze" (Par) and "Irish in Us" (FN), second runs, split. Looks like fair \$1,000. Last week, "Call of Wild" (UA), second loop run, \$2,000, good.

Aster (Publix) (900; 15-25)—"Girl

From Tenth Ave." (FN) and "Paris in Spring" (Par), second loop runs, and "Silk Hat Kid" (Fox), first run. Heading for pretty good \$500. Last week, "Front Page Woman" (WB) and "Don't Bet on Blondes" (WB) and "Pursuit" (MG), first run, split, \$500, fair.

## FIGHT DENTED THEATRE BIZ 25-35%

The Baer-Louis fight last Tuesday night (24) was estimated by theatre operators throughout the country to have dented film and other show business for that night by about 25%. In New York proper the drop up to 35% was under normal, but this was figured as not so important since it was more balanced by increased business the two or three days previous.

Night spots did a bonanza business after the fight and Broadway and Park avenue joints plus hotels rating it as one of the biggest spending nights in some time.

### Both in Tacoma 4G

Tacoma, Oct. 1. Roxy reverts to dual split this week, following magnificent eight-day run of Steamboat while Music Box holds to dual for full week, having "Diamond Jim" as its leader.

Estimates for This Week  
Music Box (Hamrick) (1,400; 16-27-37)—"Diamond Jim" (U) and "Going Highbrow" (WB) dual. Big campaign reflected by Dig Biz, \$4,000. Last week "Miss Glory" (WB) and "Soudreil" (Par) dual, \$3,500, okay.

Roxy (J-W) (1,300; 16-27-37)—"Bonnie Scotland" (MG) and "Black Room" (Col) dual, split with "Healer" (Mono) and "Orchids" (Fox) dual. Good for \$4,000. Last week "Steamboat-Round Bend" (Fox), 8 days, \$7,800, tremendous.

### 'MELODY' IS NEWARK'S B.O. HONEY AT \$17,000

Newark, Oct. 1. (Best Exploitation: Loew's State) —"Melody" continues pretty weak in most of the houses due to the religious holidays but Saturday night swamped everybody and from then on everything has been rummy-dummy. Nothing great in sight although "Broadway Melody" at Loew's will lead with a nice \$17,000 or better. Par-Newark will be second with the second week of "Is Broadcast" at maybe \$13,000.

Closing of the Beacon will be welcomed for what it was because it was always a potential danger to the houses offering cheaper admissions. On "Broadway Melody" Loew's State is using a classified ad contest in the Ledger with stories calling attention to the contest, and other stunts.

Estimate for This Week  
Branford (WB) (2,950; 15-25)—"Here Comes Band" (MG) and "I Live for Love" (WB). Should be okay if not great at \$10,000. Last week "Special Agent" (WB) and "Storm Over Andes" (U) not all expected but very good at \$8,500.

Capitol (WB) (15-20-40)—"China Seas" (MG) and "Fixer Uppers" (Radio). Only house really to do business Friday mat due apparently to the draw of "China Seas" which has already had two weeks at Loew's State. Should be around \$4,000 if this holds at all. Last week "Accent on Youth" (Par) and "Annapolis Farewell" (Par) went to \$3,500.

Little (Franklin) (230; 35-50)—"Gelia Donna" (Olympic). Looks as though it wouldn't be so bad at \$300. Last week "What Does My Husband Do at Night?" (Biok Mus) and "Memories of Poland" (Franklin) at a lower scale did nicely on nine days, \$1,100.

Loew's State (2,700; 20-30-35-40-55-75)—"Broadway Melody" (MG). Tremendous pace and should go to \$17,000, or better. Last week "Call of Wild" (UA) only got by at \$11,000.

Paramount-Newark (Adams-Par) (2,240; 15-20-30-35-40-55-75)—"Big Broadcast" (Par) (2d week). Still strong and looks like \$13,000 for the second stanza. Last week grand at \$13,300.

Pretoria's (RKO) (2,300; 15-55)—"Dressed to Thrill" (Fox) and "This Is Life" (Fox) and fight pictures; good for \$13,000. To eliminate as far as possible turnaways when

### PROVIDENCE (Continued from page 10)

Estimates for This Week  
Loew's State (2,200; 15-25-40)—"Broadway Melody" (MG). Business strong; six shows a day, and five Sunday mat to give this house no less than \$17,000 in the till. This is one spot that has best chance of bettering gross this week. Last week "Dark Angel" (UA) started off strong, but petered out when edict was placed against children; yet, \$10,000 gross nothing to sniff at especially when most every spot in town took it on the chin.

Fay's (2,200; 15-25-40)—"Thunder Mountain" (Fox) and "Broadway Merry-Go-Round" on stage. No doubt of what's pulling them in, only spot in town with vaude's helping business. Unless there's a sudden switch gross should be within striking distance of \$7,500. Last week "Gay Deception" (U) and vaude suffered along with the others; lucky to get \$5,000, or better.

Strand (Indle) (2,200; 15-25-40)—"Harmony Lane" (Mas) and "Comes a Cookie" (Par). Will not go over \$5,500 the most, so-so. Last week "Two for Tonight" (Par) and "Make a Million" (Romo) good at \$7,000, considering how things went.

RKO Albee (2,200; 15-25-40)—"Fidelity" (U) and "Manhattan Moon" (U). Not a bad bill, but to set against it, most house can realize is \$4,500 and that's high. Last week "Storm Over Andes" (U) and "Peter Grimm" (Radio) n.s.g. at \$5,200.

RK Victory (1,600; 10-15-25)—"Alice Adams" (Radio) and "Hot Tip" (Radio). Child ban hurting this house more than the others, on a split week house can't do much over \$850.

they occur, house will open the Lyceum or roof theatre which has now been equipped with new sound, same tap for the roof as downstairs. Will reopen for "Top Hat" next week. Last week "Trains" (Radio) and "Hot Tip" (Radio) on six days bettered expectations at \$9,000.

Fernald (Skousen) (1,600; 15-25-40)—"Cheers of Crowd" (Syn) and "Thunder Mountain" (Fox) with "Headless" (Fox) and "Thunder in Night" (Fox) split. Probably should be decent at \$3,500. Last week "Night Cargo" (Mar) and "Make a Million" (Rep) with "Old Man Rhythm" (Radio) and "Alice Adams" (Radio) split, did better than hoped by beating \$2,500. But competition from the Beacon was felt as the sale of 15c seats fell off.

# PIANIST

The Sultan of Swing

# COMEDIAN

The Funniest

# COMPOSER

The Inimitable Song Stylist

# THEATRE

The Distinguished

## TALCOTT WALLER

STAR OF RADIO, SCREEN, STAGE and RECORDS

### ORCHESTRA LEADER

The Danciest



The King of the Keys

### JAZZ ORGANIST

The Best

IRECTION COLUMBIA BROADCASTING SYSTEM

**EXCLUSIVE VICTOR RECORDING ARTIST TOPPING ALL SALES**

**"KING OF BURLESQUE" for 20th CENTURY - FOX**

STARTING OCTOBER 7th

PERSONAL MANAGEMENT

## PHIL PONCE

BEVERLY-WILSHIRE HOTEL  
BEVERLY HILLS, CALIFORNIA

# CHI-N. Y. WAGE LEVEL STILL UNDECIDED

Proposition of upping radio wage scales so that they are equal to the prices prevailing in Chicago will be presented to the governing board of New York musicians union this or the next two weeks. Delegation from Local 802 recently huddled in Chicago on the subject with James Petrillo, prez of the Chicago musicians' union.

Jacob Rosenberg, Local 802 secretary, who headed the Chicago junket, declared yesterday (Tuesday) that, though they agreed with Petrillo that the matter will be carefully studied, the union's officials would carefully study the proposal from all sides before making any move toward adoption. Evening up of wage scales between the two cities, opined Rosenberg, would prove of little benefit to Chicago musicians, since New York is the center of the broadcasting industry and regardless of wage scales the predominant number of shows would continue to emanate from New York. As a whole the difference between the wage scale of Chicago and New York will have to be adjusted.

Any adjustments of scale in New York, averred Rosenberg, would affect the house orchestras of NBC and Columbia particularly, but it was his opinion that the lower rate prevailing here has proved of negligible influence in inducing the networks to originate their sustaining program from Chicago. Another angle that will have to be straightened out before the scales of the two towns can be evened is the contract expiration dates. In Chicago the agreement with the network expires in February, while in New York the runout date is the first of March.

**World Broadcasting's Chevrolet Renewal on 300 Stations Via Wax**

Renewal of the Chevrolet Musical Moments' disc series is set for Oct. 21, and will probably cover about the same number of stations as the first schedule—i.e., in the neighborhood of 300.

World Broadcasting is continuing to cut the platters and place them for Campbell-Ewald, General Motors' advertising agency. With renewal of the series, broadcasters are hoping that the stanzas will become a year-round affair that ought to drive well into next summer. If it does, the 39 weeks of spotting will pile up a cumulative business total estimated to be in the \$90,000.

World is pretty happy about this state of affairs, figuring that its large placement with the spot fraternity is causing a warm feeling in that sector. While it is the prestige that such a piece of work brings with it.

# Nab Shepard's Butler

Louisville, Oct. 1. Francis I. Vane, a butler, was apprehended here charged with the theft of \$25,000 in negotiable bonds from John Shepherd, 3rd, Boston radio station owner.

Vane had been hiding out in suburb of Louisville, and was turned over to Massachusetts State police.

# Mrs. Cormier Dies

Philadelphia, Oct. 1. Mrs. Olive Cormier, wife of Albert A. Cormier, vice-president and general manager of WIP, died of cancer last Saturday morning in Atlantic City, N. J.

In her late forties, Mrs. Cormier was taken ill about a year ago and underwent an operation, following which her husband took her to new home he built for her in a secluded woodland spot near Pleasantville, not far from Atlantic City. She was a semi-invalid there until three days ago when she was removed to Atlantic City.

Funeral services will be held today (1) from their Pleasantville home.

# Coughlin on KNX

Hollywood, Oct. 1. Father Coughlin hits the Coast Nov. 3, over station KNX.

Thirty stations are said to be lined up for the crusading cleric this winter.

# FREE SHOWS—AGAIN

Sponsors may as well realize that theatre men will resent and fight 'free shows' offered by national advertisers in auditoriums, armories, etc., in competition with theatrical entertainment for which an admission is charged. Failure to evaluate the menace and probability of reprisals may be costly to the commercial backers who, hence, can embark upon a free show venture with their eyes open and then ready to stand up and take it.

For plenty of missiles will be heaved in their direction.

Maybe the value to sponsors—the elaborate free show, touring under advertising and dealer auspices, is sufficient to offset any retaliatory measures of show business proper. However, it's rather naive to expect theatre men not to boil when gratuitous live talent presentations are placed in competition with the boxoffice. It amounts to a lethal threat to organized amusements.

There is, perhaps, no law which can be invoked by show business but the ingenuity of showmen is too well known for national advertisers to think these men will resign themselves to inroads by grocers, petroleum sellers, buggy-makers, or others. Nor will the show world take seriously claims that 6,000-seat auditoriums are hired just for employees. National advertisers operate in terms of customers, not employees.

The free show offered in connection with radio programs is essentially a form of premium for customers. The customer may be a dealer, or he may be the ultimate consumer. The whole rigamarole of the invited audience,

as practiced in the big broadcast centers, is a customer courtesy. That's sufficiently aggravating to theatre men in itself, but when this technique of premium-giving is carried over into the roadshowing of ace personalities for free admission radio is stepping on show business' toes a little too heavily to escape peevish kicks.

Theatre circuits have fought the free show before. And they'll fight it again. They have to battle it. Sponsors probably don't care what show business thinks, except to the extent show business can be troublesome in fighting back, but meanwhile radio may be storing up plenty of difficulties for itself. If a program broadcast over the air cannot sell goods but needs to be combined with expensive traveling units, plus a wholesale scattering of complimentary tickets, it begins to look as if program-building had shot its bolt.

The networks' well known inability to control their own commercial programs and the capricious nature of many sponsors is again illustrated. Radio might do worse than stay in radio. And doesn't history tell some instances of advertisers who suffocated themselves with premiums?

Complaints that the theatre world is 'interfering' with radio plans come in bad grade in view of radio's avowed intention of giving the giggle to the boxoffice. That would certainly come under the head of interference.

Free shows mean that national advertisers are trying to make a chump of paid admissions. And the theatres will fight.

# American Can Joins Pabst in Sponsoring Ben Bernie Program

Chicago, Oct. 1. Ben Bernie band has been signed for a new 52-week ride for Pabst beer plus American Can Co. Handling by the Morris-Windmuller & Ezinger agency, the new Bernie papers call for an approximate 25% increase in salary for the show on the can-and-beer show.

Understood that under the new arrangement American Can will pay for the show for the first 28 weeks with Pabst financing the deal for the six-month ride. There was a likelihood that Pabst would have dropped the show entirely if American Can had not been sold on the idea of coming in for a share.

# Jennings' Freak Mishap

Portland, Ore., Oct. 1. Carey Jennings, sales manager of KGW-KBX, wrecked himself in his own car in front of his home. He had just parked the car in the garage when somebody yelled it's moving. Jennings lives on a rather steep hill with a 150-foot drop across the street.

Leaping on the running board, he reached for the brake. His coat caught in the door, however, and he couldn't make it. Neither could he jump off. "Cross the street the car rolled on a crashed down the bank with Jennings in a cloud of dust. All his clothes were torn off him and when a tree stopped the car at the bottom he was knocked cold.

# \$100 PER SCRIPT

Thompson Buchanan Price Deemed Notable for Air

Chicago. Entry of big money writers into radio is exemplified by the deal set by Hill Blackett of Blackett-Sample-Hummert agency with Thompson Buchanan as writer for the new 'Couple Next Door' script for Hollywood farce.

Will be a five-times weekly show at 15 minutes a script with Buchanan listed to collect \$100 per script.

# Broadcasters at Capital

Washington, Oct. 1. Stewart Sprague, NBC, New York. Jack Draughon, WSIX, Springfield, Tenn. W. L. Coulson, WHAS, Louisville, Ky. Clarence Crosby, KWK, St. Louis. Jack Draughon, WSIX, Springfield, Tenn. L. S. Mitchell and Ralph Nicholson, WDAE, Tampa, Fla. Ed Crane, KGIR, Butte, Mont.

# SEE FARMERS BUYING MORE SETS

A gadget that looks like a cross between an airplane propeller and a weather vane is providing considerable cheer for the network promotion fraternity. For by mounting the hybrid on any convenient rooftop, the hayseeds in communities where kerosene still prevails can get their radio batteries charged practically for nothing. Broadcasters feel it will stimulate set sales among the farmers.

Heretofore the farm market has not been a major concern of radio, partially because the rustics' income was never plutocratic, and partially because the relatively few farmers who can make both ends meet already own sets (about 30%). But now that higher prices for farm commodities are spreading farm income at least a little, radio would like to have its sponsors also broadcast to the yokels.

Windmill-like gadget is being sold by Zenith, and was one of the company's highlights at the recent Electrical and Radio Exposition. Costs \$15 if a Zenith farm radio is bought with it, or \$44 alone. Requires no upkeep, whereas other battery chargers are said to cost \$50 to \$95 per year in operating expenses alone. And the Zenith farm radio concurrently put on the market have no 'B' or 'C' batteries, and use a wet cell instead of a dry 'A'.

Zenith is now promoting its 'Wincharger' gadget in farm paper space. First batch of insertions is said to have drawn close to 80,000 inquiries with new ones coming in at a comparable clip. Company says the thing has a big future, and the way things stand now sets the network promotion fraternity hopes so.

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# New to June Tour Of Variety Troupe by Canadian Utility Co.

Vancouver, B. C., Oct. 1. Starting their eighth year on the air over CKWX and CRWV, the Home Gas & Oil Co. of British Columbia is setting some kind of a record in Canada.

Its sponsored variety revue, which has made tours over the territory the past two years, and is now opening its third road season. An eight-piece band with five principals, Isabelle McEwan (formerly known as Belle Miller), Eric Nole, Frank C. Anders, E. J. Colton, and the Haighs, youthful dance team, are used.

Home Gas backs the troupe and tours them from September until June in the N. W. provinces, as far east as Alberta, playing in town halls and churches, putting on concert program where no admittance fee is taxed.

# PEG \$35 PRICE FOR NON-NAME ACTORS

With more commercial script shows on NBC and Columbia this season than last, the dramatic play with mike experience will find the gig better but no increase of scale in the individual shows. Half-hour script programs now bring the bit players, as it did last year, \$35 to \$50 an appearance, while the quarter-hour stanzas pay between \$15 and \$25.

In many cases the readers of commercial dialog are getting more this season than they did last. It used to average \$5. Now the stipend is \$10, but if booked by the network \$1 is deducted for commission.

# Erwin-Wasey Staff

Revamping of the personnel of the Erwin, Wasey agency following the break-off of Arthur Kudner, one of its principals, has now been completed.

New executive roster reads as follows: L. R. Wasey, president; O. B. Winters, executive vice-president and secretary; Howard D. Williams, vice-president and general manager; Paul E. Newman, vice-president and art director; A. G. Van Ut, treasurer and assistant secretary; J. W. Sturdivant and T. N. Twiter, edit directors; Lewis R. Amis, radio director; M. L. Prindle, research director; H. L. Brockway, production director; Innes Harris, publicity director.

# YEAST CAN BE TAXED AS COSMETIC

Products advertised as cosmetics, even if their intrinsic purpose applies in another field such as food, are subject to the tax on toiletries, and the tax henceforth will be collected more rigidly.

Such is the interpretation resulting from a recent decision by Judge F. A. Geiger of Milwaukee in the case of Red Star Yeast & Products Co. vs. Otto A. Budde, collector of internal revenue.

Red Star had advertised that its yeast, if mixed with milk or water, makes a facial. Internal Revenue then got on the trail of the company, demanding payment of the cosmetic tax. In an effort to restrain collection, Red Star took to court, where Judge Geiger denied a motion for temporary injunction.

Admen close following the case and comments on it from Washington because of the large number of products advertised as having cosmetic value. Anxious to know how the Revenue men are really going to bear down.

# Sponsor Protest Kills 50-Station Sustainer For Guy Lombardo Orch

Because of a protest made by the band's sponsor, Standard Oil of New Jersey, CBS last week withdrew its sustaining facilities from the Lombardos. Oil account complained that the fact that the orchestra went on the air nightly from the time of the Opera New York niterie, served to lessen the Lombardos' drawing power when it came to their Monday night ready for Easy listening Columbia. It is the first time in commercial network history that a situation of this sort has developed. CBS acted instantly on the client's squawk.

With the hookup restricted to stations east of the Mississippi, the Lombardos are hoping that the refiner will agree to permit them to serve their sustaining programs to stations outside the area covered by the commercial stanza. Compromise angle has been submitted to SONJ's agency, Marchack & Fratt.

Their link consists of 28 stations, while the sustaining hookup which CBS provides for the band ranges anywhere from 50 to 70 stations. Lombardos feel that they must have this national coverage in order to maintain their prestige and box-office value as a traveling attraction, and that the longer they are kept from listeners outside the territory served by Easy the less easy going will it be for the band when they strike out again on the trail of one-nighters.

While at the Waldorf Astoria last week when the agency the Lombardos were kept off the air as far as sustaining release was concerned by the New York hotelmen's agreement to resist the special broadcast fee imposed by the New York musicians' union.

# SHERIFF PADLOCKED WMFN, CLARKSDALE

Birmingham, Oct. 1. Station WMFN at Clarksdale, Miss., has resumed operation following a visit by Sheriff L. A. Ross last week who put the key in the lock and turned it. J. E. Wharton, president of the Atlanta Broadcasting System, and owner of the station, claimed that the levy and closure of the station was "an attempt by J. W. Crisler, attorney for Whorton, said action would be taken against the sheriff and an attempt made to make to collect \$20 per hour from seven o'clock Saturday night and additional damage which would probably amount to \$10,000.

Landt Baby Dies

Baby born Sunday (29) to Mr. and Mrs. Jan Landt died the same day. Landt's partner, Howard White had a similar infant three months ago.

There is radio as Landt: Trio and White.

# One Man Talent Booking Control Favored by Advertising Agency

Several of the major ad agencies in radio have under consideration the idea of appointing some one on the staff to concern himself exclusively with talent buying. Move, which would be in line with a step already taken by J. Walter Thompson, is described by these agencies as inevitable if the radio department is to operate at the utmost efficiency and economy.

With the man free to concern himself entirely with talent booking, the agencies, figure the agencies, would have ample time to scout the various fields of amusement for mke candidates and give thorough scrutiny to talent submitted by managers and agents. Establishment of a booking expert by these agencies would further reduce the effectiveness of the network artists bureaus as go-betweens.

Thompson agency's co-ordinator of talent buying, Tom Luckenbill, left New York for Hollywood by plane Friday (27) to establish comprehensive booking control for all Thompson programs and set up a system that will keep him apprised of whatever name talent becomes available for radio either from the East or New York. Luckenbill will help Wallace Beery as m.c. of the Shell Gas series Oct. 12. Luckenbill will stay two weeks.

Each of the same agency's producing staff will follow Luckenbill out to the Coast to handle the Shell program permanently.

# Sarnoff Thinks U. S. Radio Much Ahead of World

David Sarnoff's study of technical developments in radio, in Europe, leads him to believe that America's progress is ahead of anything which he saw abroad in his recent 10-week trip on foreign soil. Sarnoff traveled in England, France, Belgium, Holland, Austria, Hungary and Czechoslovakia. It is significant that despite recent reports, no negotiations were had and no deal was made for RCA to dispose of its Electrical Musical Industry holdings.

He sees "three fundamental differences" between radio in the United States and radio in Europe. These are:

(A) European listeners pay an annual fee for their respective governments for the privileges of listening to broadcasts.

(B) Radio sets and tubes are more costly abroad than here.

(C) European broadcasting is generally under governmental monopoly and strict governmental control and censorship.

England is an exception in that the British Broadcasting Corp., while government owned, is permitted to exercise a measure of freedom.

Wherever radio freedom is abridged, according to the I.R.C.A. president, so is freedom of the press. This condition is significantly illustrated by him especially in dictatorial countries. In such countries no word of opposition is permitted to be expressed to the powers in control. Radio is used as a propaganda to perpetuate the powers in control.

## Visiting New York

Frank Ford, KWKH, Shreveport; Franklin Doolittle, WDR, Hartford; Leo Fitzpatrick, WJR, Detroit; Arthur Church, KMBC, Kansas City.

G. A. Richards, WJR, Detroit; Sam Cook, WFBL, Syracuse; I. R. Lousiberry, WGR, Buffalo; Edgar Wolfe, WHNS, Columbus; E. R. Volz, WYV, Sydney (Aust.); Lee Coulson, WLS, Louisville; Harry Sedgwick, CFRB, Toronto; Burnell Gould, WFBR, Baltimore; Jules Daniel, WBAL, Baltimore.

## Sam Pickard's Rest-Up

Sam Pickard, CBS v.p. in charge of station relations, leaves Jan. 2 for Honolulu. He plans to stay two months on the island. While there he will be hosted by Fred J. Hart, prez of KGMB, Honolulu, who recently visited the State. KGMB is a Columbia affiliate. Mrs. Pickard and their daughter will accompany.

## WPRO PROVIDENCE'S NEW AFFILIATIONS

Providence, Oct. 1. Station WPRO, under the direction of General Manager Paul Oury, has completed two moves designed to jack up its end of the Providence radio situation considerably. WPRO is now assuming ties with the Yankee Network as well as acquiring the representation of Paul Kaymer.

Affiliation with Yankee means that the station will henceforth derive its programs from three sources: (1) Yankee; (2) the Mutual web, which has a program arrangement with Yankee; (3) Donald Flamm's Inter-City Group, of which WPRO has for some time been a member. Flamm will give the station its first outside representation in the east, although Walter Biddick Co. has heretofore been selling it on the Coast.

As for Yankee, its setup in Providence is now of the same multiple-station type as in its home town, Boston. Other Providence station is WBEAN, which Shepard owns outright.

WPRO is owned by Cherry & Webb, department store, and under the direction of Oury has been including in plenty of showmanship. The new moves are expected to inject still more competitive pep into this town.

## Boake Carter's Price

Philadelphia, Oct. 1. Boake Carter left yesterday (30) for Detroit to do pre-game color descriptions of World Series for Ford. Understood Philco commentator will have all four (NBC red and blue, CBS and Mutual) networks for his remarks, and that they'll then be split, each getting separate spots for play-by-play descriptions of game.

Figure named for Carter is \$5,000 a game. He'll do his Philco series from whichever town has series game.

## Ethiopian Ifs

Josef Israels II, president of Publicity Associates now in Ethiopia for the N. Y. Times and Pathe News, also other press interests, is being offered around as a radio commentator direct from the line of dispute.

Poor broadcasting facilities however in Ethiopia have held up negotiations. Israels plan would be to air from Cairo, Egypt, but that's nearly two days away, another snag.

# Sponsor's Reprise Move

## 'Orphan Annie' on Platters Placed with Rival Stations in Several Towns

Chicago, Oct. 1.

Due to the refusals of five stations to continue to take 'Little Orphan Annie' from the NBC network, Blackett-Sample-Hummert agency here is pulling the Ovaltine shows off from these five squeaking transmitters and shipping 'Annie' platters to rival stations in those towns and is eliminating one city entirely.

Ovaltine has always ins ed on 5:45 p. m. for 'Little Orphan Annie,' but this period is in the stations' optional time zone according to the new NBC station contract setup. Figuring to get additional revenue by forcing Ovaltine to buy guaranteed space at 5:45 the stations in-

## Sr. and Jr.

Philadelphia, Oct. 1. taff at WDAS is keeping close eye on friendly feud between A. W. Dannenberg, station proxy, and son, W. W. Jr. Senior always strongly opposed to members of same family working for same firm, has consistently prevented his son from joining station. But A. W. with radio urge, has continued efforts to wor in.

During the summer, with his pop vacationing in Maine, the younger threw up his merchandise job at women's apparel shop, garnered a couple of accounts and brought them to station. When Senior returned, Junior was well entrenched and making a showing, figuring if he did well enough his dad couldn't make him leave.

So far he's been able to keep on delivering the goods and so far he's still on hand. But the proxy's still set against what he considers a wrong principle.

# 24 STATIONS IN DOG HOUSE

Washington, Oct. 1.

More than a score of transmitters appeared to be headed for the doghouse, when Federal Communications Commission last week continued their franchises for 112 period. Some 24 stations are on the doubtful list.

Program and other trouble is believed to be the reason for extensions in a substantial number of the cases, 14 stations having received 60-day limited renewals. Remainder have been granted renewals on a temporary basis, subject to action of the commission and upon various applications pending. A number received licenses expiring Nov. 1, 1935.

Transmitters which will be kept squirming under the 60-day edict are: Stations WJLA, San Juan, P. R.; KYA, San Francisco; WIP, Philadelphia; KROW, Oakland, Calif.; KPBB, Great Falls, Mont.; KPOL, Spokane, Wash.; KDYL, Salt Lake City, Utah; KBEH, Los Angeles; KOIN, Portland, Ore.; KQW, San Jose, Calif.; KJPM, Minot, N. D.; KCMC, Texarkana, Ark.; WTRN, Trenton, N. J.; KJMA, Flagstaff, Ariz.

Stations receiving temporary license renewals with no time limit are:

KMA, Shenandoah, Va.; KMBC, Kansas City, Mo.; KFSG, Los Angeles; KGBZ, York, Neb.; Stations KXLL, Portland, Ore.; KGGM, Albuquerque, N. Mex.; WASH, Grand Rapids, Mich.; WEN, Canton, N. Y.; WEN, N. Y. C. and WNEW, Newark, N. J., received temporary extensions to Nov. 1.

WENX, romx, has upped its rates 10%, effective, covering all periods from 9 a.m. to midnight. Under revised schedule, Class A division, week days from 7 to 10 p.m., and Sundays from 1 to 10 p.m., EST, have been boosted to \$160 per hour.

# Best Customers of NBC, CBS

rom what sources NBC and CBS derive their main revenue is illustrated in a series of tabulations recently completed by the two chains. Classifications cover a list of the 10 biggest advertisers, industry rankings according to expenditures, and per-advertiser expenditure. Comparisons are made on the basis of the first seven months of 1934 against the similar 1935 stanza.

## Ten Ranking NBC Advertisers

1. Pepsodent
2. Standard Brands
3. Colgate-Palmolive-Peet
4. General Foods
5. General Motors
6. Sterling Products
7. General Mills
8. Bristol Myers
9. Wanda Co.
10. Kraft Phenix

## THIS YEAR

1. Procter & Gamble
2. Standard Brands
3. General Foods
4. Colgate-Palmolive-Peet
5. Pepsodent
6. D. M. Hess Laboratories
7. Kraft Phenix
8. Sterling Products
9. Bristol Myers
10. American Tobacco

## Ranking NBC Industrial Classifications

1. Drugs and Toilet Goods
2. Foods and Food Beverages
3. Lubricants and Petroleum
4. Soaps and Housekeep'g Supplies
5. Automotive Industry
6. Cigars, Cigarettes and Tobacco
7. Radios, Phonographs and Mus
8. Confectionery and Soft
9. Financial and Insurance
10. Clothing and Dry Goods
11. Wines, Beers and Liquors
12. Building Materials
13. Miscellaneous
14. House Furniture and Furnish'g
15. Travel and Hotels
16. Jewelry and Silverware
17. Schools and Correspondence
18. Gardens
19. Paint and Hardware

## THIS YEAR

1. Drugs and Toilet Goods
2. Foods and Food Beverages
3. Lubricants and Petroleum
4. Automotive Industry
5. Soaps and Housekeep'g Supplies
6. Cigars, Cigarettes and Tobacco
7. Confectionery and Soft Drinks
8. Financial and Insurance
9. House Furniture and Furnish'g
10. Wines, Beers and Liquors
11. Clothing and Dry Goods
12. Stationery and Publishers
13. Travel and Hotels
14. Building Materials
15. Paint and Hardware
16. Miscellaneous
17. Gardens
18. Radios, Phonographs and Mus
19. Jewelry and Silverware

## Average Per-Sponsor Expenditure

LAST YEAR \$104,602 THIS YEAR \$147,982

## Ten Ranking CBS Advertisers

1. Liggett & Myers
2. American Home Products
3. Ford
4. Wasey Products
5. R. J. Reynolds
6. Sterling Products
7. Wm. Wrigley, Jr.
8. General Motors
9. Borden Sales
10. Philco

## THIS YEAR

1. Ford
2. American Home Products
3. Campbell Soup
4. R. J. Reynolds
5. Wm. Wrigley, Jr.
6. Liggett & Myers
7. Sterling Products
8. Wasey Products
9. Carr Products
10. Lady Esther

## Ranking CBS Industrial Classifications

1. Drugs and Toilet Goods
2. Foods and Food Beverages
3. Cigars, Cigarettes and Tobacco
4. Automotive
5. Confectionery and Soft Drinks
6. Soaps and Housekeep'g Supplies
7. Radios, Phonographs and Mus
8. Lubricants and Petroleum
9. Wines, Beers and Liquors
10. Office Equipment
11. Stationery and Publishers
12. House Furniture and Furnish'g
13. Paints and Hardware
14. Financial and Insurance
15. Clothing and Dry Goods
16. Building Material
17. Travel and Hotels
18. Machinery and Mechanical
19. Supplies

## THIS YEAR

1. Drugs and Toilet Goods
2. Foods and Food Beverages
3. Automotive
4. Cigars, Cigarettes and Tobacco
5. Lubricants and Petroleum
6. Confectionery and Soft Drinks
7. Radios, Phonographs and Mus
8. House Furniture and Furnish'g
9. Soaps and Housekeep'g Supplies
10. Stationery and Publishers
11. Paints and Hardware
12. Office Equipment
13. Shoes and Leather
14. Building Material
15. Machinery and Mechanical
16. Supplies
17. Garden
18. Travel and Hotels
19. Clothing and Dry Goods

## Average Per-Sponsor Expenditure

LAST YEAR \$123,503 THIS YEAR \$141,180

## WHAM NAMES CRAIG

Has 31 Stations—Defends Long List

Norman Craig has become the authorized New York sales representative for WHAM, Rochester. It's the station's first designation of the kind.

Craig, who has 31 other stations on his list, holds the theory that this wholesale representation gives him an advantage in calling on an agency. The buyer of time, says Craig, will be able to hit on at least one station that they can talk about.

Craig is oldest station rep in radio, having brought Scott Howe Bowen into biz.

## California Takes Steps To Organize Stations

Hollywood, Oct. 1. California Broadcasters Association is organizing, with northern and southern units to compose the body. Proposed set-up has been submitted to 40 station owners for approval and membership acceptance, with likelihood that the group will get going Dec. 1.

## LONDON TELEVISER SET TO BROADCAST

Transmissions from the Alexandra Palace high definition television station are now all set. Will be in operation in March.

## HIGH SCHOOL TALENT

New York radio dom has turned to the high schools for its amateur fare. Smith Brooks & French agency auditioned for Borden Sates last week a program idea that would depend exclusively for its contests upon glue clubs and other musical organizations in the New York City and Jersey high schools. Release of the show, if approved, will be over WOR, Newark.

Stanza would also include George Hall's band, Lou Little, Columbia University's football coach, doing a sports comment, and the two warblers in Hall's unit, Dolly Dawn and Sonny Schuyler.

# SPORTS EXCLUSIVE STAG

## Bristol-Myers (Fred Allen) Acct. To Agency Handling Benny, Baker

red Allen program along with the rest of the Bristol-Myers account has switched from Benton & Bowles to Young & Rubicam. Latter agency's authority over the Wednesday stanza becomes effective (1st tonight's (2) broadcast, Fred then returns to the spot next week, and no changes for the balance of the program's setup are planned for the time being. Another account the United Clear-Whelan Drug Stores, which event brought under the agency's direction the Isham Jones show that started on WOR, Newark, and WGN, Chicago, last night.

Reported reason for the Bristol-Myers shift is the conflict developed by the fact B & B also handled Colgate toothpaste. Allen stanza jointly with Ipana, Toothpaste and Sal Hepatica. B-M account has been with Benton & Bowles for almost two years. After losing the Colgate radio business to B & B, Young & Rubicam advised Colgate-Palmolive-Peet that it might as well also take the publication phase of the account. Transfer occurred during the middle of last season.

With the Bristol-Myers account on its list, Young & Rubicam now controls three of radio's top comics, the other two being Jack Benny (Bell-O) and Phil Baker (Good Guy).

### Private—Now Public

Crack made during the Amos 'n' Andy Interlude of the RCA show Sunday afternoon (23) evoked quite a buzz around NBC the following day.

Amos (Freeman' Gosden) opened the act by explaining that he had been invited to participate in the program by their friend, Mr. Aylesworth. 'You know,' continued Gosden, 'at NBC one day a year they put the page boys in the important jobs and do vis-a-versa to the vice-presidents. Well, my friend Mr. Aylesworth was telling me that they were left this arrangement stands for two more weeks the pages might be able to get NBC back on its feet.'

## PORTABLE MIKE IN CROWD A THREAT

### Can't Bar Unsanctioned Broadcast, Contends Lawyer for Transradio—Worked at Baer-Louis Fight and Claims Will Repeat at World's Series

#### CONFERENCE

Despite the fact that Baseball Commissioner Landis has sold the broadcast rights to the World's Series exclusively to Ford for \$100,000, Transradio is offering a play-by-play report of all the games which may be obtained by either land wire or through the service's shortwave transmitter, WCX. Herbert Moore, head of Transradio, declared last week that he was prepared to resist any last minute legal tactics by the portable transmitter, networks or sponsor, to restrain him from broadcasting the series.

Moore, who thwarted the efforts of the promoters of the Max Baer-Louis fight to keep Transradio from furnishing its clients with a blow-by-blow description by installing a reporter with a shortwave transmitter close to the ringside, plans to use the same device for the series. As happened in the case of the Baer-Louis bout, the description of the game as broadcast by the portable transmitter will be picked up at a spot not far from the baseball park and transmitted over an American Telephone and Telegraph wire to printed press clients of Transradio, or the stations which buy the shortwave pickup provided by WCX. Either service may be sold for sponsorship by the local station, without restrictions. Although Ford has bought hookups on NBC, Columbia and Mutual, Moore figures that he has at least 200 stations prospects for a series.

Transradio went through with its scheduled blow-by-blow relay of the fight after NBC had warned the various news services catering to broadcasting that they must not make available to station clients any ring details while the fight was in progress. Warning was served at a meeting called together by Frank Mason, NLR, v. p. in charge of press relations for the Associated Press, the United Press, the International News Service and Transradio, the meeting was attended by persons representing the Bulck, Arthur E. Kidner, Inc. of the agency on the account, and the 20th Century Club, promoters of the bout. Isaac W. Digges, general counsel for Transradio, who was also present, questioned the law quoted on the subject by the lawyer for the fight club, and pointed out that since the fight was not a dramatic literary or artistic event or anything that came under the copyright law there was nothing to prevent any one from airing the proceedings. The bout, declared Digges, was a public event and that anybody seeing a blow struck could report it instantly by any means he wished.

#### Property Rights

When the attorney for 20th Century asserted that his client was held by a ruling handed down by the Washington State court in the case of the AP against KVOS, Beilingham, Digges rejoined that this decision had been overruled by a higher court in the same state which held that news carried in a newspaper ceased to have a property right, literary or artistic, once that it had been made public. NLR and its colleagues in the controversy offered to co-produce the ban if the news services would agree to keep their release three days behind the network broadcast, and air nothing but every third round. Digges wanted to know what his client could do if a knock-out occurred in the first, fourth or

## NBC's Lukewarm and Limited Okay On Scenery; CBS Problem Easier

### Another Station Peeve

Station managers are finding a new cause for dissatisfaction with, and criticism of, their sales representatives. They are saying, that too many station reps devote too much time to adding more stations to their lists rather than adding more business contracts to the stations they already handle.

Station men do a burn-up when in the midst of the selling season their reps busy themselves with entertaining other broadcasters whom they seek to add to their list. Parties and lavish spending is not appreciated by station men already signed up.

A policy of lukewarm acquiescence has been adopted by the National Broadcasting Company with regard to the use of scenery in New York radio studios. Matter was brought to a head by the recently inaugurated Life Savers program which employs a series of screens.

NBC will not flatly forbid the use of scenery but it is well known that NBC's heart is not in it. Restrictions designed to discourage scenery and hold its use to minimum specifications have been decided upon. Trademark wings, the rough equivalent to theatrical tormentors, will be okay, but efforts by advertisers to make elaborate scenic fixtures of NBC studios will be nixed.

Main studio at Radio Center, which seats nearly 1,000, has no facilities for handling real scenery, lacking lines, grips and other equipment including special lights. Officials of NBC evidence no desire to have extensive scenery demands which would be necessary for special sets.

With Columbia Broadcasting Co., it is a different matter, because web now regularly uses several former legit theatres that may be easily adapted during the week. City auditorium will be used for some Camel and Standard of New Jersey programs at 46th Street Playhouse.

## CBS' SPOOFING REBUTTAL TO STATISTICS

A fictional five-minute broadcasting script ridiculing the ANPA attack on radio ("Yardsticks on the Air") has been issued by CBS and is being sent to major advertisers and agencies. Opinion among broadcasters is that this is the suavest piece of strategy employed against the newspapers to date, the rest of the battle having revolved in statistics.

Although it is generally agreed that the publishers were on slippery ground when they let loose their anti-radio polemic a month ago, radio was slow to catch onto a good counter-strategy. Answering statistics with statistics is not regarded as an ultimate defense, since advertising agencies—the judges in the fracas—have previously viewed all figures only after doubling them with a shaker of salt. In currently revising its campaign, CBS drafted the services of Paul Keston, v. p. for such campaign.

Title of the Keston propaganda is "Pa and Ma and Mike (or Just a Foster Child)". It is presented amusingly by CBS, Pa being the ANPA, Ma the magazines and Mike the web. Scene is a country store in which the trio are sales people, and they are engaging in some arguments toward the close of a busy day.

Throughout their conversation, which is intended to be symbolic of actual situations, the idea is fostered that the newspapers are selling all their advertising on the radio. Ma (magazines) is given some lines which hint that the magazines are also none too pleased with the newspaper attack, and the statistician is not hard to read, and the scolding phases of the actual fight are kept to a minimum. Finish is of the suspense variety, so that a sequel script may be patched on in another week or so.

Ken Englund is not scripting for Phil Baker this season due to press of other activities. Sam Ferrin and Arthur Phillips are authoring the Baker stuff.

seventh round, and when there was no answer forthcoming to this the meeting broke up with nothing agreed to. The U. S. rep., Stuart Cameron, refused to be arguing on the legal angle, while the delegates from the AP and the INS expressed the opinion that there was nothing in the law to keep them from furnishing the stations with a running account of the fight and that the promoters in stipulating exclusiveness hid sold more than they could deliver.

## WOR HANDLES BOOZE COPY DISCREETLY

Always a willing taker of beer and liquor advertising, WOR has added another such account to its list. Newcomer is H. T. Dewey and seven Lomax programs, and the list to a current total of three.

Dewey program is scheduled to start next Saturday (5), with Joe Bolton spilling oil football pods 15 minutes before game time. WOR's other two wine and liquor accounts have also been underwriting sports chatter. The two — Feigenbaum beer and Franz whiskey—share Stan Lomax and his sports review on alternate nights for seven days a week.

Currently understood that Feigenbaum is soon going to take over all seven Lomax programs, and that Franz will get itself a separate niche with a 'Cocktail and Parlor Club' series.

WOR claims it was the first station to start to take the first water business, if not the first in the entire U. S. Has had 11 accounts all told. No complaints have ever been registered against the program by any organization, dry or otherwise, although an individual squawk may come in now and then.

Station says it avoids complaints by making sponsors phrase their plugging so that it will drive only at existing drinkers, and not try to carve a new market among non-drinkers.

Baltimore, Oct. 1. In December, '33, when prohibition of hard liquor was rescinded, Sam Lyons of WJAO announced that though his station would accept beer commercials, would not air plugs for high alcoholic content stuff. Other three Balto broadcast stations showed readiness to accept likker accounts.

Last week WCAO scrapped the voluntarily imposed ban, simultaneously snatching spot-announcements for Coors' Scotch Whiskey. Curiously enough it is only likker commercial currently in Balto; other stations are blank, and, indeed, WPBR was only one to ever have a whiskey account.

### Melton Ends Pic Stint

Hollywood, Oct. 1. James Melton pulled out for New York Sunday (1) to resume his radio broadcasts in the east. e appears on the Atwater Kent hour Oct. 10, then picks up his series for Palmolive.

Melton finished recording final numbers for Warners' Stars Over Broadway Saturday (28) and returns to Warners here early next week to resume his picture contract.

## MUTE WRBX, ROANOKE, WHIS BENEFICIARY

Lynchburg, Va., WRBX at Roanoke has quit the air after being sold to the Daily Telegraph Printing Company of Bluefield, W. Va. The sale makes it possible for the newspaper's station in Bluefield, W. Va., to go on full time and to increase its power to 1,000 watts.

Stations, about 40 miles apart, have been sharing time for several years. Equipment of WRBX has been sold to WREC at Memphis. Negotiations were handled by Frank W. Rogers, Roanoke attorney. WREC has changed ownership several times since it was built in 1930 as an opposition to the other Roanoke station, WDBJ.

## Ticker News in Boston

Boston, Oct. 1. Ticker News, wired radio news and sports service opens tonight (Tuesday) in Boston. Company said to have nearly 300 clients as starter. Ticker News, which is now operating on a 12-hour basis, already has established studios in New York City and Philadelphia.

Tie-up with INS furnishes company with all world news and sports events and transcription programs, especially prepared for Ticker News, fill in gap between actual news broadcasts.

## Gen. Mills Sets Extra Ball Games on WGAR

Cleveland, Oct. 1. Click of the Wheatles broadcast of out-of-town Cleveland baseball games on WGAR has inspired the Blacett-Sumple-Hummert agency and General Mills to continue the baseball broadcast even when the Cleveland team ran out of home games last week.

Under the contract with the Wheeling Indians WGAR picks up all out-of-town games of the club while WHK gets the home game; for Standard Oil of Indiana. When the team arrived here from the final set of series, WHK's decision to pick up the St. Louis-Chicago battle for the National League championship. Meant considerable extra coin for WGAR since it was on a separate contract.

## 4,100-SEAT HALL CAPACITY FOR WEEK

Winnipeg, Oct. 1. Amateur contest lasting a week was a big attraction for the annual radio show under Back-to-the-Land Association and Winnipeg Free Press joint auspices. Amateur cycle has been played down in Canada due to the government network's desire not to antagonize the unions. Some 350 simon pures competed during the week. City auditorium with 4,100 seats went capacity nightly.

Charles Jennings from CRC, Toronto, touted as Canada's number one announcer ran the show with George Wade orchestra from Montreal supplying the music.

## Lum and Abern's Party

Cleveland, Oct. 1. For the start of their show on WGAR here for Horlick's malted milk team of Lum and Abern journeyed here from Chicago for a special 'home coming' show. Despite the fact that the show has been on NBC for several weeks now WGAR made a special effort last night (Monday) because of daylight saving time mix-up.

Lum and Abern had a special breakfast for the press boys and then, acid open house to meet the fans. Drew breaks in all the dailies for one of the best radio press stunts ever pulled around these parts.

## Plymouth's Sales Rally With Big Names as Bait

Plymouth promotion over WOR, New York, and 35 affiliate stations on Thursday, Oct. 3, includes: Amos 'n' Andy, Lou Holtz, Lowell Thomas, Howard and Shelton, Grand Duchess, Marie Bonke Carter and Howard Hopwood and orchestra. Broadcasts to 12:15 p. m. to 1:15 P.M.

Confous portions of show will originate in N. Y., and at CRT, W. Detroit, Windsor, and WOL, Washington. Henry Von Zell doing the announcing. Question is the annual sales session of the company, handled through J. Sterling Getchell agency.

Tudlo Conference program tag.

# NEW YORK RADIO PARADE

By Nellie Revell

**Joe Cappi Banished**  
 Joe Cappi of one of the "big" units of WOR-Ansonia. Show program, which starts at 8:30 p. m., by union for underselling his men. Union replaced the Cappi cork with Nat Brustloff and five men. Since Brustloff and men are house men there will be no chance of any further wage troubles. Client pleaded with union to reinstate Cappi saying they "didn't know what was happening and would see to it that it did not occur again." Union said no dice. Is taking no further chances.

### WOR's Sustainers Cared For

With the new master control panel for MBS in operation at WOR and WOR feeding MBS a total of 4% commercial hours permanent two-way round robin lines are now in operation between WLW, WGN, CKLW and WOR. In past-with-one-way-round-robin WOR had option of using any sustainer of other outlets but could feed nothing. Now with two-way line WOR will commence to feed sustainers and expects to have a total of 20 hours' airtime over other MBS outlets.

### Pop Singers In Eclipse?

Present trend of radio programs shows a definite trend away from one of radio's stand-by entertainers, the singer of pop ditties. The present season sees stars from legit, pit, front page names and current event angles taking the new shows. A partial list of the once popular singers along with the following with no commercial commitments as yet: Connie Boswell, Donald Novis, Jane Froman, Gertrude Nelsen, Morton Downey, Harry Richmond, Joey Nash, Jerry Cooper, Sid Gary, Barry McKinley, Larry Taylor and Mildred Bailey and Lee Wiley. Two pop warblers with pit backing, Phil Regan and Joe Morrison, are sponsors. Harry Richmond and Jane Froman are expected to get their own shows, one of which by past records should jump their popularity are nevertheless sponsors.

### To say to Call 'Em

Ted Husing's non-participation in the CBS airings of the World Series this year is practically voluntary. For the last six years, or maybe seven, Husing was at the mike at the world series. This year his commitments on Camel and Campbell Tomato Juice programs beside his regular sports assignments will keep him plenty busy and made his refusal to handle the baseball show mandatory. Camel will keep him studio-bound on Tuesdays and Thursdays, while Campbell show holds him in NY on Wednesdays.

### Carson Robison By Proxy

Carson Robison recordings being aired commercially over Luxembourg were originally scheduled to be a live program. Robison, a London France was dictating notes for a 15-week London and double vaude. Between dates he was to do the airings; Luxembourg is a hop and skip from London. However, the price palaver on the p.a.'s didn't jell and show wound up as a platter program.

### DeWolf Hopper's Premonition

Walter Craig, producer of the DeWolf Hopper radio program, talked via long distance with the late Mr. Hopper the day prior to what was to be his final broadcast. The conversation disclosed that Hopper knew he was critically ill and subsequent developments prove this. At all times, Hopper's closing line on the broadcast was, "and so I say goodbye until next week with this program. Hello, and so into a slight commercial." At what was the final broadcast Hopper omitted the phrase, "Until next week."

### Scrambled Notes

Hudson-Essex, unable to arrange for their music combo program, is looking for an ayem show to air three or five times weekly...Pompeian Facial Prods show shopping through Topping & Lloyd agency...NBC showed agencies an original operetta with book tunes and lyrics by Kenneth Walton...Vernon Radcliffe the NBC productioneer recuparating at home in Fejkan...Chandler Goldthwaite family arrives from London on Monday...NBC to air a 15-week set at 11:30...Little Jack Little ork to St. Moritz...CBS to air Heinz food expert program on Oct. 7th. Josephine Gibson is caloryist and does a thrice weekly stint originating in WJAS in Pittsburgh. June Aulick of CBS pres on one-day jaunt to Pitt on show...Pete Dixon leaves N. Y. Sun columning stint on Oct. 5th...NBC representative contemplated, with radio dept, taking over his stint...Paul White of CBS to Chicago last week to confab with Judge Landis on World Series announcers...Life Savers program, ork, Aldo Reed batoner, is being enlarged...K. K. Hansen of Rockwell-O'Keefe to Chicago for eight days on biz...Johnny Johnson's frair in hospice with appendix trouble...Don Higgins of CBS press ill last week with meningitis...Aldo Reed of Horace Field's King Sisters resting after tonsillectomy...Edwin C. Hill supposedly readying a tome about exploits of great reporters...Canny will fold at NBC and take to air over MBS in December. Program not set as yet.

### Short Shets

Bill Card flew to Denver to slick sister while on vacash...Meyor David doing a week at White Sulphur Springs...Ted Allen on vacash...Donald Cope, production manager of NBC Frisco, resigned to join Eenton...Bowles. Headed east on Oct. 1...Marty maytime show at CBS switches to Saturdays at 9:30...Today's Children's show passed second anniversary of network airtine last week. Made it four weeks over Chi outlet last June since first aired here...Ed Smalle now handling Mildred Hunt...Ernie Chappell retired from post with Donahue & Coe and doing free-lance announcing and production. Handling the Wallington spot on Coty show. Looking for scripts and show ideas...Jane Pickens audition for singing at Juffitout Foundation this week...Vivienne Segal will do a guest spot on F. Parker program...Hal Kemp will add one of the Hammond electric organs to his outfit...The Eton Boys celebrating their 10th year in radio...WOR auditioning an all-city program headed by Hayward Powers, a sociolite bandsman, which will be program No. 4...Fred Wiley in town at the Essex...New orkman at Roseland, is former WGY, Schenectady, musical director...Ellen Barker, aged nine, singing over WMCA and CBS, has been a radio performer for six years...Barry McKinley leaves for his home town, Fort Wayne, Indiana, right after his final show for Canny, which will be program No. 4...Fred Wiley in town at the Essex...House...Vic Young stays on coast instead of planning back to N. Y. Skips shell show of Oct. 5th, which will air from N. Y., but returns to program following week for a 13-week stretch.

### Stand By

Fred Sammls is new ed of Radio Mirror. ag...John Reed King of WPG, in Atlantic City, is new CBS announcer. Halts from P.inceton and handled Far Newsreel football announcing...Allan Courtenay, new WNEB announcer, is wed to Bernice, of Bernice & Emily of George White Scandals...Bob Crosby taking his ork to ballroom dates in Cleveland and radio in town and doing ok at NBC; handling part of "Annabelle" on "Pala" program...CBS guy Charles Locke's "Cyrano" script the o.o.o...Al Donahue, Ork goes into Waldorf in November

## Sponsors-Agencies

**Wasey Products (Zemo)** presenting Jacob Rudiow of WOR, New York and MBS with following schedule: Sundays, at 2:30, and Tuesdays, Wednesdays, Thursday at 11:15 a. m. EST. Placed through Erwin Wasey.

**Eastern Nu-Enamel** over WOR, New York, presenting Home Town Boys on Fridays at 8:45 p.m. EST. This group formerly known as the Jesters, includes Guy Roeham, Dwight Latham, Wamp Carlson. Placed through Steadfield agency.

**Phillips Chemical (Milk of Magnesia Face Cream)**, starting over WOR, New York on Oct. 21, thrice weekly at 9:30 a.m. EST, presenting Beatrice De Sylvara in "How to Be Charming". Placed through Blackett-Sample-Hummert, Inc.

**Ironized Yeast** over WOR, New York, thrice weekly, presenting Neal L. Dramas, disk serial. Placed through Ruthrauff & Ryan.

**Educator Biscuit (Crax)** has renewed over WOR, New York, twice weekly, for an indefinite term. Placed through Quen Advertising agency.

**Trades Advertising Agency** handling Troy Hills account over NBC, presenting Charles Ewer's orchestra and Three Jesters on Wednesdays at 7:45 p.m. EST.

**Tasteyte** has renewed its Opportunity Matinee over WJZ including Dec. 1. Placed through Clements agency.

**McCann-Erickson** handling Consolidated Gas, New York utility, over NBC weekly on Sundays at 6:30 p.m. EST.

**Ernst B. Heyn**, eastern editor of Movie Mirror, starts over WMCA, New York and intex stations on a series of Motion Picture Reviews, scheduled for Tuesday airing at 7:30 p.m. EST. A cast will participate in the hot spot film news.

**Carl Fenton's** orchestra playing with guest stars included on the bill. Sponsored by Macfadden Publications.

**Station WIRE**, Indianapolis, has an amateur program sponsored by Circle City Rubber Works. Has had three sponsored amateur programs in past.

**Armand S. Weil Co.**, Buffalo, now working on advertising and publicity for the 34th annual Buffalo automobile show. Have a bigger radio budget than previously, and every station in Buffalo has been contacted and planning to use participating spots

## FCC's Washington Docket

**Grants and Applications**  
 Washington, Oct. 1  
 Application for one new transmitter was okayed by the Federal Communications Commission last week, and one station was granted power increase.  
 Clarence Scharbauer, Midland, Tex., was granted request for a new station, to operate on 1420 kw with 100 watts days. Station KPCR, Houston, Tex., now using 5 kw days under special authorization, was given regular license to operate at that power.  
 Applications set for hearing by the Commish included two requests for new transmitters, three for power increases, one for power increase and frequency change, and two for license renewals.  
 The following applications were referred to examiners:  
 W. H. Kindig, Hollywood, Calif., new station to operate on 1180 kw with 5 kw; Petersburg Broadcasting Co., Petersburg, Va., new station to operate on 88 kw with 500 watts days; Station WRVA, Richmond, Va., increase power from 5 to 50 kw; Station WIRE, Indianapolis, Ind., increase power on 1210 kw with 100 watts nights, 1 kw days to 1 kw nights, 5 kw days; Station KVI, Tacoma, Wash., day power increase from 1 to 5 kw; Station WAIM, Anderson, S. C., frequency change from 1200 kw to 590 kw, increase power from 100 watts unlimited to 250 watts nights, 1 kw days.  
 Stations KFOK, Long Beach, Calif., and KELW, Los Angeles, were put on the spot when Commish ordered hearings on their applications for license renewals.  
 Amon Carter, big-time Texas Democrat and publisher, annexed another transmitter when commission reconsidered and granted his plea for control of KGKO, Wichita Falls, Tex. Request to move the station from Wichita Falls to Fort Worth also was granted. Carter is owner of WBAF at Fort Worth, mouthpiece of his Fort Worth Star-Telegram. Commission also reconsidered its previous action to give KMBC, Kansas City, Mo., license renewal.  
 Due to protests by WOL, Washington, and WCAU, Philadelphia, previous grant to WRMD, Rockville, Md., to erect new station to operate on 1140 kw with 500 watts days, was revoked and set for hearing.  
 The following applications were received:  
 Northern Iowa Broadcasting Co., Mason City, Iowa, new station to operate on 1420 kw with 100 watts nights, 250 watts days; Struble, Strong and Fagan, The Dalles, Ore., new station to operate on 1200 kw with 100 watts; B. A. Thompson, Santa Cruz, Calif., new station to operate on 1210 kw with 100 watts nights, 250 days; Station KFGS, Los Angeles, day power increase from 1 kw to 2 1/2 kw; Station WOOP, Boston, Mass., frequency change from 1120 to 1130 kw.

## Watch WFBE (Now WCPO) as Tip on Scripps-Howard Notions of Radio

on women's programs, spot announcements, and dramatized one-minute announcements. Lanny Ross scheduled to make a week's appearance at the show.

**Joe Bolton**, WOR announcer on a football series, sponsored by H. T. Dewey & Sons, starting Oct. 5.

**Armand B. Weil agency**, Buffalo, N. Y., was omitted from VARIETY's recent list of active radio advertising agencies. This agency was one of first to establish an independent department to handle radio.

**Key Advertising agency** of Cincinnati is placing business on over 70 stations. Roland Israel is handling radio.

**Herschel Deutch** is newly in charge of the radio department at Lawrence C. Gumbinner, New York City.

**Fyr-Fyter Co.**, Dayton, (fire extinguishers), has "Fairview Fire House" series, with Hal Carr and Sammie Barker, starting over WLW, Cincinnati. Programs on Monday nights from 8:15 to 8:30. All talent from Crosley staff.

**Hinds Honey and Almond Cream** assumes sponsorship Oct. 28 of "Life of Mary Sothorn" series for daily releases, except Saturday and Sunday, 4:45 to 5 p.m. Program was originated last year with Lina Carlin in title role and had Cal-Asperin as commercial angle. Cal-Asperin now has "Painted Dreams" series on Mutual web. "Life of Mary Sothorn" series, as since last spring, and resumes Oct. 7, carrying as a sustainer for first three weeks by WLW. Talent by Crosley staff, from which Miss Carlin is divorced.

**Chevrolet** is auditioning unusually large number of shows at NBC in an effort to get suitable one for fall program. Comedy show was given once over Monday (30), with long string of hands having been inspected previously.

## Waxworks

Four Southwest Broadcasting System outlets have signed for Titan transcription service beginning immediately. KTAT, Fort Worth; KZSA, San Antonio; WACO, Waco, and KNOW, Austin, are the outlets. KZSA and KTSA already using Titan standard service and McGrover & Solle unit service.

Cincinnati, Oct. 1.  
 Radio and news sheet upper strata execs with an eye to what Scripps-Howard joint operation of air and the enterprises might turn into are and the Post, this week as S-H revamps operating tactics of WFBE and Post. Station a 100-watt after sundown and a 250-watt-again when the sun shines, recently was acquired by Continental of the Scripps-Howard organization with offices in the Union Central Building. Ralph H. Quinn, president of the Post Publishing Co., also S-H, is Continental vice-pres, and Earl A. Beck, until recently United Press top shot, is in proxy. James C. Hanrahan, who comes to the new organization from newspaper-radio fields in Iowa, also is named among those setting policies for the WFBE-Post deal.

Trial angle comes through station being first for the newspaper chain. Initial move has been to drop WFBE call letters in favor of WCPO, "The Voice of the Cincinnati-Fox." Locals are under impression station operators are looking for an early boost in power and are planning a stem to stern overhaul and replacement of Beck, until recently departed. Neither will hurt, and final quality of station's signal, and its carrying power, long have been stigmatized.

Strong effort to air local happenings reflecting not only the city's cultural background, traditional love of good music, the theatre and education, but also its thoroughly American interest in sports and the Cincinnati-Fox, it to be instituted, according to build-up bally in Post.

**Booking Competition**  
 Announcements also speak of giving a sparring, honest and interpretive coverage of national, world and local news. Presaging heavy blast of local material. Plenty of competition will be found on this, with local WCKY, WLW and WKRC already on air with numerous news stanzas.

University of Cincinnati pleekin soccer will be covered for final rounds by Joe Aston, Post sports ed, aided by Harry Hartman, station's vet athletics commentator. This duo, with additional help from paper's sports aide, will catch other seasonal body-building projects for WCPO.

New is the station's scheme to thrust a WCPO mike into local meetings and conventions. Intend to send a remote crew out to the legmen and photogs at fires, catastrophes, riots and murders, if and when possible, too.

Actually in charge of the station is William A. Clark, who has netted the ripper since 1931, coming in with a newspaper and show biz press agent background.

Radio publicity in Cincinnati stepped in with WCPO. Among the early daily combines to clamp down on radio was the Cincinnati Publishers' Association, which includes the Post, Times-Star and Enquirer. Even program listings were kicked out in the alley until Radio Dial, local weekly prog schedule sheet, sprung up. Since then, daily schedules have been in, but not a full.

Post cracked the combine Monday (30) with a radio page, with Times-Star and Enquirer expected to follow suit in self-defense.

New radio ed is Edward Gravett, from Dayton, O. Kenneth Miller, originally brought down from Cleveland for the spot, was shunted after a three-day tryout before radio. Gravett is in charge of the department doesn't confine bally to WCPO doings, but spreads the burbe to network and other local prog and stars. This in addition to station schedules.

## Chevrolet Maybes

Program which will follow the 'G Men' series on NBC Saturday nights had not been picked by Chevrolet execs in Detroit by press time yesterday (Tuesday). Five shows were auditioned for the spot the day before.

Competition consisted of Dave Rubnoff with Grace Hayes, Dr. Hugh Riesefeld with Jan Pearce, Jack Denny with Doc Rockwell, Victor Arden with Sam Ahear, and a dramatic series.

# CALL SHOW 'CARNIVAL COY'

## Realistic Attitude on Newscasting Urged Upon Publishers; Will Meet

Efforts are being made to bring representative persons and organizations from the newspaper field together for the latter part of this month (October) for an open discussion of the problems facing the press in light of the important development of news as a broadcast commodity and the entry of Scripps-Howard in the station operation field. Preliminary conversations among the sponsors of the idea, it is said, have gone a considerable way toward devising a set of principles that the newspaper industry will be urged to adopt.

Among the things that the advocates of the October get-together want:

1. Recognition of the fact that newscasting has become an integral part of the station's daily schedule and that the best way of solving the problem is to develop ways and means of putting the demand to the newspaper's own use.

2. Associated Press to lift all restrictions on its new as far as broadcasting is concerned and to make radio one of its functions.

3. United Front: The International News Service, the AP, Hearst Radio, Scripps-Howard and the newspapers operating stations to create some sort of united front that will serve to protect their interests, organize them into a strong political unit and at the same time facilitate the obtaining of wavelength rights for newspapers that want them.

4. Remove the newspaper industry into realizing the need for getting into broadcasting if they are to continue garnering the lion's share of the country's advertising appropriations.

Opponents of a realignment of policy toward radio expect to encounter their stiffest opposition from the dominant influences in the AP. Former feel that the hostility or indifference of the AP toward radio directors and the remodeling of the rules on newscasting can do nothing but weaken the position of the press as regards advertising revenue and social and political influence. And that the sooner the facts are faced and the viewpoint readjusted the better will it fare the newspaper.

## Last Minute Deal for KLX by Associated Oil

Oakland, Cal., Oct. 1. For the third consecutive year KLX will carry the broadcasts of U. C.'s home football games, sponsored by Associated Oil to each year for the past two years the year and grease firm has held off signing up with KLX as they are already using complete Columbia-Don Lee net and the two NBC waxes.

Deal was further complicated this year by Doug Montell, KLX sport announcer, being unavailable. Last minute string-pulling turned the clock with Phil Ray, Oakland Tribune sportswriter, assigned the spelling.

## DEPT. STORE BREAKS ICE: Hartford Merchant Takes Full Hour

Hartford, Oct. 1. Department stores in this city are reported radio-minded. After years of waiting for some one to break the ice G. Fox & Co. doing the exclusive mercantile business in New England outside of Boston, has purchased a full hour spot, six days a week, for 52 weeks on station WTIC. The program consists of recordings, time signals, weather conditions, road reports and light and humorous topics by Ben Hawthorne. Only ten minutes of the hour are devoted to commercial advertising and the department store, after using air for three weeks, reports excellent results with keyed items for merchandising. The hour is rather early in the morning and it is understood that other stores are dickering for time on local stations.

## Great Divide

Hollywood, Oct. 1. Marx Brothers have three-radio offers and don't know which one to accept. What involves the situation is that each of the trio has picked a different one and they can't get together on any one of them.

## Winnipeg Production

Winnipeg, Oct. 1. General standard of Canadian Radio Commission's program of the coming season will be raised considerably, Ernie Bushnell, Commission western head, declared when interviewed here.

For a program, he said, III emanate from the Western provinces than in the past. He mentioned that the Winnipeg-produced 'No Mourning Numbers' program was meeting with strong approval in the East and that an American network was dickering for the U. S. rights.

Due to the Dominion election, he said, on Oct. 14, the fall's 'a rules had been set for the month, not starting until the week of Oct. 13. Western programs returning to the government web are Ambassador Gentleman Jim, on Fridays; the Sunday Vesper choir, and Young Bloods of Beaver Bend, starting Oct. 15 at 9 CST. All shows originate in Winnipeg.

## KFEL-KVOD, Denver, Get Plymouth 1-Time Special

Denver, Oct. 1. Station KFEL-KVOD will broadcast its first wire commercial program Oct. 3, when the Plymouth Motor Co. broadcasts over a coast-to-coast hookup. The program will be sent over the Mutual Broadcasting Co. to Chicago, and on special wire west. Amos 'n' Andy, Lou Holtz, Lowell Thomas and Tom Howard will be headlines on the hour's entertainment. The broadcast will be heard in conjunction with Plymouth's sales convention being held in the west. In Denver the local Plymouth dealers will hear the program at one of their meetings at the Temple of Youth, which has been wired with Western Electric sound. KFEL-KVOD will send the program to the convention by means of special wires.

The meeting will also be shown motion pictures of the Plymouth Radio Business Conference.

## Marty Gosch Sponsored

Philadelphia, Oct. 1. What is thought to be first of its kind locally got under way last night (30) over WFIL when Marty Gosch, station news editor and former radio scribe, began "radio chatter" series for RCA-Victor. Using 'Magic Eye' commercial spots, show Marty Gosch's inside stuff on radio personalities.

No distinction will be drawn between stars of any network and no direct mention will be made of any sponsors. Series to run five minutes six nights a week.

## WJBK's Exclusive

Detroit, Oct. 1. WJBK, Detroit, has obtained the exclusive air rights to all home games of the University of Detroit football team and also the Detroit Lions. Broadcasts will be sponsored by Grubel Beer.

Station has also tied up the home games of the Red Wings hockey team. It will give away 22,000 tickets during the hockey season in return for free hotie caps.

Station WBAL, Hearst-owned and the outlet for the basic Blue in Baltimore, has issued a new rate card which does not increase rates, but carries an announcement of several new services.

## 'TIME MOVES ON' LINE TOO CLOSE

## NBC and CBS Deny Express Co. Program a Place on Network-Owned Stations Because of Alleged Similarity 'March of Time'

## PRECEDENT

Rayway recorded program, 'The News-Parade' has been barred from stations owned and operated by NBC and Columbia. Refusal of the networks to accept the business came on the eve of the series scheduled debut, which forced the agency of the account, the Caples Co., to do some fast last-minute scrambling for substitute stations. In either case the web waited for the initial release to be submitted before passing judgment. Action sets a precedent for broadcasting.

Columbia turned the platters down because it considered the 'New Parade' to be a takeoff of 'The March of Time' in style of treatment. The platter version during each break uses as its exclamatory phrase, 'Time moves on.' Mag's series, which clears over CBS five nights a week, repeats the words, 'Time marches on.' Columbia also didn't fancy the disc's announcing voice, which it claimed to be a close imitation of Harry Von Zell's.

NBC's rejection of the discs was motivated from two angles. One was that it didn't like the possibility of imitation charges and the other had to do with the fact that NBC has sold Esso the use of five-minute spots on all NBC operated stations east of the Mississippi for four five-minute news broadcasts a day, starting Oct. 7.

Jean V. Grombach, Inc. produced the Express Co. series. Express trucks have been carrying lithographs plugging the show and stations upon which it would be heard.

## Bowes Unit's CBS Tie-Up

Louisville, Oct. 1. Official reception for Major Bowes amateur unit No. 4, which played Rialto theatre, Louisville, during the week of WEAS, Columbia's outlet here.

Hookup was arranged by the theatre after negotiations fell through with WAVE, which carries the Bowes hour locally.

## Publisher Stahlman, Bitter Radio Foe, Reverses Self in Tieup with WSM

Nashville, Oct. 1. One of the bitterest backers of radio, the 'Nashville Banner,' leading local sheet, has committed an about-face and is climbing on the ether bandwagon through a tie-up with WSM. Marked the first time this paper has relented in its anti-radio attitude, Publisher James G. Stahlman being an important ANPGO and former president of the Southern Newspaper Publishers Assn.

Under the new affiliation, WSM will offer a daily broadcast from 12:30-12:45 under the aegis of the 'Banner.' In its turn the paper will publicize WSM, and has already run a full-page announcement of the tie-up plus a daily box calling attention to the 'Banner Newsweek' series.

Substance of the program is state and local news as gathered by the paper itself and AP, UP, and INS. Later a comic strip will be shaped up for Sunday airing.

All broadcast duties are being performed for the 'Banner' by George Ellis, who once had a hand in such programs as 'Trial of Dolores Devine' and 'What Would You Do?' So fully has Ellis convinced publisher Stahlman of the wisdom of the new move, that Ellis is occupying an office with the word 'radio' stencilled on the glass.

Few months ago this would have been heresy. Radio listings were omitted from the 'Banner' pages, later reappearing as advertising. Now they're listed as straight news.

So far as WSM is concerned, the arrangement is a big help to its already increasing promotion as well as to its new cover-up. The station has one newspaper affiliation with the 'Nashville Tennessean,' which will not be dropped. But the 'Banner' arrangement is far more weighty, supplying 15 minutes of news whereas the 'Tennessean' accounts for only five. Additionally WSM uses Press-Radio reports.

Looks like the old newspaper-radio fight is now stilled at its second, with all concerned happier people.

## Union Standbys for Amateurs Covered in Local 802's New Rules

## Describes Suicide

Houston, Oct. 1. Every newsmen's dream of being on the scene when a story breaks was realized by Harry Grier and Guy Savage of KTRH, Houston, when their 'Vox Pop' program was tuffed into the eye-witness broadcast of the suicide of a New York banker.

Air reporters had set up their life on a downtown sidewalk, and were interviewing the passerby. Came a cry and the body of James A. MacIvaline, second vice-president of the Chase National Bank, came hurtling to the street from tenth-floor hotel window. Grier described the crash, the commotion, the gathering crowd. Then he proceeded with his interviews.

## Reversal of Policy on Football in Southeast

Ingham, Oct. 1. Colleges of the Southeastern Conference have done an about face this year in the broadcasting of football games and stations are having little trouble securing broadcasting rights this year.

Locally, nearly every game to be played in Alabama will be broadcast this year direct from field. Zenith radio has bought all of the University of Alabama games and will take them through WBRC, WAFB or WSGN, depending upon which station can give them clear time.

Southeastern Conference has had a rule prohibiting broadcasting of games, except where both teams give their consent. The rule caused quite a stir and the Legislatures of Alabama and Tennessee attempted to force broadcasting of games by passing bills requiring state owned schools to allow broadcasting. Both measures failed to pass.

Vanderbilt allowed broadcasting last year through WSM and attendance at games showed an increase for the first time in several years. School officials are inclined to believe that broadcasting had something to do with the increase. WSM has been given permission to broadcast all of the Vanderbilt games.

New York musicians' union has established a definite policy affecting instrumentalists on amateur programs. Regulation specifying the number of standby men that will be required when amateur musicians appear as soloists or as an ensemble on such shows was issued by Local 802 following a plea made by NBC in behalf of Major Edward Bowes' Chase & Sanborn Coffee stanza.

Same rule will apply to indie New York stations as well as NBC and Columbia. Union had originally intended to have the outlets and webs pay the full standby fee for every amateur instrumentalist included in an amateur program. But, amending its course when NBC pointed out that in most cases the amateur participants in each case took only a minute or two of the show's running time. Regulation as related to the broadcasters is as follows:

Where an orchestra of 15 or more members of the union is employed on the broadcast, the standbys are to be paid for and to be determined by the number of amateur instrumentalists in excess of the number of Local 802 men in the orchestra.

## Classification

Where they are not at least 15, Local 802 men employed in the program, a minimum of five standbys are to be paid for to the local. This shall give it the amount to present a minimum of 10 amateur instrumentalists playing as soloists. Where two or more amateur instrumentalists appear as a group of ensemble, they are to be paid for as such. Individual instrumentalist appearing in the group in addition to the basic minimum payment of five standbys. In the case of 10 instrumentalists appearing as soloists a standby must be provided for each amateur in excess of 10 in addition to the basic minimum payment for five standbys.

Payment for standby money to the local is to be based on the individual radio engagement price for the entire engagement, including live rehearsal and broadcast. In no event is the fee to be less than the book price of one hour rehearsal in addition to the broadcast. (Union scale calls for a nightly rate of \$18 per man plus \$4 for an hour's rehearsal.)

## Just Keeping Busy

Philadelphia, Oct. 1. Looks like 24 hours a day is too few for two WDAS staff members. Harold Davis, program director, announced singer, last night acted as drama critic at 'The Old Maid' opening and, after airing his opinion on the play, scurried to 20th Century Tavern, where he's m. c.'ing this week.

Helen Hughes, who as Phyllis Foster is station's home economist, also program of poetry and home hints, also last week began vocal name series of sponsored vocal programs for Ames Furber. In addition, she begins new boy and girl song series next week over WCAU with Dorsey Anderson. They're known as Fred and Helen Daley. Then she also does song series over KYVA as one of 'We Three,' with Joe Garrett and George Lytton. Her only other radio work is two programs over WIP: in one using her own name—the vocalizes with piano accompaniment and in other she warbles in 'On Wings of Song' series. Since her mother's recent illness, she's had to discontinue some outside work.

## Hearth on WIND Orga

Chicago, Oct. 1. Milton North, former picture-theater owner, has been recruited by Ralph Allers to pump the new electric sound bus recently installed in station WIND, Gary.

Allers is installing a huge new 'radio' in WIND here, featuring out two floors in the Trustees building to build a two-story studio.

# A. & P. Company Puts On a Great Free Show (Kate Smith) in Mad. Sq. Garden

By BOB LANDRY  
On Monday night (30) the Great Atlantic & Pacific Tea Co. gave a great show in the Mad. Sq. Garden. Some 15,000 persons, all deceased, witnessed a two-hour entertainment headed by Kate Smith. She went over great.

William M., president of the eastern division of the "speaking from" the platform expressed the thought that possibly no other company had the organization that could handle such a "gala party." And to that expression theatre men everywhere will probably fervently echo, "we hope you're right!"

For while it was stressed throughout that the A. & P. free show was for dealers and employees it still was an uncomfortable spectacle for gents who worry about the cash that will be taken out of their pockets. First of all there were too many tickets around to give full credence to the strictly organizational claim.

In a case like this, with very little precedent, the implications weigh in on the mind. Is it a routine question of the manner and quality of the revue. A. & P. succeeded in dramatizing the big show by an organization by bankrolling a big show in a big hall. It communicated even to outsiders a respect for the management and the attempts being made to keep the immensity of the organization flexible and progressive so that the big show would be a success and does not clog up into a liability.

Even while accomplishing all these things (it's the sort of publicity that presumably would fascinate and stimulate lots of executives), the A. & P. was also looking for the inspection of showmen some of the dangers of such undertakings.

Notably parts of the audience flared up into occasional snarl-alecky, Jan Pearce singing "Fugate" and doing "I wish I were a cat," got impudent mocking from the gallery in the laughing phrase. During the intermission the Greater Louisville fight pictures were exhibited with possibly a thousand or more people out of the range of vision and clapping up a stamping and ping-ponging chorus which, in combination with the sound equipment which went blaring, made a reverse-English philharmonic.

On numerous occasions throughout the evening the gallery got a little rough. This did not become a major embarrassment and its importance lies primarily in the impossibilities of the program. Organizational and A. & P. would probably not care to acknowledge even the small amount of rowdiness as coming from members of its own organization.

Especially brutal, because so unappreciative of the show, was an outcry during Dorothy Crookery's control kick routine done entirely in slow motion and carried high on a rickety makeshift platform.

**The Bronx in Balto.**  
In Baltimore last season a local retailer presented a program with an invited audience got so much mob spirit from the studio that the retailer had to produce a "chide" them. At which point the audience broke out into open Bronx style, whistling and making the winning expressions of how much they valued the "free" entertainment. The comparison is not entirely fair as the Baltimore retailer's entertainment wasn't Kate Smith and the retailer was pretty windy on commercial copy, but it is probably valid in this connection to recall the incident. Full details were presented in Variety of the 10th.

One A. & P. free show has been presented in Detroit. Others are said to be in prospect for Philadelphia and another city. In all, a half dozen in all will be the total dates. Confined to one night in each city it probably will be the best dates in itself to show business but the possible encouragement it gives to other national advertisers is very great.

A. & P.'s gala party may be bad for the rest of show business in general but it is a helluva party packed with merit. Barrine's little awkwardness due to the loose board stage and the other things she did were ran smoothly. Kate Smith herself stood out like Vera on a clear night. She had a wealth of material in her act and she gave an open, a thick blanket of personality from the 9th avenue end to the remotest on the top shelf of the 4th avenue end.

**The Show**  
She took over the second half of the program and introduced three trios, Three Ambassadors, Three Little Words and the Wallace Sisters. Jack Miller, who had been in the show except when Harry Horlick and his A. & P. Gypsies came over from NBC for a quickie participa-

## He Who Socks First

Decided as liberty formula was evident (2) in the three major commercial comedy programs that opened that night on three successive half hours. They were: "The Jello" on NBC, "Phil Barlow" (Good) of NBC and Eddie Cantor's "60 CBS." In that order.

Face-Louis fight, World Series and Major Bowes amateurs were mentioned with equal prominence among the three shows, with the Bowes show coming in for particular kidding, and, while there was no doubling up on jokes, the essence throughout the hour and a half was about the same. The picture was that of three topnotch comedians stepping up in turn for individual punches at the same bag.

Unless the program's respective writers are extreme individualists, the radio public is in for a lot of sameness for a solid hour and a half on Sunday. Eddie Cantor's crack at the Sunday evening customers, and that may tend to give him the edge on his powerful contemporaries at the same bag.

It's like the old days in vaudeville when the act that sang "Dardanella" was the act that sang "rehearsals first, then Eddie Cantor. They know what it is to go to the theatre with a lantern.

## JIG TIME

With Dora McKay, Harlem Hot Shots and Kenny Palmer  
Music, Songs  
Sustaining  
KSO, De Moines  
An all-color ensemble heard every Monday eve. from 8:15 to 8:30, with music only and introductions by the announcer, Dora McKay, billed as the "second Cleo Brown," and good enough to fit the show. The Hot Shots quartet of male singing and dancing, and McKay at the piano do better as a background for McKay than in their respective spots.

Dora McKay's "so low" type of "bumbling" with the "m, mm, mmm" and the "m, m, m, m" musical background of the Hot Shots was not justice to any program of this type. Her three numbers were "Baby Face," "I'm Gonna Get Home," "Moon-Glo" and "Star Dust" for the finale. All naturals for her moanin' harmonica.

Hot Shots' 'St. Louis Blues' eyed too much territory in arrangement and Kenny Palmer's ragtime piano and blues were not memorable. McKay is the tops for program. *Moorehead.*

In the part, engineered by Everett Anderson of Columbia Broadcasting. Latter acted as a comedy and did nicely without any comedians.

Rips, the juggler, opened the entertainment and gave over to the Three Sailors. With that kind of a show, the show was hitting on all 12 cylinders. Danny Dare boys and girls (10 of them) did two numbers. Both are excellent and flashy but the blue suits gowns with ugly floor stains around the hips made a dreadful impression on the audience. The show was to get the full benefit of the age and dirt of the costumes. That seemed pretty unnecessary for so important a booking.

Stoopnagle and Budd, standard CBS turn, did a few minutes in front of the frame. W. S. Pillsbury officer of A. & P., on employee relations made several platform appearances including presentation of flowers for Miss Smith. She also got a humane society medal from Charles Francis Coe for recovering from the flu. She was the least dependable part of the otherwise high order of showmanship manifest throughout the show. The bit was not memorable but it was one of those things that sounded staged and phoney. How-stay and how-stay, it was a bit with and highlighted the "big heart" angle which Ted Collins has systematically and cleverly built up for the star.

A novelty Interlude had Vincent Richards batting tennis balls from the stage. The bit was not memorable with a red A. & P. also on the racket.

John A. Hartford, multi-illuminated co-ordinator of the show, stepped upon the stage and revealed himself as a modest and likeable gent. During his act, his appearance was one of the dramatic incidents of the evening.

Program was not broadcast.

**EDDIE CANTOR**  
With James Wallis, Parkyakakas, Gus Arnheim, etc.  
Comedy  
30 Mins.  
PEBCO  
WABC, New York  
(Lennon & Mitchell)

A tender toward the topical in his material and away from the revised standard "jokes-of-the-past" was the initial feature of this season's program of the Eddie Cantor-Pepeco series. That seemed to be the basic idea of the show, which otherwise adheres to the established Cantor formula. The one change may bring about improvement in the long run. The program, if the first broadcast is criticism, and that would mean Cantor will be even less than last year.

Give Cantor a reasonable start in the new material and a slight touch to take care of the rest on any stage. That applies to his anywhere, his listening what to say and what to do. The program's elements that go to make up a master entertainer, Pepeco need only see that the program's author delivers.

On the opening (23) show the sponsor took plenty of kidding, all done so nicely as to probably focus more on the program's author. The advertisement product than any straight plug would be capable of. The sponsor that formerly covered the program, which has been broken for in this is not the only show whose backer is willing to let the program's author go as long as his product is mentioned.

For instance, on this program Cantor's advertising plug for the auto, made an attempt to mention his former sponsor, Chase & Sanborn. Stepping in to cover the plug, Cantor made the same error. Then a third character, described as the Pepeco boy, stepped in to mention the boys on the carpet, but wound up advertising Chase & Sanborn coffee, too. But Cantor concluded the plug with a special song on Pepeco that squared everything. Mention of an opposition sponsor, particularly one that happens to be on another network at the same hour, no doubt struck Cantor's listeners as strange indeed; but if the intention was to advertise Pepeco will profit by this form of advertising, which entertains as well as advertises, and that after all is the object of all advertising.

Still with Cantor is Parkyakakas, to whom the head man gallantly takes the credit for the program, remaining as effective as ever. Gus Arnheim's orchestra made a good party. In the one-time guests' spot on the first show Pepeco broadcasting from the Coast, will use a different band weekly during its two spots.

According to what came over the air a large and pushover audience witnessed the performance on the Hollywood end. Their laughs came "way down and warmed up the proceedings considerably. By strict comparison, the much audience laughs don't interfere with the show's progress, nor do they step on the toes of the other acts.

In returning to its Sunday evening 8 p.m. spot on CBS, Pepeco makes a very good suggestion. The spot on the air. It's directly opposite site the first half of the Major Bowes amateur hour on NBC, and Bowes' program is a good advertiser, managed to reach the No. 1 spot of broadcasting. But Cantor, who is a good advertiser, is bucking this sort of competition, and the probability is he will steal the show from the audience, who may prefer to stay on the same sponsor's (Lehn & Fink) Leslie Howard show. *Bigs.*

**DALE CARNEGIE**  
Talks  
6 Mins.  
AMERICAN RADIIATOR CO.  
WGTV, Schenectady  
(Narschick & Pratt)

Gentle and uninvolved a series of talks entitled "Little Known Facts About Well Known People," on a Sunday commercial over NBC's 15-minute "Little Known Facts About Radio Stars." Platters made for American Radiiators, a series of talks on the writing contest on ARC heaters conducted as part of "Fireless Recitals," Sunday eve. swing. A disc placed on WGTV's turntable nightly at 6.45.

Carnegie's recitations are of three duration, deal with the careers of Eddie Cantor, Kate Smith, Paul Whiteman et al. They are all along the lines of the best skillfully spun by Carnegie for mass consumption. He has a good line on careers in the show business, having done a number of times on that field for his network shows. An inter-ferer albeit a stylistic speaker, Carnegie is a good listener. He is one in which listeners do not have to sent "trick box" tops. *Jaco.*

**JACK BENNY**  
With Michael Bartlett, Mary Livingston, Don Wilson, Johnny Green's Orch.  
Comedy  
30 Mins.  
JELL-O  
WJZ, New York  
(Young & Rubicam)

Backed by a cast that at least equals and may exceed the last show, Jack Benny, in behalf of Jello, made an auspicious '35-'36 debut Sunday night (23). There was a good deal of kidding and plenty of laughs on the show. It shouldn't have any trouble picking up where it left off last spring.

Henry Conn, who authors this program, seemingly has struck upon the happiest formula yet found for commercial comedy on the air. His use of "clips" in the joke line is limited, and one per program is about the high average. Conn's method to first establish his characters, then build his laugh directly through or with the character. It is a method that through an outside source via an unconnected incident or pun.

An example on the first show was the creation of a series of five or six consecutive and legitimate laughs merely through mention of the name of the new character, the actress, Lady Green. The results were obtained with no resorting to unrelated situations.

When Conn also shines in the blending of his writing style with the delivery of Jack Benny. No matter how good the material, a writer's writing is to be found in show business. Conn writes the way Benny talks, and vice versa.

Michael Bartlett succeeds Frank Parker on this show, has a better than even chance to become a radio star. He can talk and he can sing. In the dialog department Green is also a satisfactory replacement for Don Bestor, and Michael's new character, the actress, Mary Livingston (Mrs. Benny) gets the best break in the history of the show. But Benny, despite finishing on the short end in the distribution of punches, is the head man on the show, and there's no mistaking it. *Bigs.*

**'COURT OF HUMAN RELATIONS'**  
Paula Bauererent, Bill Johnston, Cecil Secret, Ned Weaver, Harriet Foster, Vivian Block and Rita Davi  
30 Mins.  
WJZ, New York  
(Lord & Thomas)

True Story (Macfarland publication) is the first of the series from its pages for airing, with radio version containing all of the elements of the conflict. Continuity job displayed keen judgment on this hearing, in selecting dramatic situations which lift the two sides to the top of the air in charge of boiling down the works did it expertly.

The "I Hate" was the one aired last week, being about a persecuted mother and her daughter. The mother's father, who he says they're spending too much of his hard-earned money. A courtroom is the setting, with the Bash in the center.

Family squabble moves from a small apartment hotel to something more like a "court" setting. The drama is a good one, and the acting is good. Action sports and a death sermon is delivered against such a background. The drama is a good one, and the acting is good. Action sports and a death sermon is delivered against such a background. The drama is a good one, and the acting is good.

Music picks up then as the story begins to unfold in the present. The music is good, and the acting is good. Music picks up then as the story begins to unfold in the present. The music is good, and the acting is good.

**CAPT. TIM HEALY**  
'Ivory Stamp Club'  
15 Mins.  
WJZ, New York  
(Blackman)

A story-teller hour on twice weekly which strikes the fancy of the adult as well as juvenile listeners. And it does in a way, a good deal of the material is given out to present about three treasure-hunting stories in which valuable stamps are also along with the best full details. This hearing it gets Mrs. Harlow, and she's sure to be to all classes when it comes to colorful exploits.

Healy's style is brisk and to the point. He has some of the best commercial patter, making the 39-and-over percentage of purty in Ivory soap and other healthful hints. Also broadcast at 7:15 p.m., EST, Monday, Wednesday and Friday.

**PHIL BAKER**  
With Harry McNaughton, Agnes Moorehead, Emily Vaas, Ed Smalley's 7 G's and Hal Kemp's orchestra  
Variety  
30 Mins.  
SULF REFINING  
WABC, New York  
(Young & Rubicam)

Jack Benny, in behalf of Young & Rubicam with a lesson which the agency has absorbed with admiration. The program is a good one, and the acting is good. The program is a good one, and the acting is good.

Lesson one from the Benny textbook might be chapter "ribbing the sponsor." Lesson two is "kidding the orchestra." Lesson three is "baise long-oughter" each-joke to let it register. And the first chuckle comes from the mouth of Lilla (then Benny) is "ring in a new juvenile." Baker's assignment has all these elements worked in one way and another through the deft scripting of Arthur Phillips.

Setting for the offering is the short sketch of mythical tour by Baker and entourage. But that background doesn't encumber the show, since it's not rigorous. Fortunate for Baker, because his type of performance demands plenty leeway what with his butler, stooge, and entourage.

Bottle and Beetle (Harry McNaughton and an unnamed player) are the featured players, and their reputation in every respect. In the latter it might be "kidding the orchestra," but the female "kidding" is accompanied by Baker's squeezing of the old doodie-box is such a good thing. The female elaborations are as fantastic as making a duet. of Rubinoof and Jello.

Agnes Moorehead and Emily Vaas perform well as Mrs. Heartburn and her irrepressible moppet. Kemp does a good job of playing the stooge. And the jokes throughout the program have been doled with a good deal of care. The program is a good one, and the acting is good. The program is a good one, and the acting is good.

For the commercials, they're almost the highlight of the show. Baker rings the main one in by telling a yarn which the sponsor immediately takes to the bank. The call. Thus, when Baker starts out by saying it happened in "Mississippi," the sponsor immediately demands that the locale be shifted to the Gulf of Mexico so the name Gulf will appear. Similar absurdities are the order of the day. Ultra-neat and well-timed.

All around, this show has promise. It's a good one, and the acting is good. It's a good one, and the acting is good. It's a good one, and the acting is good.

**ECHOES OF NEW YORK TOWN**  
With Rosemarie Brancato, Jan Foy, Al Smith, Tom Bonino  
Songs, Drama, Orchestra  
30 Mins.  
CONSOLIDATED GAS CO.  
WEAF, New York  
(McCann-Brickson)

Greater than ever before combine, the Consolidated Gas Co., has through a pretentious hour's Sunday evening show, undertaken to send its advertising campaign a knock supplying the city with gas for 50 years without interruptions, and carrying on the tradition of this service for another 50 years. Probably motivating Consolidated's appeal to the voters of New York City was asked to pass on Nov. 5. This referendum has to do with the construction by the municipality of its own electric power plant.

Es-Governor Alfred E. Smith helped debut (23) the series with a brief speech, in which he expressed his confidence in the Consolidated Gas Co. will appeal to patriotic citizens and that aliens will be impeded in their efforts to take a lesson in patriotism it provided. Several personages steeped in the history of New York were cited as being worthy of the honor. Frank Downey, author of the "Echops" script heaved to the line of authenticity.

Program could have carried considerably more punch and interest in its bid to sell a half-hour. Initial production was a railing mess of inconsequential chit-chat about figures who in most cases are not known to the average New Yorker. Dramatically the show was a box, but when it comes to the music, the program packed for many listeners the biggest surprise of the season. The program is a good one, and the acting is good. The program is a good one, and the acting is good.



# 100% Card Rate for Remote Music Adopted by Station WCKY, Cincy

A summary answer to the problem of what charges to make for remote pickups is being put into effect at WCKY, Cincinnati, at once. New policy is that the night clubs, resorts, hotels, etc., pay full card rates or get shooed off the other.

L. F. Wilson, president and manager, probably is the "first" broadcaster in the U. S. to take this step. Usual procedure is to charge the dance spots a flat monthly fee plus line costs, or even arrange a swap whereby the maestros give a their free music for the station's free facilities, line charges excepted.

Wilson claims "this out-moded arrangement dates back to the days when many stations could not afford to buy talent and were receptive to propositions from dance resort owners."

**WCAE, Pittsburgh,**  
Pittsburgh, Oct. 1.  
WCAE losing its second first-string announcer in as many weeks with Dave Taylor's resignation to accept a similar post at WGAR in Cleveland. Alan Trench left 10 days ago to get married and travel to England, where he plans to locate. Leslie Marshall named to succeed Trench.

ith commercial Events, script

## Wot, No Cerise!

Hollywood, Oct. 1.  
New note in studio identification will be innovated by National broadcasting company when chain unveils new plant on November 5. Instead of the customary letter and number each studio will be named after its particular color scheme.

So far only names chosen are the Orchid Room, Green Room and Mauve Room.

## AMATEURS IN CUBA

Havana, Sept. 28.  
Amateur craze is in full blast here. Five such shows are now on the air by different stations. The Original Pro-play-lactic Amateur Hour has renewed for another 13 weeks.

Offers the biggest prizes and is the only one with studio audience.

Jo Ranson, radio ed of the Brooklyn Eagle, told an open forum at the American Peoples School in the Bronx, N. Y., last week that the only way to eliminate amateurs program is to organize and protest to the ad agencies.

Hal Kemp celebrates the 10th anniversary of his band, Oct. 10.

## WLW'S DOWNTOWN STUDIO

Main Plant Five Miles Out—Strike Incidents

Cincinnati, Oct.

Auxiliary studios and downtown offices for broadcasting departments of the Crosley Radio Corp. are being established in the Union Central building and annex, Vine street, between Fourth and Third. Expansion is to relieve cramped conditions at the main plant, five miles from center of the city, where broadcasting and manufacturing divisions of the company are conducted under the same roof.

Move also affords freedom for Crosley WLW and WSAF personnel from interference by possible disorder in labor disputes. Last spring rioting developed during a strike by workers in the firm's radio set and electric refrigerator production end, and resulted in several of the staff members becoming entangled in the violence and one of them suffering bodily harm. To relieve that difficulty, the company set up temporary studios in the Netherland Plaza hotel.

The downtown quarters will be occupied within a fortnight and provide a secondary office for John L. Clark, general manager; headquarters for the commercial department, and space for the publicity, continuity and arranging departments.

## Long Pull on Giveaways

roadcasting has developed a long pull on giveaways and premiums that is comparable to newspaper and magazines. In the case of the latter medium it's a case of somebody months later coming across a newspaper or magazine containing an offer coupon, but with radio the drifting in of old offers is strictly due to impressions left on the auditory memory.

Latest case of the kind that has stirred up interest in air merchandising circles involves the packages of boxtops that are still being received daily by Ralston Purina. Account's kild serial, "The Adventures of Tom Mix," has just returned to NBC after being off the network all summer and it is over six months that the program has made an offer. But the boxtops have steadily continued to roll in, with

the kid sends in most cases making no specifications as to what they expect to get in return. September brought a decided pickup in the boxtop influx, indicating that the youngsters apparently figured that if the program does come back and there is any giving away of premiums they might as well be among the first to have their bids in.

In newspaper and magazine advertising the long pull, with the flow of coupons extending sometimes over two years, is the expected thing. Housekeepers changing the layout of their closets spot one of these coupons and frequently mail them in regardless of the date line on the newspaper. In advertising a giveaway coupon is regarded as good as long as the sheet of print carrying it is in existence.

## Circulation Surveys Spread to Europe

### British Radio Market Charted—Homes Over Eight Rooms Called Class-A

In the first survey showing how the British set owners are supposed to be listening to Continental stations the International Broadcasting Co., sales reps for Poste Parisienne and Radio Normandy, charts the inclinations of 8,736,790 radio homes by 7,050 actual calls. Inquiry covered 13 towns in England, Scotland and Wales.

IBC's investigators found that 61% of the 7,050 radio homes listen to English programs from continental stations. In the breakdown of Sunday evening listening habits Radio Luxembourg gets 37%, Normandy, 21%, and Parisienne, 27%. Sabbath evening allocations give Luxembourg 49%, Normandy, 21%, and Parisienne, 14%. Weekday evenings give Luxembourg a 11% rating, Normandy, 8% and Parisienne, 16%.

To those conversant with European broadcasting the Parisienne percentages may appear particularly surprising, since this French outlet is limited to the amount of English it is permitted to broadcast, while the French government requires that every word of English be followed up by a French translation.

To American broadcasters the survey's method of determining class of listener may also hold a single of interest. A Class A radio home is one with eight rooms or more, Class B is one having six or seven rooms, and Class C a house with five rooms or less.

Fred Ohs, program director, back on duty after illness at KWKH, Shreveport.

## All-Negro Show On WCAO, Balto, Seeks Rights

Baltimore, Oct. 1.  
For first time in history of Balto. broadcasting, program will be presented over local station in which Negroes will be actors, announcers and producers. A commercial one-timer, WCAO will air the 30-min. shot next Sunday (8) morning, sponsored by the National Assn. for Advancement of Colored People. Ralph Matthews, columnist on local Negro newspaper, will write continuity and do the announcing.

Program will be patterned on 'March of Time,' and will serve up reenactments of events of particular interest to the colored race. Famous Sweet case of Detroit; Mississippi Levee wrangle; Supreme Court decision against the Grandfather Clause; the Louisville residential segregation ordinance; Arkansas share-cropper riot case; Texas White primary laws; the New Orleans segregation case; lynching of Claude Neal in Florida last year. Striking close to home Negro period will also carry story of the fight being put up in this vicinity by Negroes to have members of race admitted as students to the University of Maryland. Inserted in copy on program will be appeal for contributions to help the NAACP hire crack legal battery to force an issue on the U. of Md. matter, which has been a baffling question around this neck o' woods for a year.

Negroes have never had much part in radio in Balto. Current sustaining at WGBM there are twice-weekly sustaining programs administered by Jerome Washington, pianist who has been airing over station for years; also on same broadcaster is a colored male harmony quartet. During amateur craze last spring WBAI auditioned several sept acts, but none noted elsewhere around town. No Negro talent has ever been used on any commercial here, with exception of a single sponsored program, b.r.'d by a west-side clothing dealer over WGBM last winter, which utilized Adelaide Hall, w.k. colored warbler, who was in town that week playing date at a colored vaudeville house. Few times in past remote programs have been picked up late at night by local stations from niterites where colored orks were playing.

### 'News With a Kick'

Philadelphia, Oct. 1.  
'News with a Kick,' new series of dramatized topical broadcasts, starts this week over WIP, handled by Arndt agency for Hornung Beer. Casting nightly from 7:40 to 7:45; series will be done by Lynn Willis, of station staff, and Ed Davies, for agency.

It will favor 'human interest' yarns in news.

# FREDDIE RICH

conducting  
THE  
NEW  
SOCONY  
PROGRAM

J. Sterling Getchell Agency

WABC  
COLUMBIA NETWORK  
FRIDAYS  
8-8:30 P.M., E.S.T.



## WANTED

information concerning the whereabouts of one Old Philosopher. He is an old man with young ideas. When last seen he was wearing burlap, sandals and no hat.

We want him because he helped us prepare the first coverage story of WOR's 50,000-watt, high-fidelity transmitter—based on a field intensity survey and day and night mail analyses. His rock-bound conservatism will be appreciated by the whole industry.

You will want the information in his book which is now on the press. If you run into him send him back to our New York office, 1440 Broadway—at Times Square. He is a good fellow to have around.

Member of the Mutual Broadcasting System

# WOR

\*\*\*\*\*

**WANTED** a copy of WOR's new coverage story, IT'S A SMALL WORLD, as soon as it comes off the press. Hope you find the Old Philosopher. He sounds interesting.

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_



**CAMELS DON'T GET ON YOUR NERVES!  
 CAMELS DON'T GET YOUR WIND!  
 GET A LIFT WITH A CAMEL!**

**ONE APPEAL THAT'S PERENNIALLY GOOD!**

**GLEN GRAY**  
*and his*  
**CASA LOMA**  
**ORCHESTRA**



Like the good field generals they are, at periodic intervals William Esty & Company introduce a fresh appeal into their remarkably effective advertising for the R. J. Reynolds Tobacco Company. But there's one appeal that they have used consistently for two years and are now employing for a third—Glen Gray and his Casa Loma Orchestra on the Camel Caravan, each Tuesday and Thursday from 9:00 to 9:30 P. M., E. S. T., on the complete network of the

Columbia Broadcasting System. • Long the favorite orchestra of young America, Casa Loma this summer proved that it has captured All-American honors, with a record-breaking dance tour from Massachusetts to Wisconsin, from Iowa to Georgia, with phenomenal theatre business in Boston, Baltimore, and Washington. Listen to Casa Loma on the Camel Caravan; see and hear it during its two weeks at the New York Paramount, beginning October 18th!

*Glen Gray and his Casa Loma Orchestra are represented exclusively by*

**ROCKWELL-O'KEEFE INC., ARTISTS' REPRESENTATIVES**

**R. K. O. BUILDING • RADIO CITY • TELEPHONE CIRCLE 7-7550 • NEW YORK CITY**

# New Business

## CHICAGO

Stone Beauty Shop, Chicago, 15 minutes three times weekly. WGN.  
 Inland Consolidated Coal Corp., 30 minutes three times weekly. WGN.  
 Personal Loan & Savings Bank, Chicago, 15 minutes once weekly. Aubrey, Moore & Wallace Agency, Chicago. WGN.  
 Westinghouse Supply Co., Chicago, 15 minutes once weekly. WGN.  
 Morton Salt Company, Chicago, two-minute participation three times weekly. Wade Agency, Chicago. WGN.  
 Borden-Wieland Company, Chicago, 15 minutes three times weekly with Quin Ryan. Hamf-Metzger Agency, Chicago. WGN.  
 Hollywood Mask Company, 15 minutes, three times weekly. Schwimmer & Scott Agency, Chicago. WGN.  
 Holland Furnace Company, Chicago, 15 minutes daily, Monday to Friday inclusive. Blackett-Sampson-Zimmerman Agency, Chicago. WGN.  
 Rival Packing Company, Chicago, 15 minutes once weekly. Charles Silver Agency, Chicago. WGN.  
 Mars Candy Company, Chicago, 15 minutes daily, Monday to Friday inclusive. George W. Davis Agency, Chicago. WGN.

## PROVIDENCE

Grayson's, Inc., 141 100-word announcements, daily including Sunday. Direct. WEAN.  
 Parley Breyer, five-minute programs, Tuesdays through Fridays. Through Adam Sutcliffe, Providence. WEAN.  
 Rhode Island Fresh Milk Institute, four 30-minute programs, Sundays. Through Adam Sutcliffe, Providence. WEAN.  
 Fay's Carlon theatre, six 30-minute programs, Sundays. Direct. WEAN.  
 Providence Gas Co., 96 15-word announcements, four daily except Sunday, beginning Sept. 30, through Livermore & Knight, Providence. WEAN.  
 Waste Cleaning Co., 182 15-word announcements, two daily including Sunday, beginning Sept. 30, through Lanpher & Schonbarber, Providence. WEAN.  
 Hathaway Bakeries, Inc., 52 five-minute programs, Mondays through Fridays, beginning Sept. 30, through W. E. Long, Providence. WEAN.  
 Challenger, Inc., 212 15-minute programs, daily except Sunday, beginning Sept. 19. Direct. WEAN.  
 J. A. Foster Co., 364 time signals, 15-minute duration, renewal effective Sept. 30. Through Joseph Maxfield, Providence. WEAN.

## PITTSBURGH

American Ass'n. of Washing Machine Mfrs., five minutes twice weekly for 13 weeks. Placed by Muldrum & Swamish. KDKA.  
 Bulck Motor Co., four 1-minute broadcasts daily for five days. Placed by Ernest Wasson Co. KDKA.  
 Edward A. Woods Co., 5-minute spot weekly for 26 weeks. Placed by Smith, Hoffman & Smith. KDKA.  
 Spear & Co., two weekly announcements for 13 weeks. Placed direct. KDKA.  
 Rudolph Wurritzer Co., 25 announcements. Placed direct. KDKA.  
 Borden Sales Co., six 4-minute participations weekly in Home Forum program for four weeks. Placed by Young & Rubicam. KDKA.  
 E. Smadja Co., three announcements weekly for 12 weeks. Placed by Small, Kleppner & Seifler. KDKA.  
 Vipe-On Corp., three 4-minute participations weekly in Home Forum for 13 weeks. Placed by E. M. Freytag. WKA.  
 Duquesne Brewing Co., two 15-minute programs weekly for 13 weeks. Placed by Walker-Downing. KDKA.  
 Zenith Radio Corp., four announcements weekly for 13 weeks. Placed by H. W. Kastor & Sons. KDKA.  
 Storing Products, Inc., three half-hour programs weekly for 39 weeks and two quarter-hour broadcasts per week for 33 weeks. Placed by Blackett-Sampson-Zimmerman. KDKA.  
 Carleton & Honey Co., daily announcements for 13 weeks. Placed by John W. Queen. KDKA.  
 Philadelphia Co., one 15-minute program weekly for 13 weeks, one half-hour broadcast weekly for 42 weeks and quarter-hour program semi-weekly for 39 weeks. Placed by Equitable Sales Co. KDKA.  
 I. T. S. Co., rubber heels, six 30-word announcements weekly, indefinitely. Placed by Carr-Lessa. WCAE.  
 Gimbel Bros., Pgh., eight stand-by announcements. Placed direct. WCAE.  
 Frank and Seder, dept. store, 13 half-hour programs with Walt Frymer and 12 one-minute announcements. Placed direct. WCAE.  
 Jos. DeRoy Jewellers, 13 announcements. Placed direct. WCAE.  
 Dauler-Close Furniture Co., one 15-minute live weekly, "Armchair Radio Romance" for 44 weeks. Placed direct. WCAE.  
 Creomulsion Co., 21 time signals daily, six days a week, for 13 weeks. Placed by Paul H. Raymer Co. WCAE.  
 A & P Co., six 100-word announcements. Placed direct. WCAE.  
 William Penn Hotel, two announcements daily six days a week indefinitely. Placed direct. WCAE.  
 Union Savings Bank of Pgh., three 100-word announcements. Placed by Edward M. Power. WCAE.  
 Richman Bros. (clothing), three five-minute broadcasts each Saturday afternoon throughout football season. Placed direct. WCAE.  
 Hartz M. Prod., Inc., five minutes weekly for 13 weeks. Placed by Ernest Davis. KDKA.  
 Health-O-Quality Products, quarter-hour weekly for 13 weeks. Placed by Key Adv. Co. KDKA.  
 Dr. Miles Laboratories, three quarter-hour programs weekly, 29 times. Placed by Wade Agency. KDKA.  
 Victor Brening Co., one minute announcements five times daily. Placed by Fran Agency. KDKA.  
 Gardner Nursery Co., three four-minute participations in Home

Forum for one week and another four-minute participation a single week. Placed by Northwest Radio Adv. KDKA.  
 Motor Car Co., daily minute announcements, 12 times. Placed by Maxon, Inc. KDKA.  
 American Radio Co., five minute program daily except Sunday, for two weeks. Placed by Marschalk and Erwin. KDKA.  
 E. L. Knoelke Co., daily announcement for 13 weeks. Placed by De Merchandising Bureau. KDKA.

## LOS ANGELES

Kelly Clothing Co., 15-minute weekly "Vallis". Placed through Richard Nelson Enterprises. KHJ.  
 Sears Roebuck, one 16-minute period, fashion talk. Placed through Dana Jones. KHJ.  
 General Mills, one 15-minute participation weekly, 117 times. Placed through Westco Adv. Agency. KHJ.  
 Stewart's, three 15-minute participations weekly, 117 times. Placed through Blackett-Sampson-Zimmerman. KHJ.  
 Loew's State theatre, one 15-minute transcription, "Broadway Melody of 1935". Placed through Hillman-Shank. KHJ.  
 Power Seal (for automobiles), two five-minute programs, poems with organ, weekly, 65 times. Placed through Jefferson Kaye Wood. KHJ.  
 Famous Department Store, four 15-minute recordings weekly, 98 times. Placed through Hirsch Bros. KHJ.  
 Ben Hur Coffee, three 15-minute character readings weekly, 39 times. Placed through Theodore Creamer. KHJ.  
 General Mills (Sperry Flour division), one 10-minute participation weekly in "Feminine Fancies", 13 recordings. Placed through Westco Adv. Agency. KHJ.  
 Pinaud Products, "Lilac Time" transcriptions, 15 15-minute programs weekly, 65 times. Placed through Lord & Thomas. KXN.  
 Ralston Purina, 10-minute transcription, three 15-minute programs weekly, 72 times. Placed through Gardner Adv. Co. KXN.  
 Myrna L. Galt, two 15-minute news broadcast daily for 26 weeks. Placed direct. KXN.  
 Smadja Co., three 15-minute news broadcasts weekly, one month. Placed through McCarty Co. KXN.  
 Technical Laboratories (Aratone), one 15-minute transcription weekly for six months. Placed direct. KXN.  
 Dr. W. B. Caldwell, Inc., 15 15-minute news broadcasts weekly, 78 times. Placed through Wendland & Gallway. WKA.  
 Miles Clothes Shop, 78 spot announcements. Placed direct. KPWB.  
 Dr. W. B. Caldwell, Inc., 15 15-minute recording weekly, for one year. Placed direct. KPWB.  
 Kelly Clothing Co., recordings and vocalists, 15 15-minute periods weekly, indefinite. Placed through Richard A. Nelson. KPWB.  
 Dr. G. C. Hill, Beverly Hills, four 30-minute periods weekly, indefinite. Placed direct. KPWB.  
 Myrna L. Galt, 15 15-minute recordings every day except Sunday for four months. Placed direct. KPWB.  
 Dalton's Auto Loan, 26 spot announcements weekly, indefinite. Placed through Allied Adv. Agencies. KPWB.  
 Sears Roebuck, 39 spot announcements for two weeks. Placed direct. KPWB.  
 Eastern-Columbia, credit house, 13 one-minute transcriptions, 13 five-minute transcriptions as ordered. Placed direct. KPWB.  
 Broadway Dept. Store, 26 spots in 15-minute periods. Placed direct. KPWB.  
 Hollywood Typewriter Shop, spots, indefinite. Placed direct. KPWB.  
 George J. Gerwey's Laboratories (Hair-A-Gain), one spot daily for three months. Placed direct. KPWB.  
 Kenroy Publishing Co., two 15-minute programs weekly, "Merchant of Dreams", indefinite. Placed through Newkirk and Lawrence. KPAC.

## DAVENPORT, IOWA

Adams & Adams, Davenport, Iowa (local), 15-minute spot announcement, two daily, 75 words. WOC.  
 Arrow Finance Co. (local), 550 announcements, 75 words daily. WOC.  
 Chevrolet Motor Co. (local), 150 announcements, 75 words, five daily. WOC.  
 Columbia Furniture & Drapery Co. (local), 20 15-minute periods, Tuesday and Thursday nights, 11:15 a.m. Home Maker chat, talk. WOC.  
 Dr. W. B. Caldwell, Inc. (Syrup of Peain), 15 15-minute periods, five per week for 26 weeks, Monday through Friday, transcribed shows. Placed by Key Adv. Co. WOC.  
 Central Oil & Grease Co., Rock Island, Ill., one-half hour and 38 15-minute, once weekly (Thursday) transcription. WOC.  
 Chevrolet Motor Co., renewal of Musical Moments, 35 15-minute, three times weekly, Wednesday and Friday transcription. Placed by Campbell-Ewald Co. WOC.  
 Capitol Theatre (local), series of six weekly, three half hours and three 15-minute on alternating days, renewal for next year, organ one year contract. WOC.  
 Carter Medicine Co., 156 one minute transcriptions, Monday, Wednesday and Friday, Placed by Street & Finney. WOC.  
 Crescent Macaroni & Cracker Co., Davenport, 52 half hours annually,

Woods morning, rebroadcast from WFO, Des Moines, musical. WOC.  
 Davenport Nursery (local), 26 75-word announcements, twice the days weekly. WOC.  
 Davenport Retail Merchants Ass'n., monthly 15-minute spot announcements daily, 75 words, connected with local Corn Festival. WOC.  
 Evans Cleaners (local), six 15-minute per week on Musical Clock, 8:00-8:15 a.m.; 15-minute on Musical Clock, four announcements daily (local), 75 words, weather and temperature reports. WOC.  
 Household Finance Corp., Chicago, Ill., six half hours weekly, daily except Sunday on Musical Clock, indefinite. WOC.  
 Halligan Corp., time signals, nine per day two months contract. Placed by E. A. Moritz Co. WOC.  
 Hansen Adv. Co. (local), group of 38 spot announcements, 75 words. WOC.  
 Hub Clothing Co. (local), 250 announcements, 75 words, one daily. Placed by R. A. Moritz Co. WOC.  
 Illinois-Valley Roofing Co., Rock Island, Ill., 26 75-word spots, two daily. WOC.  
 DeJoy Stores, Inc., 52 programs, five minutes, two weekly studio presentations. WOC.  
 LeRoy's, Co., 39 five-minute, three per week transcription. Placed by Ruthrauff & Ryan, Inc. WOC.  
 Edger's, 15 15-minute periods per week, Monday through Friday, 52 weeks, rebroadcast from Des Moines, Iowa. WOC.  
 People's Light Co. (local), monthly contract of nine time signals daily. WOC.  
 Pointer Brewing Co., Des Moines, 75 words, four per week, indefinite. WOC.  
 Reo Motor Co., Lansing, Mich., 26 100-word announcements, daily except Sunday. Placed by Maxon, Inc. WOC.  
 Schieffelin's Drug Stores (local), six 15-minute periods, 15 15-minute periods, indefinite. Placed by R. A. Moritz Co. WOC.  
 Synanon Clothing Co. (local), three, Iowa University football games (away from home), telegraphic report. WOC.  
 Sterling Casualty Insurance Co., six 15-minute per week for 26 weeks. Musical Clock. Placed by Radio Advertising Agency. WOC.  
 Skelly Oil Co., five 15-minute per week for 39 weeks, transcription Jimmy Lee. Placed by Russell C. Cromer. WOC.  
 Sears, Roebuck & Co. (local), 26 15-minute, one per week, transcription. WOC.  
 Saft Reclaiming Co. (local), three five-minute per week for 13 weeks. WOC.  
 W. G. Golden, one 15-minute. Siep Company (local), yearly contract, 30 words station break and 75 word announcements, floating time. WOC.  
 Union Pacific System, Omaha, 15 15-minute announcements of 120-125 words, three per week. Placed by the Caples Co. WOC.  
 American Washing Machine Manufacturing Ass'n., 26 15-minute, two per week, transcription. Placed by World Broadcasting System. WOC.  
 Clyde Williamson Service Station (local), amateur baseball games, one two hour period. WOC.  
 Wiley Radio (local), one year contract, one 75-word announcement weekly. WOC.  
 Solberg Brewing Co. (local), seven 15-minute per week, daily, sports review, 26 weeks. Placed by R. A. Moritz Co. WOC.

nite contract for time. Placed through Joseph Katz Agency. WDRR.  
 Eagle Dye Works, Hartford, two weekly nighttime announcements, two shopper hour announcements, and three address announcements. WDRR.  
 Canadian Farmers, two 25-word announcements weekly and one 50-word announcement weekly. WDRR.  
 Scott Furrriers, Hartford, Amateur Hour, one-half hour every Thursday night at 7:30-8 p.m., and 300 spot announcements over a period of one year. Placed through Hammer Advertising Company. WTC.  
 Corn Products, Inc. (Dyvo Sugar), renewal for 13 weeks; Gordon, Dave and Bunny on test program. Both stations WTC and WDRR, Monday, Tuesday and Wednesday. "Front WTC."  
 Hoffman-Well-Paper Company, Hartford, six electrical transcriptions, shows of 15 minutes each on Sundays at 12:30-12:45 p.m. Placed through Hammer Advertising Company. WTC.  
 Educator Biscuit, renewal for 125-word announcements, six days weekly, for one year at 1:30 p.m. Placed by John W. Queen Agency, Boston. WDRR.  
 Allyn Theatre, Hartford, renewal, 15-minute movie preview program every Sunday at 12:45-1 p.m. ill forbid. Placed through Hammer Advertising Co. WTC.  
 Hygrade Oil Company, Hartford, one full hour broadcasting convention of petroleum dealers. Placed through Hammer Advertising Company. WDRR.

second year  
**french casino**  
 new york  
**carl hoff**  
 and his orchestra  
 nbc-wed-thurs, 11:11:30 p.m.  
 mbs-wor-fri, 11:15-11:45 p.m.

**BENAY VENUTA**  
 EVERY TUES, 6:15-6:30 P.M.  
 EVERY SUN, 11:15-11:45 P.M.  
 EST-WABO  
 And Entire Columbia Network  
 Nbc Appearing in "Academy Goes"  
 46th St. Theatre, New York  
 Management CBS Artists Bureau  
 Personal Managers Fredrick  
 JULES ALBERTI, 615 Madison Ave.  
 New York City

**JACQUES FRAY**  
 AND HIS ORCHESTRA  
 EVERY SUNDAY  
 6:30-7 P.M., EST  
 W.M., Management NBC

**JOHNNY AUGUSTINE**  
 + His Music  
 Featured on  
 "MARTY-MAY-TIME"  
 SATURDAYS 9:30-10 P.M., EST  
 Coast-to-Coast Columbia Network

**EMERSON GILL**  
 AND ORCHESTRA  
 HIS ORCHESTRA  
 HOTEL WEBSTER HALL  
 DETROIT, MICH.  
 WCA Director

**THE VIRGINIANS**  
 Radio's Best All-Around Colored Quartet  
 MUTUAL NETWORK  
 huddays, 11:15 P.M. EST -  
 Tuesdays, 10:30 A.M. EST  
 Thursdays, 10:30 A.M. EST  
 Saturdays, 10:00 A.M. EST  
 Management MARY L. SHANK

**EASY ACES**  
 FOR ANACIN  
 TUES.-WED.-THURS.  
 7 P.M. EST  
 NBC-WJZ

**REED LAWTON**  
 "The Carlsbad Cavalier"  
 AND HIS MUSIC  
 - Thurs, 1:15 P.M.  
 - WQR -  
 Carlsbad (Sprudel) Salt Program  
 Personal Representatives  
 E. MARION GRIMES and J. EATON  
 250 Park Avenue, New York

**PHIL BAKER**  
 Gulf Refining Company  
 Sundays, 7:30-8 P.M. EST  
 WABC-CBS

... personality  
 set to music  
**emery deusch**  
 Dance Rhythms  
 11:30-10 P.M.  
 WABC  
 Coast-to-Coast CBS

**AL SHAYNE**  
 Radio's Ambassador of Song  
 EVERY SUNDAY  
 WOR  
 12:30 to 1 P.M.  
 FOR  
**ANSONIA SHOES**  
 Foot Fashion for Festive Femmes

**THE GREAT AMERICAN TOURIST**  
 The Great American Tourist  
**PHIL BAKER**  
 Gulf Refining Company  
 Sundays, 7:30-8 P.M. EST  
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# RADIO SHOWMANSHIP

### Stunts, Novelties, Tie-Ups

## Outstanding Stunts

### FICTIONED TIPSTER WEAN, PROVIDENCE

Poster Service  
Providence

Thomas A. Langran, former Providence newspaperman, host of the Narragansett Park race-track, on paper, in his radio script, "Sure Thing and Low Down," which ran five nights a week for four weeks during the recent Gansett meet, over station WEAN, Providence.

"Sure Thing and Low Down," two Negro dialogue characters, started on Aug. 19 with a \$100 bankroll. They played a horse or more a day on Friday, the 18th of September, they had just \$29.60 left. The previous night they had sagged the Friday, the 18th idea, but it was not as unlucky. On that day the boys hit the daily double for \$136.10, and also hit two horses on the nose to win an additional \$115.00, going on the air for their last broadcast of the meet to announce a final total of \$277.30. The boys were on Air Line and Balancer for the double, and also had \$5 on each of these two horses

## IA ARTISTS BUREAU

# LITTLE JACK LITTLE

### ORCHESTRA Appearing Nightly in the CONTINENTAL GRILL

of the  
ST. MORITZ HOTEL  
on the Park  
New York City

## ABE

# WYMAN

AND HIS  
CALIFORNIA ORCHESTRA  
COAST-TO-COAST  
WCAE—Tuesday, 8:30 to 9 P.M., EST  
(Phillips Dental)  
WEAF—Friday, 9 to 9:30 P.M., EST  
(Phillips Milk)

## AL

# GOODMAN

AND HIS ORCHESTRA  
PALMOLIVE BEAUTY BOX  
EVERY FRIDAY, WAZ  
9 P.M. EST, 7:30 P.M., EST, NBC  
Lehn and Fink Hour  
Sundays at 8 P.M., WABC-CBS  
COAST-TO-COAST

# DON MARIO

Star of  
"Penthouse Serenade"  
NBC  
Coast to Coast  
Sunday Afternoons  
New York Representative  
MAX RICHARD  
Radio City, New York

# ALEX HYDE

musical director  
WNN new york

Wm. Langran faithfully kept books on the boys' winnings and losses and has them to show to skeptics, if any. He was not on the wires hisping "sure thing" and "low down." "Sure Thing and Low Down," a five-minute spot, was sponsored by Roger W. Gansett, Brewster Company, Providence, and sold through Frank Weston Advertising by Bo Bernstein, Milton Ernstoff played "Sure Thing" and Tom Murray played "Low Down."

The boys went off the air saying that they were heading towards Rockingham, but the goal hasn't been closed. Program ties in with New England's new gambling fever.

### owing Season

As the rapidly developing sport of bowling swings into another big season, programs sponsored by supply houses and bowling alley proprietors' associations are bobbing up on the air waves. Stations in which the National Bowling Company is presenting over WCLC a 15-minute Saturday supper-hour feature conducted by "The Gentle Giant" Sam Weinstein, firm's director of advertising and promotion. He interviews a how-to-carry game during each broadcast; also includes news, gossip and instruction.

In Cincinnati the Alley Proprietors Association sponsors a quarterly-hour swing Sunday at 1 p.m. over WKRC, with Don Buckhorn at the mike.

### ical Showmanship

Philadelphia. Philly's political campaign, which has been inspiring some of the radio showmanship, is producing more stunts as the fight gets hotter. Democrats, who have been consistently more show-minded than Republicans since campaign first got under way, are cracking through with two more first ones this week.

First is series of dramatized programs along "March of Time" style beginning over WCAU two nights a week for 15-minute run. Taking newsworthy events of past, such as Democratic Party Candidate Wilson's public endorsement of Democratic candidate Kelly for "next mayor" when they were both Democratic staff will enact highlights with all the punch possible. Script is being done by Bill Eyer, who runs "The Star Line" series for KYW. Plan is to use professional cast. Possibility of making electrical transcriptions of speeches by prominent characters in action and working them into broadcast, but production difficulties will probably prevent that.

Other Democratic showmanship broadcast series will be airing on WCAU this November, and continuing through WIP. Only political spiel during game will be opening and closing announcement that program looks courtsey of fact and truth, but during intermission there'll be cut-back to studio for some stump speeches. "The Star Line" angle looks like only portion of plan that smacks of poor showmanship. There's likelihood that part being altered to have announcer at studio read some political blurb instead, however. Censured Ylanova will get 2500 apiece for games.

### WGST's Arithmetic Pencils

Atlanta. By way of promoting itself WGST is sending out mechanical pencils to prospective sponsors, bearing an inscription: "Figure profits through WGST, Atlanta, key market down in Dixie."

### ing Football Scores

Philadelphia. Using free footballs and Annie Oakeley for leading games on unit, Fra Walsh, WDAZ sports gambler, is airing weekly guessing contest for listeners. Grid fans try to pick winners from list of ten most important cities in local area. Best guessers get the stuff.

Program is sponsored, manufacturer putting up the pigskins and colleges the ducks.

### ider-Upper for Retailers

Pittsburgh. A new cooperative program on WCAE, aired once a week for an hour, offers listeners an inducement to visit stores named. Two questions are asked: How long have five of these firms been in business? and What is their principal product or service? Cash prizes of \$10, two each week, are awarded for the best 50-wr letters.

Audience invited to visit stores to get correct answer. List must include individual information of what writer is doing personally to improve business and how to get money in circulation. Program consists only of music by Ernie Lavish and WCAE's troubadours, with Russ "The Duke" Dyer, plus "The Duke's" sponsors (40 in all) in

## STATION PORTRAIT

### WWNC, ASHEVILLE, N. C.

Studios and broadcasting equipment located on top of Flatiron building, downtown business section. One of oldest stations in North Carolina and owned and operated by the Citizens Broadcasting Company, Asheville Citizen-Times Co., Inc., with Don S. Ilaas, vice-president, as manager in charge. Charles A. Webb, veteran daily newspaper editor, is president of Citizens' Innes Co.

Station is NBC (formerly CBS), and has 526 meters wave length, 1,000 watt power, operating 7:30 a. m. to midnight.

News service is press-Radio through NBC, although formerly by bulletins from Citizen (morning) and Times (evening) news broadcasts twice daily on approximately 15-minute program. Local news of transcendent interest also is broadcast, and news broadcasts are sponsored.

Station has gained wide popularity through its continuous co-operation with local civic and charity moves, including Community Chest, Rhododendron Festival, Mountain and Folk Dance Festival, Salvation Army Christmas Cheer Drive and others.

Ezra McIntosh is program director. Station managed by G. O. Shepherd, now with Welcome to Asheville, Inc., Asheville civic-industrial group.

groups of five, each time with contest common. Advertisers may pick any group of five to write about.

### Plugs on Transfers

Minneapolis. In securing the Ovaltine 'Little Orphan Annie' show station WTCN has arranged with the Minneapolis-St. Paul street car system for the first commercial tie-up ever to be made with street car transfers. Arranged by Bob Barrett of the Blackett-Sample-Hummert agency, and C. T. Hagman of WTCN, the deal calls for WTCN to carry a block type advertisement of the 'Little Orphan Annie' show free of charge in exchange for a "ride" in the street car announcement campaign from the station. Twin Cities car transfers annually.

### A Super-Everyth' Contest

Atlanta. A nightly 15-minute participating program, with contests for the listener, now hitting a sock climax over WGST at 10:30 p.m. is the Rawson-Morrill, local ad agency, started things off by offering 10 prizes of \$1 each in conjunction with the contest. The contest was dubbed "Hair raising," listeners being awarded cash for the prettiest locks cut each month with a "You Tell 'Em" stunt, in which the audience vote continuity for the advertising contest on the program. Third called "Silk Slogans," much along same lines.

But the latest trick—Write a Name, was topped at the others in popularity. In this one listeners are told to write the advertisers' names on an article and mail it in. Awards to go to the cleverest get-up.

Thousands of articles were received. Among them wooden legs, milk bottles, egg shells, stamps, burial certificates, and suitcases—all with the advertisers' name scratched on in some fashion. Mails were jammed.

Noting the publicity worth of the trick, Rawson-Morrill will now display the articles, with listeners' names attached, in King's Hardware store, on the main floor. Crows gathered round giving the mess a lengthy o.o.

Fireman's Parade. Buffalo. Novel stunt is planned by Buffalo News (owner of WBYN) for annual parade sponsored Junior Firemen's Parade.

WBSD, portable short-wave transmitter, will sit atop fire truck with splotter. Description of parade to be relayed to studio for rebroadcast over WBYN.

### tock Company's First

Fort Wayne. At the opening of the fall season of the Old Fort Players, station WGL inserted the event in its regular "Star of the Street" hour. Microphone in the Majestic lobby got the informal touch. Microphone also takes back-stage for short comments from the actors in between acts.

Franklin Tooker handled the broadcast. In addition included Marjorie Greer, Edwin Reissner, Herbert Burt, and Harry Denley, Charles Duckmaster and Clara Mae Guy.

## Radio Chatter

### Massachusetts

Ruth Wingate of the office staff of WBEZ, Boston, a bride. Griffith Thompson, sales manager of WBEZ, Boston, and WBEZ, Springfield, commutes weekends to his camp at Candewide Isle, New Bedford. Effective Sept. 30 WBEZ and WBEA now take to the air at 6:30 a.m. instead of 7:00.

Phill and Bob Earlen of WEEI, Boston, visited WOR recently, observing pickup technique at that station.

John Gilbrune, elder son of Ed Gilbrune, of WEEI, Boston, working out for New Hampshire State College cross country squad. John Rushworth of WEEI, Boston, back from vacation in Norfolk. The Bandoleros, new local mixed quartette, make their radio debut Oct. 5 over WEEI, Boston.

Neal O'Hara will again spiel for Croft Air over WEEI, Boston, on the Saturday 6:45 spot. New opening hour for WEEI, Boston, on the "throughbred" now airing over WEEI, Boston. Formerly WYAC, Boston, as a commercial for a race track.

The Bandoleros, former pianist and soloist with the 'Headliners' over WEEI, Boston, now a lawyer in Lynn, Mass.

### Indiana

Jack Stillwell leaving WIRE, Indianapolis, for San Antonio, Texas. Gerald Smith, disc jockey at WFPM, Indianapolis, father of baby son.

Don Hancock, announcer at WLW, looking in on former fellow employees at WFPM.

Gene Barth, WFPM sales manager, on vacation but keeping his accounts in line between trips to the golf course.

WIRE auditioning for a new announcer.

### California

Col. Moe Snyder gave girls at Hollywood NBC studio new hats for pulling for him to win those fight bets.

Dessers. Dahlstedt, NBC announcer at Frisco, tarried in L.A. with his bride.

To prove that he's fully recovered from the flu, Bill Wilson did the barking on Hlt Parade and Jack Benny show.

Everett L.A. studio had at least one fight bet.

Dale Armstrong, KHJ news broadcaster, sounds as Edwin C. Fish as ever after that school knifing.

Newlark and Lawrence handling Martin Luther Thomas program at Church by the Side of Life's Highway, on the Coast.

Margit Hegedus, KHJ's concert violinist, one of the nation's youngest. Ann Leaf staff organized at KHJ.

NBC's Roy Witter around L.A. for a few days of biz.

Norman Sper, in his football forecast on KFI, picks Colgate and Washington State to fight it out in the Rose Bowl New Year's day.

L. A. Better Business Bureau using six stations to loose blast on bank nights in picture houses.

### Michigan

WJBK, Detroit, has obtained exclusive rights on all home football games of the University of Detroit and of the Detroit Lions pro eleven. Also expects to line up the hockey league games in Detroit, two pro teams this winter, the Red Wings and the Olympics. Al Nagler will be in charge of the new ownership for the past summer on the Detroit Tigers baseball games away from home.

Sloane and Morrel, formerly of WJB, Detroit, have gone to WAU, Columbus, O.

"Sport Reminiscences," preceding every world series game, is again handled at WWJ by Forrest Wallace.

Ronnie Birks has quit the announcing staff of WMBZ, Detroit, and will go to New York. Bill Starn has joined the WJBC announcing group after nine months' absence.

M. E. Kent, of WJBK, is recovering from a bad throat.

In addition to being heard daily on radio, he's also heard over WMBZ. Mary Lucille Roth edits and publishes a weekly newspaper.

Willy Burns, brother of George, in George, is now assisting in the cigar show's script.

### Connecticut

New WICC amateur aired from Majestic theatre, Bridgeport, postponed premiere to next Friday (4) because of Jewish holidays.

Maria Buendia, New Haven piano, returns to WICC.

WYAC, Connecticut State College station at Storrs, back on 600 frequency, WICC moving out a half-hour a week day.

WICC's New Haven branch will carry Sunday services from Battel chapel, Yale, through college year.

WICC's Waterbury-WTVN New Haven daytimer, sets October 10 as opening date.

Horace Bisson of Norwalk reading in the East Sixties, scripter, for WICC, Bridgeport.

WELL, Patrick J. Goode's new New Haven daytimer, sets October 10 as opening date.

WVIC, Hartford, and WJWB, Waterbury, joining up for Connecticut territory, next Saturday from Stoeckel music shed, Norfolk. Dr. Henry Hadley conducting symphony and G. Lovine Burwell leading 300-voice chorus.

WICC, Bridgeport, and WATR, Waterbury, carrying Yankee web's new women's news commercial sponsored by Royal Worcester Corset Co.

# GRACIE BARRIE

OPENING IN  
NEW "GEORGE WHITE'S  
SCANDALS"  
Sole Direction, HERMAN BERNIE,  
1619 Broadway, New York

# "LITTLE" JACKIE HELLER

The Ole Maestro's Radio Sensation  
NBC NETWORKS  
on, Tues., Wed., Fri. and Sat.  
THIS WEEK (Sept. 27)  
RKO-SCHUBERT, CINCINNATI  
Direction HERMAN BERNIE, in  
association with NBC Artist Bureau

# LEON DELACROIX

And His ORCHESTRA  
Opening  
October 1st  
LOWRY HOTEL  
St. Paul, Minn.  
Sole Direction, HERMAN BERNIE  
1619 Broadway, New York

# RAY NOBLE

Home  
Radio  
City  
New York  
WEAF  
10:30-11:00 P.M.  
Wednesday  
CITY

EXCLUSIVE MANAGEMENT  
ROCKWELL-O'KEEFE INC.  
WILLIAM MORRIS AGENCY

Victrol Young  
SHELL  
OIL  
SATURDAYS  
WEAF  
10:30-11:00 P.M.  
EST

EXCLUSIVE MANAGEMENT  
ROCKWELL-O'KEEFE INC.

COMMERCIALS

WEEK OF OCT. 2-8 (ALL TIME EST.)

This Department lists sponsored programs on the NBC, CBS, and Mutual networks arranged alphabetically under the advertiser's name.

Abbreviations: Su (Sunday); W (Wednesday); Th (Thursday);

Table listing various radio programs and stations, including names like ACME PAINT, ANNE JAMISON, ARNOLD KENT, and various time slots.

OPENING TONIGHT

Large advertisement for Harry Salter, AS MUSICAL DIRECTOR, featuring THE LOG CABIN REVUE with FRANK CRUMIT and CONRAD THIBAUT.

# 3,000 A.F.M. AGENCIES

## A Hectic Week

The Pan Alley shifts and changes this past week have been as frequent as the rumors concerning other enterprises have been hectic. The center of all sorts of conjectures and the future, jointly and individually, of Crawford-Muscle Corp. and Vocco-Vocco, latter-g.m. and v.p. of Bobby Crawford's firm.

A deal for Chappell to take over the Crawford catalog for a reported \$200,000 went cold at the last minute, principally, according to Henry M. Spitzer, head of Chappell & Co. of America because a firm as big as Crawford's would require undivided attention, due to its size, and since the new Chappell company is itself trying to establish itself, the deal must mark time, if it's ever consummated. However, it's not altogether off, although for tactical reasons—due to the Dreyfuss, Max and Louis—it's to be cautiously handled. Max Dreyfuss still under technical contract to Warner Bros. until 1939, doesn't want to do anything that's not strictly according to the letter and spirit of his covenant. Spitzer, meantime, has been doing all the contacting on the Crawford deal.

Bobby Crawford's illness, starting with a cold which developed into a bad case of nerves, hasn't been helped any by this trend of affairs. Paramount Pictures, lately well treated in possibly adding the valuable Crawford Music catalog to its collection of copyrights, decided against it. Instead Par's subid, Famous Music Corp., set up a sub-subid, called Popular Publications, with Phil Spitalny at the helm, as detailed elsewhere.

Vocco, while Crawford is physically incapacitated, can't entertain any outside propositions, even though it's generally conceded that Crawford has a Hollywood production yen, once his business is settled. Vocco, a 25% stockholder, could continue with the new direction, on the takeover, or make other arrangements.

Vocco, to align with a new subid which Robbins is concerned in, is another possibility.

## BUT CONTINUED TO INTERSTATE BIZ

### Expect Plan in Effect Dec. 1—Union Demands Musicians Get Scale Net with Commissions Extra—Radio Angle 'No Consideration' Clause

#### NO LICENSE FEE

Chicago, Oct. 1. Final draft of the new American Federation of Musicians' agency licensing plan is being written under the supervision of Joseph N. Weber. Indications are that more than 3,000 agencies will receive the A.F.M. okay upon the inauguration of the license plan which is figured to get going by Dec. 1.

Several changes in the setup of the license arrangements have to be made since the original decision to license the booking agencies. Most important is the restriction of licenses to only those agencies which are interested in radio booking. Agencies which operate completely within the boundaries of any one state will not be included in the musicians' license plans. Other important change is the decision to hand over these licenses to agencies at no cost at all; probably just \$1 or so to cover actual printing expense. It was at first thought that the Federation would demand a substantial bond before issuing licenses to agencies but this idea has gone by the board as working an undue hardship on the smaller booking firm.

#### Rock-Bottom Scale

Under the terms of the new license the agencies will have to see to it that they get their commission without digging into the basic scale for the musicians. If a musician is booked at scale, the agencies will have to make arrangements that they get their commission. But to set the scale plus enough for the agency commission. In instances where the remuneration is above scale there will be no such difficulty. But in cases where the agencies licensed must make certain that the musicians get no less than the basic scale after commission has been deducted. If the cases are above scale, then, in scale, the agencies will then have to do without their commissions.

Violation of any of the conditions of the agencies' license agreement gives the American Federation of Musicians the right to revoke the license, which will mean that no union musician will be permitted to accept any jobs or dates from the agency.

#### Radio Wrinkle

From reports there will be one clause in the new license setup which will put the booking bureaus of Columbia, NBC and individual stations out of business. This clause is reported to prohibit the giving of any considerations by the agencies to cafes in order to secure such bookings. Agencies unaffiliated with radio outlets are now beginning to figure that this 'consideration' clause might take in the network and station booking bureaus since in several instances, it is claimed, the radio outlets have held out a radio wire as inducement for the booking of a band under radio station management.

This radio angle has been opposed by non-radio agencies for some time now, the squawk being that the station booking agencies which are handling bands are using their radio outlet as a bait, informing the ballroom agencies of the orchestra that they will put in a wire. And especially where the wire is offered free of any line charges.

Billy Bissett, maestro at the Royal York hotel, Toronto, did a quickie in New York and back last week. His vocalist Alice Mann, made a similar jaunt.

## CBS, with Dorsey, Gets French Casino Spot; 802 Dismisses Stein's Protest

### Ira Schuster-Bob Miller New Publishing Combo

Ira Schuster and Bob Miller, Inc. is a new indie publishing combo which dates back to their association in charge of professional activities for Witmarks some years ago. In the pioneer days of the Warner regime over Witmarks, Schuster was at the helm of the prof. dept. and Miller handled radio and orchestra. Schuster's recent partnership with Phil Kornheiser was dissolved by latter joining a Famous Music Corp. subid, R. S. Peer (Southern Music Co.) still retains a financial interest in the new Schuster-Miller firm as he did in Schuster-Kornheiser.

First union showdown between the two leading competitors in the band booking field, the Music Corp. of America and the CBS artist bureau, resulted last week in a victory for the network. In a decision handed down by the trial board of the New York musicians' union, CBS was cleared of charges of unfair business practices which J. G. Stein, MCA prez, had lodged against it.

Union's verdict cleared the way for the opening of Tommy Dorsey's band at the French Casino, Broadway, last night ('Tuesday'). Dorsey had been booked by Columbia, and MCA sought to keep him out on the ground that it held an exclusive booking contract with the Casino and that Phil Harris had previously been designated to open at the spot Oct. 2.

Cited to appear before it by the Local 802 trial board were Ralph Kautsky, president of the union, mgr. of the network's band department in the New York office, and Dorsey. Wonders submitted his contract for the Casino engagement and contentions that the deal was entirely legitimate. He denied the charge that a CBS wire had been offered as or made a premium of the booking deal, and stated that separate contracts had lodged against it for the band and the pickup wire.

Stein has also lodged charges against CBS with Joseph M. Weber, president of the American Federation of Musicians. These charges, which are said to involve traveling law infractions, are still pending. Allegations concern undesirable failure to pay the musicians transportation fares and deduction of a commission when the full price of the engagement was less than scale for road engagements.

## HEARINGS TO SETTLE DAMAGES DUE GEORGE

Hearings were held before a referee in the New York Bar Association's building the latter part of last week and Monday (30) to determine the damages due Edward George, who won a long drawnout court battle against the Victor Recording Co. over the authorship of the 'Prisoner Song'. The damages have been assessed, Victor will again take the case on a round of the higher courts by appealing from the final judgment.

Victory was to recover for the unauthorized recording of the hitfully lament after the tune had for years been believed to be in the public domain. Victory came to George when the U. S. Supreme court reversed a decision of the Circuit Court of Appeals favoring the disc company's appeal from a lower court verdict.

By its own method of computation Victor found that the profits derived from the record containing, 'Old 97' came to \$100,000. In reporting this figure to the referee, Victor pointed out that the other, side of the sheet, contained 'The Prisoner Song' and that it was the latter tune for which the record had been primarily purchased, which made 'Old 97' just a chaser in the sale.

Victory stuck up an intention Victor submitted affidavits on the sale of 'Prisoner' sheet music as compared to the sheet sales of 'Old 97'. Victor asked the referee to use this comparison as a basis in assessing the damages due George.

## Mrs. Busse Pinch Hits

Kansas City, Oct. 1. When singer Judy Randall of Henry Busse's band had to leave for St. Louis last week on news of her dad's serious illness, Mrs. Henry Busse stepped in and saved the day by contributing her own vocals. It wasn't tough, however, since she was formerly Lorraine Brox of the Brox Sisters.

## Par Starts New Firm With Crawford Deal Cold; Kornheiser Named Head

Paramount's interest in taking over the Crawford Music Corp. (formerly DeSiva, Brown & Henderson) catalog having gone completely cold, Par last week started its new subsidiary, Popular Melodies Corp. At its active head will be Phil Kornheiser.

Par's other, and major, music subid, Famous Music Corp., will continue as is under the direction of Abe Frank, with Lew Diamond (representing Paramount Pictures) having supervision over both. The newly set up Popular Melodies Corp. will remove from Famous and identities kept distinct as to personal, affiliation and address, in the line with Warners' control of its other subids—Remick, Witmark, Harms, Inc., and T. B. Harms Co., all of which are independently operated.

Kornheiser, veteran professional man, who is trade-acknowledged to have operated Leo Peist, Inc., when its founder was laid into its most successful period of years, will have an interest in the new Popular Melodies. He is starting his catalog off with 'It's Dangerous to Love Like This' and 'The Milky Way', the song after Paramount-Harold Lloyd's forthcoming film of the same name, with the likelihood the song will be synchronized into the picture. Both songs are by Vee Lavinhurst and Tot Seymour.

## Mickey Grey at Helm

Mickey Grey is prof. mgr. of Superior Music Corp., with Bob Miller having left the firm to align with Ira Schuster.

Superior is Harold Raymond's firm, headed by a former Wall Street broker who's also a lyricist. Raymond is now more actively in the company.

## Symph's New Dir.

Charlotte, N. C., Oct. 1. Joseph Denardo, Asheville musician and composer, has been named temporary director of the North Carolina Symphony Orchestra, replacing Irma Stringfield, who resigned following a fall concert at G. O. Shepherd, business manager of the orchestra.

The symphony is a FERA project, paying \$18 a week to unemployed musicians. Rehearsals in preparation for a series of fall concerts are going forward under Denardo. His appointment was by Mrs. Thomas O'Berry, North Carolina FERA administrator.

## Jack Payne in Universal British Quota Soundfilm

London, Sept. 22. Jack Payne and his band have been signed to do a picture for Universal. Payne is the fourth English band leader to succumb to the celluloid lure, others being Jack Hylton, Harry Roy and Bert Ambrose. Terms are practically same as for the others, \$5,000 per week, with a share of the profits.

John Baxter is scripting and will produce. Several local radio names will be included, with Eddie Poia helping on script. Pic starts end of Sept. at the Crickwood film studios.

## Roof B.R. 'Not Visible' From Street; May Lose License on Technicality

Indianapolis, Oct. 1. Night club operators are anxiously awaiting the outcome of the effort of Tom Devine to secure a beer license from the excise department for his Indiana Roof. It's the largest ballroom in the state and the only outlet in Indianapolis for big name bands.

Excise department has so far refused to renew Devine's license on a technicality in the liquor law which states that a bar must be visible from the street. Roof is on the sixth floor of the Indiana theatre building, and many other prominent night spots around town are either above or below the street level.

Devine's success or failure will be the handwriting on the wall for other operators when the time comes for their licenses to be renewed. Devine is circulating petitions among his customers and friends urging a renewal of the license.

#### Paul Spor to Des Moines

Lincoln, Oct. 1. Paul Spor, who has been producing and emceeing the unit presentations at the Varsity, has the past three weeks, goe. to the Hotel Fort Des Moines, Des Moines, Ia., where he will operate in the main dining room with his band, Varsity (4). Band will go NBC three times a week. Varsity here reverts back to straight gigs for the time being.

Abe Meyer supervising music for Regal pictures.

## Stipulations Delivered to ASCAP-MPPA

U. S. Department of Justice counsel have submitted to the American Society of Composers, Authors & Publishers and the Music Publishers' Protective Association a mass of stipulations on the government's anti-trust case against the two organizations. Idea behind the move is to get the defendants to agree to certain facts in the action so that time can be saved when the trial of the case resumes in Federal court, New York, next month.

When the trial was postponed in July it was agreed among the lawyers of both sides that the interim would be used to get together on undisputed facts that the government would be free to present to the court. Stipulations turned over to the MPPA run 27 legal-accounts pages with exhibits accounting for 50 pages more, while the facts that ASCAP is asked to admit covers 69 pages, with 54 pages of exhibits.

Indications are that a major part of the data will be rejected by ASCAP and MPPA counsel on the ground that the government has not adhered to straight statement of facts, but taken liberties at drawing conclusions and making interpretations. It will take several weeks for attorneys to go through the stipulations and get together with government lawyers on what the stipulations will be and how they are to be worded.

## Mills Goes Semi-Classy With H., H.&E. Catalog Buy

Jack Mills is on the verge of closing for the Hines, Haydn & Eldridge catalog. Acquisition of the latter's copyrights will for the first time bring Mills Music, Inc. into the semi-classical field.

Mills' prime interest in the buy is the firm's folios, which are sold mainly to schools and colleges.

## Janssen Impaired

Easton, Pa., Oct. 1. Werner Janssen, assistant director of New York Philharmonic orchestra, injured in automobile accident near here, is making rapid improvement.

He was en route from Indianapolis to New York on his car upland. He was to have called for Finland.

## BART COSTELLO BETTER

Bartley Costello, vet songwriter, in Bellevue hospital since Sept. 14, was discharged in custody of Jerry Vogel, the music publisher, Monday. Costello is suffering from head injuries as result of being hit by an automobile.



# HORNY RADIO ARCADE MUSIC

## MORE AIR PLUGS, LESS SHEET SALES

**85 Leading Tunes of 1934 Played 1,255,669—'Love in Bloom,' No. 1 Song, Performed 24,374 Times and Sold Under 500,000—ASCAP'S Analysis**

### NBC-CBS ONLY

Leo Robin and Ralph Rainger's 'Love in Bloom' from 'She Loves Me Not' (Paramount), the No. 1 song of 1934, was performed 24,374 times on the air, from 674 key broadcasts (only the NBC and CBS networks are analyzed), and sold under 500,000 copies of sheet music. That's considered a terrific hit these days as against the 2,000,000 copy sales of the pre-radio era.

The No. 2 song of 1934, 'All I Do Is Dream of You' by Nacio Herb Brown and Arthur Freed, out of Metro's 'Sadie McKee,' was etherized on the two major networks 23,610 times and sold 420,000 copies, by Vincent Youmans, Gus Kahn and Edward Eliscu, out of 'Flying Down to Rio' (RKO Radio) was radio-performed 21,184 times, and its sheet sales were no less disappointing—under 100,000 copies.

American Society of Composers, Authors & Publishers, in its annual analysis of public performance of its members' works, lists 85 songs which were broadcast over 10,000 times each, utilizing the logs of the NBC and CBS networks only. The breakdown ignores the other major users for purposes of simplification.

**7,998,989 Total**

These 85 leading tunes were played a total of 1,255,669 in aggregate. All of ASCAP's 1934 records for 1934 record a grand total of 7,998,989 public performances by all radio stations, in theatres, ballrooms, cafes, hotels, etc.

Further analysis of pop songs indicates that the more they are performed the less they sell. This is in line with ASCAP's contention that the bulk users of music, such as radio, must perform complete mechanical use of music, the inducement to purchase phonograph or piano records, has been wisely diminished. For that matter, in pre-radio days, the ASCAP income was looked upon as a source of by-product income primarily; now, because of current exigencies, it must constitute the major source of revenue both to authors and publishers.

**Longevity**

Worthy of commentary is the longevity of certain numbers, despite their relative antiquity. The value of established numbers for radio 'production' purposes is evidenced by Ira and George Gershwin's 'I Got Rhythm,' which 'Gid' Craxie ranked 26th in 1934, with 16,024 performances; the even older, 'Tea for Two,' from 'No, No, Nanette,' by Vincent Youmans and Irving Caesar, which ranked 48th with 11,322 performances.

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## Performances in 1934

TITLE	FROM	PERFORMANCES	CRDITS	PUB.
1. 'Love Bloom'	'She Loves Me Not'	24,374	110	Famous
2. 'All I Do Is Dream of You'	'Sadie McKee'	23,610	110	M. G. M.
3. 'Don't Leave Love Go Wrong'	'Flying Down to Rio'	23,128	110	T. B. Harms
4. 'The Very Thought of You'	'Flying Down to Rio'	21,184	110	Campanella
5. 'For All We Know'	'Murder in the Vanities'	20,981	110	M. Witmark
6. 'Cocktails for Two'	'Murder in the Vanities'	20,981	110	Famous
7. 'I Saw Stars'	'Roberta'	20,209	110	T. B. Harms
8. 'I Only Have Eyes for You'	'Roberta'	20,209	110	Remick
9. 'You May Not Be an Angel'	'Roberta'	20,209	110	Remick
10. 'With My Eyes Wide Open'	'Roberta'	20,209	110	Remick
11. 'You May Not Be an Angel'	'Roberta'	20,209	110	Remick
12. 'Beat of My Heart'	'Roberta'	20,209	110	Remick
13. 'I Wish I Wasn't in Love'	'Roberta'	20,209	110	Remick
14. 'I Ain't Lacy'	'Roberta'	20,209	110	Remick
15. 'Beverly Hills Southern Accent'	'Roberta'	20,209	110	Remick
16. 'Two Cigarettes'	'Roberta'	20,209	110	Remick
17. 'Be Still My Heart'	'Roberta'	20,209	110	Remick
18. 'Let's Talk in Love'	'Roberta'	20,209	110	Remick
19. 'Wagon Wheels'	'Roberta'	20,209	110	Remick
20. 'It's on the Side of My Head'	'Roberta'	20,209	110	Remick
21. 'I Never Had a Chance'	'Roberta'	20,209	110	Remick
22. 'A Thousand Good Nights'	'Roberta'	20,209	110	Remick
23. 'Sweet as You Are'	'Roberta'	20,209	110	Remick
24. 'I Got Rhythm'	'Roberta'	20,209	110	Remick
25. 'I've Had My Moments'	'Roberta'	20,209	110	Remick
26. 'My Show'	'Roberta'	20,209	110	Remick
27. 'Dance'	'Roberta'	20,209	110	Remick
28. 'Dance'	'Roberta'	20,209	110	Remick
29. 'Dance'	'Roberta'	20,209	110	Remick
30. 'Dance'	'Roberta'	20,209	110	Remick
31. 'May It'	'Roberta'	20,209	110	Remick
32. 'Dance'	'Roberta'	20,209	110	Remick
33. 'Dance'	'Roberta'	20,209	110	Remick
34. 'Dance'	'Roberta'	20,209	110	Remick
35. 'Dance'	'Roberta'	20,209	110	Remick
36. 'Dance'	'Roberta'	20,209	110	Remick
37. 'Dance'	'Roberta'	20,209	110	Remick
38. 'Dance'	'Roberta'	20,209	110	Remick
39. 'Dance'	'Roberta'	20,209	110	Remick
40. 'Dance'	'Roberta'	20,209	110	Remick
41. 'Dance'	'Roberta'	20,209	110	Remick
42. 'Dance'	'Roberta'	20,209	110	Remick
43. 'Dance'	'Roberta'	20,209	110	Remick
44. 'Dance'	'Roberta'	20,209	110	Remick
45. 'Dance'	'Roberta'	20,209	110	Remick
46. 'Dance'	'Roberta'	20,209	110	Remick
47. 'Dance'	'Roberta'	20,209	110	Remick
48. 'Dance'	'Roberta'	20,209	110	Remick
49. 'Dance'	'Roberta'	20,209	110	Remick
50. 'Dance'	'Roberta'	20,209	110	Remick
51. 'Dance'	'Roberta'	20,209	110	Remick
52. 'Dance'	'Roberta'	20,209	110	Remick
53. 'Dance'	'Roberta'	20,209	110	Remick
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73. 'Dance'	'Roberta'	20,209	110	Remick
74. 'Dance'	'Roberta'	20,209	110	Remick
75. 'Dance'	'Roberta'	20,209	110	Remick
76. 'Dance'	'Roberta'	20,209	110	Remick
77. 'Dance'	'Roberta'	20,209	110	Remick
78. 'Dance'	'Roberta'	20,209	110	Remick
79. 'Dance'	'Roberta'	20,209	110	Remick
80. 'Dance'	'Roberta'	20,209	110	Remick
81. 'Dance'	'Roberta'	20,209	110	Remick
82. 'Dance'	'Roberta'	20,209	110	Remick
83. 'Dance'	'Roberta'	20,209	110	Remick
84. 'Dance'	'Roberta'	20,209	110	Remick
85. 'Dance'	'Roberta'	20,209	110	Remick

## MPPA BECOMES CORPORATION

Music Publishers Protective Association was advised by the Secretary of New York State last week that the association's certificate of incorporation has been accepted. Incorporation's board of directors will meet within the next week to adopt a set of by-laws. MPPA through these moves becomes for the first time an incorporated body. Its previous status was that of a voluntary membership organization.

As a result of its incorporation, the MPPA may now function as an association in licensing mechanical rights. Under the old arrangement the license had to be issued through an agent or trustee, which arrangement was held by John G. Paine, MPPA chairman. With the enlarged purposes of the association, there has been adopted a scale of annual membership fees, which it is figured will make it easy for all classes of popular and standard publishers to join.

Included among the objects of the reorganized MPPA as set forth in the charter are:

1. To discuss and exchange views as to the problems of the music publishing industry.
2. To distribute information as to the credit and responsibilities of buyers and users of music.
3. To protect the industry generally from importers and impositions of whatever nature.
4. To promote and foster free, unrestricted and unimpeded, clean, and honorable competition among music publishers in the selection, development, exploitation and sale of their products, and in all other respects.
5. To establish bureaus for the economical and convenient licensing of the music of its members or others desiring to avail themselves of its service.

## Pomeroy Show for Chi

New Jack Pomeroy revue featuring Sam White, Hilda Wassau, Dolly Kay, Helen Shaw, Red and Melie, Hal Monte and Henri Leshon orchestra opens at the Royal Frolics, Chicago, Oct. 6.

Duke Yellman; former or leader, in charge of the entertainment, is now in New York selecting acts for future shows.

## L. A. Nixes Fanners

Fan dancing in the Los Angeles policies has been tabooed by the police, which throws around 60 feather-swishers out of work.

Also stops the psychicks of about 100 students, joints now sailing along without tunes.

## Norvo in Door

Red Norvo and his Swing Septet went into the Famous Door, New York, over the week-end.

Since the Prima's New Orleans Gang left for N.O., en route to open a new spot in Hollywood, another combo was in at the Door, with big easing off.

## BELASCO TO ST. P.

Leon Belasco opens at the Lowry Hotel, St. Paul, Minn., Oct. 8 for an 'indie' engage-ent. Possible he will winter there.

Band is now one-nighting across country en route. Herman Bernie arranged.

## WAYNE KING'S DATES

Chicago, Oct. 1.

Although Wayne King's contract expires with MCA, latter is booking him four days a week in dance halls and auditoriums; he then comes back here for three broadcasts a week.

## Break in Hotels' Agreements Expected As 3 Name Bands Demand Wide Schoolmarm Chantuse, Timmie Dobbins, Weds

Agreement among New York hotel men to keep their bands off the air rather than pay the special \$3 broadcast fee is expected to crack up within the next week. Surrender, if and when it takes place, will be result of the enforcement by three hotel owners of the terms in their contracts which guarantees them a network wire.

Three bandmen who are insisting that they get an air release or else they don't open are Ted Fio Rito, Ozze Nelson and Little Jack Little. Fio Rito moves into the Hotel New Yorker Oct. 4, while Nelson and Little are booked to unvell at the Lexington and the St. Morris, respectively, within the coming week.

Nelson and Fio Rito will have as their boss Ralph Hitz, who with Lucius Boomer of the Waldorf-Astoria has taken a spirited part in keeping the New York hotel operators pledged to resist the union's demand that \$3 a man be paid to the local's relief fund for every broadcast originating from a hotel, cafe or restaurant.

With Hitz yielding the other hotel men are figured to follow suit quickly, which will mean that the unknown dance units in the steels will cease getting the network breaks.

## B'HAM'S ONE AND ONLY

Birmingham, Oct.

Pickwick club, this city's only first rate night club, has reopened after being closed for the summer.

Coleman Sachs' orchestra is in the spot and Ray McCaffrey is managing.

A wide play (46th ranking) in America; and Rudolph Pirm's instrumental, 'Woodland Echoes,' 80th ranking.

The annexed table details the relative standing of 1934's pop songs for the first 85 (including all over 10,000 performances), plus original (film, pop or production), authors, credits and publishers.

lic performances, other by-product sources of income have decreased. The mechanicals were formerly a healthy source of supplementary income. But with radio's constant mechanical usage of music, the inducement to purchase phonograph or piano records, has been wisely diminished. For that matter, in pre-radio days, the ASCAP income was looked upon as a source of by-product income primarily; now, because of current exigencies, it must constitute the major source of revenue both to authors and publishers.

**Longevity**

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# AFA-PWA After B'way House for Str. Vaude Try on Self-Supporting Basis

American Federation of Actors and Miss Hallie Flannagan, latter under Col. Earl Booth on the PWA work relief project, are looking for a theatre in the Times Square area in which to spot a straight vaudeville show. Another proposal to build a temporary 'tent' in Longacre Square on Broadway has been nixed, from report.

Tentative plan is to play an eight-act show with full crews, including bands and musicians. Outside of a dark legit theatre, the only non-circuit owned house on Broadway available for such an idea would be E. S. Moss' Broadway, or else the Manhattan. Latter, though, would need extensive alterations since it is planned to charge an admish at the Broadway relief-show spot when it opens, though Whitehead's plan is for a self-supporting and not a free show project.

## Berle-Tracy Settle.

Action in which Phil Berle, agent and brother of Milton Berle, actor, sought \$3,000 from Arthur Tracy and the Morrison-Winkler agency was discontinued Sept. 30, the day it was to come to trial in City Court. Suit was for alleged unpaid commission.

Berle contended that by obtaining the agency to manage Tracy, singer, who is presently in England, he was guaranteed 5% from both parties to the agreement for this service. Louis P. Randall, attorney for the defendants.

## Howard's 3 Par Wks.

Tom Howard and George Shelton, on the Rudy Valle-Fleischmann program, for nearly a year, take a three-week vaude tour for Paramount, opening in Detroit Oct. 11, going to Chicago, Oct. 18, and playing Boston week of Nov. 1. Previous to the Boston date they make a film short for Educational in New York.

Russ Jermon set the stage and film deals.

## BUY DOROTHEA ANTEL

Invaid Actress, Famous Christmas Cards, 21 Original and Exclusive Designs, One Dollar. Agents Wanted to Sell Cards. Liberal Comission. Call or write

DOROTHEA ANTEL, 226 West 72nd Street, New York City

## Charlie Foy Quits Vode For Coast Agency Try

Irving Tishman and Charlie Foy left New York by auto Friday (27) for Hollywood. They intend opening an act out there. Foy forsakes the stage for the agency try as Tishman's partner.

## Par Stage Shows Off Till Nov. 1; Film Shortage

Faced with a shortage of suitable pictures, Par is putting off its stage shows until Nov. 1 meantime bringing in 'Last Outpost' Friday (27), picture available just now.

Par is hoping for Peter Ibbotson or anything stronger than now available, to usher in the stage shows.

Casa Loma act, at \$7,500 net, may be the stage show opener Nov. 1. No picture set for week of Oct. 11.

## FRISCO STARTS

More Shows Scheduled Than in Past Few Years

San Francisco, Oct. 1. Frisco begins to look like a theatre town again, with activity on all hands. Minsky invaded the town last Wednesday (25) with 'Life Begins at Minsky's', leasing the Columbia, former Erlanger house for a month and doing a big job of remodeling. Opened well and looks as if it might click.

Monday night (30) brought a week's visit to 'To Hell with Women' for tryout. Show has done a week in L. A. and there is talk of sending it on to B'way. May Robson in 'Kind Lady' is due Oct. 7 under Homer Curran's aegis, and Oct. 14 finally shows 'Anything Goes' with Henry Duffy as the banner bearor.

Town hasn't seen as much show in a couple years or more.

## AFA's Benefit Show

Second annual American Federation of Actors' benefit show takes place Nov. 10 at the Majestic, New York. Gross will go to the AFA.

## PHILLY HOUSES, MUSICIANS OKAY

Philadelphia, Oct. 1. Fox and Earle's success, leading vaude houses here which have been without stage shows for the last four weeks, will get them back in time for opening of new bills this Friday (4). Negotiations between managements of both houses and a committee of the musicians' union, to settle the question of house bands that brought on the original dispute, have been going on for several days, with final confab scheduled for this afternoon.

Everything is set for an agreement. Only a few minor matters remain to be ironed out and both sides see little chance of a slip-up. No final contracts have been signed as yet.

While no exact details are available pending an agreement, it is understood that the union has given up its demand for double crews in both houses and is now almost entirely settled on a basic number of men in each house, with the Earle, and extra men for overtures at the Fox. There will likely be some changes in the length of winter seasons as new contracts are worked out. Fox will probably take on more men.

First show in the Earle will be Phil Spitalny's all-girl band.

## 15 YEARS AGO

(From VARIETY and Clipper)

Massachusetts Trust Co. had to shut its doors when unable to call loans made to Mayflower Pictures, in which its president was interested.

Turnout in Famous Players. Bank put efficiency expert in, and most of the business heads told how much better they were qualified to run things. Then the expert told Zukor, and the fun began.

Messmore Kendall offered the presidency of Goldwyn. He was reluctant unless the company dug up more capital. Only wanted a couple of million.

Loew's Weekly, miniature house organ, made its bow in the various Loew theatres. Still running in about the same format.

Keith booking office was playing tryouts at nominal prices. When the act salary was finally set, all houses playing act boards wages kicked in the difference. Then somebody invented Union Hill.

American Artists Federation discussing with Equity its adoption as a stepchild. Loose connection formed but never made effective.

Roso: Alls tossed away a 40-week contract for the Orpheum theatre because he 'did not want to be buried in the stocks.' Represented \$50,000.

Eddie Buzzel and Frank Devoe quit 'Broadway Brevities' when all the good scenes were given Eddie Cantor. Equity ordered Buzzel back.

Keith-Moss Coliseum, N. Y. recently opened, was the first to have a green room and an office in which acts could transact business with outsiders. Idea incorporated in most subsequent theatres. Sop to the NVA.

Harry Weber was reading 13 productions for the Keith theatre in addition to his artists' representation.

Gilda Gray lasted once dance at the Palais Bergere floor show. Jammed with the manager, and he fired her.

Arenoles took the entire lower floor for Fred Stone's 'Big Top' and 500 seats nightly for 'Mecca,' at the Century.

Bill Brady in court to retain his grip on the Playhouse. He was half owner of the stock of the corporation owning the house, the remainder (Continued on page 59)

# Beacon, Newark, Folds Suddenly; Manager Disappears, No Payoff

## Comparison

Stage show budget at the Beacon, Newark, was \$1,050 for four acts and a line of 12 girls. In comparison to this, the Beacon Newark and six stagehands was \$2,000.

Beacon theatre, Newark, formerly the Shubert, folded suddenly last Thursday night (28) after its first week of operation as a vaudefilmer, leaving the performers, stagehands and musicians holding the bag backstage for their salaries and looking for a vanished manager. Latter was Benjamin Ginsberg, son of Max Ginsberg, operator of that house as well as the Majestic, Paterson, N. J., and the Beacon, Beacon, N. Y., both vaudeville houses.

## Staged Perkins Units Opposish For Maj. Bowes

Ray Perkins, in conjunction with Maurice Golden, plans to go Major Bowes one better so far as sending out amateur units for theatre dates. Perkins conducts the Feen-a-mint amateur program over the Columbia Broadcasting System network Sunday evenings.

According to a teup effected last week, Golden will do the staging and casting of the tyros in the units with the majority of the amateurs to come from Perkins' programs. Unlike the Bowes units, which go out sans costumes, scenery or bands, Golden plans 12-piece orchestras with the shows, plus scenery and costumes.

It's contemplated by Perkins and Golden to stage amateur contests a week in advance of the unit's actual date, with four or five winners picked to play with the unit. On the final night of the latter's date one local-tyro will be selected and sent to New York, traveling and hotel expenses paid, to broadcast with Perkins.

Units are to be billed as 'Ray Perkins' CBS Amateur,' with CBS donating its West 46th street (New York) playhouses for the auditions. Counting the musicians, each of the Golden-Perkins units will contain 25-30 people. First unit goes out in three weeks.

This will mark the first attempt to stage amateurs in other than a bare stage fashion. Bowes' tyros are presented with but two plantans on the stage, walking on in their street clothes.

## Vaude Back on 14th St.

Academy on 14th street, N. Y. Skouras-owned house, in a pool with RKO's Jefferson, on the same street, resumes vaude Oct. 11 on a first-half, five-act basis. House has been minus vaude since last spring. Academy will be booked by Danny Freundlich of the RKO booking office. Unless the Palace on Broadway resumes vaude beforehand, the Academy will be the only house in N. Y. playing RKO-booked stage shows.

## TESTING MARTIN

T. radley Martin, young magician who recently played three weeks at the Roxy, New York, is being tested by Metro.

Martin will be rushed to the Coast if he tests okay.

## MARY SMALL REPEATS

Baltimore, Oct. 1. Mary Small, local lass, on weekly sustainer for NBC out of N. Y., has been booked into Loew's Century here for week of Oct. 18.

Will stage her local stage appearance in less than two years.

Besides a line of 12 Hebe Berli chorines, show constituted four acts: Maude Hilton and Co. (2), Marc Trio, Roy Lee and Mann, and Alfred La Telle. Stage show budget was \$1,050, with Arthur Fisher as booker and Macklin Megley stager.

After, up until yesterday (Tuesday) morning, had succeeded only in contacting one of Max Ginsberg's three sons and also the operator's lawyer. Former said that settlement, usually would be made in full with the actor's lawyer, the contractor offered a settlement of 50c on the dollar. So far (up until Tuesday) no coin has been shown, with Fisher's lawyer working on the matter. Labor Department of New Jersey also has the case, though giving Ginsberg 10 days to two weeks to make good.

Stagehands and musicians, six of the former and 18 of the latter, also were unpaid. Their salaries total \$2,000. House staff is also reported to be whistling for its wages.

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Ginsberg leased the theatre from the Shuberts late in the summer and spent considerable money renovating it. He instituted a policy of stage shows and double-features Sept. 20. Theatre shuttered Sept. 28.

With Fischer dropping the Majestic, Paterson, after tomorrow (Thursday) night's last show, George Godfrey and Jack Linder pick up the house as its show-buyers, despite the no-payoff incident in New York. If Linder agents' plans go through, however, the Godfrey-Linder office is going to find it tough to get acts for the house until the situation is cleared up.

Inde agents' plans call for a mass meeting for tonight at the Nugold rehearsal hall on W. 46th street to adopt a resolution not to submit acts for the Paterson house until the situation is cleared up.

Word of the meeting has been spread by word of mouth and notices tacked on the bulletin boards in the various inde booking offices.

## RUBEY COWAN BACK EAST

Hollywood, Oct. 1. Rubeey Cowan, who Coasted with Major Bowes' No. 6 amateur unit, pulls out for New York tomorrow (Wednesday).

## PAULINE COOKE

1674 Broadway presents ETHELIND TERRY "Flame of Desire" Melbourne, Australia

"The World's Largest Circuit of Stage Units" THE  
**Wilbur Cushman Circuit**  
 MELBA THEATRE BLDG., DALLAS, TEXAS  
 BRANCH OFFICES: CHICAGO DENVER KANSAS CITY LOS ANGELES

**MADALYN WHITE**  
 APPEARING WITH BELL BROS. AND CARMEN  
 FEATURING NOVELTY DOUBLE CANE TAP DANCE  
 Created by SAMMY BURNS

The THEATRE of the STARS

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 160 WEST 46TH ST. NEW YORK  
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**J. H. LUBIN**  
 GENERAL MANAGER  
**SIDNEY H. PIERMONT**  
 BOOKING MANAGER

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

# CIRCUITS FINANCE IFA

## Actor and Morris Agcy. Bookkeeper on Stand in Moss Agents License Case

License Commissioner Paul Moss' latest attempt to place all New York theatrical reps under the supervision of the Employment Agency Law again goes to Special Seasons Court. Bill Schilling, indie agent and first victim of Moss' latest drive, was held for the magistrate after an arraignment before Magistrate Alexander Brough Monday (30).

I. Robert Broder, counsel for Schilling, reminded the court that the previous attempt to license agents was tossed out by Special Seasons more than a year ago, and that that dismissal should have rested on a test case. Moss' special counsel, however, protested that each alleged license department violation was a separate case. He claimed that, despite the fact that only one (Charles Allen) of eight agents who were given summonses last year was tried, the License Department did not look at it as a test case. This indicates that all alleged agents in N. Y. may eventually be brought to court.

Previous to the Schilling matter, Moss' counsel prosecuted a booker of amateur baseball games arrested to supposedly testify against Schilling. Galvin stated that he served a summons on Schilling in Fally Marcus' office, though he did not see Schilling actually sell an act. He knew that Schilling was in the agency, he said, under examination by Broder, because he was carrying a black book. Kavanaugh claimed he interviewed several agents in the office of House N. Y., who told him that Schilling was their agent. Alex Hanlon, booker of the G.O.H., is scheduled to appear in Magistrate's Court Nov. 12 on the charge of operating an unlicensed employment agency.

First of the theatrical witnesses was Andrius (DePace and Andrius), who, though subpoenaed by Moss' department, proved a better witness for the defense. Andrius stated that his musical act was repped by Schilling, but that the latter first acted on him under a re-routining, billing, etc. before securing them employment at the Fox, Brooklyn. General Business Law exempts personal representatives whose employment act is only incidental to managerial duties.

Second show bill witness was Louis Goldberg, assistant to the accountant for the William Morris agency. He admitted that Schilling represented the William Morris acts in the independent booking offices and that the Morris office paid him half-commission on the acts secured, making it plain, however, that the Morris office and not the acts engaged Schilling. Most of his testimony, though, was taken up with details that the Morris office also books theatres. Eventually, he admitted that corporate affiliates of the Morris office in New York City and Chicago employ acts for show places. Galvin subpoenaed Goldberg Friday (27), figuring him an authoritative rep of the Morris agency despite the fact that he's been with the office only in the bookkeeping department.

Then and Now  
Schilling's stay on the stand was taken up with his explanations of why he constitutes a manager's duties other than the securing of employment, i.e., re-routining acts, advising on billing and publicity, etc. Moss' counsel failed in an attempt to get Schilling to admit that his five and 10% commissions were deducted from the acts' salaries at theatres. Schilling testified that for the past act he has earned only 1,000 acts but his average was good his average was about 5,000 yearly.

An attempt by Moss' counsel to

**Eureka!**

Hollywood, Oct. 1.

At the tail end of a two-year struggle to break into pictures, Shaw and Lee, long-time standard vaude and musical comedy team, have been spotted in 20th-Fox's 'King of Burlesque.'

Pair also have a tentative deal with Metro for 'Ziegfeld.'

## N. O.'S SHOW BIZ READIES FOR BIG BOOM

New Orleans, Oct. 1.

With the coming of autumn this city is witnessing a burst of theatrical activity such as has not been seen in the last 10 years. Houses dark for years are being reopened, a new one dedicated, and others being dressed in brighter array after the summer doldrums.

Houses being reopened include the Crescent and Palace. A new stock company, now playing in Atlanta, will invade the city on Nov. 1 and open at the Crescent with the backing of the local state hands' union, putting them in the role of promoters in an attempt to revive the stage and theatre in New Orleans.

There will also be a revival at the Palace in the next three weeks. The theatre is now being reconditioned to open as a colored vaudeville. Musical revues and vaudeville will be presented with certain nights set aside for white patrons. The promoters of the venture add the Palace to a chain they have linked in the south and will rotate their stage shows from one city to another.

With the Tulane assured of a group of recent Broadway hits and a number of touring attractions now making bids for the Auditorium the current season is expected to be a banner one in the way of entertainment.

New Carrollton theatre, 1,000-seat neighborhood house, was dedicated Tuesday (1), being erected on the site of the house destroyed by fire several months ago. Plaza is being remodeled inside and out as well as being enlarged. New booth equipment has been installed.

Strand, closed for several years, is featuring radio vaudeville, having recently opened.

The not confined solely to the theatres. Night clubs, too, are brightening with a few more in prospect and those now open getting into seasonable stride. The New Slipper and Little Club, dark for many months, are being prepared for reopening at an early date. The Club Forest, swank suburban spot closed because of the late Huey Long's lid on gambling, is expected to show signs of life again.

The Blue Room of the Roosevelt has been completely redone in an entirely new carnival motif in preparation for a big season.

**SINGER-WARD'S CHI YEN**  
Singer Johnny and Harold Ward left for Chicago last week to open a vaude agency there.  
Singer severed his partnership with Jack Mandell in New York.  
Magistrate Brough held Schilling under bond was squelched by the judge, who paroled the agent in Broder's custody.

## GIVE FUNDS FOR ANOTHER YEAR

**\$125,000 Pledged by Theatre Heads on Top of Previous \$20,000 Loan—Warners, Loew, RKO, Far and Skouras—Considering Other Fund-Raising Means**

### NO PLATE PASSING

Future of the NVA, over which there has been some doubt due to failure of the last drive to raise sufficient funds, is assured for at least another year.

At a meeting in New York last week the heads of the major theatre circuits agreed to mutually finance the NVA for an additional year commencing Jan. 1, 1936. They pledged among them \$125,000 for that purpose. This will be in addition to a \$20,000 loan extended the NVA last spring.

Functions of the NVA, as at present, will be confined to the sanatorium at Saranac Lake, N. Y., and the hospital needs in New York. The charity fund, recently suspended, will be discontinued indefinitely.

This is the first time in the NVA's history that its sole support has come exclusively from within show business, as against the former custom of going to the public for funds. The manager-members of the NVA Fund, who guide the organization's charitable work, are unanimously against resorting to the former plate-passing in theatres, and prefer the circuit financing as a temporary means until a better plan for maintaining the NVA is devised.

Between now and the first of the year a series of meetings probably will be held by Fund members to determine a new fund-raising method. Sponsors of two real picture and an all-star network radio broadcast, sold commercially, are among ideas under consideration. Meanwhile, administration of the NVA continues under the supervision of Harold Rodner of Warner Bros.

Circuits participating in the NVA financing are Warners, Loew, RKO, Paramount and Skouras Bros. All except Skouras are film company-owned or affiliated.

## Adding New Name To 'Hour' Unit for Each Engagement

The major circuits are repeating the booking of names with unrelated units in an effort to insure good grosses. First example of the new season is the 'One Hour with You' unit which is currently at the Palace, Cleveland.

Sophie Tucker was added by RKO to the show in Cleveland, with the unit following into the Strand, Pittsburgh, for Warners, with the latter booking Benny Rubin to headline. Fever then spread to the Indies when the show splits the week of Oct. 11 between Alton and Youngstown, where Mitz Green will be added.

'One Hour with You' was produced by Phil Bloom of the Rockwell-O'Keefe agency. Cast includes Al Norman and Co., Joaquin Garay, Libonatti Trio, Prosper and Merit, Marjorie Clay and a line of 12 girls.

**Bob Murphy West**  
Bob Murphy's present act at Loew's State, N. Y., will disband after the current date, with his pro and daughter splitting away. Murphy has played the State 28 times since it opened.  
Comic is motoring to the Coast, going into pictures.

## Capacity Crowd at AFA's 'Bring Back Vaude' Meet; Bellitt Raps IA Boys, Almost Gets Bum's Rush

### The Vagrants

Sam Lyons can appreciate how the Loew book has dwindled down to a pocket address-book size, but what he's puzzled about is 'the four bookers I caught loitering over there.'

## Rolfe's Ork in Pit for Center's Pop Reopening

Having first decided to reopen the Center, New York, tonight (Wednesday) with straight pictures, 'Here's to Romance' (Fox) as the opener, at the last minute the Rockefeller signed B. A. Rolfe's band and a couple of soloists as a pit attraction. Band of 25 pieces goes in on a 13-week contract.

Plan is for Rolfe to fashion pit shows after his air programs and give a 20-minute performance. Later on acts may be added on the stage, but meantime house will try out the intimate trench policy, not using rostrum at all. Policy is similar to one which the Paramount occasionally played last year.

Soloists with Rolfe's band are Walter Casel, baritone, and Louise Flores, soprano.

## Pop Cameron Takes Over \$250,000 Upstate Nitery

Syracuse, N. Y., Oct. 1.  
Cafe Dewitt, first Syracuse night club, a white elephant since its erection in the boom era by Julian S. Brown, is due for another reopening. New lessee is Pop Cameron of vaudeville's Four Camerons who has picked the \$250,000 niterery as a winter stand.

He will give the Dewitt floor shows, headed by vaudeville 'name' acts, and for the first, which bows in Oct. 8, has signed York and King. Cameron during the summer operated a club in the Thousand Islands resort section.  
Cafe Dewitt will have Dick Kratz to handle advertising and publicity, an innovation in niterery circles here.

### G.O.H.'s Cavalcade

Augmenting its regular four acts and dual films, the Grand Opera House yesterday (Tuesday) installed 'Old Timer's Night' to be presented every Tuesday night till exhausted.

Gag is to get as many antiquated vaudevillians as can be produced and have them strut their stuff. Monologues and song and dancers of the past decades are preferred.

### PREISSERS FOR 'FOLLIES'

New Orleans, Oct. 1.  
Cherry Blossom and June Preisser left Monday (30) for Chicago where they go into the Chest Pares for two weeks with Ben Bernie's orchestra. After that they go to New York to begin rehearsals for the new 'Ziegfeld Follies.'

Louis Prima left same day for Hollywood, where he opens new night club with his band.

After a lot of pro and con statements on how to bring vaudeville back to its former status, the American Federation of Actors' protest meeting Wednesday (25) night at the St. James theatre, New York, wound up with little more than a proposal to President Roosevelt for the Government to back the AFA's national revival project. AFA's plan is almost two years old, though revised once, and was the only concrete solution presented to the near capacity crowd of 1,600 for a vote. At one point the meeting, which was open to all, nearly reached a serious impasse when a fight developed between Henry Bellitt, former producer and agent, and a couple of Whiteheads. Bellitt brought onto the stage by Alan Corelli, had made the statement that the stagehands' and musicians' unions were 'as much to blame as the circuits' for vaude's present condition. Bellitt said, 'If the union men will come to us and say we will work at actors' salaries, we'll open the theatres.' Somebody in the audience cried out, 'What about that unit you stranded in Japan?'

'Those Pigs'  
'Oh, those 29 pigs, you mean?' answered Bellitt, and then he was hustled to the stage. The stand followed him down, while another came down the orchestra aisle to meet him. They were yanking him out of the theatre when Ralph Whitehead stepped into the arena and that everybody had a right to his own opinion.

practically every stage union representative at the meeting, the Bellitt statement naturally caused a flurry on the stage. As each union representative spoke, he referred to 'wrong' in Bellitt's speech and also dropped hints on the necessity for an apology. Whitehead later apologized to them all.

John Sullivan, representing the Electrical Workers Local No. 3, suggested that the actors should picket every straight picture theatre. He added that there were 18,000 members in the state who would back the AFA material support in the picketing. Alderman Lambert Fairchild, following Sullivan, deplored the latter's suggestion, however, and suggested the more specific petitions and letters to the various theatre operators.

Then License Commissioner Paul Moss went to the front and laid out in vaudeville terms the doors of unlicensed agents. If the agents were licensed, Moss insisted. (Continued on page 55)

### Vancouver's Gai

Vancouver, B. C., Oct. 1.  
This burg now has two vaude houses, but the first time there were none. Cushman unit shows at the Beacon alternate weeks with Bert Levy vaude.

The old Vancouver theatre has been renamed the Lyric and is playing Levy vaude, changing shows weekly.

### Birm. House Reopening

Irmingham, Oct. 1.  
Pantages theatre here, a unit of the Wilby-Kinney chain, will reopen Oct. 6 with vaudeville policy after being closed for the summer. House ran most of last winter and, while it did not make much money, it more than broke even.

### LINCOLN SPOT OUT

Lincoln, Oct. 1.  
Vaude dropped from the Lyric and is probably out for good. House is a 1,100-seater and was being sold for 25c top with a stage show out of about \$1,300 on the week, which means it was to carry.  
J. H. Cooper's Orpheum is running vaude on the three week-end days and will continue as usual.







# Four Shows in Philly as Season Gets Going; 'Shrew' Sellout \$19,500

Philadelphia. Philly's legit will have a new test this week with four houses open instead of two.

However, number of legit houses open for trade won't be affected to four. Sam Nirdlinger, who manages the Broad Independently, has announced the reopening of the Exchange on Oct. 14 with a special company of 'Ah, Wilderness.' Nirdlinger had both the Broad and Exchange running simultaneously during part of last season.

Add to this the special engagement of 'The Great Waltz' scheduled for the Met (Metropolitan) and its name shortened by the Stanley-Warner people several years ago) some time in Oct.; date hasn't been decided yet.

All of which means a possibility of six legit houses and doing about a net at the same time. With the Shubert, dark since its unsuccessful burlesque try, the only unused house.

This week's quartet are 'Agatha Calling,' Eddie Dowling production of a new comedy, which has a 'Broad' tryout at the Garrick; 'Lads' up to now; 'The Old Maid,' AMS subscription offering at the Forrest; 'The Student Prince'—Shuberts (road); 'Awake and Sing' and 'Waiting for Lefty' at the Broad, and 'Blossom Time' at the Chestnut.

'The Old Maid' and 'Blossom Time' are in for two weeks each, with the Group Theatre scheduled for an indefinite stay at the Broad. The latter is very robust and present plan is to keep this pair of plays in for four weeks and then either, on or about Oct. 28, Odets' new play, 'Parade Lost.'

'Student Prince' follows 'The Old Maid' at the Forrest for a single week, with Katharine Cornell in 'Romeo and Juliet' next for a two week stay. 'Awake and Sing' follows the Merivale-Copley Shakespeare follow. The Chestnut, if it doesn't stay in pix for a while, has 'The Firm' still in the air.

Garrick, now with Tom Love as manager, was rumored getting 'Parade in Silk' at the Chestnut, but that was cancelled and at present house has no further bookings.

Last week's outstander was 'The Taming of the Shrew.' This Guild offering with the Lunts started very well at the Chestnut the previous week but became a sensation before it left. First week's figure soared to \$19,500 on the second, with last four performances set up and tickets at a premium. Thus the gang that figured even the Lunts couldn't pack 'em in with Shakespeare were confounded.

Estimates of Last Week  
'Squaring the Circle' (Broad, 2d week). Didn't pick up as much as thought. Close Wednesday. Word-of-mouth and notices very favorable. Odets plays by Group Theatre in this production. Sellout of half of tickets. First week's description of with a bang. 'Blossom Time' in this week.

## 'Goes' Clicks Off 176 4th Wk., Lone L.A. Legit

Hollywood, Oct. 1.  
'Anything Goes,' Henry Duff's production at the El Capitan, had the local legit field entirely to itself last week, rest of town being dark. 'Goes' continued hitting a home pace, and there's nothing in the gross to under \$17,000, which is plenty okay.

'The Girl' (5th) week, opus moves on the Frisco, where it is figured good for three to four stanzas.

## K. Cornell's Heavy B.O. Advance Sale in Balto

Baltimore, Oct. 1.  
Advance sale for Katharine Cornell's 'Romeo and Juliet,' which comes into the local legit area for performances, Oct. 10-12, has snapped records. Box-office sale yesterday (Monday), and when shutter went up last night there was approximately \$17,000 in the till. Mail orders, which were handled all last week, totaled \$7,000. That makes an estimated \$24,000 in the coffers 10 days before play boys on Oct. 10. The advance slashes an all-time advance record for Balto. Incidentally, the old record, also held by a Cornell star, 'Barrett,' was \$17,000. At capacity at the 2,700-seat 'Romeo' could gross \$24,000 for the four performances at the \$3.30 top.

## Three Drop Out

Two new plays bowed out of Broadway last Saturday and a third opened a successful run. 'Life's Too Short' was withdrawn from the Broadhurst after a week and two days. It drew a tepid press, with business just about that way.

### 'LIFE'S TOO SHORT'

Opened Sept. 20. Front-line critics highly praised Jed Harris' production effort, though they didn't give the play much in the way of spades. Brown (Post) declared it to be a "strangely confused and ineffectually written play." Variety (Ives) said "Life's Too Short" was "a play that is not a play."

'Few are Chosen' stopped at the 88th Street after two weeks less one night. Adverse notices with thin attendance after the first night.

### 'FEW ARE CHOSEN'

Opened Sept. 17. Anderson (Journal) said it "makes a dull evening," and Brown (Post) almost echoed his sentiments. Gabriel (American) declared it "the newest candidate for mercy and, I much fear, oblivion." Variety (Ives) said: "None save the author's own would have presented it."

'The Old Maid' went on tour from the Empire after a run of nine months. Play copped the Pulitzer prize, which upheld its grosses through the summer.

### 'THE OLD MAID'

Opened Jan. 7. Only four first-night attendees in the premiere of the Pulitzer prizewinner, and only one of them, Mantle (News), gave it a good rating. Anderson (Journal) said it was "full of everything except interest, drama and life." Other pans were more severe. Variety (Kauf) said: "A bad play which should make a lot of money."

Also dropping out were 'Awake and Sing,' a last season play which came back for a few weeks after a summer shutdown and 'Kind Lady' on the same set-up. 'Awake' tours.

## LEGIT STOCKS OPENING UP

Starting from dead center following the finale of the summer rural season, stocks are slowly opening up. Two are definitely slated for the east, a third is in contemplation, and a fourth already open. An assured stock venture is set for Minneapolis, where eight weeks are carded under a long planned subscription drive. Latter may attract some Broadway shows, it being figured such attractions will bolster the season.

John Craig, Jr. is readying the City, Boston, although this venture will not be publicly known as yet. Morgan and Isham Keltz, new firm operates the summer show colony at Dennis, Mass., is to spot stock in Baltimore. In addition a musical stock is proposed for Montreal.

## Current Road Shows

- Week Sept 30
- 'Agatha Calling,' Garrick, Philadelphia
- 'Ascend,' Plymouth, Boston
- 'Anyth,' I Capitan, Hollywood
- 'Awake and Sing,' Philadelphia
- 'Blossom Time,' Chestnut, Philadelphia
- 'Great Waltz,' House, Boston
- 'Jubilee,' Shubert, Boston
- 'Porgy and Bess,' Colonial, Boston
- 'Old Maid,' Forrest, Philadelphia

# 'Abroad' Hits House Record, \$42,000; No Drama Socks Yet but B'way Okay

Indications for a flourishing legit season on Broadway still hold true, and despite tapping last week, more shows rated moderately are getting better attendance than in other seasons. The Louis-Baer fight, which drew many out-of-towners, did not net theatres much—hotels and cafes got the cash principally. Nor did the Jewish New Year help last week.

Dramatic successes are still awaited. First probable hit in that class is 'The Taming of the Shrew,' which drew high critical praise at Monday's (30) premiere. That business is to be had is shown by the gross of 'At Home Abroad,' which in its first full week at the Winter Garden credited with \$42,000 claimed a record for eight regular performances.

Last week's premiere card was not as fruitful as expected. Seven shows arrived, two or possibly three having a chance for moderate success, though none definitely rated. Notices for all were more or less divided. That goes for all new shows so far. The season except 'Shrew,' and even there a dissenting notice appeared.

'A Lou of Brentford,' Golden, got \$9,000, with 'If This Be Treason,' also moderate at \$8,000 at the Music Box. Remember, 'The Day,' 'Nations' and 'Blind Alley' Book appear to have better chances. That possibly applies to 'Winterget,' which is being played at the Lyceum, though the opinions on both were sharply divergent.

'Othello' was rather let down at

## 'HORSE' \$8,500, 'ROAD' \$13,000; CHI OK

Chicago, Oct. 1.  
Season is now beginning to get under way in earnest as more and more shows hit the galleries with opening announcements. Oct. and Nov. should be the two biggest months; this town has seen in legit in many a year.

Crush of new shows arriving is giving 'Three Men on a Horse' (the title maybe it will be) the best start to start on the road. At present the show plans to stick here until Nov. 3 and then hop to Milwaukee for its first Midwest date. By the time it clears out the show will have broken every dramatic show attendance and gross record in the loop in the past 10 years.

'Tobacco Road,' other entry at present, is going along without worrying at \$13,000 and better, at which gross the profits are swinging and the manager can talk of week-week runs. Has been building matinees; as idly and looks set.

Estimates for Last Week  
'Three Men on a Horse' Harris (1,000; \$275) (26th week). Above \$8,500 last week, remarkable. Conqueror of the box office and sold show this town has ever had, bar none.

'Tobacco Road,' Selwyn (1,000; \$275) (4th week). Holding to a remarkably steady pace at \$13,000, with only slight variations in the take from day to day.

## 'Life Is Not So Simple,' by Ladislav Fodor for the Theatre Guild as its fourth production this season. Ina Claire in lead. Phillip Moeller will stage.

- 'Rose-Mari' trest, Chicago
- 'Three Men on a Horse' Lincoln, Colorado Springs, Wyo., 30; Auditorium, Edinburg, Tex., 29; Trinidad, 2; Kino, Albuquerque, N. Mex., 3; Plaza, El Paso, Tex., 4; travel, 5.
- 'Thumbs Up' Seranton, Pa.; Birmingham, Birmingham, N. York; Strand, Ithaca, 2; Temple, Wilkes-Barre, Pa., 3; Rialto, Williamsport, 4; State, Harrisburg, 5.
- 'Tobacco Road,' Selwyn, Chicago.
- 'At Home with Women,' Geary, San Francisco.
- 'Venue in Silk,' Nixon, Pittsburgh.

the Barrymore. 'Dear Mr. President' was withdrawn before opening.

Two shows which opened a bit earlier in the season dropped out Saturday, 'Life Is Not So Simple,' Edinburg, and 'The Arc Chosen,' 58th Street.

Through withdrawals, the list now totals 20 shows. Seven are carded for next week, a score more in 'rehearsal' and 17 are playing out of town. Shows pending for Broadway, incoming—list—starting Monday (7): 'Macbeth,' Barrymore; 'Porgy and Bess,' Alvin; 'Ascending Dragon,' Ritz; 'Achilles Had a Heel,' 44th Street; 'Sweet Mystery of Life,' Shubert; 'Jubilee,' Music Box; 'Agatha Calling,' 58th Street, at the St. James.

Estimates for Last Week  
'Anyth' (4th week) (M-1,375-\$3.30). Moved here from Alvin Monday; scale revised down for final month before touring; last week around \$3,000.

'At Home Abroad,' Winter Garden (3d week) (R-1,493-\$4.40). Best show so far. The season except 'Shrew,' and even there a dissenting notice appeared.

'A Lou of Brentford,' Golden (2d week) (CD-1,156-\$3.30). Starting pace fairly good, first week's gross claimed at \$13,000; got exceptional first night by premiering Sunday.

'Blind Alley,' Booth (2d week) (CD-704-\$3.30). Favorable press for most of word of mouth after opening indicates promising engagements; last week around \$8,000; claimed to be building.

'Children's Hour,' Elliot (4th week) (D-929-\$3.30). Play closed off after fight excitement abated; this holdover no exception, but plenty of word of mouth.

'Few Are Chosen,' 88th St. Ranked Saturday after two lean weeks.

'If This Be Treason,' Music Box (2d week) (D-1,059-\$3.30). Good notices; some highly favorable, others questionable; anti-war show had moderate first week at \$8,000.

'Life's Too Short,' Broadhurst. Withdrawn Saturday after week and two nights.

'Moon Over Mulberry Street,' Mansfield (5th week) (D-1,097-\$3.30). Good notices; closed Monday when 'Dear Mr. President' was scratched here; around \$3,000 after first going by.

'Most of the Gang,' Cort (1st week) (C-1,059-\$3.30). Presented by Dwight Deere Wiman and Auriol and produced by John van Druten; opened last night.

'Night of January 16,' Ambassador. First night. Good notices; going to four figures nightly and should climb; novelty meller profitably set around \$8,000.

'Path of Glory,' Plymouth (2d week) (D-1,036-\$3.30). Marked difference of opinion in reviews of show; claims of gross record in the loop; opened last week, with chances not definitely indicated.

'Parade in Silk,' Lyceum (1st week) (C-944-\$3.30). Still making good profit and should last into winter; holdover comedy approaching week.

'Remember the Day,' National (2d week) (CD-1,164-\$3.30). Opened last week. Good notices; with play rated among best of last week's crop.

'Sketch Book,' Majestic (18th week) (R-1,770-\$3.30). Holding its own and may stick until more musicals arrive; estimated around \$13,000 last week.

'Slight Case of Murder,' 48th St. (4th week) (C-959-\$3.30). Started second week. Good notices; rush of new plays, but credited with \$8,000 last week.

'Squaring the Circle,' Lyceum (1st week) (C-957-\$3.30). Came from Russian adapted by Eugene Lyons and Charles Malamuth; preliminary notices; Mendelsohn; opens Thursday (3).

'Taming of the Shrew,' Guild (1st week) (C-918-\$3.30). Shakespearean farce presented in such manner that it is rated now; opened Monday by Theatre Guild, drawing highly favorable notices with one exception.

'Three Men on a Horse,' Playhouse (36th week) (C-850-\$3.30). None of new straight shows; has equalled pace of comedy holdover; around \$12,500 last week.

'Tobacco Road,' Selwyn (5th week) (C-1,017-\$1.62). Run last week still taking good and still indefinite; in fact, under previous pace but over \$7,000.

'Winterget,' Marlin Beck (2d week) (D-1,214-\$3.30). Business at mid-level; good notices; play accorded mixed notices with some highly laudable.

'Othello,' Barrymore. Gladys Cooper-Phillip Merivale in rep mildly produced; acerbic next week.

# 40c Ticket Gag Washed Up; Customers Just Won't Fall for It

Looks like the 40c ticket gag, which caused plenty of grumbling in managerial circles, will be out for legit shows on Broadway this season. That was clearly indicated in Philadelphia and Chicago, where showmen realized that playgoers were staying away from the bargain-admissions, with tickets going into the red on such engagements.

Factor which may control attempts to try it again is the heavy demand for theatres and it is expected there will be few dark spots on the main stem at the end of the month.

Wee and Leventhal are credited with starting the 40c thing. To date they have no plans to resume similar activities, which Equity placed on a virtual stock basis.

Several seasons ago throwaways for 'free' caused a commotion. They resorted to employees of large plants, placed in lobbies of second class hotels, in food stores and other shops. Throwaways were under fire when the legit code was enacted. Upshot was that all such paper must now include the price at which tickets can be obtained—40c to 50c as a rule. Previously the 'courtesies' had no printed matter, but the effect that a service charge or 'tax' was required. Usually the ticket scale at the box office was \$3.30 top, but there were few sales at that rate. It was contended, however, that a tax for the full or established price was collectable under the law. That forced such shows to drop to 40c, just under the figure where federal admissions tax applies.

# HOW THEY PAY OFF IN STICKS

One strange situation pertaining to summer theatres was aired by the arbitration route when an actress received an award of \$35 against Fred Jackson, who tried out a series of plays written by himself at Scarborough-Hudson, N. Y., during the recent sticks season.

Actors rehearsed one week and played one week, which is usual, but at Scarborough there were around 35 'p'ers who were required to board at a nearby cottage conducted by the house manager. They were charged \$5 per day.

Complaining actresses stated she was not aware of the board and lodging plan, nor the high rate. During the arbitration a query was put as to who ordered the five bucks per day payment direct from the house to the manager-inn keeper. Answer was that this was done 'because actors don't like to carry cash around with them.'

Equity requirement is that when players are rehearsed outside of New York they are to be paid \$5 daily for sustenance. For try-outs they must be paid \$20 minimum. In the case disposed of, the artist was given \$15 at the end of the playing week and, when she demurred, another \$10 was offered.

Award included transportation and baggage items.

## CASH FOR YOU

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## STATUS QUO

Sunday Matter Lying Along for Time Being

With the managers busy getting shows onto Broadway the Sunday matter has simmered down. Showmen have accepted the fact that paying actors and stage hands double wages makes Sundays impractical, regardless of the legal importance of legit performances on the week's first day. Likely, however, that Sundays will take the limelight when the season gets into full stride.

Only show which played Sunday is 'A Touch of Brimstone,' which will again play that evening. However, it will be in aid of the Stage Relief Fund and Equity's double pay crimpers won't apply.

## DUFFY'S NEW PLAYS; MAYBE ZANUCK COIN

Hollywood, Oct. 1.

Henry Duffy will produce 'Autumn Drama,' by Gregory Ratoff and Margaret Kennedy, as the first of a series of plays he'll do here before taking them to Broadway. Expects to stage three plays in New York before the first of the year. Contingency of staging N. Y. plays at the El Capitan here. Understood that Darryl Zanuck is financing.

## ENGAGEMENTS

Estelle Winwood, 'Eden End'; Ernest Tracy, 'Whatever Goes Up';

Arthur Aylesworth, Phillips Holmes, Lily Lee, Arthur Lake, Skeets Gallagher, Alexander Carr, Julius Tannen, Josephine Whittell, Helen Cohen, 'Golden Sunshine' (Cont.);

Vincent Price, 'Victoria Regina';

Miss Leslie, Robert B. Williams, Tommie Lester, 'Let Freedom Ring';

Ernie Vitale, Lyster Chambers, Emily Winston, John Raby, Paul Foley, Carlo Conti, Zaham Cunningham, Donald Terry, Margaret O'Donnell, Howard St. John, 'Triumph';

Harry Mestayer, Sylvia Field, 'Alice Had a Heel';

Rosalie Norman, Louis Jean Heydt, Frederica Siemons, Damian O'Flynn, Mae Castle, 'Bright Star';

Hurst Amyx, Rose McLean, Jeanne Greene, Stuart Beebe, Gertrude Bonhill, 'Mullatto';

Nancy Dwyer, 'Night of Jan. 15';

William Janney, Mary Mason, Robert Sloane, 'Substitute for Murder';

Georges Heller, 'Squaring the Circle';

Walter Gilbert, Doris Packer, C. Norman Hammond, Emmott Rogers, Dick Wallace, Paul Morton, 'Strip Woman';

Wm. Claire, 'Life Is Not So Simple';

Irby Marshall, 'Romeo and Juliet';

Arlene Francis, Eugene Sleroff, Oliver Barbours, 'Body Beautiful';

Rosalind Ivan, 'Kind Lady' (Cont.);

Gene Lockhart, Hobart Cavanaugh, Broderick Crawford, Evelyn Allen, Mady Correll, Katherine Marsh, Louis Polan, Edward Tully, Franklin Fox, William David, Virginia Sledge, Virginia Tracy, Albert Berg, Curtis Marpe, Paul Byron, Erskin Sanford, Judson King, Richard Lloyd, Richard S. Bishop, Jack Soanes, Charles Waggenheim, Alan Wallace, Thomas F. Tracy, 'Sweet Mystery of Life' (complete cast);

Rosalind Ivan, 'Kind Lady' (Tip, Tap and Toe, Shea and Raymond, 'Scandals';

# H'Wood Tonsil Teasers To Romp Along Coast

Los Angeles, Oct. 1. Civic Grand Opera of Hollywood will tour its singers this fall. Outfit, directed by Umberto Sistrarelli, opens a tour at Long Beach on Oct. 19.

Company will play Fresno, Bakersfield, San Jose, Oakland, Portland and Seattle. Operas offered will be 'Faust,' 'th,' 'Rigoletto,' 'Ida' and 'Pagliacci.'

# Brady Jr. Burned To Death; Mother, G. George Retires

Burned beyond, the body of William A. Jr., was found in the charred remains of a bungalow at Col's Neck, N. J., last Thursday (26), afternoon. He was the victim of a fire believed to have started from a cigarette. There was no doubt as to his identity because it was known that young Brady, about 36, had borrowed the bungalow from Elsie Enshlow, who was press agent for shows which Brady tried out at Deal, N. J., last summer.

Funeral services were held Saturday, with Brady, Jr., and the young manager's mother, Grace George, attending. Miss George was starring in 'Kind Lady' at the Longacre. 'Lady' was immediately withdrawn and will not be toured, as planned by Potter and Haight. Star had returned to the stage after being ill for sometime. Because of the tragedy it is believed she will retire permanently.

Young Brady presented a number of shows in association with Dwight Deere Wiman, one of their most successful ventures being 'The Little Show,' but they scored principally with comedy dramas. Team and stage established themselves as producers. Understood they were to reunite this season.

Brady, Jr., was married to Katherine Alexander, who has been in pictures in Hollywood for the past season. Surviving also is a seven-year-old son. Alice Brady, also on the coast, was a half-sister.

# APA's Crowd

(Continued from page 51) tivated, vaudeville would be free to come back. The reason he couldn't get the agents licensed, he said, was because a certain theatrical trade paper continued to state that vaudeville was dead, and, reading these statements, the agents don't feel that the license fee would be well spent. Moss did not name the paper and refused to state the name of the man who had written the article. He also said that agents' commissions should not be more than 5% though he once told the agents they could take all they could get.

Joe Laurie, Jr., presided at the meeting, though he didn't deliver any speeches outside of the introductions, and Whitehead made the windup address, submitting the resolution asking President Roosevelt for an interview on the APA's vaude program. The resolution was passed unanimously. The union reps present as at the APA's mass meeting last year, said that their respective organizations would back the APA in anything it did to bring back stage shows.

Producers Charles B. Maddock, president of the Vaudeville Producers Association, also stated that his organization was behind the APA's fight for a vaude comeback, and then outlined lightly on his plans to ask President Roosevelt for a Senatorial investigation of alleged discrimination against stage shows by the circuits and picture interests. The APA, however, is not backing the producers in their plans to have the Senate query the theatre heads on the ways and means of vaude's present condition.

The mass meeting was extensively ballooned for three days before it actually took place. A dozen sand-wich and milk parades the Times Square area; while more than 100 members of the APA scoured the city for signatures to petitions asking for the return of stage shows.

# Inside Stuff—Legit

Eight Juniors of varying ages and appearing in 'Remember the Day' at the National, N. Y., are parented by people of stage or film. John Drew Devereaux is the son of Jack Devereaux and Louise Drew, kin of the famous; Martha Bodger's father was the late William Hodges; Peter Johnston is the son of Moffatt Johnston, Mary McQuade's mother was Mabel McQuade of silent pictures, Joe Brown, Jr.'s father is of the stage crew at Radio City, Kathleen Kidder is the niece of Katherine Kidder, formerly legit; Keenan Wynne is Ed Wynne's son, Frankie Thomas' pappy is Frank M. Thomas, Sr., who plays the boy's father in the play, Virginia Dunning is the daughter of Phil Dunning, co-author and producer of 'Day'.

Melville Burke, who Season at Skowhegan, Me. (Lakewood Players), drew 40% over the summer of '34. Rural show-shop grossed between \$3,000 and \$4,000 weekly for a period of 12 weeks.

At Skowhegan it is the fashion for femme patrons to bring along the dog. At one performance most of the women seemed to have a Pekinese in their laps.

During rehearsals of 'Paths of Glory' in New Haven Arthur Hopkins fell through the boarded-over orchestra pit and injured his back. When taken to a hospital it was also ascertained that his leg was badly gashed and the wound was sewed up.

Loss of blood and an anti-tetanus injection caused him to be laid up early last week, but he is about again.

Howard Gale and Joseph Solly have gone out in advance of the western company of 'Three Men on a Horse' now touring Texas. Because of the Boston company, the fourth 'Horse,' Joe Flynn has been switched from the Chicago outfit to the Hub where the opening is slated for Nov. 4. Al Spink, who has been agenting the western 'Horse,' is now with the Chicago troupe.

Semi-pro stock company which operated Fridays and Saturdays at Teaneck, N. J., during the summer plans continuance into the winter, playing the same evenings every other week. Enterprise is called the Hagerman County Theatre Guild. The little theatre of the Square Circle Music Club is still open.

Anthony Joachim, former pro, is the director.

Dick Purcell leaves 'Paths of Glory,' which opened at the Plymouth, N. Y., last week, going to Hollywood under a term for Warners.

Purcell screen tested a year ago and not until the drama opened in New Haven was there a response. His probable first film will be 'Celtic Zero.'

Debut date in Boston of Gladys Cooper and Phillip Merivale in 'Othello' and 'Macbeth' was under-estimated, gross approaching \$10,000 mark. Hub did not patronize the lower floor heavily, bulk of attendance being in the balcony and gallery.

# Plays Out of Town

**AGATHA CALLING**  
(Continued from page 54) the plot is the Briton's brother, who is masquerading as the butler in the establishment. Letter is postulated, but further complications arise when Agatha cables that she wants 5,000 pounds as well. Business man hasn't got the easy, as the final curtain falls, the two Englishmen arrange a scheme to steal wife's money from the safe and she is apparently okay again although as the final curtain falls, the butler is announcing a long-distance telephone call from England and Agatha. Just what that is supposed to lead to is an open question.

Play is naive and often poorly written. First act is slow, second has spots and third is rather funny in an ingenious way. Dialog is fairly good, though a little stiffly sophisticated. Characters are familiar but flat.

There are three good performances by Leo G. Carroll as the masquerading brother-butler and Doris Dudley as a cute heroine. 'Play' is funny at times as the father, but the part could have been more effective. Ivy Troutman is okay as the heroine's mother and Bruce Cardigan satisfactory as the heroine's fiancée.

Play is a good one, though it is a bit tasteless and the direction deserves a hand. In fact, with a couple of minor editing suggestions, everything possible has been done for a mild, featureless little comedy that just doesn't make any particular grade to get anywhere, although it doesn't bore.

Possible for film as, though no particular reason why it should find its way to them. Waters.

**ASCENDING DRAGON**  
Boston, Oct. 1. Mystery play in three acts by Fredrick Jackson. Produced by Camille Aidan. Staged by J. H. Hays at the Plymouth Theatre, Sept. 20, '35.

Mac of building a mystery play around Cardini might have had some hope if the play itself had any dra-

matic merit. Instead, a fine magician finds himself foundering around as a mediocre actor in a rather amateurish bit of playwrighting. General idea of the plot concerns Cardini in his routine of card and cigarette tricks, followed by telepathic readings, in which he answers a question concerning a happy marriage by announcing that the marriage will never occur. Show then starts with the conventional murdered man, a Scotland Yard detective, a valet, and the final decision to ask the magician to come from the theatre and explain how he was able to forecast the murder. He tracks the murderer down and proves that the murdered man was a villain and that he, the magician, had murdered a man for wronging his wife.

After explaining to all the principals that the murderer man deserved being killed, he does a final trick or two of legerdemain and bows himself off as the curtain falls on a thoroughly bewildered audience. Cardini is turning in a fair performance, but the idea of building a mystery play around a magician requires a better play than he has been given. Libbey.



"JUMBO" NEW YORK

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Founded 1924 by Franklin H. Sarge  
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# Ballet Revival Seen

## Hollywood Interested Also—Good Grosses Last Year Harbinger for Big Season

Advent of ballet season opening Oct. 9 at Metropolitan, New York, with Monte Carlo Ballet Russe, has several studios assigning their scouts to witness entire repertoire extended to the 26th: Picture companies have been toying with ballet themes for several months now, awaiting the right moment to stage a scenario with a dance background. Rise of public interest in ballet has resulted in the overtime job for talent and dramatic scouts. Both Monte Carlo and American Troop have been approached at various times for film jobs, but mostly on an individual art plane, and nothing with widespread appeal.

With a tour of cities mapped out covering the U. S., S. Huruk handling Col. W. de Basil's Monte Carlo Ballet Russe, which opens in N. Y., on Oct. 9, at the Metropolitan, is primed to send out his biggest touring aggregation in years. Troupe includes 125 with orchestra, to travel in special trains, with all of the accompanying trappings of a high-class circus.

Last year gross figures for the ballet: Cleveland, four performances, \$1,937.05; Philadelphia, five performances, \$1,687.90; Montreal, \$1,250.15; Los Angeles, eight performances, \$31,501.75; Chicago, 18 performances, \$73,604.70; St. Louis, four performances, \$20,351.50; San Francisco, five performances, \$30,066.94; Boston, six performances, \$29,633.84.

Returns from smaller towns are as follows: Rochester, two performances, \$6,925.13; Utica, \$4,750.50; Sacramento, \$5,294.25; Grand Rapids, \$4,417.25. This year the ballet will have the advantage of performing with several major symphonic bodies in the country. Stokowski will conduct four performances in Philadelphia; Gozens will conduct four with the Cincinnati symphony, and similar arrangements in St. Louis and Detroit.

Trudi Schoop's First Visit  
Week of Dec. 20 will see the Trudi Schoop comic ballet in N. Y. Huruk office announces company comprised of 22, is making its first U. S. trip.  
Holiday dates to be set within two weeks' time.

### Routes

KIRSTEN FLAGSTAD	
8—General	24—Detroit
10—Cleveland	25—Columbus
11—Chicago	27—Oberlin
12—Pittsburgh	28—Cincinnati
13—Pittsburgh	29—Pittsburgh
14—Pittsburgh	30—New York City
15—Pittsburgh	31—New York City
16—Pittsburgh	1—Brooklyn
17—Pittsburgh	2—Brooklyn
18—Pittsburgh	3—Brooklyn
19—Pittsburgh	4—Brooklyn
20—Pittsburgh	5—Brooklyn
21—Pittsburgh	6—New Haven
22—Pittsburgh	7—New York City
23—Pittsburgh	8—New York City
24—Pittsburgh	9—New York City
25—Pittsburgh	10—New York City
26—Pittsburgh	11—New York City
27—Pittsburgh	12—New York City
28—Pittsburgh	13—New York City
29—Pittsburgh	14—New York City
30—Pittsburgh	15—New York City
31—Pittsburgh	16—New York City
1—Pittsburgh	17—New York City
2—Pittsburgh	18—New York City
3—Pittsburgh	19—New York City
4—Pittsburgh	20—New York City
5—Pittsburgh	21—New York City
6—Pittsburgh	22—New York City
7—Pittsburgh	23—New York City
8—Pittsburgh	24—New York City
9—Pittsburgh	25—New York City
10—Pittsburgh	26—New York City
11—Pittsburgh	27—New York City
12—Pittsburgh	28—New York City
13—Pittsburgh	29—New York City
14—Pittsburgh	30—New York City
15—Pittsburgh	31—New York City
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18—Pittsburgh	3—New York City
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20—Pittsburgh	5—New York City
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24—Pittsburgh	9—New York City
25—Pittsburgh	10—New York City
26—Pittsburgh	11—New York City
27—Pittsburgh	12—New York City
28—Pittsburgh	13—New York City
29—Pittsburgh	14—New York City
30—Pittsburgh	15—New York City
31—Pittsburgh	16—New York City

### TOWN HALL

Dates All Tentative	
Sir Norman Angel	William Lyon Phelps
Herbert Agay	Marjorie A. Barnes
Wendell Wilkie	Caroline Miller
Henry F. Wiggin	Frances Homer
Albert Egan	Edward Wekes
Henry F. Fairchild	Albert F. Koch
Ed. Lindqvist	John Miron Brown
Dr. Howard Haggard	Amelia Earhart
Arvid Siegrist	Chas. C. R. Knight
George Scobey	Stanley High
John T. Flynn	Arthur Pillsbury
W. W. Stewart	Dr. A. O. Overton
C. V. O.	Louis K. Anspacher
Dr. Marcellina	W. Stewart
Maurice Illinois	Mary Sundall
Ed. Bronson	Adelaida Steiman
Nia, J. Fleming	Ida Wright Bowman
W. K. Ratcliffe	Franklin D. Roosevelt
W. W. Tomlinson	George E. Raiguel
Pearl Bailey	William Starr Myers
Therion Wilder	William Starr Myers
Idney Thompson	Channing Pollock

### JASCHA HEIFETZ

October	
9—Squibb Hall	10—Philadelphia
11—Squibb Hall	11—Buffalo
12—Providence	12—Boise
13—Cleveland	13—San Anarch
14—Cleveland	14—Cleveland
15—Cleveland	15—Cleveland
16—Cleveland	16—Cleveland
17—Cleveland	17—Cleveland
18—Cleveland	18—Cleveland
19—Cleveland	19—Cleveland
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22—Cleveland	22—Cleveland
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26—Cleveland	26—Cleveland
27—Cleveland	27—Cleveland
28—Cleveland	28—Cleveland
29—Cleveland	29—Cleveland
30—Cleveland	30—Cleveland
31—Cleveland	31—Cleveland
Nov.—Dec.	
1—Cleveland	2—Cleveland
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5—Cleveland	6—Cleveland
7—Cleveland	8—Cleveland
9—Cleveland	10—Cleveland
11—Cleveland	12—Cleveland
13—Cleveland	14—Cleveland
15—Cleveland	16—Cleveland
17—Cleveland	18—Cleveland
19—Cleveland	20—Cleveland
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23—Cleveland	24—Cleveland
25—Cleveland	26—Cleveland
27—Cleveland	28—Cleveland
29—Cleveland	30—Cleveland
31—Cleveland	1—Cleveland
1—Cleveland	2—Cleveland
2—Cleveland	3—Cleveland
3—Cleveland	4—Cleveland
4—Cleveland	5—Cleveland
5—Cleveland	6—Cleveland
6—Cleveland	7—Cleveland
7—Cleveland	8—Cleveland
8—Cleveland	9—Cleveland
9—Cleveland	10—Cleveland
10—Cleveland	11—Cleveland
11—Cleveland	12—Cleveland
12—Cleveland	1—Cleveland
13—Cleveland	2—Cleveland
14—Cleveland	3—Cleveland
15—Cleveland	4—Cleveland
16—Cleveland	5—Cleveland
17—Cleveland	6—Cleveland
18—Cleveland	7—Cleveland
19—Cleveland	8—Cleveland
20—Cleveland	9—Cleveland
21—Cleveland	10—Cleveland
22—Cleveland	11—Cleveland
23—Cleveland	12—Cleveland
24—Cleveland	1—Cleveland
25—Cleveland	2—Cleveland
26—Cleveland	3—Cleveland
27—Cleveland	4—Cleveland
28—Cleveland	5—Cleveland
29—Cleveland	6—Cleveland
30—Cleveland	7—Cleveland
31—Cleveland	8—Cleveland

### Stravinsky's Tour

Igor Stravinsky arrives in the U. S. around the holidays to begin his tour which gets underway Jan. 7 in Rochester. At the moment, together with S. Duskin, he is touring Norway, Sweden and Denmark, for a series of 12 concerts.

Following Rochester, Stravinsky visits Philadelphia, Jan. 21; Milwaukee, Jan. 27; Chicago, Jan. 28, 30 and 31; Columbus, Feb. 10; Lansing, Feb. 13; San Francisco, Feb. 19; Los Angeles, 27 (tentative); Santa Barbara, March 3.

He will also air on General Motors program over NBC, and later the broadcast sponsored by Library of Congress in Washington. New York and St. Louis dates are still to be set through Musical Art Management. In March, he is to direct the American Ballet at the Met.

### RADIO CITY'S BALLET TO TOUR

Popularity of ballet this year makes the idea of the Radio City Music Hall corps de ballet becoming a regular touring attraction when free from M. H. chorea, a strong possibility. Entire troupe numbering 60 under Florence Rogge, ballet director, plays its first out-of-town engagement on Oct. 25 and 26 in Toronto.

Company will appear at Mapleleaf Gardens (15,000 seater) with Reginald Stewart's Symphony orchestra. A special train will transport the group, including regular technicians and stagehands used to handling Music Hall electrical and mechanical effects.

Nicholas Daks and Patricia Bowman head the troupe. Program to be presented includes: Ravel's 'Bolero' (a big favorite with Music Hall patrons); Ballet Classique and Hungarian Rhapsody. Also diversifications will be allotted the principals.

Touring date is made possible through the particular program set at that week at the Music Hall. Stage to be given over to Leonidoff's presentation of 'Cavalleria Rusticana,' as a straight opera. Serge Soudeikin has designed modernistic sets for the offering.

### Spaeth Lecture Tour

Sigmund Spaeth starts a lecture tour this month, beginning in Oregon, and during the hop will conduct a series of amateur broadcasts under sponsorship of Alka Seltzer. Same firm presented the tune detective in a series over WEVD, New York, last winter.

Local committees are to pick 30 entrants beforehand, with Spaeth's final selections for airing. Recordings and reports will be sent east for managers and agents usage. He resumes over WEVD when he returns.

### Berlin Orch Tours

Germany's elite band, the Berlin Philharmonic Orchestra, starts its foreign tour in England, and will play three concerts at the Albert Hall in London and seven in the provinces.

In Jan. a number of concerts will be given in Warsaw, and in April in Paris and Switzerland.

### WEISMAN HEADS CARNEGIE

Robert Simon, Jr., Becomes a Vice-President  
Murray Weisman now heads Carnegie Hall as president, succeeding Robert Simon, who died in Sept. He's been with the institution since 1925. Robert E. Simon, Jr., has been elected vice-president succeeding Weisman.

So far Carnegie has over 30 engagements over the number on file at the same time last year, with more than 50 options outstanding on other dates.

Philharmonic opens the season Thursday (3) with Otto Klemperer conducting.

### Worcester's 76th

Worcester, Oct. Eyes of the musical world are on Worcester this week with singers and instrumentalists of international prominence performing in the 76th annual Worcester Music Festival. The week's program is the American's major importance in the Worcester's musical season.

Soloists at the opening concert Monday night were Louise Leitch, soprano, Katherine Males for contralto, Frederic Jagel, tenor, and Julius Huehn, baritone. The program was devoted to the 25th anniversary of Bach and Handel as well as the memory of Sir Edward Elgar, English composer.

Tonight's (Tuesday) concert has Josephine Antoine, soprano, and Mischa Levitzki, pianists, as soloists. Wednesday afternoon's offering will be devoted to concert for children, with Mischaokoff, violinist, soloist.

A choral program Thursday night will feature E. Wolf-Ferrari's 'The New Life' with soloists, chorus and orchestra, with Margaret Halstead, soprano, and Huch, Mm. Kirsten Flagstad, Norwegian soprano, will be heard Friday night.

### CHARLOTTE LOOKS UP

Charlotte, N. C., Oct. 1. Red Gate Chinese Shadow Players have been booked for a series of dramatic series for Charlotte. Misses Emma and Mary Wajman are the impresarios. Other bookings include Tony Sarg, marionettes and Gloria Perkins, child violin prodigy.

Under consideration or already booked for the Caroline Theatre Civic Light Opera company, with Gilbert and Sullivan offerings; Hedgerow Theatre, of Rose Valley, Cal., with a repertoire ranking from Shakespeare to O'Neill.

### Grace Moore-Met Dicker

Grace Moore is dicker with the Met. through her manager, F. C. Schang, for two performances in January in between pictures.

First may be a benefit for Mrs. W. R. Hearst's Milk Fund.

### Platform Personalities

Alberti di Gostissa, who accompanied Lily Pons to Hollywood in order to coach her for the operatic moments in 'Love Song' (Radio), sailed last week aboard the Europa for a stay in Paris. However, later in the season he is returning to N. Y. and will open a studio.

'Juliette' (stage show) has a dance called 'The Reguine' imported from the Island of Bali and picked up by Cole Porter and Moss Hart during their first round-the-world jaunt last year. Albertina Rasch worked on it and has given it a ballroom flourish.

Eugene Ormandy, conductor of the Minneapolis Symphony, arrives on the Statenland Oct. 5, accompanied by his wife, the former Steffy Goldner, harpist with the N. Y. Philharmonic. Besides his duties with the Minneapolis group, Ormandy will conduct the Philadelphia Orchestra for two weeks this season.

Friedrich Schorr, Metropolitan baritone, just back from Europe this week, has been engaged for the San Francisco opera season this fall.

Lotte Lehmann arrives on the Ile de France Oct. 16 and opens her tour in Toronto, Oct. 22. She's to appear with the Boston Symphony

# Opera, Ballet, Lectures Apply to College Credits in Evanston

### Latin Talent Specialists

Beron-Brook Artists is name of new concert bureau with headquarters in Washington. Will specialize in Latin talent. Arnaldo Conti-Berenguer, business manager of International Art Union, and Lyle A. Brookover, newspaperman, and member of Forum and Arts Club of Washington, are directing it.

First artist to be handled is Dalia Ingulis, Cuban danseuse, who will make her U. S. debut in New York early next year. Others to be sponsored by the new bureau include: Ernesto Berumen, Mexican pianist; Marta de la Torre, Cuban violinist; Osvaldo Mazuchic, Uruguayan cellist; Remo Bolognini, Argentine violinist; Alida Donnenelli, Guatemalan coloratura; and Irma Sobel Labatillo, pianist and lecturer.

Chicago, Oct. 1. College of North-

western Evanston is this year trying new public course in 'history and enjoyment of music' which is open to the general layman. Course includes 10 concerts, 10 lectures preceding and six lectures. Northwestern's Thione Hall-down town auditorium. These-seeking university degrees may use this course for credit.

Set for the University concerts in this course are Lucrezia Bori, San Carlo's 'Samson & Delilah,' Moscow Cathedral Choir, Mary Garden and Rudolph Ganz in a Debussy concert, Chicago Symphony Orchestra with Frederick Stock conducting, 'The Ballet Russe, John Charles Thomas, Albert Spalding, Marian Anderson, running in toto from Oct. 12 to Jan. 27.

Lectures will be delivered by Felix Borowski with the speeches to start at 7:00 at the Auditorium theatre and the concerts at the legitimate hour of 8:30. Northwestern has arranged tie-ups to accommodate its pupils for these concerts. For both lectures and concerts the fees are listed as Main Floor for \$25. For only the 10 lectures and 10 concerts it's \$15 and in the balcony, and for 10 concerts it's \$5.00 in the year balcony, \$6 in the first gallery and \$4 in the second. Only main floor seats will be counted towards credit and if credit is desired there's an additional registration fee.

# 12-OPERA REP WILL TOUR IN SPRING

Det-Jit, Oct. 1. In an effort to establish a touring opera company, the Detroit Civic Opera Society, the Detroit Symphony Orchestra and the Arts of Musical Russia, New York, have joined hands. As the first step, 12 productions of grand opera will be given in eight cities of the country next spring.

In addition to the regular season of three operas in Detroit, there will be three in Chicago and one each in New York City, Pittsburgh, Washington, Cleveland and Philadelphia, according to Thaddeus Wronski, executive director of the new unit. Murray G. Patterson is general manager.

Should the proposal season meet with success, the new organization will lay plans for a five-year program in an increased number of larger centers. Each city will hear its first performance of Ludovico Rocca's 'The Duke' produced in 1934 at La Scala, Italy, under the direction of Franco Ghione, who is being sought to conduct the American operas. It will be sung in English.

In addition to 'The Dybbuk,' the season will include Borodin's 'Prince Igor' and Wagner's 'Tannhauser.' The latter will be sung in German, the former in Russian.

### JUNIOR ZIMBALISTS STUDY IN RUSSIA

Moscow, Sept. 10. Eftrem Zimbalist and his wife, Alma Gluck, are re-visiting Soviet Russia this year for a 40-concert tour. Zimbalists are attached to Russia.

While completing the new tour and leaving the country, Eftrem, Jr., 18, and Maria, 20, children of the Zimbalists will remain behind as students in music schools at Kiev and Moscow respectively.

### TOWN HALL SERIES

Tie-Up With Radio to Be Repeated  
By L. P. E.

League for Political Education, 'Town Hall's' mainstay has arranged with NBC for a series of broadcasts covering 26 weeks to emanate direct from the stage. Thursday evening series starts Oct. 31 and will be aired from 9:30 to 10:30 p.m. EST over WJZ.

Same idea was tried out for six weeks last spring, meeting with approval, and resulting in the extended series planned now. Speakers will be announced a week ahead of time, and will be limited to 15 minutes each. It's to be conducted along the lines of an open forum session.

Programs are presented on non-commercial and non-partisan basis, before etherizing, regular sessions will be held lasting for about 45 minutes, and will not be in the form of any rehearsal, are supposed to have the house warmed up by the time the broadcasting hour arrives.

### New Haven Season

New Haven, Oct. 1. Wolsley Hall concert series opens Oct. 23 with Jascha Heifetz, and follows with Boston Symphony Orch. Nov. 20; Kirsten Flagstad, Dec. 1; John Charles Thomas, Jan. 13; Arthur Schnabel, Feb. 10; John Nesch, March 11; Duggie Lee handling series for Yale Music School.

Nelson Eddy will be one of the soloists to appear with the Minneapolis Symphony orchestra in Minneapolis this winter. Others include John Nesch, Arthur Schnabel, and Mischa Levitzki.

**Graphic's Revival Rumored**  
Reports of the republishing of the New York Graphic again as an afternoon tabloid are around, with Col. H. M. Hottel, former editor of the News, and Emile Gauvreau, resigned editor of the Mirror, possibly behind the staff.

Former afternoon tab was originally published by H. M. Macfadden and Gauvreau was its managing editor prior to joining the Mirror.

**Gannett's Foundation**  
Profits from the greatest newspapers will be devoted to public welfare after his death, publisher Frank E. Gannett announced last week in Rochester, in connection with formation of the Gannett Newspaper Foundation, Inc.

Object of the Foundation is to continue his policies in operating the newspapers in the group and to distribute the profits to charitable and educational purposes in the territory served by the newspapers.

Board of 11 directors is to include eight newspapermen and one attorney. Members of first board beside Gannett are: Frank E. Tripp, general manager; Herbert W. Cruickshank, assistant; J. Arnot Rathbone and Douglas C. Townsend, vice-presidents; Thomas J. Hargrave, attorney; Erwin R. Davenport, director; Raymond B. McKinney, advertising representative; Roy C. Kates, general manager of the Times-Union and Democrat & Chronicle; M. J. Wood, associate editor, and Prentiss Bailey, publisher of the Utica Observer-Dispatch. All are to serve for life.

**Fitman Expanding**  
With the addition of Trentwell Mason White to editorial staff, head, the Fitman Publishing Corp. will expand its activities. Firm, which has been issuing books on a limited number of subjects, will now venture into the general book field. No fiction, however. Organization is moving into larger quarters.

White comes to Fitman from Lothrop, Lee & Shepard, the Boston book house, where he served in an executive capacity.

**Pub's Elections**  
Joseph J. White re-elected president of the Book Manufacturers' Institute at the annual meeting of the organization in Atlantic City. Other officers elected with White were C. H. Willim, vice-president, and Andrew W. Luch, Percy Beard, Eldridge Palmer, Edward Roberts, C. B. Littell, Don C. Brook, Edward Bernard, A. E. Barter, Jay Cox, George Wilhelm, Nathan Shrift and John Malow, directors.

Customary resolutions for improvements in the industry introduced at the meeting.

**John Reed Memorial**  
Memory of John Reed, American scribbler who was killed in the Kremlin in Moscow, will be honored by the League of American Writers with a 'John Reed Memorial Evening' at the Civic Repertory Theatre, New York, Oct. 15.

Most of the town's leading scribblers interesting themselves in the event, which will comprise speeches and discussions concerning Reed and his work.

**\$1 Travel Mag**  
Pronounced increase in travel, which is approaching that of boom times, has prompted formation of plans for an elaborate new travel mag to be known as Trips. Will sell for a dollar a copy.

Sponsor of the proposed mag is the International Institute for Advancement of Travel, headed by J. de Kalma-Kaufman. First issue of the new periodical will appear around December.

**Traveling**  
Yet another new travel mag, this one to be called World-Wide Travel Guide—Trips and Togs, and to be issued twice a year. First number to appear around December.

Publisher is J. W. Donaldson, who has formed World Wide Vacation Guide, Inc., to sponsor the forthcoming mag. Donaldson also heads the Vacation Publications, Inc.

**On English Vaudeville**  
Archibald Haddon, London dramatic critic, press agent and novelist, has written a book titled "The Story of the Music Hall" depicting vaudeville entertainment behind the scenes.

In it Haddon reveals the causes of failures and successes in variety and gives facts concerning the music hall's fall from popularity.

**Literary Menace**  
Hollywood, Oct. 1.  
First fan mag editor to play a villain is Murphy McHenry, of campaign, signed by Walter Futter for Hoot Gibson's 'Smoky'.

**Two New Reprint Firms**  
Couple of new book publishing organizations just starting will both issue reprints only. They are the Heritage Press and Republishing House.

Heritage Press has three of the country's biggest bookkeepers employed, as well as George Macy and Harold Riegelman, of the Limited Editions Club, which is also a reprint house. Booksellers are Cedric E. Crowley, A. Kroch and Frank L. Magel. Heritage will republish classics at a uniform price of \$5 per copy. Book manufacture will be exceptional, hence the high prices asked.

Republishing House has Dudley L. Parsons and a number of others interested.

**Coming to War Staff**  
Ed Hurley, for years in the picture business, mostly as a press agent, will be the first of a group of men to be sent from New York to cover the Italian-Ethiopian situation for the Associated Press.

After spending a week in the New York A. P. offices, Hurley sails Saturday (7) for London, where he will spend a few weeks before going on to Cairo, Egypt.

At present, eight other men have been put on the A. P. and are on the cable desk in New York for a brief spell before being assigned abroad. These include Willard Keefer, for years on the Morning Telegraph.

**New Book Firm**  
New general book publishing house is headed by Norbert Dollard Murray. First book to be issued under the imprint of The Book Masters will be 'Overcoming Sleeplessness,' by Charles Weschke. To be followed by 'a novel, "Moccasin Flower," authored by John Bell.

The Book Masters will issue not only fiction and general non-fiction, but books for juveniles as well.

**Pulp's Cutting Prices**  
Appearances of 'so many new pulps priced at 10 cents has forced competing publishers to slash sales prices to the same or near the same level.

Street & Street is cutting Top Notch to a dime with the October number. Western Winners also goes to 10 cents. Ranch Romance, followed by 'a novel, "Moccasin Flower," authored by John Bell.

The Book Masters will issue not only fiction and general non-fiction, but books for juveniles as well.

**Whodunit Book Contest**  
Latest of the prize novel contests is that just inaugurated by Dodd, Mead. Seeks the best mystery-detective novel submitted by an American or Canadian author before next June 15.

Prize money is \$1,000, apart from the usual royalties.

**Doubling**  
Percy E. Haddox, who gets out the weekly Radio Song Guide, additionally interesting himself in a new organization named the Mail Order Publishers.

Later will develop a couple of new ideas evolved by Hayes.

**Tide's New Effort**  
Tide, the advertiser's mag, getting ready to issue a news mag that also covers the advertising field. Will be known as Tide Supplement, but will not be a supplement to the parent publication.

Tide Supplement will appear midway between issues of Tide.

**Delacorte Sees Stars**  
George T. Delacorte, Jr., adding a new non-fiction mag to the Dell strain, called 'You Do Your Scope.' To be published monthly and will deal with astrology only. Philip Sandoval editing.

**Will Rogers Official Blog**  
A biweekly 'Will Rogers' will be undertaken by the widow, who will also collaborate on the tome, she announced from her Beverly Hills home.

She made the announcement in reply to queries.

**\$200,000 Libel Suit**  
Robert H. Lucas, who was commissioner of Internal Revenue during first stretch of the Hoover administration, and executive director of the Republican national committee during the 1932 presidential campaign, signed by Walter Fetter for Hoot Gibson's 'Smoky'.

Article alleged offending article appeared in Kent's 'Grand Game of Politics' column, published in the Wall Street Journal Sept. 10, Lucas claims piece was written and published by Kent, vice-president of the Baito Sun and its political columnist, and the Wall Street Journal.

Kent, when told of the libel suit lodged against him, said: 'Suit is a transparent bluff. He has no more intention of going through with this suit than flying the ocean. I have no intention of paying his libel suit. They are just two Republican politicians to me.'

Suit is biggest, in view of participants and damages sought, precipitated by Kent, vice-president article in quite a few years.

**S. & W.'s Book Club**  
Sheed & Ward establishing its own book club. Book firm will call it the Sheed & Ward Book Society, and for certain fee per year members will receive a book a month for 10 months. Books will be those on the regular Sheed & Ward list only.

Project not unfamiliar to Sheed & Ward, the organization having established the Catholic Book-of-the-Month Club in London some years ago.

**Magazine Monthly**  
Mickey Mag and Magazine, published by Hal Horne, has switched from a quarterly to a monthly. Magazine priced 25c, managed to roll up a sale of nearly 200,000 on the old basis.

Will sell for a dime now, starting with the current Oct. issue.

**CHATTER**  
Edna St. Vincent Millay to France.

Waldo Frank will remain at Truro, Mass., until winter to complete that new novel.

John L. Spivak sailed to survey the contemporary European scene for a new book.

J. E. Priestley here, but careful 'this time as to comment on American life, the organization having postponed until Oct. 23.

Alex L. Hillman, publisher, has gone abroad for additional material for his third book 'The States of the World' of the Hearst Paris office visiting and rubbering around the I.N.S. headquarters.

Babette Deutsch, who is a poetess herself, doing a book in which she critically appraises poetry and poets.

Title of Bob H. Davis' forthcoming volume, 'The Road,' is from a line from 'The Road,' as from Bob's nickname as a kid.

Burton Rascoe's forthcoming book, 'Before I Forget,' will be a survey of the literary scene from 1892 to 1932.

Edward C. Aswell has quit the editorial staff of the Atlantic Monthly to join the editorial staff of Harper's.

Lee Furman and Farrar & Rinehart will bring out new books by Peter Freuchen within two weeks of each other.

Harry Hansen, the book critic, has written a novel, 'Your Life Lies Before You,' and Harcourt, Brace brings it out soon.

Isabel Ross, newspaper lass who turned novelist, giving a history of women in journalism which she will call 'Ladies of the Press.'

Farrar & Rinehart will gather some more of Mark Hellinger's pieces between covers, calling the book 'I Meet a Lot of People.'

As an experiment, Random House will publish as a book George Gershwin's score for 'Foggy.' Limiting the edition to 250 copies.

William Farquhar Payson, who used to be a book publisher himself, shortly to have a novel published, entitled 'Give Me Tomorrow.'

Maynard Rutherford, who has classical music publishing interests, has formed an association with Cassin D'Amico to issue a mag in that field to be known as Scope.

**Best Sellers**

'Vein of Iron' (\$2.50)	By Ellen Glasgow
'Stars Look Down' (\$2.50)	By A. J. Cronin
'Honey in the Horn' (\$2.50)	By H. L. Davis
'Europa' (2.75)	By Robert Briffaut
'Lucy Gayheart' (\$2.00)	By Willa Cather
'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
'Life With Father' (\$2.00)	By Clarence Day
'Asylum' (\$2.00)	By William Seabrook
'Woman's Best Years' (\$2.50)	By Harriet W. H. D.
'King Lear and the Gilded Cage' (\$3.00)	Elizabeth Drexel Lehr

**Book Reviews**

**What's in a Name?**  
M. Lincoln Schuster tried to call Arthur Kober 'the Ring Lardner of Southern Boulevard,' but the author complained; it was, he felt, an exaggeration. So Schuster published 'Thunder Over the Bronx' (Simon & Schuster; \$2) anyway, and began playing with other descriptive phrases. Just now he can't make up his mind between 'The Proust of Pelham Parkway' and 'The Swinburne of Sedgwick Avenue.'

'Whatever the decision, "Thunder" will stand on its own as a book. It's a collection of the comic yarns Kober has been writing for the New Yorker and a peach. It's better than straight humor, having a definite vein of observation and cognizance of life which are irrefutable. Good illustrating by Hoff helps.

**Promise of Better Things**  
Clare Myers Spottawood is going to be plenty talked about presently. She'll be the subject of more discussion than generally marks the appearance of a first novel. Not that she is wholly unknown to the fiction world. She has done short stories, but her 'The Unpredictable Adventure' (Doubleday, Doran; \$2.50), is something else again.

Here and there she displays flashes of genius, but muddles it up with staid philosophy and bromidic moralizing. Book seems to be a compromise between James Branch Cabell and Bunyan's 'Pilgrim's Progress,' with a dash of 'Alice in Wonderland' and a touch of 'Gulliver's Travels.' Incidentally a game of anagrams is tossed in as a side issue in the rearrangement of names such as 'Ole' for 'love,' and the heroine is given a name, Tefectina, a twist on 'Intellect.'

Now that she has gotten it all out of her system, perhaps she will be able to write something really worthwhile.

**Another Pickford**  
Mary Pickford has offered an early book in line with her 'Why Not Try God.' It's titled 'My Reminiscences of Will Leno,' a history, and carries the same metaphysical style. In the current volume she treats of death, rather than of life, arguing that one cannot pass completely here but together through the titular character, who really is a woman.

**Charm School**  
Antoinette Donnelly, who steers 'em straight in matters of etiquette if they read the N. Y. News, is out with 'Charm Never Fails' (Glaser; \$1), a slender volume which packs a lot of advice for those who need it, and that includes many who think they know it all.

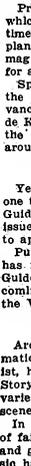
She Emilyposts efficiently, gets most of it between covers, and quotes film and opera stars to uphold her contentions.

**Olmes Between Covers**  
William Gillette gathered the Sherlock Holmes yarns into a play which he called simply 'Sherlock Holmes' some years ago and tramped it all around the country for a long time. It was one of the major stage successes, but has never been printed in book form.

'New Doubleday-Doran brings it out with an introduction by 'Tinseltown' Starrett (\$2). It's the same play and probably will help amateur and stock producers who want to do it, but isn't such good reading in this more modern day and age.

**With the Beasts**  
Now the Martin Johnsons have another book of their jungle adventures. 'Over African Jungles' (Harcourt-Brace; \$3.75) is right in line with past books of the kind and should do well on sales.

It's a big book, with loads of stories of adventurous doings in the wild and about 100 or more action photographs.



# Football

By Benny Friedman

If the first Saturday of the 1935 season may be taken as any sort of indication as to how the wind blows, current campaign is going to be the most involved of any in recent years. The threat has been there for a long time, but this fall the "red-top" has finally turned and become the "up-tetter."

When gridiron titans like Cornell, Illinois, Wisconsin, Alabama, Lafayette, Rutgers, Pittsburgh and Purdue, among others, are beaten, tied or "just manage to scrape through on the first day of the campaign it is time to view the situation with alarm. The smaller teams are loaded. They have been preparing for years. And this may be the year.

So the task of those who pick 'em is becoming more and more difficult. But experts, despite the results, refuse to be quelled. So here we are again, doctor.

### This Week's Games

Outstanding games of the east, if not the country, this week will be the Penn-Princeton embroglio at Palmer Stadium. After suffering the successful attempts, finally tasted

Michigan blood last year. That was sweet, indeed, and once again has it within reach this Saturday. However, Michigan, after spending a year in the lower brackets, is anxious to regain the glory of the past, and with powerful sophomores on the firing line, is bound to force the State team to its maximum.

Rice, as predicted last week, will be one of the standouts of the season. The southerners will continue along the victory path against Duquesne: Army will defeat William and Mary, but not by so decisive a margin as Navy.

Elmer Layden seems to be fitting into the shoes left him by Rockne at Notre Dame. One more feather will be added to his cap when the Ramblers stampede through the engineers of Carnegie Tech.

Duke will change the Washington and Lee swing into a drag.

Pittsburgh, after its comparatively insignificant start, will gather power and momentum against Washington and Jefferson.

Keep your eye on Nebraska, a power of the Big Six, as this team

## Probable Football Winners and Proper Odds

October 5

By Benny Friedman

GAMES	WINNERS	ODDS
Princeton-Penn	Penn	Even
Alabama-George Washington	George Wash	4/5
Notre Dame-Carnegie Tech	Notre Dame	9/5
Burgh-W. & J.	Pittsburgh	3/2
Ohio State-Kentucky	Ohio State	5
Purdue-Northwestern	Purdue	13
Louisiana State-Texas	Louisiana	7/4
Washington-Santa Clara	Santa Clara	Even
Tulane-Auburn	Tulane	8/5

(Predictions based on fair weather)  
Copyright, 1935, by Variety, Inc.

tinge of defeat all too often in the past few years, the Quakers are wasting no time in forcing themselves into the bright lights of 1935. Penn's team has talked, dreamed and eaten the Princeton game for a solid year. And Saturday the Red and Blue is going to attempt to shake the pillars of Palmer Stadium. This should be a hard-played game, renewing one of the grandest of all traditional rivalries.

George Washington University has steadily been climbing the ladder of grid fame. Saturday, with Alabama as the bait, the Colonial is picked to heave thorns into the side of the Crimson Tide and reduce the national champion to the ranks. Michigan State, after several un-

is going to be one of the cornucopiers of a dizzy season. The Cornhuskers are set to pour through Iowa State. Ohio State will spend half next Saturday afternoon hiding the ball. Kentucky will find it planted behind its goal line several times. The Buckeyes at last have the team for which Columbus has craved.

Purdue will gain her first conference victory against Northwestern in the first night game ever played in the Big Ten.

Louisiana State, despite its lickerish Rice, is still a good club, and will prove its worth this week by beating Texas.

Santa Clara and Washington are evenly matched, with the former team a very slight favorite.

peated over here. Corny nowadays, but great stuff then.

Clipper exited that the early closings of road shows were much earlier than the previous year, though there were 50 more out than at the opening of the previous season.

U. S. Circuit court declared "The Mikado" in the public domain. D'Orville was standing on a copyrighted piano score made by an American citizen. Court held that copyright subsisted only in that piano arrangement and did not extend to the libretto or orchestral score.

Steele Mackaye reopened the Lyceum theatre for its second season. Minnie Maddern was the star of "In Sign of All," a version of Sardou's "Andromeda." In the nature of a trout for the road.

Success of 'Adonis' brought about the revival of 'Evangeline,' Rice's previous success.

Harry Kellar, out of his Philadelphia mystery theatre, was playing in New York.

Philadelphia police cracked down on Sunday performances in German. Usually these were regarded as exempt.

Barlow, Wilson & Rankin ministers in a jam with their manager, H. J. Clapham. Claimed he was trying to smash the company with long jumps and hooding dead towns.

Common gag in those days—and much later.

## Could or Couldn't He? Still Arguing on Max

By JACK PULASKI

Aftermath of the fight; the big excitement when most people had even before gathered in the Yankee ballpark to witness the Joe Louis-Max Baer prize fight, finds the question of whether Baer quit or didn't quit unanswered. There was a marked division of opinion as to the outcome among sports writers before the match and just as sharp differences on the main query: "What was the matter with Max?"

Jack Dempsey declared before the meeting that one thing was certain: Baer would go in swinging. He didn't, and that's what made his followers mad. Day after his defeat Baer said he was hit on the left temple in the first round and was dizzy thereafter. It is known that Louis does hit high on the face and then drops the blows to the chin. The matter with Max was a left hook to the pit of the stomach—solar plexus they used to call it—paralyzed the former champion.

But the Californian is quoted saying: "If your fellow looking on think I'm going to lose, I'll be a punch drunk, you're crazy," so the thing doesn't fibe. Referring on one knee, he heard the referee counting over him starting the canvas. Maybe he was befuddled by the fans expected him to get up and throw punches, for they weren't convinced that a man in that pose was really out. Baer could have wrenched the fourth and final round for there were but 10 seconds to go.

There still are all sorts of arguments about the affair. Those with a charitable view point out that Max could have well socked while Louis was popping left jabs onto his schnozzle. Max's own left arm was pnyed, he performed like a novice. The motion pictures purport to show Baer making a second round Baer landed a solid right on Joe's chin, so he must have recovered from the temple and body socks. The blow depleted was not among the swings Baer made after the bell rang ending round two. Then the picture also shows Baer landing a right to the jaw in the third.

Both Louis' hands were sore after the fight, for the first time since he started boxing, he said. In the dressing room after the event the Detroit colored lad ventured that Baer's head is all concrete.

As for the Louis fans, all they claimed for him was about right. He acted like a 199-pound lightweight. He never opened his mouth during the milling, never seemed to take a long breath. His lethal punches with both hands in the first round when he backed Max to the ropes in a neutral corner, started Baer's fight for the first time since he entered the fight game. Down twice in the third and down for the third time in the next round, Max apparently decided to avoid being knocked cold. Yet that is what he did, and the result a fighter is kayoed. Had he even been horizontal when counted out he would have escaped the bird, the taunts and the bitter invectives from the fans of his hated foe.

Anyhow the fight writers celebrated. They spent millions in the metropolis. Hotels were jammed, night clubs reallied. It was a sort of holiday along Broadway.

F. J. (Doc) Reilly, sports wire chief for Western Union, estimated there were more than 1,000,000 words sent by telegraph and cable, a record for any fight event. From ringside 275,000 words went out describing the fight. Day after the match nearly 600,000 more words were tapped by the keys and telegraphs. There was a net of a record number of 118 direct telegraph wires at the Stadium ringside and in the stands additional working press stations were necessary. For the Baer-Carnera fight there were 74 wires, while for the Tunney-Dempsey match in Philadelphia, 103.

There were 12 cables used in sending the fight story to other continents. Direct wires to foreign dailies and others to news syndicate agencies, so that the number of words used abroad probably equaled that on this side. The cables went to London; Havana Agency, Paris; Central Agency, London; Corsera, Milan; Paris Solr; L'Auto, Paris; London Express; Daily Mail, London; L'Independant, Tokyo; Gazette Sports, Milan.

W. U. has the exclusive in ball parks for there is little or no profit

## Peace at Last.

Hollywood, Oct. 1.

When Max Baer did his fadeout in the battle with Joe Louis, Hollywood violinists remarked:

"It's a good thing this fight is over, now we can read about war and have peace."

## M.S.C. BENEFIT MAY GROSS 70G

A gross of \$70,000 is expected by the United Jewish Appeal from its 'Night of Stars' show at Madison Square Garden, N. Y., tonight (Wednesday), which will be added to its emergency fund for German relief. N. Y. Daily Mirror co-operated in promoting the Garden benefit.

Seat scale for 'Night of Stars' is \$1 to \$100, and at this rate the show is grossing \$150,000 at absolute capacity. Another \$11,000 is expected from program advertising and sale.

## Still Rolls

Skating rinks are dead in most places, but over in Philadelphia Joseph E. Barnes started his 16th year as manager of the Adelphi rink Sept. 30.

Rollers every night, and on Wednesdays and Saturdays there is dancing on a separate floor.

## MARRIAGES

Ruth Rogers to Stan Laurel, film comedian, Sept. 28 in Florence, Ariz. Sylvia Sidney, film actress, to Bennett Cerf, publisher, Sept. 30 in New York.

Inez Courtney, stage and screen actress, to Luigi Fillassi, Sept. 28 in Los Angeles. Second try for both.

Esther Muir, film actress, to Sam Costlow, song writer, Sept. 27 in Ventura, Cal. Couple married last November in Mexico but wanted to make it legal all around.

Jane Jones to Elliott Gibbons, film writer, in Los Angeles.

Marjorie Booth, film actress, to Leo Morrison, Hollywood agent, Sept. 28 in Larchmont, N. Y.

John Lagermann, Hilda Cole in Harrison, N. Y. Sept. 25. Groom is radio ed of News Week; bride is in the press department of Columbia Broadcasting System in N. Y.

Evelyn Fibbes to David Scott, film actor, Sept. 25 in Los Angeles. Bride is daughter of Beulah Marie Dick, novelist.

Doria Maye, of the N. Y. company of 'Anything Goes', to Kenneth C. Watson, non-pro, in Merion, Pa. Sept. 24.

Rastus Murray, colored comic, to Kitty Stevenson, colored nitery performer, out stage of the Royal theatre, Baltimore, Md., Sept. 25.

Norma Tobias to Carroll Carroll, in New York, Sept. 27. Groom is gag-writer for Burns and Allen; bride is in radio department of J. Walter Thompson agency.

Billie Seward, film actress, to William Wilkerson, trade paper publisher, Sept. 30, in Las Vegas, Cal.

Mary Hunsaker to John De Sylva, agent, Sept. 17, in Yuma, Ariz.

on service to New York dailies because of the low press rate of \$1.29 per thousand words.

For an immense throng it was most orderly and well handled. Crowd came early and stayed after the big event to see Budy Baer also lose. Ford Smith got the decision.

Wednesday ticket specs were brought with 500 unsold tickets the day of the event. Prices dropped sharply, demand weakening because most of the visitors had already secured pasted seats. Flock of agency men went sent to the Stadium to sough off tickets at any price, but cops prevented them from reaching the ball park or made pinches. Some 'Patron Press' agents directly behind working press were reported as having been dumped for as low as \$10. Same locations earlier sold for \$100 or more. Box office broke even \$25.

Mike Jacobs, the ticket broker, who also promoted the fight, has secured a five-year ti-up with Louis. He will be in in the box office share of future meetings, but will have the right to cut in on the promotional end.

# DETROIT SHOW BIZ EXPECTS SERIES BOOM

Detroit, Oct. 1.

Prospects for at least an average box office for Detroit's theatres during the World Series here this week are bright, according to managers of downtown houses. The big influx of Chicago fans, who are heavy spenders, provides hope that the night business will offset the matinee drop.

Last year houses suffered because few St. Louis fans followed the Cardinals to Detroit for the games here. It's a different story this year, however, because all hotels in the city are jammed beyond capacity. Chicago and out-of-town fans. The same is likely to Chicagoans also has been very heavy.

All downtown first-run and second-run theatres have strong attractions booked for this week and next, in case the Series comes back here for the sixth and seventh games, Oct. 7-8. Managers are hopeful extra night box will take care of the deficit of the last series. But they also are fearful of business when teams move to Chicago Friday for three games.

Applications at hotels are almost double for the Chicago fans invading the city en masse. With all available bedrooms taken, some of the downtown hotels have turned sample rooms and smaller meeting rooms into dormitories.

Personalities in Town

William Frawley and George Raft head the early Hollywood arrivals. Graham McNamee, along with Boske Carter and Hal Totten, who will collaborate with Ty Tyson on the Series broadcasts, were the first radio celebrities.

Olsen and Johnson, appearing this week at the Fox theatre, stay in Detroit the long line of beacherites Tuesday night at Navin Field.

Other notables here for the classic film "Edward G. Kelly, mayor of Chicago; E. K. Wright, owner of the Cubs; Mayor Harry Davis, of Cleveland; Congressman Hamilton Fish, of New York; E. J. Kulas, president of the Otis Steel Co.; Gordon Stouffer, owner of a chain of restaurants; Hank Greenberg's family from New York; Kenesaw Landis, baseball czar; presidents of both leagues and practically every club.

Jose Alvarez and Fernando Gomez, business men of Havana, hold the record so far for travelling the longest distance to see the Series.

Detroit school children will be permitted to hear all broadcast of the World Series, Frank Cody, superintendent, has ruled. In schools where the children are to be excused from classes at game time to hear the broadcasts in the school auditoriums.

"The material example of what clean sport can accomplish," said Cody, "as shown by the Tigers, will do the children more good than an afternoon studying Latin or anything else."

## Friars Going Athletic; Golf Tourney and Gym

First annual Friars Club golf tournament is set for Oct. 15 at the Glen Oaks C. C., Great Neck, L. I.

Athletic committee of the club, of which Jack Dempsey is chairman, met last week to discuss plans for the club's gymnasium. Construction in the Hollywood theatre building, N. Y., will start in a couple of weeks at an estimated cost of between \$4,000 and \$5,000.

## BIRTHS

Mr. and Mrs. Neal Astrin, daughter, Sept. 24, at the Jewish hospital in New York. Father in playmate department of Warners in N. Y.

Mr. and Mrs. James Edward Grant, son, Sept. 24, in Hollywood. Father is film writer.

Mr. and Mrs. Rudolf Friml, Jr., girl, in New York, Sept. 25. Father is writer for the stage.

Mr. and Mrs. Art Frank, son, Sept. 23, at Lenox Hill Hospital, New York. Father is vaude comedian.

Mr. and Mrs. John Cassidy, daughter, Sept. 27, in New York. Father is p.a. of the RKO Albee, Brooklyn.

## 15 YEARS AGO

(Continued from page 50)

der being held by E. Clarence Jones, banker. Brady kept it.

Equity got into politics. As a unit of the American Federation of Labor it felt called upon to support the Democratic ticket, Samuel Gompers declaring Cox to be the friend of AFL.

Government using women agents to spot Chit ticket specs. Specs holding out on returns.

## 50 YEARS AGO

(From Clipper)

Gallery at Pope's, St. Louis, so crowded one of the gods of overboard, landing on two men in the balcony. One of the latter lost four teeth and the other was knocked senseless, but the man who fell sustained no hurt.

Morris' Equine and Canine Paradox, combined dog and pony show, was doing well in the middle west. According to the late Leon Morris, son of the originator, it was on this show that the Genry boys, serving as dog washers, got their training.

'Mikado' had already reached the dime museums. Arthur Tams put on a version with Corinne at Bunell's in Hartford. Only the costumes praised.

'Hoodam Blind,' with Wilson Barrett, a hit in London. Later re-

Broadway

Perry Charles alling.  
 Rev. Kelley p. a. for 'On Stage.'  
 Douglas Shearer in from Coast.  
 Sam Levitt back from Toronto.  
 Matty Ross planned to the Coast.  
 Anne Ayres, ill abed for month, better.  
 Small in the agenting biz on his own.  
 Jack Dillon sails for the Coast this week.  
 John Wenger exhibiting at on-tours Gallery Sept. 30-Oct. 12.  
 Bob Carter, of Loring-Rex Nichols land, tenting for Matty Shear.  
 Juliet Lowell goes rustic by purchasing home in Oxford rd., Scarsdale.  
 Paul Benson now advance man for John Hickey's 'South Sea Cruise' unit.  
 Ed Hurley called Saturday (23) for Cairo on assignment for the United Press.  
 Nat Karson doing the decor on the new Rialto for Arthur Mayer, slated for Nov. opening.  
 Bob Weltmans is at the Park Central until their new Brooklyn apartment is ready.  
 Hippodrome on Sixth avenue being finished off preparatory to opening of 'Jumbo'.  
 Vincent Lopez planning one of the press seasons right after he opens at the Ambassador Oct. 18.  
 Eddie Craven withdrawn from western. 'Three Men on a Horse' will be toward coast with replacing Johnny Martyn, from the United Press, joined Warner Bros. pub. department at N. Y. home office Monday.  
 All the boys are polishing for that sequel-centennial fair in Queenside featuring how to get in on the ground floor.  
 Herman Bernstein resigned as managing manager of the Hippodrome going back with Katharine Cornell's 'Juliet'.  
 Charles Crane, of Crane Streets, had appendix removed at Hospital for Joint Diseases by Dr. Norman Taub.  
 Jack Robbins in town for a month to close up their N. Y. apt. They're now permanently Beverly Hills.  
 Charles Mantia, of Equity's headquarters staff, went to Pauline Francis Margolis non-pro, in Newark, Saturday (23).  
 So many nitery premieres that the music nuts, nitite life reporters and others who must take in the new joints are dizzy.  
 Boy Broder closed a deal for Alleen writer - \$10,000 a week payroll, on Coast for a Vermont farm Rivkin will occupy summer.  
 Ted Hammer of W. H. O. plays defendant, less for 'On Stage' to assume duties as assistant booker in that territory under Bryon Adams.  
 George Daws, resigned editor of Mickey Mouse magazine, published by Hal Horne, has joined Warner Bros. to do special publicity and promotion.  
 The Broadway post-mortems on the Bar-Louis fight are unanimous, from the Broadway bunch, that it must have been 'The Street' whoayed Max, more than anything else.  
 The Roscoe Karness in town on their first M. T. trip and are giving shipping up the nuptial by taking round-Manha-tan excursion, boat trips and otherwise seeing the town in the New York City.  
 Edward Seay and Kenneth Adams are splitting the Rainbow with Rodger and Rodger are splitting duties (under Mele Crowley) with Murray Martin having shifted to the pub and ad berth at the Centre.  
 Bland Johnesone gave luncheon party to Dorothy Christie, former schoolmate, with guests including former film critics of town, Kate Cameron, Wanda Hala, Eileen Creelman, Irene Thirer and Marguerite Tazelaar.  
 George Ratz was one of the 'Jury-men' at Night of Jan. 18 at the Ambassador, and is now himself taking curtain calls with the regular cast. Incidentally that jury was one of the 'Jury-men' who the femme defendant guilty; she's usually acquitted.  
 Max Baer was rather dolled up tonight where he pitched his training camp. So much Baer money was around that in Albany odds were down to six to five on Louis.  
 New York it was eight and nine to five. Lee Tracy was a Louis better and copped four G's.

Budapest

Prince of Wales here again.  
 Grace Moore signed to give a recital in Budapest in Nov.  
 Gizi Balor goes Tyroneise during her summer vacation in Adameses.  
 Hans Bartsch established a branch of his dramatic agency in Budapest.  
 Lily Murati to guest perform at Vienna's Deutsches Volkstheater in Dec.  
 Several Budapest book publishers to heavy with picture producing plans.  
 Biopscop is a new firm of distributors, directed by Matty Shear, in conformity with Salvenski's local rep. Will

CHATEAU

Paris

distributors Tobis-Cinema and Cinecitta R.C.  
 Julius Kastner, Warner local executive, changed with getting administration of firm's new branch offices in Vienna and Athens into working order.  
 John Wengler has an important part in her brother Gabriel Vaszary's play, 'Montpi', to be produced shortly at the Kamary Theatre, Matzleins Gerta, under the lead.  
 Tricolor is the name of a new distribution venture representing London, Films and United Artists in this country. Eugene Wolf and Antal Guttler are chief execs.  
 New government office, Ministry of Industrial Affairs, just established, is to handle picture interests.  
 Gertrude Novak, who dealt with same in Ministry of Commerce, is to keep charge.  
 Archduchess Augusta has written a play which is to be performed privately. She is following in the wake of her son, Archduke Joseph Francis, who died working on his second historical drama.  
 International Contest for Amateur Novelty Films held in Budapest brought prizes to Richard Groschopp (Germany), Albert Muller (Austria), Shiro Araki (Japan), Ishido (Japan), S. Ogida (Japan), and D. De Carrat (Spain).  
 Film group headed toward his suit against 'Star' picture producing company. Star, which has ceased production, claimed that Moric had no right to deal with the picture, as I Can't Live Without Music because they had bought silent rights eight years ago.

Berlin

By Clare Trask  
 Hans Albers back to the Ufa for a picture on city 'Berlin' synchronized in six languages.  
 Educational being made an air-mail liner to South America.  
 First German film in United States given new language talker outfit.  
 Deutsches Theater producing Shakespeare's 'A Midsummer Night's Dream' with 'Owls to Athens' accepted for production at Munich Playhouse.  
 First German-Dutch combine film, 'Robber' who took his name from 'Leni' Istenhaft again directing shots at the Nuremberg Nazi meet, the technical sound of 'Variations' to be performed in Hamburg.  
 First German open-air puppet theatre erected outside Gelsenkirchen.  
 Mike performers must cram for extra to obtain newly decreed permits.  
 Richard Eichberg and technical staff of Ufa planes to Bulgaria for exteriors.  
 Sixty orphans left asylum walls and were shown in film studio to play hoodlums.  
 Eleonor Behm-Techow designing costumes for 'Robber' picture, 'August the Strong'.  
 'Run into Luck' last season's Metropoli review, taken up by 87 theatres in Berlin.  
 Film exposition scheduled for Oct. 10 in Duesseeldorf, to have feature of studio in Berlin.  
 Reich's Radio Union founded with obligatory membership for all in order entrance to the Reich.  
 Colbert-Gable fil. 'It Happened One Night' (Col) passed censor with 'Mademoiselle Mozart's' Harald Brait said his latest play, 'Gustav Klinken Textiles, Wholesale and Retail, Founded in 1820'.  
 Reich's Broadcasting, Berlin, gave three first prizes to winners of broadcasting reporting contest.  
 Danie, American magician, in town from Sydney after a prolonged tour through Australia and New Zealand.  
 Two representations of 'Richard of Bordeaux' at Saarland theatre here, first year-old radio, industry already to museum of the Reichspost museum.  
 'The Borg Fraser's' 'Trojan drama, 'The Trojan War' put on by the African. Bor setting for English consumption.  
 Paul Kruger in from New York for Sept. Scania bill after which he goes to the Paris Almbraza, with the following.  
 Two Rhinisch Almbraza, Duisburg and Essen, will give musical exchange of legit for opera a season's change.  
 State Playhouse subscription tickets all sold out, though as yet no date fixed for the opening. In no case before Nov, house being under reconstruction.  
 Polish film market, until recently not so hot for German productions, now showing signs of improvement; 25,000 copies of 'The Blue Bird' sold.  
 Official compilation gives number of German actors as 5,723, actresses, 4,541; vaudeville performers, 8,418; singers, 9,439; dancers, 5,139; musicians, 44,362.  
 Tatzelwurm, new nitery, opened in Scania house, which was owned by Werner Finck's company but freed by secret police some months ago. Finck's bill put into consideration camp.

Vienna

'End Station' is the first Paul Honigs film under his own production aegis.  
 Josef Jarno-Niese appointed bankruptcy administrator of Theaters and Concerts.  
 Melchior Lengyel's 'The Inventor' reportedly slated for Oct. at The Ambassador, London.  
 'Birthday' by Ladislav Bus-Fe, films, has reached a 70 mark at Deutsches Volkstheater.  
 Emanuel List is being described by Vienna newspapers as the world's greatest bassist.  
 Erich Zeltse has resumed his in-

Paris

struction in piano, harmony, contra-punct and instrumentation.  
 Half-century anniversary performances of Strauss' 'Cupid and Psyche' order. Theatre an der Wollan, Negroid, one of three ballets scheduled for Covent Garden's winter season, is by a Viennese, Maria Bach.  
 Radio Vienna arranged for a highly colored version of Beethoven cycle to be broadcast during the winter.  
 After 301 performances, 'Street Music' has been replaced at the Reinmund theatre by Ludwig von Wolf's 'Tropical Delights'.  
 Hedy Fendmyr, solo dancer of the Vienna Opera, has opened a studio for artistic dancing and rhythmic body training.  
 Major Fritz Lahg, Vienna's vicemayor, has begun a campaign for trade-marking Austrian films especially when exported.  
 Theatre for 49, one of Vienna's 14th novel little cafe-theatre cabarets, now featuring 'Strindberg's one-act, 'Traulen Julia'.  
 Rosy Barosny will divide the season between Vienna and London. First Vienna appearance will be in Sillay's and Eisenman's 'I and My'.  
 Paula Wessely's film, 'Episode', is hailed as epoch-making in Austrian film history. But refused to invite foreign newspapers to its first showing, so no one is likely to hear of it.  
 Theater des Volkes offering a prize for best social drama dealing with situation of worker under Aust. government with a director-fascist dictatorship regime. Tragedies will not be considered.  
 Lucerne Po rumored: returning to manership at the Champs Elysees theatre.  
 Evelyne Guibert and Pills and Tabert on same A.B.C. bill, beginning Sept. 20.  
 Georges Pelet organizing a flying club to stage folk at the Toussus air field.  
 Flor Flore in farewell appearance at the Monceville Hall before an American trip.  
 Nora Williams signed in London by Jim Witterled for Paris debut at Oct. 10.  
 Two-version 'Vie Parisienne' film musker finished, except for a few shots on location.  
 Opera Comique troupe to give three performances of 'Felleas and Isidore' on location.  
 Pierre Montoux returning from Hollywood to conduct the Paris Symphony orchestra.  
 Albert Lambert, turning out for the annual Car Con' charity fete at the Buffalo stadium.  
 Albert Lambert, fifth year with Comedie Francaise feted with a performance of 'Misantrophe'.  
 Evelyn Hoey, local creating a sensation locally because victim once worked in a Paris nitery.  
 Gustave Quinson saying he'll put on performances of Maurice Rostand at the Pigalle, if he gets the house.  
 Tschecchova coming from Vienna for premiere of her picture at the Studio de l'Etoile, then going to Berlin.  
 Edwin Miles Fadman's 'Eat 'Em Alive' film closing successive run on performances on the Grands Boulevards.  
 Ivan Nov, newspaperman and playwright, starting as film producer with 'Mademoiselle Mozart's' at Neully.  
 Milo Films signing Pierre Biancher for a part in 'Voila Boutman'.  
 New Studio in rue Francois Premier being remodeled.  
 Madeleine Sorla to play Sarah Bernhardt's title role in the revival of Rostand's 'L'Algon' at the Theatre Sarah Bernhardt.  
 Madeleine Sorla at Forts St. Martin, previously titled 'Blue Ribbon' and 'Zizi', now finally nicknamed 'Bonnie Aubaine' ('Lucky Break').  
 Claude Glenn, in first opera part in 'The Blue Bird' with Faisien with Albert Prejan, who is debuting in legit after years of film stardom.  
 Rene Rocher setting 'Elizabeth, the Manless Woman', costume piece on Queen Elizabeth by Andre Josset, for the following Colombar after revival of 'Freemaid'.

Mexico City

By D. L. Grahame  
 Teatros Lirico and Fabregas, re-opened in Mexico, Dark.  
 Vilma Vidal, Spanish actress, here to play in Mexican pics.  
 Enrique Herrera, Cuban, principal attraction.  
 Main top of the Macedo circus destroyed during a show when hit by a skyrocket; no casualties.  
 Radio station XEIV, celebrated first anniversary with national network songfest and concert.  
 Two killed, 20 hurt when crammed grandstand of a bull ring at San Rafael collapsed during a rodeo.  
 Eva Beltri, star Mexican dancer, signed as feature of a new show at F. Y. Manchu, the magician, is to show here.  
 Esperanza Iris, veteran Mexican comedienne, to play same house here, out of retirement to play short season.  
 High comedy Mexican Co. playing at the Metropolitan (National Theatre) had record gross of \$5,600 for eight shows.  
 'The Blue Bird', Mexican actress whose work in native pics gained her a Hollywood job, playing with an dramatic company at Teatro Arbu.  
 Joy among staff of Teatro Ideal, comedy house, everybody, from manager to assistant grips belonged to pool that copped \$30,000 prize in the National Lottery.

Riviera

By George Axelsson  
 Studio 34 in Nice rerunning 'Scarface' (UA).  
 Forum is the only refrigerated cinema in Nice.  
 'The Blue Bird' by Stranbinks and Lady Ashley off to Paris.  
 Bill Longstreth and the missus have left Juan les Pins.  
 Cannes summer season closed with 'The Blue Bird' by Stranbinks and Lady Ashley off to Paris.  
 Hollywood, in Juan les Pins, closing this week after good season.  
 New idea hereabouts is fishing at night with dog-baited hooks.  
 New York Bar reopened after summer closing; ditto La Parisienne.  
 Felix Ferry and gals left Monte Carlo heading for the Dorchester in London.  
 Paul Godeaux off to cover the Geneva festival on the Italo-Abyssinian quarrel.  
 Monte Carlo is going to run a sweepstakes on an annual automobile race in April.  
 Dog owners squawking because the supernotory hostesses charge \$200 a dog for a license.  
 Monte Carlo Casino ran off a card of prize fights on the terrace. Scraps were paid off in chips.  
 Paris-Farces held over Carl Busjon's 'Sa Majeste's amuse' ('All the King's Horses') (Par) for second week, rare on the Riviera.

London

Alfred Goulding around seeing show.  
 Arthur Dent snatching a short vacation.  
 C. J. Donada to the continent for holiday.  
 Paul Stein signed to do a musical for Warners here.  
 Irwin Dash off to North of England on business tour.  
 Mrs. Bobby Brown alleged quill for serious mosquito bites.  
 Edward Laurillard testing Nancy Brown for a new musical.  
 'As Bad as I Am' closed the Ambassadors after nine days.  
 Margaret Howes here, looking connect with a local film outfit.  
 Lillian Harvey involved in legal action over renting a house here.  
 Richard Cromwell alleged quill into town for an unbrotherly look-around.  
 George Farrar has joined cast of the Jack Hylton film, 'She Shall Have Music'.  
 Ralph Lynn moving into a new country residence adjoining the Epsom race track.  
 Vic Oliver intending to go to Victoria Road, where whom he has not seen in 10 years.  
 Arthur Phillips, Shakespearean actor, has leased the Lyric, Hampstead, for a new production.  
 Sir James Barrie's play, written for Elizabeth Bergner, opens in London.  
 Gaumont-British looking for a story for Jessie Matthews before she departs for Hollywood.  
 Gertrude Crowley's arrangement with Noel Coward gets for 25% of the profits. She gets no salary.  
 Edward Langford, who is looking for talent for his Chez Florence nitery in Paris, with him is Jim Witterled, who has been in London for some time returning to Berkeley hotel, doubling from the Hippodrome show.  
 Doodle Smith's new play, 'Call It a Day', opens in Glasgow Oct. 14, starring Ray Compton, Owen Cares, and George Fawcett.  
 'The Immortal Garden', H. C. Stevens' play of the after-life, being given at the Haymarket. 'Show was a flop last year.'  
 'South American Joe', five-year-old number of Cliff Frier and Irving Lester, has been violently blossomed out into a hit here.  
 Funeral cortege of Violet Melotte preceded by the body of a young New York's (her own theatre), according to an expressed wish.  
 The 'Second Key' new play by Mrs. Bellow-Lovell, being produced at the Arts Theatre Club, starring Rosalinde Fuller.  
 Contract to be seeking the Warwick Castle on arrival from South Africa, with his brother, whom he had been in contract to play.  
 Judge dismissed action by Gaumont-British to restrain Frances Day from working elsewhere while under film contract to it (G-B).  
 Beverley Baxter, director of public relations from Gaumont-British, making a tour of the Continent for his health, for first time in 10 years.  
 Mat. McKelvey commissioned by the Second Key to arrange the program for the Dorchester hotel reception to Sir Malcolm Campbell.  
 C. B. Cochran is preparing a spectacle for the Grand Opera House, Manchester, and comes to the Adelphi, London, for a short run.  
 Calgary Brothers getting \$750 per day at the Dorchester hotel. Their last year was at the London Pavilion two years ago under John Southern management at \$500.  
 Jack Davies again negotiating with Laurence to do Restoration comedy at the Ambassadors Oct. 1, starting Athene Seyler, Lesley Wareham, Lillian Holloway and Huntley Wright.  
 Hibbert and Bird, local dance team, in unique position of playing the same part in two different pictures. Play carried with Ready, and Tom Arnold revue with Esca Le Tue. The latter is actually be Hibbert, Bird and Le Rue.

The Hague

W. Etty-Leal  
 Netherlands Grand Legit Co. went bust.  
 Fritz Hirsch bankrupt.  
 Amsterdam has a new cabaret show, called Bloekbok.  
 Shely Temple, known as 'Bright Eyes' (Fox) at Rotterdam, back to the city.  
 Yvette Guildford touring Holland, followed up by Maurice Rostand.  
 The Netherlands Grand Legit Co. a Belgium concert tour this winter.  
 At City Cinema, the Hague, Dutch production of 'Casta Diva', produced at Rome.  
 Monopolized broadcasting company, NOZZEMA, under control of the Netherlands Grand Legit Co. Roman Catholics here trying to get more influence in film biz and have founded a society to obtain it.

Hollywood

Sally Darling in the hosp. Bob Burkhardt of 20th-Fox pay- ro. Richard Waring a train east. Margot Grahame back from Eng- land. Release put emry Henigson back in 20th-Fox. Mark Kelly took that writing job at 20th-Fox. W. C. Fields ... his Empio ranch. Jim Ryan, 'baster' at 20th-Fox, abed with flu. Burton Holmes ... Etropolitan club. Chic Sale back from a week in Springfield, Ill. (W. Jack) laned in from New York. Jerry Bergen and Billy Gray in for literary work. Jan Klepura to Arrowhead to get some snappy air. Louis Goldberg. Major 'Boss' amateurs. Relatives from Mass. using Tommy Atkins as a guide. The Trever confined to her home with the flu. Lois B. Mayer back at his desk after a flight line. Ed Wray personal story ed for Carl Laemmle, Jr. H. B. Franklin and Alex Kemp- nion back from a week in New York. Franklyn Arzfeld, from vaude, set in 'Metro's' Ziegfeld. William Duncan back in pipe after 11 years of the lots. Troy Orr boosted to adv. chief for Warners L. A. office. Jewel Jewell back from two weeks' vacash in N. Y. Hobart Cavanaugh scanning paper for Encino home. Tonall trouble bedded Danny Fapp, Par cameraman. Ed Cooper rushes to Emsenda- den when the cameras cool. Sam Marx flew east on story scouting trip for Metro. Georgia Coleman will do a diving bit for Par's 'Collegiate'. Doris Zinkelsen designing costumes for 'Shades of Blue'. Vernon Downing gave his frau a new car on her birthday. Neil Finton tendered a farewell dinner by Par music gang. Jean Negulesco joined Warners to work on special effects. Margaret Searle awaits her next picture in New York. Jimmy de Puy joined Marie Leavenworth publicity campaign. Hal Wallis and Louise Fazenda bought 40-acre citrus tract. Henry King back from Honolulu and ready to do a picture. Virginia Faulkner en route to Coast for Metro writing staff. Anita Loos to direct June Travia to fly for 'Celling Zero'. Hal Neldes down from Frisco to line up Maj. Bowes' amateur. Josephine Hill hit it in a turned toward Broadway and stage offers. Delma Byron, N. Y. stage actress, has under contract to 20th-Fox. Bill Weiman of E. B. Marks Mus- ical Co. eastbound with the mis- 'Metro testing Max Marshall for the 'Billie Burke' role in 'Great Zieg- feld'. Joe E. Brown fanned Harry Brown in a Los Angeles-Seattle game. Al O'Keefe and Bill Helmenan came into conference over mated milk. Jack Sobell, erstwhile Sam Katz scandalist, now at Republic as a writer. Busted gam wll: keep Gertrude Michael in drydock for at least six weeks. Morgan Wallace showing the misus around the San Diego fair grounds. Olivia de Havilland brides-maid- ing for home town friend in San Francisco. Gregory Ratoff both acting and writing in 20th-Cent-Fox's 'King of Burlesque'. Harry Zanuck negotiating to take over contract of Cesar Romero, held by Universal. Mrs. Gable on two month vacash tour to Mexico City, South America and New York. Tom Soriero has disposed of western rights to 'The Coast' starring Sam Berkowitz. John Connolly, new Examiner editor, tele called Frank Kern in at Club New Yorker. Prof. William trunk back to Cornell after studying at Metro on 'Romeo and Juliet'. Walter D. Hickman, drama ed of Indianapolis Times, ogling Holly- wood for first time. Carl Hoblitzelle, home-guesting his partner, E. V. Richards, Jr., teaching on Coast. Lloyd Bacon, recovered from siege of flu, planes to New York this week for look at plays. Nolan is off until he finishes a picture for E. P. Schineberg. Florence Lawrence, back to back at Roosevelt hotel barbershop, bet his last dollar on Max Baer. Fred Flintj has Coast cuts on his face to show for that diving 'bust' in 'Captain Blood'. Nelson Lenox, of Arfa-Ansco Co.; technician in charge for two month study at Binghamton fac- ty. G. P. Harris, prez of Philippine El. S. in town to line up western

CHARITABLE

pictures and buy technical equip- ment. Eleanor Stewart, Northwestern U. co-ed, and Chicago winner of 'Bet- ter' traveling studio contest, in for a test. Nick Lukats, Notre Dame half-back, and 'Christie' California U. center, in Goldwyn's 'Shoot the Chutes'. Florence Lawrence, drama ed of L. A. Examiner, in New York for week's vacash with husband, Fred Eldridge. Revine had to be rescued from the briny deep when he fell off a boat on location with Par's 'Coronado'. That South American cruise over, Lucien Hubbard hied to Palm Springs to officiate at opening of his dude ranch. Charlie Skouras, Charlie Buckley and George 'Topper' back from Frisco after several days there on W-C operation. Don Briggs, Chicago radio player, being tested at Frisco for title-role in 'Adventures of Frank Merriwell'. Felix Peist, Jr., off to the Vir- ginia Military Institute at Rich- mond to get footage for a Pete Smith two-reeler. Franklyn Arzfeld's script on Mascot's 'Harmony Lane' shown as part of Stephen Foster historic exhibit at University of Southern California. Franklyn Arzfeld, from vaude, set in 'Metro's' Ziegfeld. William Duncan back in pipe after 11 years of the lots. Troy Orr boosted to adv. chief for Warners L. A. office. Jewel Jewell back from two weeks' vacash in N. Y. Hobart Cavanaugh scanning paper for Encino home. Tonall trouble bedded Danny Fapp, Par cameraman. Ed Cooper rushes to Emsenda- den when the cameras cool. Sam Marx flew east on story scouting trip for Metro. Georgia Coleman will do a diving bit for Par's 'Collegiate'. Doris Zinkelsen designing costumes for 'Shades of Blue'. Vernon Downing gave his frau a new car on her birthday. Neil Finton tendered a farewell dinner by Par music gang. Jean Negulesco joined Warners to work on special effects. Margaret Searle awaits her next picture in New York. Jimmy de Puy joined Marie Leavenworth publicity campaign. Hal Wallis and Louise Fazenda bought 40-acre citrus tract. Henry King back from Honolulu and ready to do a picture. Virginia Faulkner en route to Coast for Metro writing staff. Anita Loos to direct June Travia to fly for 'Celling Zero'. Hal Neldes down from Frisco to line up Maj. Bowes' amateur. Josephine Hill hit it in a turned toward Broadway and stage offers. Delma Byron, N. Y. stage actress, has under contract to 20th-Fox. Bill Weiman of E. B. Marks Mus- ical Co. eastbound with the mis- 'Metro testing Max Marshall for the 'Billie Burke' role in 'Great Zieg- feld'. Joe E. Brown fanned Harry Brown in a Los Angeles-Seattle game. Al O'Keefe and Bill Helmenan came into conference over mated milk. Jack Sobell, erstwhile Sam Katz scandalist, now at Republic as a writer. Busted gam wll: keep Gertrude Michael in drydock for at least six weeks. Morgan Wallace showing the misus around the San Diego fair grounds. Olivia de Havilland brides-maid- ing for home town friend in San Francisco. Gregory Ratoff both acting and writing in 20th-Cent-Fox's 'King of Burlesque'. Harry Zanuck negotiating to take over contract of Cesar Romero, held by Universal. Mrs. Gable on two month vacash tour to Mexico City, South America and New York. Tom Soriero has disposed of western rights to 'The Coast' starring Sam Berkowitz. John Connolly, new Examiner editor, tele called Frank Kern in at Club New Yorker. Prof. William trunk back to Cornell after studying at Metro on 'Romeo and Juliet'. Walter D. Hickman, drama ed of Indianapolis Times, ogling Holly- wood for first time. Carl Hoblitzelle, home-guesting his partner, E. V. Richards, Jr., teaching on Coast. Lloyd Bacon, recovered from siege of flu, planes to New York this week for look at plays. Nolan is off until he finishes a picture for E. P. Schineberg. Florence Lawrence, back to back at Roosevelt hotel barbershop, bet his last dollar on Max Baer. Fred Flintj has Coast cuts on his face to show for that diving 'bust' in 'Captain Blood'. Nelson Lenox, of Arfa-Ansco Co.; technician in charge for two month study at Binghamton fac- ty. G. P. Harris, prez of Philippine El. S. in town to line up western

Warsaw

Edward Reden, artist, died. Tickets are very cheap in War- saw now. Polish radio by the Government. Dr. Ksiaz of UFA, photographing in Russia. Burrows-Turka singing in Russ. Only foreign plays' rsw theatre. Fanny Gordon 'Yacht of Love'. Pan Twardowski, a national fairy tale, being filmed. More operetas in the Opera. This time 'Ros-Marie'. Dr. Ksiaz of UFA, photographing Polish Tatra Mountains. 'Aniek, the Police Master,' Polish film, sold for Russian showing. Some performances of Polish opera in the open, in Zakopane. New opera company being formed under direction of Wanda Werb- minska. Irena Popielaka engaged to play in Brussels in comedy, 'Cousin from Warsaw'. Mr. Sowilski engaged to produce Polish opera 'Hatka' in some Ger- man cities. Society of Theatrical Culture Propaganda, which conducts five theatres, is opening some more in the suburbs. More subsidy is com- ing.

Brooklyn

Night football at Ebekts Field. Cops report live snakes loose in Flatbush. Bossert grill opens with Dick White. John Green, manager of Manor theatre, died. Mrs. Eberstein, Eagle ship news editor, ailing. City of Churches gets Automat, first in Brooklyn. 'March of Time' clips in local high school auditoriums. Irving Berlin named executor and beneficiary of estate of sister, Sarah Henkin, who died here recently. Allied Motion Picture Operators Union lost injunction fight against Independent Theatre Owners Asso- ciation.

Pittsburgh

It's a boy at the Jules (MGM) Lapiduses. Mrs. Josephine Harris to Hollywood for a month's visit with her folks. Bertha Peyton heading for a Green Ray, Wis., nitery engagement. The 'Miss' mistis- ty-moaning the reopened Club Mirador. Sam Calderone's hand into fashion- able St. Moritz cafe for indefinite stay. Fred Rodgers has just finished a 2,000-mile auto tour of England and Wales. Stitches out of Wally Feldman's forehead but kid has a mean-look- ing scar. Cap'n Menke steam-heating his Golden Rod Show Boat for a winter's run. M. P. O. of Western Pennsylvania convening at Hotel Schenley Oct. 28-29. Norman Krauss's 'Loudon, Please' -st production of season for 'Y' Playhouse. Irene Cowan back with George Sheehan this season in 'Why Girls Leave Home'. Maury Wolfson has taken over the 'Kiss of Paramount Cafe in Little Harlem. Couple of exchange managers ran \$50 into \$4,000 at one of the games. Art McClary fashioning race horses in oil for panels of Jackie Kees in 'The' in Buffalo. U. of Pittsburgh authorities have thumbed-downed any grid broadcast from the Stadium. Leo Levy back from Coast after 'climpmg Pasadena premiere of his play, 'Doc Lincoln'. Tony London and Jack Pomeroy have finally gotten together on terms for Nixton cafe. Virginia Gibson and Barney and Steve heading new show at Towne Club with Ray Abrams' art. Ken Hoek looking after Alvin's publicly with the 'Coke Tyson in 'Kiss of Paramount Cafe in Little Harlem. Freda Pope's Show Boat and Motor Square Garden facing loss of 1000 tickets for intractions. Bob Christenberry, Roosevelt

Des Moines

Tri-States new managers' drive starts first week in October. Free luncheons at the Variety Club on Saturdays very popular. Drake U. drama season going under the name of 'The Tavern'. 'Top Hat' broke a three-year record in its 18-day run at the Orpheum. 'Anna Karenina' criticized through the Catholic pulpit by the Legion of Decency. Heloise Martin back from the Hollywood in New York to resume studies at Drake U. More intimate attractions booked into the Shrine auditorium for the season than ever before. Harry M. Feinberg, general manager for Central States, building a new home in the modern manner. Mrs. E. B. Marks Mus- ical Co. gathered at the Orpheum for safety week talks and two short subjects dealing with traffic safety. Mrs. Richard McClure, president Better Films council of Chicago, told local women's club pictures are being 'young adults' out of children. The English department of Iowa State Teachers' college using 'The recordings and pictures for a collection of 'don't do its' for their debate team. The State has been given a per- manent injunction against Des Moines Theatres Co. in the bank re- ceivers case by District Judge Russell Jordan, his decision con- curring with a previous federal court opinion and a decision in another district court.

Saranac Lake

Mrs. Mary Loudon, housekeeper, has resigned to take up her new job in town. Mrs. Betty Gordon, wife of Harry Gordon, visits his daily before she goes to work at the Floradelle-nite spa. Dr. and Mrs. Hutton, formerly head of laboratory here, visiting the spa for a week. Constance Reaves, ex-N.V.A. patient, opened new piano studio on Main street. Jackson Smith, formerly stock agent, now in charge athletic coach at New CCC camp S-56 at Fish Creek Pond. Manny Lowy, who has seen several years of curing, left Saranac Lake to live in his violin job with the Rudy Valley band. Leo Masseno left this week for his home in Washington. Birthdays were celebrated the week by Mrs. Parker, Mrs. Ketchum and the writers. Write to those you know at Saranac.

Chicago

Carl Mount and Cal Hermer working on the new CAFPA frolics show. Jack Sheehan crashed the dailies with an 'I Lost on Baer' gag-bet photo. Jack Major, the ether and vaude performer, is the latest horse hand- icapper for the 'Hearst' evening American. Art Frask organizing his own show, known as the 'Diamond Dozen'. Norman Markwell has a substantial bet up on the length of the 'To- uche' race. Longest vaude run in Chicago in years for Eddie Peabody. Helen Chastler, Medler and Dupree, Gaudier's Toy Shop, Sylvia Manon and Company at the Palace, where they're back for four weeks with 'Top Hat'. Philadelphia

Long Island

Archery is becoming popular. Rils Park beach being enlarged. County police system being planned for Suffolk. Jamaica Play Shop will open sea- son Oct. 10 with 'The' for short visit with folks to New York before heading Coastward for a flicker fling. She's a sister of Leo Robin, Par song- writer. Beach-combers off for annual good rush at the Rockaways. Brooklyn residents fined \$3 for speeding in Forest Park on a horse. William Gonzales will conduct the North Shore Symphony this season. The Community theatre in Flushing will begin its second season Oct. 30. Haynes Trebor reviewing the new plays at the Boulevard for Flushing Journal. Billie theatre turned into a kitchen for Long Island Press cooking school. Henry Margolies, former editor of Rockaway Argus, off to South Africa with family.

Baltimore

Cab Calloway non-jr.; ditto Duke Ellington. Herman Weinberg from Cambridge Springs, Pa. Molly Picon linked in at Loew's Century for week Oct. 25. Roger Hullo reported southeaste- nabe Majestic after summer slumber. Ray Henderson, avant courier for Katharine Cornell's 'Romeo and Juliet,' first legit n. a. to touch town this season. Minkey's Palace flooding the town with paper hats and two-bits good for evening admish. Ad- vertised toll is 75c. As a publicity stunt for reopening of niter, Lido Balto hotel led in with News-Poet and promoted contest for married couples with table tennis, swimming tub for a week, but one couple showed for audition. Reward is week's booking at the nitery.

New Haven

Max Flowers a Sept. benedict. Walter Pritchard Eaton back at Yale. W. LeSaefer's a flop as an Ike Walton. Hy Geis has taken over console at Poll's. Unity Players 'Till the Day Die'. A falling lamp gave Jim Brennan a nasty arm burn. Prof. Alardzye Nicoli back from summer in Buffalo. The Ted Smalleys have labelled the new addition Leo. Mrs. E. B. Marks Mus- ical Co. gave Linor Dixon a wedding-gift, table. Hal Welles will assist Alexander Dean at Yale Drama School. Mrs. E. B. Marks Mus- ical Co. ex-bank now houses a dime freak show. Chas. and Lucius Montana, prop of seated Paradise Club, drew fines and jail terms.

Indianapolis

Barney Rapp and ork one night- ing at Indiana Roof. 'Bishop Misbehaves' scheduled as first production at Civic theatre. Tony London and Jack Pomeroy have finally gotten together on terms for Nixton cafe. Virginia Gibson and Barney and Steve heading new show at Towne Club with Ray Abrams' art. Ken Hoek looking after Alvin's publicly with the 'Coke Tyson in 'Kiss of Paramount Cafe in Little Harlem. Freda Pope's Show Boat and Motor Square Garden facing loss of 1000 tickets for intractions. Bob Christenberry, Roosevelt

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Carl Mount and Cal Hermer working on the new CAFPA frolics show. Jack Sheehan crashed the dailies with an 'I Lost on Baer' gag-bet photo. Jack Major, the ether and vaude performer, is the latest horse hand- icapper for the 'Hearst' evening American. Art Frask organizing his own show, known as the 'Diamond Dozen'. Norman Markwell has a substantial bet up on the length of the 'To- uche' race. Longest vaude run in Chicago in years for Eddie Peabody. Helen Chastler, Medler and Dupree, Gaudier's Toy Shop, Sylvia Manon and Company at the Palace, where they're back for four weeks with 'Top Hat'. Philadelphia

Philadelphia

Eddie Kellar and Jack Harris in the b.o. of the Garrick. Mort Schwartz, theatre and vertising agent, now sole manager of the Garrick. Mark Willard trekking to New York on business once a week. Mrs. E. B. Marks Mus- ical Co. will reopen the Erlanger by the end of the month. Friends congratulating Tom Love, local actor, now sole manager of the Garrick. Larry Shubert Lawrence, local Shubert actor, now fully recovered and on the job. Mrs. Harriet Favorite, AMS sub- scription head here, heading new dramatic company. Harry Goldberg and Stanley Warner press and exploitation de- partments of the 'Hearst' in a special work for 'Idsummer Night's Dream'. Frank Crulekhan ('Student Prince'), Fred Jordan ('Blossom Time'), Bill Fields ('Old Maid') and Nat Dorfman ('Agatha Galling') legit agents in town. Montreal

Montreal

General elections Oct. 14. Allan Ray m. c'ing at Chez Ed- die's. Al Plunkett with Lorraine Cabaret. C. P. C. Downman much mugged by press. Ernest Outmet rebuilding Im- perial grosses. Ernest Lottelme m. 'ing amateur' shows at the Arena. Mrs. E. B. Marks Mus- ical Co. wife here en route to N. Y. Dominion Drama Festival com- mencing Oct. 10 at the Grand Hotel. Tom Cleary first with showing of 'Baer-Louis pic at the Princess. Ray Henderson, avant courier through from two-month stay in London. Harry Dahm capitalizing on foot- ball by special Rugby pix at Cap- itol. Beverley Baxter in from London for talk with Famous Players (Canadian). Boston

Boston

Mayfair resident in new decora- tions. Henry Kalls now a handball en- thusiast. Muriel Babcock, of the Los An- geles org. in charge of the State and Orpheum both tucked out with new marquees and upright signs. Frank Jenkins carrying 'eight- of-hand tricks around with him on backstage visits. Howell Cullman's 'Of All Places' about ready to appear in the book- shops. Pictorial jacket was done by Alton Hall, Boston, former newspaper cameraman. San Louis

San Louis

Ted Shawn and troupe will be presented in a new program at the Municipal Auditorium night of Oct. 15. Harris E. Wolfberg, district mgr. of Metro, is supervising local af- fairs while Manager Clayton T. Lynch is honeymooning. They are doing well. W. Kiel was elected president of Municipal The- atre Association at annual meeting of the org. in St. Louis. The Grand-Flourishant Movie Mus- has made its appearance, with Norville Packwood as editor and pub- lisher. Sheet will appear monthly. Neil Agnew, gen. sales manager for Paramount, is reported to have resigned. He will leave for Covado hotel during entire month of Oct- ober, anticipating long trial of De- trolle's new supervising stage after week of Frank and Milt Britton unit. The Leo Low and brother, Whitely, banisters occupying adjoining beds in hospital for appendix ops. Gold Room opening in former hotel, with Leo Low and brother, Whitely, banisters occupying adjoining beds in hospital for appendix ops. Vincent Burke back from the north, with supervising ending of English theatre for opening of new season.

East

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Lowell Thomas set as technical advisor to Alex Korda in the making of his 'Revolt in the Desert'... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Camilo Adiao and Thomas Mitchell in agreement to produce 'The Ascending Dragon'... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Jack Dempsie admitted to Circus Saints and Sinners last Wednesday... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

F.W.A. announces that 622 concerts were given between June and Sept. 15, mostly in the parks. Attendance was 1,735,856... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Sylvia Field gets the lead with Walter Hampden... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

John Reed Kilpatrick, head of M.M.S.G. Garden, wins over John S. Hart, chairman of the board... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Whitey's stray haters, from Livingston Manor, to give monthly performances at Barbizon Plaza during the winter... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

in about a month. He's an Oslo business man... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Edward J. Mannix came on from Hollywood to see the big fight. Then they Nolan took all the joy out of it by serving him with papers in a suit for \$500,000... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Marquee of Newtown theatre, burlesque, closed last Friday... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

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Betty Moser, dancer... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Opera Guild, femme organization, to beat the drama... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Murray Welsman now president of Carnegie Hall, office having been left vacant by the death of Robert E. Simon... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Winifred Howe, English play writer, with three productions to her credit... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Kenyon Nicholson and Charles Robinson have decided to make their own production of 'Swing Song'... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

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Residence in Reno established by Dorothy Lee, film actress, who will divorce Marshall D. Ud, former Southern California football star... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

San Diego expo's nudist queen, Zorine, announced she would set up an institute for weary travelers somewhere in the vicinity of the border... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Jerome McDonald, film actor, declared that he was ready to divorce his wife, Florine McDonald... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Declarator that her husband, Jerome McDonald, film actor, declared that he was ready to divorce his wife, Florine McDonald... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

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with Hopkins is well played, too, by Russell Hardie, an important factor in the first half of the play... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

OTHELLO (MERIVALE COOPER)

Crosby Grege presents Othello Cooper and Philip Merivale in 'Othello,' by William Shakespeare... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Crosby Grege and the Shuberts share equally in the credit... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Othello is always an exceptionally well-played play for these days and the current... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

Beyond the wordiness and dullity of the play version there is also the un... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

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Broadway Review

REMEMBER THE DAY

(Continued from page 54) The scene is a schoolroom in a middle-class suburb... Referee in the Gish-Rennie divorce suit recommends that her petition be granted. The intolerable conduct charges against Rennie...

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New York Theatres. RADIO CITY BOCKEYELLER MUSIC HALL. CLAUDETTE COLBERT in 'SHE MARRIED HER BOSS'. ROXY. 'The Girl Friend' with ANN SOTHERN. Plus Big Stage Show. WHN Barn Dance. PARAMOUNT THEATRE SQUARE. 'THE BIG BROADCAST OF 1936'. GRAND. PAUL MUNI in 'THE SCAR-FACE OF THE SOUTH'.

ARKO THEATRES. 86th St. 81st St. 'TOP HAT'. 'CALL OF THE WILD'. CAPITOL. 'The Girl Friend' with ANN SOTHERN. Plus Big Stage Show. WHN Barn Dance. PARAMOUNT THEATRE SQUARE. 'THE BIG BROADCAST OF 1936'. GRAND. PAUL MUNI in 'THE SCAR-FACE OF THE SOUTH'.

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HOTEL AMERICA. 47th St., & Broadway. UNDER NEW MANAGEMENT. New Low Rates in Effect.

OBITUARIES

JEFFERSON B. WEBB
Jefferson B. Webb, 51, manager of Detroit's foremost civic leaders, died suddenly Sept. 29 in Detroit following a heart attack. Burial was Wednesday (2) in Woodlawn cemetery, Detroit.

Active in musical, business and civic enterprises, he attained prominence during the world war as director of Liberty Loan sales in Detroit. He became manager of the Detroit Symphony Orchestra when it faced dissolution in 1926, and put it on sound footing. In May, 1929, he took charge of the Detroit Opera Co., and in the following year he was named manager of WJW.

Born in Shullsburg, Wis., in 1882, he completed his high school education in Hampton, Ia., where his family moved when he was five years old. His first job was with a lumber firm in Elkhart, Ia., from where he went to a similar position in Chicago and finally to Detroit in 1910.

After becoming manager of WJW, he resigned his position with the Symphony orchestra. At the time of his death he was general sales manager of the advertising agency of the Detroit News, which now operates WJW.

He was twice president of the Detroit Rotary Club, a distinction never before won by a member of any man. He also served as president of the Detroit Board of Commerce, director of the Children's Hospital, trustee of Grace Hospital and served as a member of the recreation commission under Senator James Couzens, when he was mayor of Detroit.

Until forbidden by failing health, he was one of the most active members of the Players Club. He also was a member of the Free and Accepted Masons, the Detroit Athletic Club and the Detroit Golf Club, of which he was a member for many years. He was married to Miss Ella Hill in 1903. The widow and one child, Jerry, 11, survive. A daughter, Barbara Ann, died 10 years ago when she was 12. Four brothers and two sisters also survive.

WILLIAM W. BRIDGE, SR.
William W. Bridge, Sr., 78, founder of the Ceramic Poster Advertising Company and one of the pioneer theatre managers of the upper Ohio valley, died Sept. 25 from a stroke of paralysis at his home in Los Angeles, Cal. He was born in New York City in 1856, and came to East Liverpool with his parents when six years old. He was for many years identified with the old Brunt Opera House, and later became assistant manager of the Grand Opera House there. He formed the East Liverpool Poster Advertising Co., which later became known as the Ceramic Poster Advertising Co. He moved to Los Angeles several years ago, where he has since been retired.

He is survived by his widow, a son, William Bridge, Jr., present head of the Ceramic Poster Advertising Co., and for many years identified with the Ceramic theatre in East Liverpool, and three daughters. Interment at Glendale, Cal.

VIOLET MELNOLTE
Violet Melnolte, 82, actress and manageress, died in London hotel Sept. 17 of cancer.
The widow of Frank Wyatt, 17th Broadway, who in his younger days went into play production. Also built the Duke of York's theatre (formerly known as Trafalgar) which she subsequently let, then disposed of it, and took over control again recently.

On the death of her only son some years ago she announced her engagement to her young manager, but changed the formalities into one of adoption.

RICHARD E. SMITH
Richard E. Smith, 34, died in New York Sept. 23, following an operation.
He had done publicity work for Warner Bros. and Paramount, and was a contract writer for Donaldson Douglas & Company. He had been ill with tuberculosis for the past five years, but continued his work until his death.

Survived by his widow, his mother, a brother and two sisters.

HARRY W. SCHENK
Harry W. (Sunny) Schenk, 33, director of the New Philadelphia (Ohio) High School band and pro-

ducer of minstrel shows for many years, was instantly killed in an automobile accident near that city Sept. 22.

He had been instrumental music director of the New Philadelphia High school since 1926. He produced many of the school's shows and annually directed the school band revue. He also assisted in producing the annual Elks lodge minstrel.

He is survived by his widow, his daughter and one son.

JOHN THOMPSON
John Thompson, 74, died at Congress, N. Y., Sept. 29 as the result of a fall down a stairway.
He was a pioneer stage designer, working for David Belasco, Daniel Frohman, R. H. Burnside and other producers. He anticipated the elaborate orchestra pit and did the cascade effect for 'The Black Crook.' He started with Dion Boucicault when only 18. He was at the Hippodrome, and originated the undersea set for that house.

He is survived by his widow, his daughter and a brother.

GERALD 'JERRY' DILLON
Gerald 'Jerry' Dillon, 85, theatrical press agent for more than a half century, died Sept. 28 in Hollywood.
Dillon began his career in the eighties for the Tivoli and Orpheum in Frisco, later going to Los Angeles as publicist with various enterprises. He was a 33rd degree Mason and the only life member of the Wampas.

Surviving are Clifford Shirser, cameraman; Louis Shirser, film player; and three other grandchildren. Services and burial in Hollywood Sept. 27.

GEORGE R. MULLEN
George R. Mullen, veteran acrobatic comedian, died in the family home in Spencer, Mass., Sept. 26, at the age of 65.

For more than 30 years he was teamed with Eddie Correll, who died about 10 years ago. Mullen also had a sister with his wife, Lillian Herbert, a singer, who also died about 10 years ago.

Following the death of his wife, he conducted a store in Auburn, N. Y., until recently, when he returned to Spencer.

WILLIAM A. BRADY, JR.
William A. Brady, Jr., 35, son of William A. Brady and half-brother of Alice Brady, died in a fire in a bungalow at Coits Neck, N. J.

Believed to have been overcome in his sleep. More ample details in the dramatic department.

LOUIS DE VRIES
Louis de Vries, famous jazz trombonist, who joined for a while Jack Herten's band and who intended to tour with own band the States in 1936, was killed in a collision of his automobile with a milk-wagon at Amsterdam, Holland.

GEORGE C. BLAKESLEE
George C. Blakeslee, 65, died at his home in Spokane recently.
He was for many years manager of old Washington theatre, and long associated with Mose Oppenheimer of the old Orpheum. He also operated musical stock in Spokane for several years.

JOE MILLER
Funeral services for Joe Miller, 38, former clown with Ringling Brothers, were held at his home in Holy Springs, Miss., recently, with burial there. For many years he lived at Wichita, Kans., but moved to Holy Springs 15 years ago.

HERBERTO COSTA
Herberto Costa, Argentine tango dancer, highly regarded by radio fans, died in Trinidad recently.
He was on his way to the United States, where he hoped to repeat his South American success.

P. J. GRIFFIN
Patrick J. Griffin, radio studio policeman for the past 11 years, died Sept. 30 of pneumonia after three days' illness in Hollywood. His widow, two daughters and two sisters survive.

VESSIE FARRELL
Vessie Farrell, 45, died Sept. 30 in Los Angeles.
She was a stage and screen actress.

DAISY K. EDWARDS
Daisy Kernell Edwards, 74, vet vaude actress, died Sept. 29 at En-

glewood Hospital, Englewood, N. J.
Actress had been staying at the home of the Actors' Fund for the past five years. Fund conducted funeral services. Family burial.

Father of Morris and Sidney Kendall, Joseph, died New York Sept. 27. Six children and widow survive. Son Morris is president of General Film Library.

David Hamburger, 68, one of the pioneers of film business, died at Amsterdam, Holland, recently.

Other of Jack Dalley, Paramount picture man, died Sept. 25 in Los Angeles.

Mother of Adrian, studio costume designer, died Sept. 25 in Los Angeles.

IRVING PLACE, N. Y. (STOCK)

Taking a tip from the uptown theatre-cats, Max Wilner's Irving Place has lined up the talent and revered orchestra pit, along with a steady job in a burlesque house that's probably a break.

It brings the girls closer to the customers for one thing, and vice versa. But the right orchestra allows for more production and lighting scope; these are the assets. The drawback is that with the departure of the footlight pan, the straight men have to shine their shoes. And that costs a dime.

Decidedly apt to do with the musicians, now that their trench has been evaporated, is solved by a steady job in a burlesque house that's probably a break.

Allyn Gilbert, the only producer in burlesque, is the right answer. He is the I.P.'s stager, doing a commendable job with sparse material. Gilbert is a high-brow complex which doesn't seem suitable for the audience to which he caters and to which burlesque basically appeals. But counterbalancing this possible error is the fact that Gilbert brought about big changes in the phonograph appearance of burlesque shows, not only at his own theatre but for the business generally through other producers to wake up and follow his lead. Gilbert's double knowledge of the phonograph and his ability at making a cheesy costume look presentable.

W. Y. until recently, when he returned to Spencer.
Along with the best looking production in town, the I.P. also has the most complete and up-to-date because of the two-day policy, its production, girls and strippers are the theatre's recommendation.

Robbie Morris gets some laughs with his smiling boys, and these are the only laughs in the show. Eddie Kaplan, who usually does quite well, misses throughout the show. Strippers, as a group, are below average for the I.P. They include Marie, the only one of the F. P. slow, and Georgia Southern. Latter remains a dynamite cooher and underpaw, but should watch her weight. Novelty strip touch is added by Carrie Fennell, 250 pounds on the hoof. Her act is a good one, but she's that's got to be seen to be appreciated.

Obit in the cast are Charlie Harris and Lee Royce. Bicyc.

Just Even
Oregon's 74th State Fair held on August 31 to September 7 was favored by fair weather throughout and attendance of between 80,000 and 90,000, was the equal of last year.

After Hansen Shows
Spartanburg, S. C., Oct. 1. Al G. Hansen Shows (G.A.) named defendant in \$10,000 alleged personal injuries suit by J. C. Ledford, former employee.

Independent Burlesque

Week of Oct. 6
Wine, Woman & 5—Republic, W. York.
Face Makers—Werba's, Brooklyn, N. Y.
Say It With Girls—Howard, Boston.
Hitler Rev-En-
Scan-Dolls-Tee, Philadelphia.
Everything Goes—Gayety, Washington, D. C.
Poppin' the Cork—Hudson, Union City.

STATE WIDE BOOM

Business Men and College Band Whoop-up N. C.

Charlotte, N. C., Oct. 1. North Carolina State Fair, under management of George Hamid and Norman Y. Chambliss, is getting whooped up with a booster tour of the state by three bus loads of Raleigh business men, and the State College band. The fair will open Oct. 14 with a street parade through Raleigh.

Other Carolina fairs busy now include: Greensboro, with good attendance. Stanley County Fair, Ellerbe, under Robert Mack, is doing well, using the Cetlin & Wilson shows. Cleveland County Fair, Shelby, will open today (1) with an attendance of 200,000 expected. Free attractions headed by Gertrude Avery's Diamond Revue, Weir's elephants, Ward Beam's daredevils.

Swain County Fair, Bryson, scheduled Oct. 23 opening; Richmond County Fair, Ellerbe, will open Oct. 4 in new plant converted from Ellerbe Springs Hotel property. Swain County Fair, Spruce Pine, just closed 22d season.

MINSKY BURLY SCRAMS SUDDENLY FROM BALTO

Baltimore, Oct. 1. Minsky's Palace shuttered suddenly last Sunday (29), upon orders from New York City. Having been open but fortnight, it's quickest duck-out of any burlesque show in burg's history. Had been playing a steady job, big had been noon and most of the receipts came from cut-rate paper.

Opening week, police cracked down and three strippers and five men were fined; raid, however, didn't help at the wicket. Palace is now dark, with Minsky understood to have five-year lease on house.

Big D. H. Burned

Russells Point, O., Oct. 1. Fire of undetermined origin swept the Minnewawa dance pavilion at Indiar Lake, near here, reputed to be the second largest in the world, 300 by 156 feet. The pavilion was eleven years old.

M. G. Harold, general manager of the park, has asked state fire officials to investigate the blaze.

Did Better

Oklahoma City, Oct. 1. United Shows of America reported their seven-day stand at the Oklahoma State Fair, ending Saturday, a 25% increase in receipts over last year, notwithstanding inclement weather which gave only three days' real play.

Show was exhibiting for second consecutive year here.

Nicks Glick

Rochester, Rochester Exposition Association has obtained a judgment of \$565 against the Glick Exposition Shows, Inc., of Baltimore, Md. Show represents principal and interest on a note given by the midway shows in 1933 when business was so bad the management was unable to pay off.

Must in Cuba

(Continued from page 1)
film shows than in theatres with live shows. Local newspapers are more or less impartial and haven't taken the thing up editorially. They want to help the actors, but the picture houses pay plenty in the amusement columns.

Mexico City, Oct. 1. Vaude player's union has urged President Cardenas to pass a law demanding that all cinema theatres give 40 minutes weekly show daily. Union asserts this enforced vaude will afford show folk, who support 1,000 families, a livelihood the year round. President is thinking it over.

S. D. MIDWAY SPOTS FOLDING

Midway at exposition is pulling stakes. Numerous concessions are closing, while others are sticking it out until after visit of President Roosevelt.

Stanley Graham and Nate Eagles, operators of Middletown, arrested on child labor charges, paid small fines. Midlets are walking and only shell of concession remains. Nudist colony is also all broken up.

Estimates are midway will fold within five days. Only concessions off the nut are Glick theatre and Hollywood Hall of Fame. 'Drunkard' also doing well. Exhibits and cultural displays will stick until end of exposition, Nov. 11. Fair's planned lack of publicity during past six weeks.

Katz Rotating Shows On Uptate Circuit

Syracuse, Oct. 1. George Katz's 'Civic burlesquers', headed by Benny 'Wop' Moore, will open Sunday (3), to per it a new troupe to open here Oct. 7. Providence house will be the Modern. Change in personnel is in line with Katz's plans to build up a circuit for rotating stock. Schenectady and Utica will be the next towns to be added. New company will try a split week policy, with shows being in on Mondays and Fridays. Beverley Carr, probably the only femme producer in the burlesque field, stays in Syracuse to stage the shows.

Nab a Nudie

Lynchburg, Oct. 1. Eleanor Allen, 24-year-old dancer, and her manager, Frank Tezanzo, 23, were put under a three months' suspended sentence and fined \$20 apiece Friday for putting on an indecent after-show in the rear of a hoochie-coochie tent. The show, 'Hawalian Theatre', a part of the Sheeley attractions at the fair, was ordered closed permanently.

Two rookie policemen in civilian clothes watched the girl dance, then caused a mild panic when they leaped on the stage and grabbed her. Officers announced 'The whole place is pinched! Everybody is out!' The audience was allowed to disperse, however.

Just before the raid on the jobsite, a city councilman, W. T. Jones, complained to the police that a gambling joint on the fair grounds had rolled him for \$35, but no warrant has been issued.

\$65,000 for an Eye

St. Louis, Oct. 1. Ringling Bros., Circus & Bailey Combined Shows, Inc., a Delaware corporation, has had transferred to the Federal Court here the \$65,000 damage suit filed on behalf of Herman Eyles, 13 years old, who charges that a guard employed by the circus destroyed the sight of one of his eyes by striking him with a stick.

Parents of boy have also sued circus for \$3,000 additional for loss of child's services, medical costs, etc.

Winding Up

Irrmingham, Oct. 1. After trailing each other all season Cole Brothers and the Edwell show are still at it. In Alabama they come with the Cole show ahead. Cole played Montgomery last week (24) and the day of the show (thirteen) were vented up along with larger than usual newspaper space. Ringling comes into Montgomery Oct. 15.

Another Blackie

St. Louis, Oct. 1. All attendance records at Alentown Fair were broken this week. On Thursday, the big day, over 38,000 paid admission to grounds. Vaudeville show in front of the grandstand on race track did tremendous business.

# What IS THE TALK OF THE TOWN?

*Folie Parisienne*

SMASH HIT OF THE TOWN  
*Locally* FRENCH CASINO  
 AT THE NEW YORK CITY

THE *Folies Bergeres*

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 RKO CIRCUIT  
 BREAKING RECORDS  
 EVERYWHERE

Two

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 NEW YORK CITY  
 35 AVENUE  
 DES CHAMPS-ÉLYSÉES  
 PARIS

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64 PAGES

## VAUDE GOES STRIP DANCE

**'Jumbo's' Tuesday Nights for Radio, 4,500 Free Seats; \$12,500 Air Deal**

Twice daily every day except Tuesdays, will read the ads for 'Jumbo's' at the Hippodrome. No performances will be played on that day because of one of the most unique radio tie-ups yet entered into. Billy Rose, the show's producer, and Texaco have signed for 13 weeks of programs to be broadcast from the Hippodrome theatre. Optional period of the same length if taken up, will mean the expenditure of \$500,000 by the oil company. Hunt-Metzger agented the deal with the William Morris office representing the show and Rose.

Contract calls for a half hour's evening program with scripts to be supplied by Ben Hecht and Charles MacArthur, book writers of 'Jumbo', and score by Richard Rogers and Larry Hart, who composed the show's music. Dave Friedman will sit in on the scripts as comedy.

(Continued on page 62)

**Bank's Tieup with Showgal Depositors, Exploitation Stunt**

First-known instance of a bank resorting to theatricals as an exploitation stunt is National Safety Bank & Trust Co's tieup with the American Ballet of the Met Opera. Some 27 members of the group opened checking accounts simultaneously at the bank Oct. 7. It was publicized as part of girls' training in "financial responsibilities."

**'Entertain Yourself' New Class Niterly Idea**

Bonfances of New York's fashionable east side niteries are assuming the snobbish idea that the dress-suit trade would much prefer to 'entertain themselves,' hence there is a noticeable cut-down on talent investment. All the entertainment overhead is for the two bands, regular combo and the tango-rumbasists, latter being necessary for the Park avenue stappers.

This conservation on talent budgetry is of course a tip-top idea with the managements for obvious economic reasons. From recent experience, the meeting-greeting aura of a successful spot makes anything but the dance music unnecessary. Or so it's hoped.

**Twists**

Burley stands in 42d street, New York, are taking advantage of title values of latest shows and ptx. Minsky's this week offers 'A Broad at Home,' while Apollo's show is 'Top Hat Revue.'

**Closed**

Peculiar sight in New York on Monday (?) involved some of those lingerie shops named the Chez This and Malson That. Closed.

Yom Kippur.

**AD MEN SCOUT OUT-OF-TOWN LEGITS**

J. Walter Thompson is getting a line on guest talent for the Rudy Vallee-Rieschman, Lux Theatre, and Paul Whitman-Kraft stanzas by having the new legit shows, slated for Broadway, caught out of town. Agency in previous season has made it a practice of having a staff man from the radio department attend both musical and dramatic openings in New York, but this is the first time that the advance look-see has become part of the chore. Assignment will take the Thompson rep to Boston, Philadelphia, Pittsburgh, New Haven, and other spots, where most of the Broadway shows hold tryouts.

**NOBEL PRIZE WINNER COULDN'T CLICK IN PIX**

He may be the Nobel Prize writer to the whole world but he's just a guy to Hollywood. That's what Luigi Pirandello found out during a month ago on the coast. He sailed back to Italy Saturday (5). Pirandello came to America with picture suggestions and talked several deals with Metro and Universal. But he had his ideas and the picture company had theirs. Now he thinks he'll start in pictures in Europe.

**5-Member 'Society'**

Philadelphia, Oct. 8. Series of concerts with rare ancient musical instruments will be aired from KYW and over NBC red network for three Sunday afternoons, beginning Oct. 13 by Ben Sisak, founder, and the American Society of Ancient Instruments, the only group of its kind in America. Among the instruments to be played are quinton, violle d'amour, violle de gamba, tasse de violle and the clavichin.

Society includes five members: Sisak, his son, Maurice; his wife, Flora; her brother, Joseph Smit, and Jo Brodo.

**FORMERLY TABOO, NOW NEAR-'MUST'**

**Sundry Versions of Epidermis Terps—'Bubble,' 'Fan,' 'Veil,' 'Flame' and Other Versions—Openwork Hoofing Started in Midwest**

**VERY BURLY**

Vaudeville appears to be going 100% meatball, with stripping now countenanced in theatres which up until a couple of years ago refused to permit even bare legs on the stage. Its a 'must' with some bookers.

In deference to the demand for a dash of nudity from booking offices—both circuit and indie—producers are including at least one stripper in practically all units produced or

(Continued on page 58)

**Lichtman Resigns As U.A. Prez After Tiff with Goldwyn**

Hollywood, Oct. 8. Al Lichtman, United Artists' proxy, following a verbal encounter with Sam Goldwyn last Thursday (3) tendered his resignation in the organization. Board of directors will act on it Wednesday or Thursday (10), following arrival of Mary Pickford from New York.

Resignation was kept secret as Lichtman holds a five year contract for the job which he took over officially June 12 last, following Joe Schenck's going over to 20th-Fox as chairman of the board.

Understood trouble has been brewing between Goldwyn and Lichtman ever since latter took over the job. Regardless of his five year contract, Lichtman will definitely get out of company as soon as possible and will inform the board to that effect.

Lichtman has had offers from (Continued on page 19)

**Prof. of Whistling**

Buffalo, Oct. 8. Vincent Lopez will open a music school on his return to New York City next month. Fred Lowry will be on the faculty as Professor of Whistling.

**Radio's Biggest Hookup Due Oct. 27 Using 400 Stations in 30 Countries**

**Agent or Critic?**

Following completion of Monday's game, winding up the world series, an agent wired the Cubs a radio proposition for the Bowes amateur hour.

Most elaborate and expensive hookup in the history of broadcasting will take place Oct. 27 when over 30 countries unite in a round-the-globe festival of music. Groups of youths from each country will sing two or three native songs. In the United States a gleecub from one of the New York high schools will do the serenading, and NBC and Columbia will each contribute a cross-country hookup to the event. It is figured that at least 400 stations throughout the world will participate in the broadcast.

Neither NBC nor Columbia have completed plans for the worldwide contracted commercials for the afternoon involved. Arrangement that will likely be in effect for the two networks will have NBC taking the first half of the broadcast and Columbia the balance.

International event will involve the largest shortwave transmitters in Germany, Russia, United States, France, Italy, England, Australia, South Africa and Japan as well as the regular longwave networks existing in these countries.

**'JUBILEE' GETS 1ST TICKET BUY**

First ticket buy along lines which obtained on Broadway prior to the legit code, which prohibited such deals, has been entered into by the brokers for 'Jubilee' to be presented Saturday (12) at the Imperial, N. Y., by Sam H. Harris and Max Gordon. Deal calls for the agencies to handle around 500 tickets during the first eight weeks, renewal with some changes likely after that time. First suggestion from the management called for a 16 week buy, but the brokers successfully countered with a proposal to cut the buy-out period in half. Leading agencies only are said to have been invited to handle 'Jubilee' tickets on a buy basis.

One of the major agencies at first refused to enter into the deal at all, citing the 'Winter Garden,' where 'At Home Abroad' is operating without a buy. When advised no tickets would be assigned the agency, it then agreed to join in the buy-out deal. Earlier there was a small buy for 'Night of January 18.'

**DEMPSEY'S CHAIN OF CHOP-HOUSES**

Baltimore, Oct. 8. The operators of the New York eatery, known as Jack Dempsey's, are planning a country-wide chain of chop-houses, all patterned on the Manhattan spot, and all bearing the 'Dempsey' moniker.

Max Waxman, former Baltimorean, who managed a couple of local fighters, Joe and Vince Dundee (both former titleholders, in the welterweight and middle divisions, respectively), was on the crowd around Balto and Washington over the week-end sighting for sites. Reported that Waxman, who is reputed to have a piece of 'Dempsey's' in N. Y., has already grabbed a location here.

Not known whether Jack himself will play a route of the eateries, greeting the guys.

**British Show Interests Raise \$3,500 to Keep Command Perf. Off Air**

London, Oct. 8. Legit, vaudeville and picture associations have combined to raise a \$3,500 contribution to the Variety Artists' Benevolent Fund on condition the Royal Command Performance not be broadcast this year. This tops the broadcasting company's offer of \$2,500 for the show.

Theatre men are anxious to avoid sending the program out because last year it was figured to have nicked all show business in the country considerably, people staying home to dial the program.

**School for Critics**

Baltimore, Oct. 8. University of Baltimore has inaugurated a course for embryo dramatic and picture critic, with classes in hush and when to toss bars. Lou Azzari, News-Post columnist and a quadrum drama defender, is the precursor. Chair was proffered to Don Kirkley, stage, screen and concert critic on the Morning Sun, but he nicked it.



# The Skirt and Martha Deane Decide Cakes and Variety Are Both All Wet

By Fred Allen

**THE SKIRT**  
With Martha Deane  
Guest  
**DOLLY MADISON CAKE**  
WOR, New York

VARIETY files for the past 20 years list no *Flattie Silverman* (*The Skirt*). Obviously a new personality. A thorough poking around VARIETY's files, this reviewer found nothing but a letter for Flattie's "Mules-marked" *Opened by a new personality* and Swain's *Cats and Rats*. Swain's *Cats and Rats* opening personal mail addressed to Flattie's Mules is sufficient proof that mail sent care of VARIETY is about as safe as Baer was in the same ring with Joe Louis.

VARIETY engaged this consultant, at no expense, to review the Skirt's guest appearance on WOR. Guest reviewers for guest stars is the new VARIETY slogan. Turning in at 3:30 p. m. the announced time, found the program going full blast. Mack Sennett, Jurges popped to Rogell. Sennett fled to George's main floor to Fox. Announcer made no mention of *The Skirt*, who had undoubtedly been left on base in the eighth inning, maddening time of her radio debut.

Galan's fly was followed by Martha Deane. Probably a new personality. Dizzy. VARIETY files list no Daffy and Dizzy. Files under D disclose Daffy and Sweeney. Sweeney has no business under D; he should be refiled under S.

Martha Deane took the mike following Fox's spout with introductory speech saying that prominent people are not in the ink list still wet. Even in England and Hollywood, VARIETY manages to arrange with the ink list. Stars and executives who read it take something away with them. General Deane coughed and stained fingers. Miss Deane forgot to mention that even after the ink dries VARIETY is still all wet.

A flutter of sang-froid was apparent at this point. *The Skirt* introduced Miss Deane, who had neglected to introduce herself in the excitement of paving the way for *Hattie*. Snow picked up here with the Skirt's showmanship telling. She said that VARIETY is 28 years old and that she had been writing her column for 30 years. First instance in the newspaper world where a columnist had a two year's headstart on publication. *The Skirt* is still two years ahead of VARIETY for this reviewer's money.

VARIETY's Pulitzer Prize headline, "Wall St. Lays An Egg," was quoted by *The Skirt* as having been used in 1929. Miss Deane coughed and *The Skirt* switched date to 1928. Listeners sensed that the first 100 years are still the hardest, except on VARIETY.

The Skirt intimated that the present generation had forgotten vaudeville. Student body in the leading. Anyone who has spoken to Powers Elephants lately knows that vaudeville is still going on. Elephants never forget, and if some of those performing elephants don't stop repeating the same old about, vaudeville they will drive them out of the insurance business. Vaudeville isn't dead, it is only playing possum. The trouble is they're not playing possum acts this season. She blamed the Machine Age (radio) for the trouble. Should have reminded the radio audience that bookers were putting actors in cans long before picture companies started tinning 'em. She might have added that when one circuit took out stage shows the other circuit took out audiences to meet the competition.

Later in program *The Skirt* whipped out a coconut and said she had baked herself. Recipe was exposed and *Hattie* admitted that she had taken a coconut in the oven while it was still moist. Miss Deane overlooked the point that *The Skirt*'s cooking is still all wet. VARIETY. Would have been a sulker. Guest stars bringing pastry to sponsors may start to vogue. Sustaining acts have long been worn specialties and a cake means.

Interview closed with plugs for *The Skirt*'s grandchild. Said baby is three and a half. Interviewer, Crossley rating, it is excellent for a baby who isn't even on the air.

If sponsor could continue to give artists of *The Skirt*'s calibre, with a cake per guest star, he can open up a pastry shop on the side. *Finp.*

## DOING 'VOICE' STRAIGHT

Hollywood, Oct. 8. Her Master's Voice bought by Paramount for Bing Crosby switches from musical to straight comedy with E. E. Horton, Peggy Conklin and Edna Mae Oliver topping cast. Crosby has another assignment. Joseph Santley directs for Walter Wanger.

## Slips

Sydney, Sept. 18. Andrea, fashion scribe, broadcast the arrival of local society celebs for 'Oil Lamps of China' (WE) premiere.

At a moment of forgetfulness, the scribe remarked in an aside, 'I don't know them, but what the hell?' And it went out over the air.

And how those squawks rolled in!

## BAER-LOUIS PIX POSSIBLE NET OF \$200,000

Oct. 8. Temporary injunction sought by F&C Pictures Corp. to restrain First Division from distributing the Baer-Louis fight films in Buffalo and upper N. Y. State was refused in supreme court this week. F&C through Charles Tarbox, president, also seeks permanent injunction and surrender of the prints or money damages of \$5,000. Other defendants are Super Sport Pica, Inc. 723 Seventh avenue, Jack D. Y. producers of the film; Jack Dietz, president, and Sam Fried. After listening to arguments, the court held that there were questions of fact which would have to be tried out in the action for permanent injunction. F&C claimed contract giving the distribution rights in this section.

Irving B. Levine, attorney for First Division, stated that the fight films might be expected to net \$200,000.

## MASCOT-WRITERS AIR GUILD GRIEVANCES

Hollywood, Oct. 8. Writer complaints against Mascot were aired today (Tuesday) at a meeting with the attorney for the Writers' Guild and Nat Levine. Mascot producer is charged with violating guild regulations which prohibit hiring scribes on speculation, engaging them on day to day, or even hourly basis and paying for day's work on basis of one-seventh of a week.

Disregard of warning word put studio on blacklist thereby preventing any member from working for the producer.

## Roulien, Montenegro To Brazil for Film

Madrid, Sept. 27. Raul Roulien, here on his honeymoon with Conchita Montenegro, leaves this week with his bride for Rio de Janeiro. Roulien will start work as a film 'Jangada,' in Brazil, shooting exteriors and native dances in the northern Brazilian state of Ceara.

'Jangada' will be in Portuguese, English, Spanish and French, and the Brazilian actor, who picked up his pic knowledge in Hollywood where he played in numerous English and Spanish films including 'Flying Down to Rio' (Radio), proposes to show the picture simultaneously in New York, Buenos Aires, Madrid, Paris and London.

Conchita Montenegro will remain two months in Brazil and then return to Hollywood, where she has a contract with Fox to appear in two pic.

## Bogart in Pic, Too

Hollywood, Oct. 8. Humphrey Bogart, who steps into role passed up by Edward G. Robinson in 'Petrified Forest,' arrives from New York tomorrow (Wednesday) with Leslie Howard.

Bogart created the stage part he cops for the pic.

## Nip West Plot

Hollywood, Oct. 8. Extortion plot against *Life West* was nipped when a studio bushy walked into a police trap. Letter to actress threatened disfigurement by acid if she didn't fork over \$1,000.

Police nabbed alleged extortionist when he reached into designated palm tree for package containing money.

## Alex Korda Tells All; Howard, D'Arrast, Vidor, And Dietrich Signed

London, Sept. 29. Largest gathering of newspapermen ever assembled for anything but a national event, crowded into a large ballroom to get the low-down from Alex Korda on his return from America.

He told them Marlene Dietrich will come to London to make one picture, not directed by von Sternberg, but by the new director, Harry D'Arrast and Wm. K. Howard under contract, and is hoping to get Ed Gouling to direct the next Merie Oberon picture.

Korda is now more enthusiastic than ever about color. His 'Scarlet Pimpernel' will do 25% more business in England and U. S. than his 'Henry VIII.' His Technicolor factories here won't be ready for another six months.

## SALLY BLANE, FOSTER SET IN ANZAC FILM

Sydney, Sept. 18. Sally Blane and Norman Foster have been signed by Cinesound to appear in a local film. Cable was sent this week advising the couple to take the first available boat from America.

Pic Blane and Foster will work in 'The Thoroughbred' and carries a racetrack background featuring 'Peter Pan,' local horse, Jocelyn Howarth and John Longden will be featured players. Story is by Edmond Rostand (American) and will be directed by Ken Hall.

'Thoroughbred' is the first pic to get under way by Cinesound since the local quota became law.

## Lasky's 'Unknown' French Girl, 19, for U. S. Build-Up

Paris, Oct. 8. Jesse Lasky has signed a five-year contract with an unknown 19-year-old French actress, Simone Devraux.

Lasky intends to give her a long period of careful training for build-up. Mary Pickford will take her in hand in Hollywood and give her six months personal supervision before she gets started. Her name will be changed.

While here Lasky also bought the rights to a French talker produced by General Simons, 'Monsieur Sans Gene.' He will remake it with Francis Lederer.

## VON MOORE PIC

Hollywood, Oct. 8. Josef von Sternberg will direct the next Grace Moore picture at Columbia.

Picture will be 'Sissy,' which was produced in Vienna as a stage musical by Fritz Kreisler. Columbia will tie in the Kreisler name on a heavy exploitation campaign.

Berlin, Oct. 2. Scala claims having signed Grace Moore for a number of concerts during the next season.

Miss Moore is quite a favorite here since the success of 'One Night of Love' (Col).

## 4 YEARS OF OPTIONS

Hollywood, Oct. 8. Radio bought the film rights to Stewart Palmer's 'Puzzle of the Earlar Pipe' for James Gleason and Helen Broderick.

Studio also took a four years' option on author's literary output.

## POWELL'S MOTHER ILL

Hollywood, Oct. 8. With his mother's illness serious, Dick Powell landed Sunday (6) to her bedside in Little Rock, Ark.

# Stars Pout, Productions Lag, but Gals Must Have Their Pet Lenses

## Curtain Delays

Joan Crawford and Franchot Tone, doing Broadway together, have unwittingly turbed legit managements.

Film couple nearly broke up a performance of 'Children's Hour' (Edlitt. theatre), when audience demanded they take a bow. In other theatres crowds have jammed the lobbies to see them at intermissions making it difficult to seat patrons on time for the curtain.

Autograph seekers discover what show the Hollywoodites are attending and add to the confusion.

## Brand Revamps Publicity Setup At 20-Fox; 4 Out

Hollywood, Oct. 8. Harry Brand is reorganizing his 20th Century-Fox publicity department, bringing in four new men to replace group resigning. Jack Cooper swings over from Paramount, Guy Fowler moves in from Metro, Bob Dohman transfers from Loew's State, and W. M. Bishop is new addition to handle foreign publicity.

Departures via the resignation route include John Stevenson, Don Ryan and John Stuart. Abbreviated advertising department, which will function under Troy Orr in place of Gabo Yerke, results in resignations of Mel Riddle and E. A. Patterson.

## SOCIETY DEB'S SCREEN DEBUT IN H-M FILM

A New York socialite model, Mery Taylor, has been signed by Hecht & MacArthur for the lead in 'Soak the Rich,' which went into production yesterday (Tuesday) at the Eastern Service studios, Astoria, L. I. This is the part announced for Myrna Loy. Miss Taylor is daughter of Bertram Taylor, Wall Streeteer.

In addition to Mery Taylor, who makes her film debut, cast will include Walter Connolly and Leon Shamroy. 'Rich' will be the first of two pictures which Hecht & MacArthur will make this season for Paramount release.

## Ritchie's 10

Hollywood, Oct. 8. Back from his European talent safari, Robert Ritchie has 10 foreign names for future film work. Topping the group is Louise Ullrich, German star.

Another German player is Viktor A. Kowa, George Rigaud, from France. Gustav Wally, Swedish. Jarmine Novatna, Czech operatic and film star.

Other foreign opera names include Rita Hildebrand, Maria Cebotari, Erna Berger, Heinrich Schulzas and Charles Kullman, latter an American baritone who has been touring with various European companies.

Those of the group whose pictures have not been shown in this country have made short tests which Ritchie is having shipped here.

## REED EAST ON CROSBY

Hollywood, Oct. 8. J. Theodore Reed, Paramount associate producer, plans east Thursday (10) to shoot scenes for the Bing Crosby starrer, 'Rhythm of the Range.'

He'll be gone two weeks.

## ROY DEL RUTH'S VACASH

Hollywood, Oct. 8. Roy Del Ruth, having completed 'Thanks A Million' (20th-Fox, trained to New York Sunday (6) on a two-week vacation.

## Hollywood, Oct.

Though femi and picture stars have long had preference for individual cameramen whose work they consider superior to others—or is it because of what they take the particular star most attractive—only the past few weeks have stars come to the front, refused to be satisfied with the work of any other lenser, but their fate. In several cases productions have been held up so that stars could have a particular choice behind the camera.

Mae West hated production on Par's 'Klondike Lou' because Karl Struss was photographing her former pictures, was tied up on 'Anything Goes.' But Struss is also Bing Crosby's white-haired kodaker, so the crooner held up for his retention on a picture. La West, instead of taking one of the other ace cameramen on the lot, gave the come-hither to George Clemens, who had been Struss's aide, because he was so familiar with the Struss technique.

## Off-the-Lot Choice

Carole Lombard who insists on Ted Tetzlaff, is now holding out for Universal to borrow him from Paramount for 'Splinter Dinner.' Others have their favorites and dislikes as to who will get their pan on the celluloid.

Claudette Colbert favors Vic Miller or Leon Shamroy. Letter is the only cameraman whom Sylvia Sydney will have on her pictures. George Foysey is the favorite of Marion Davies and Joan Crawford. Miss Davies insisted on Warners borrowing him from Metro for 'Page Miss Glore.'

William Daniels photographs all the Garbo pictures, the star refusing to allow any other lenser to open a shutter on her. Henry Gerrard photographed all the Katharine Hepburn pictures until his death. Miss Hepburn then selected Robert De Grasse, Gerrard's assistant, as her first cameraman because the latter knew how Gerrard lighted her.

In the case of Marlene Dietrich, she has always relied on the photograph sense of Josef Von Sternberg, whose yen for contrast lighting with strong highlights and deep shadows are well known. Sternberg, (Continued on page 19)

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# 'Time' Reels' Controversial Subject Matter of Concern to Hays Org.

Status of 'March of Time' as regards the Hays production code is something that will come up before the Hays organization for consideration in the near future. It's rated a real problem. The association because of the editorial nature of much of the material. Because of this fact, Haysian officials so far have been disinclined to place them in the same classification as regulation newsreels which do not come under production code. Only way Hays office could sway policy or bring it under code would be through RKO, which releases 'March of Time' and has its own production plant and staff. Although there is a certain amount of story material contained in the subject as constructed around a newsreel scene or news subject, that the Hays organization has not felt definitely convinced about applying the production code to 'M. of T.' Believe that later developments will be deciding factor in the position the organization will take.

Complaints that some exhibitors are editing 'March of Time' by cutting out some of the subject matter, present a new problem for editors of the reel.

Figure that elimination of footage can distort intent of various sequences and that the two-reeler will come in for unwarranted criticism.

## PAR RUSHING PRINTS ON ETHIOPE TRAVEL

Hollywood, Oct. 8. Paramount laboratory has been working day and night for the past week, rushing out prints of the travelogue feature, 'Wings Over Ethiopia.' Prints being shipped to exchanges around the country via air express to hit key runs while public interest in the Italo-Ethiopian war is at fever pitch.

## Monarch to Produce 36 Pix at Foy Studio

Hollywood, Oct. 8. Monarch Productions has bought the Bryan Foy studios at Culver City, with an agreement that series of pictures will be made there for the independent market.

Capt. John Hyde is reported backing the company with English money. Slate calls for 36 features.

## Marshall's 2 at Par

Hollywood, Oct. 8. Paramount has optioned Herbert Marshall for two pictures to be made within the next twelve months. First will be 'Remjon,' war yarn which was bought by B. F. Schulberg for Marshall and Sylvia Sydney, but tossed aside by the studio. Yarn will be reshaped for the pair with Miss Sidney coming to the studio on loan from Walter Wanger.

## Frances Drake Abroad

Hollywood, Oct. 8. Paramount has loaned Frances Drake to Phoenix Films, indie British production company, for the lead in an untitled picture. Company is tied up in distribution with Basil Dean.

Miss Drake leaves here for England in a fortnight.

## Caesar Goes Abroad

Hollywood, Oct. 8. Reporting to Gaumont-British late this month to fulfill a writing contract, Arthur Caesar left for the east last Saturday (6).

Commitment keeps him abroad a Mrs. Caesar accompanied.

## FARAGOH BACK TO COAST

After a summer on his Connecticut farm writing a play and playing gardener, Francis E. Faragoh is preparing to return to Hollywood and the Radio studio.

His last film chore was the adaptation of 'Return of Peter Grimm.'

## Lowie Doubles at 20-Fox As Producer Aide on Trio

Hollyw  
Edward T. Lowie has been named associate producer on three pictures at 20th Century-Fox Hollywood lot by Sol Wurtzel. Lowie takes on new post in addition to serving as scenario editor at Western Avenue studio.

Pictures are 'Your Uncle Dudley,' now in production; 'Champagne Charlie,' for Edmund Lowe, due to start Oct. 15, and 'Emileene Edger,' for E. E. Horton, on which no starting date is set.

## Myrna Loy Draws Lead in 'Ziegfeld,' As Billie Burke

Hollywood, Oct.  
Reconciliation between Myrna Loy and Metro has gone into full effect here, with player being handed co-starring role opposite William Powell in 'The Great Ziegfeld.' She plays part of younger Billie Burke and was chosen by Miss Burke and Hunt Stromberg.

Par. fulfills promise of studio when salary quarrel was patched up that Miss Loy would be given better assignments. This is her first since walking.

Action on 'The Great Ziegfeld' has steamed up with return to work of Powell after two-day layoff due to illness. Fanny Brice is working on the recording of 'My Man' and Walter Donaldson and Harold Adamson have just finished writing 'You've Got to Pull Strings.'

## Want Dix Opp Lombard

Hollywood, Oct. 8.  
Turned down by Paramount for a loan of Fred McMurray for top bracket, Carol Lombard in 'Spinster Dinner,' untitled in dictating with Richard Dix for the spot. Paramount deal chilled when that studio demanded Margaret Sullivan on even exchange.

Picture gets new title if Dix dicker jells.

## LEW AYRES, DIRECTOR

Hollywood, Oct. 8.  
Lew Ayres fulfills an ambition to direct, drawing assignment on 'The Glory Parade' at Republic.

It's Civil War drama.

# Film Leaders Puzzled by Alleged Propaganda Charges in Recent Pix

Increase in the activities of organizations who have voiced objections to alleged propaganda in films has thoroughly aroused several major producing company officials in recent weeks. Amazing part about this ballyhoo warfare is that pictures against which protests have been made went through the Hays organization production code and supposedly cleansed of any propaganda taint.

Recent demonstration against 'Red Salute' is considered a point in question by trade organization spokesman. Demonstration against picture in Manhattan was led by communists who believed it contained anti-red propaganda.

Recent attacks on Hearst Metro-tone apparently were based on fact that Hearst newspapers have been carrying on an anti-red campaign.

'March of Time' has also come in for plenty of abuse recently. Showing of U. S. war games resulted in squawks from peace advocates on the grounds that it was stirring up martial spirit of population. Another broadside was leveled from Louisville organization which claimed that recent French sequence (Crox de Feu) marked reel as promoting Fascism.

## Par's Musical Hunt

Paramount is hunting scripts for Gladys Swarthout, Jan Kiepura and Carl Brisson.

Paramount recently bought the rights to Eddie Dowling's forthcoming production of a posthumous Victor Herbert operette, to be staged on Broadway this season by Dowling.

## 'Crusades' Into N. Y. Par. Oct. 18; Will Not Roadshow 'Mutiny'

Par. closes its \$2 two-a-day run at the Astor, N. Y., Sunday (13) and goes into the Paramount on Broadway on first-run at popular prices Friday (18). Astor run was 7 1/2%.

Policy for the Astor after end of 'Crusades' will be single features first run at a 55c top with 'Little America' (Par.) opening Monday (14). Plunkett-Krellberg, lessee, will operate.

Metro has decided 'Mutiny on Bounty' will not be road-showed anywhere. It is general release Nov. 8. Would have gone into Astor if roadshowing.

## COBB-GUEST COLLAB ON UNIVERSAL'S 'HOME'

Hollywood, Oct.  
Irvin S. Cobb and Edgar A. Guest will collaborate on screen play and dialog for Guest's first picture for Universal, tentatively titled 'Home.'

Cobb, signed by Carl Laemmle last Saturday (5), checks in at the studio immediately on the assignment, while Guest heads west from Detroit this week with his wife and daughter. Picture, adapted from story by Julian Josephson, is slated to go into production around Nov. 1.

Guest will continue his broadcasts and syndicated daily poetry stint from Hollywood.

## GOLDEN MOVES UP

Hollywood, Oct. 8.  
Upped from post of studio manager at 20th-Fox Hollywood lot, Max Golden has been made an associate producer there by Sol Wurtzel.

Golden's first will be 'Hard to Get,' yarn by Arthur Somers Roche. Production start not set.

## BETTE DAVIS WITH HOWARD

Hollywood, Oct. 8.  
Bette Davis draws lead opposite Leslie Howard in 'Petrified Forest' at Warners. Archie Mayo directs.

## Delaying Rita Rio for Cantor Film; Under 18?

Rita Rio, from vaude and vaude, west for Eddi Cantor's Goldwyn musical, 'Me Pink' has fallen into trouble with the California Labor Board.

Board contends that Miss Rio is under 18. Herbert Hoey, agenting girl, has notified her parents in Philadelphia to have an affidavit drawn on her birth certificate.

## Clemens Directs First

Hollywood, Oct. 8.  
Ill Clemens, cutter recently elected to director at Warners, gets his first assignment on 'Pison Farm' in which Kay Linaker, Donald Woods and Eddie Acuff have top spots.

Slated to start in two weeks.

## GRAINGER'S COAST HUDDLE

Hollywood, Oct. 8.  
J. R. Grainger is due at Universal Oct. 14 for semi-annual product huddle with Carl Laemmle.

# NEW YORK'S DUAL BILLS

By JOHN C. FLINN

'Top Hat' unites and without a great deal of effort in four days over the past week-end succeeded in completely jamming up the feature film bookings in the Greater New York territory which may require a month to straighten out. Playing as a single bill attraction in 35 RKO theatres, this financial suddenly crystallized a sales and booking situation unanticipated a week ago. Just when everything was proceeding in the most routine manner, 'Top Hat' demonstrated that a good single picture is a better box office attraction than the combination of a good picture and a fair one on a dual program.

As a result of the 'Top Hat' advantage, film bookers in the branch exchanging schedules are being changed, and lobby displays and outdoor billing altered. 'Hat' verifies what was shown in the experiments in infancy, that entertainment is quality and not quantity, and that to sit three to four hours in one seat watching two feature films, a newsworthy general of short subjects is tougher on the audience than it is on the competition.

100 Theatres in N. Y.

Both the RKO and Loew circuits, jointly numbering 100 theatres in the most strategically situated locations in the N. Y. territory, started the current season with a crowded and announced policy of offering to the public double bills, seven days a week.

Heretofore, the principal neighborhood circuit was an answer to double-billing by subsequent run independently operated houses. In effect, the new policy also resulted in the purchase this season of two circuits of 164 features in addition to any previous season's requirements.

For the independents it has been a case of following the circuits without the advantage of an occasional first-run film such as was available in previous seasons when the circuits' commitments were for fewer pictures. Some independent houses not only follow the circuits but do so at higher admission prices.

A week ago RKO suddenly, upon the persuasion of the distribution department at Radio, decided to abandon the two-circuit hit 'Top Hat' week, and play 'Top Hat' as a single bill, helped in some spots by the short reel picture of the Baer-Louis fight. Immediately the opposition circuit assembled an unusually strong combination of dual features in competing Loew theatres. Independents within competitive range of the circuit houses also strengthened their program. It was a case of 'Top Hat' playing against the strongest ensemble of counter attractions which the new releasing season could muster.

Some of the stars in the duals programs never before had appeared in the major neighborhood theatres except on single bills. A few of the combinations, as listed in the columns, were the dailies, were March and Merle in 'The Dark Angel,' and 'Streamline Express,' with Victor Jory and Evelyn Venable; Gable, Harlow and Beery in 'Chicago'; Taylor and Henry Fonda in 'Farmer's Wife'; Hepburn in 'Alice Adams' and 'Annapolis Farewell'; Gable in 'Call of the Wild' and Crosby in 'Two for One'; and 'Anna Karenina' and 'Storm Over the Andes.'

By Monday the reports of the business of 'Top Hat' had widely circulated through the territory. It was stated the film changes more than the Loew circuit houses, not in direct competition with the RKO neighborhood, had arranged with the Radio sales organization to play the picture before it was to be released to the independent theatres. Nearly 150 independently operated theatres have contracts for 'Top Hat,' and most of them are obligated to play the picture single bill, in the same manner as was the RKO circuit.

Would the Loew houses be permitted to play 'Top Hat' on dual week before the opening executives put to the top operating executives of the circuit and distribution organization. Upon its answer will

depend important booking moves in the territory.

As anticipated in these columns last week, other outstanding film will be shown as single bill attractions, provided 'Top Hat' succeeded against the competition built up against it. Announcement made on Monday (7) that 'Broadway Melody' (MG) has been set by the Loew theatres as a single bill feature for the Loew houses starting next week.

Capitulation from the double bill stand taken by the major circuits in the territory in no manner may be interpreted as a sign of weakness against the subsequent run competition; rather has good business judgment and unusual strength of film attractions made necessary the smashing of policies unlikely to remain rigid over a long period of time.

The territory of Greater New York is the richest field for motion picture exhibition in the world, with a population of 3,000,000 persons. The population elements between exhibitor interests, exemplified by the retaliatory policies of the present season, promise interesting rapid changes during the coming months.

## BORZAGE TO DIRECT DAVIES IN COSTUME

Hollywood, Oct.  
Upon completion of 'Desire' at Paramount, Frank Borzage returns to Warners, his home lot, to direct 'Marion Davies' next picture, 'Glorious.'

Davies' yarn is a costume story written around the Revolutionary War. W. R. Hearst insisted on a costume story for her next picture as 'The Countess of Enghelund' and 'Little Old New York' the best efforts of his star.

## 'Old Nest' Remake Bows Rowland Into Metro

Hollywood, Oct. 8.  
Talker remake of Rupert Hughes' 'The Old Nest' will be the initial assignment for Richard Rowland at Metro as an associate producer in the Sam Katz unit.

Bernard Schubert is writing the screen play for the picture, released in an silent 15 years ago by the old Goldwyn company.

## Hail Not Hearty for Marie' Location Cast

Hollywood, Oct. 8.  
Hallmarks have delayed production temporarily at 'Rose Marie' location at Lake Tahoe, holding up camera crews under William Daniels. Few also felt that snow may delay further shooting.

Walter Strohm, from Metro location department, has been elevated to post of assistant production manager at 'Marie' location.

## 'Public Ghost' Limp

Hollywood, Oct. 8.  
Charlie Chase resumed production on his two-reeler for Roach, 'Public Ghost No. 1' after being out for two days because of a flu attack.

Few hours after picture got away for the second time, Clarence Wilson sustained gash in the head when hit with a breakaway vase which didn't.

## 'MOB RULE' PIC

Hollywood, Oct. 8.  
Metro is the first studio to receive a picture about lynching, 'Mob Rule,' original Norman Krassia, with Bartlett Cormack assigned to do the screen play.

Story is being prepared for Spensky's Tracy with Joe Mankiewicz producing.

## Judith Allen's Expo Date

Detroit, Oct. 8.  
Judith Allen and the Holly-cow Debbs, a 12-piece orchestra, are heading the Parade of Progress Exhibition this week at the Naval Academy. The parade is appearing four times daily.

Pete, sponsored by local civic groups, closes Saturday (12).

# ST. LOUIS' LEGAL WRANGLING

## Laemmle Attentive to a Buy-In Bid Or Pard Deal by Small-Goetz-Briskin

**Hollywood.**  
Deal is hanging fire after three weeks of negotiations whereby Ed. Small, Harry M. Goetz and Sam Briskin would acquire Universal outright via purchase from Carl Laemmle, or buy in for a half interest in the company.  
Small and Goetz operate Reliance, which has one more picture to deliver on its present releasing contract with United Artists. Briskin recently resigned as general manager of Columbia studios and has signed down several major spots figuring that he would like to connect with an organization where he has a piece of the proposition.  
Laemmle, it is understood, does not look favorably on an outright buy of U, but is listening attentively to the offer of Small, Goetz and Briskin as it would keep him in the spot of president and operating head of the company and provide needed manpower in the production end.  
Proposition for buy-in of the trio would place Briskin in charge of production, with Small operating a separate unit and sitting in for decisions on major steps. Laemmle would be able to confine his activities to the distribution and foreign operations of U, while Goetz sitting in at the New York end handling financial affairs of the organization.  
If deal should eventually be consummated, Briskin and Small would be able to bring into the fold several top directors and persons swinging U up near the top of the heap.

**London, Oct. 8.**  
J. J. Burgin, Wall St. man, is here examining Universal's books, indicating a deal is on again.

## Straight 7 Yr. Warner Contract for Bischoff

**Hollywood, Oct. 8.**  
Sam Bischoff was last week handed a straight seven-year producer ticket by Warners, the longest contract without optional loopholes ever given a producer in the business.  
Studio had taken up and scrapped third annual option of Bischoff's prior pact. New deal boosts salary considerably and permits Warners to use him as a director.

## Yorke with Sheehan?

**Hollywood, Oct. 8.**  
Gabe Yorke probably will again with Winnie Sheehan upon the latter's return from his European holiday next month.  
Sheehan sponsored Yorke on the Fox lot and Yorke's bowing out of 20th Century-Fox is as director of a recently created advertising department, set up when Harry Brand came over in charge of publicity and ad duties, is believed to be a forerunner to the new Sheehan affiliation.

Sheehan's future berth is unknown but understood he is considering three propositions.

## LIKE THE LOCALE

**Pictures Spotted Around Frisco on the Spool**  
**Hollywood, Oct. 8.**  
'Frisco Waterfront', fourth in early Frisco cycle, got under way yesterday (7) at Republic. Arthur Lubin directs.  
Ben Lyon, Helen Twelvetrees and Rod La Rocque are in cast. Three other pictures with same locale have been 'Barbary Coast', Goldwyn; 'San Francisco', Metro, and 'Frisco Kid', Warners.

## POMMER LONDON-WARD

**Hollywood, Oct. 8.**  
Heading east tomorrow (Wednesday), Erich Pommer sails for London to join Alexander Korda as staff producer and director.

## 4 1/2 Hr. Vaudfilm 10c

**Ittsburgh.**  
Four and a half hour show for 10c, that's the set-up at Pitt, just reopened by Morse and Rothenberg, New England operators. House, shut down several months, got under way Friday (4) under policy of double features and five acts of vaude, sealed at 10c-15c for madness and 15-25 at night.  
Flesh being booked by Godfrey Linder and inaugural bill has Jack Osterman headlining. Management intends to have on screen one revival and one indie first-run, and current are 'Scarface' and 'She Had to Choose'. Pitt was operated formerly by George Shaffer under vaudfilm-policy but single feature.  
Louis Weiner, former Pittsburger, managing house with Sam Honigberg handling the newspapers.

## CONFABING ON REORG OF RKO

Confabs on the RKO reorganization are in progress between bankers, David Sarnoff, president of RCA, and M. H. Aylesworth, president of RKO. Both Atlas Corp. and Lehman Bros. are understood concerned in these conferences. Downtown talk has the financial elements still discussing with Sarnoff on terms for RCA's payoff should Sarnoff desire to step out of the RKO picture.  
Sarnoff is handed as still demanding a 100% payoff for RCA. What the financial elements are offering is not known. Wall St. figures that under the circumstances the parties may soon come to a compromise. RCA's investment on the books is figured at around \$15,000,000 by those intimates.  
Beyond this it is felt the reorganization picture of RKO hasn't changed. No actual plan is known but figured to follow quickly once RCA and the bankers come to an agreeable conclusion of their present talks.

## OBERON DRAWS LEAD IN 'CHILDREN'S HOUR'

**Hollywood, Oct. 8.**  
Merle Oberon is due back from his London tour Oct. 21 to play screen version of 'The Children's Hour' which Lillian Hellman, author of the stage play, is scripting for Samuel Goldwyn. Joel McCrea plays opposite and Alice Brady is in for a prominent part.  
Miss Hellman, who has been working in New York with William Wyler, arrived here yesterday (Mon.) for conferences with Goldwyn. Title of play will be changed.

## French 'Crime' Awaits Col.'s Release Same Pic

Jean Lenoir, European film importer, has received a print of the just completed French-made 'Crime and Punishment' and is holding it pending Columbia's actions on its own film of the same story, completed in Hollywood by Harry East stars in the French pic as against Peter Lorre in the American. Both are from the same Tolstoy story, in the public domain.  
Lenoir figures on releasing his French picture in New York immediately after Col gets its film started.

## FILM TRIAL LOOKS CINCH 6-8 WEEKS

**Lawyers Arguing Every Motion of the Way — In Second Week and First Witness Still on Stand**

## MEX STANDOFF

**By SAM X. HURST**  
**St. Louis, Oct. 8.**  
Most of today's session in the Government's anti-trust proceedings against Warner Bros., RKO and Paramount, on complaint of Fanchon & Marco, was concerned with legal tiffing. It wound up in a 50-50 decision. Certain records were ordered as not necessary to be produced, and the Government's alleged 'compromise meeting' testimony was likewise omitted.  
Harry Arthur resumed the stand finally at 3 p. m., finishing direct examination, and immediately going under cross-examination. This developed into legal wrangling as almost every interrogation was challenged.

St. Louis has a new Federal Court building into which furniture, etc., is just being moved, and it looks as if the entire trial proceedings will follow right in on top of it. Trial conservatively figures to run six to eight weeks more, being a slow, tedious legal proceeding, according to present pace. Only one witness so far called, it's the second week of the trial, and that witness is still on the stand. Arthur will probably resume tomorrow's (Wednesday) session.  
Although no court session was held in the conspiracy trial here on Monday because of Tom Kipper, counsel in case argued motion to quash subpoenas duces tecum calling for a large quantity of records. (Continued on page 25)

## 'Rancho' Retakes 2d Time

**Hollywood, Oct. 8.**  
'Rose of the Rancho', previewed twice by Paramount, goes back into production again when the studio decided that Gladys Swarthout should be lighted up.  
This will be the picture's second batch of retakes.

## Fortington, Chairman of Par Exec Committee, to Step Into the Firm

## 20th-Fox Marking Time On Filmmaking Production

With completion of 'Metropolitan', with Lawrence Tibbett, 20th-Fox is washed up on operatics for time being.  
Want to see how this pic and 'Here's To Romance' fare at box office before going in for any more songbird stuff.

## YATES BACK TO N. Y.

**Hollywood, Oct. 8.**  
Herbert Yates, Consolidated Lab head, pulls out for New York tomorrow (Wednesday) to supervising the expansion program of the company along with the remodeling and rebuilding of the local plant.  
He also conferred with W. Ray Johnson and other Republic Pictures execs on organization's program.

## KENT BACK IN N. Y.

S. R. Kent is scheduled to get in today (Wednesday) from London after setting up Bob Kane as Fox producer on British soil. He went over with Kane about a month ago.  
Expected Kent will shortly make one of his periodical inspection trips to the Coast.

## Lubitsch Aides Named Par Prod. Chiefs; Spikes Sheehan in as Tops

**Sunday Radio**  
Much picture trade concern again about the unusually strong Sunday night radio opposition.  
Cantor, Benny, Baker, Ford symph, Major Bowes, Leslie Howard are all on the air Sunday nights.

## U SIDETRACKS MINORS, GUN FOR TOPS

**Hollywood, Oct. 8.**  
Concentrating \$3,000,000 budget on major product, Universal has deferred work on regular program pictures for at least nine weeks until the big ones are out of the way.

First to take a siding is 'Captain Commanding'. Jack Holt, cast topper, has been sent to 20th-Fox on loan.  
Pictures in the major group to get the starting gun are 'Spinster Dinner', set for Oct. 10 getaway. Four days later Margaret Sullivan starts in 'New Time We Live'. First for Marta Eggerth, 'Song of Joy' goes before the cameras around Oct. 18.  
'Sutter's Gold' looks like a month-end starter with 'Show Boat', held up by cast commitments to other studios, holding off until Nov. 20. Loanout deal on Bela Lugosi requires an early starting date for 'Dracula's Daughter'. Under present plans the heavy budgeted pic will be washed up around Feb. 1.  
Players set for the program lineup have been given vacations, with instructions to report back around the February date.

Three films now in the works, being rushed through, are 'Invisible Ray', 'Great Impersonation' and 'East of Java'. Those being held up for next year are 'Butebauch', 'Strangers at the Feast', 'The Sun Never Sets', 'Home, Tomorrow Is a Better Day', 'Yellowstone' and 'Her Excellency, the Governor'.

**Hollywood, Oct. 8.**  
Persistent reports that changes in top executive personnel would be made at Paramount either to departure of John E. Otterson for New York and equally persistent reports that Winifred Sheehan was to fill head production berth at studio were set at rest last Saturday (5) by appointment of two Ernest Lubitsch aides to divide planning and execution of production on lot.  
Chandler Sprague was named to take charge of planning and preparation of all productions at Paramount. Fred Leahy will execute all production plans, getting pictures into work and completed as quickly as possible. Sprague has been story contact for Lubitsch. Leahy has been executive production assistant to Lubitsch.

One point of difference over production system between Lubitsch and Otterson arose during working out of delegation of duties. Lubitsch was said to feel certain directors could handle their own pictures from beginning to end without production supervision, while Otterson, according to reports, felt that all pictures needed executive supervision.

Sprague takes over duties recently handled by A. M. Botzford, who in addition handled talent and contractual contract making as well as serving as aide to Henry Herzbrun.  
E. V. Richards and Karl Hoblitzelle, operating partners with Paramount in southern theatre circuits, have been here conferring with President John E. Otterson of Paramount amount on operations and policies at their respective studios.

Theatre execs will stick around town and return east with Otterson for further conferences.  
John E. Otterson, new Paramount president, is expected to report to Par's executive committee at that body's next meeting on the results of his last visit to the studio, which was concluded only the past week. Otterson is expected to indicate that the studio is progressing okay.

Theatre execs' decision and judgment are several of the company's major theatre problems.  
Whether Otterson has agreed to continue the Hoblitzelle agreement for the operation of the Texas houses is still open. This is one of the deals which Otterson was to have handled personally on the Coast. Other important theatre angles concern Par's future policy on Detroit, the Wisconsin and northwest territory, and the theatres in which A. H. Blank holds an operating partnership.  
E. V. Richards also has been on the Coast talking with Otterson.  
Some talk also about Louis Dent's possible future position on the Par-Salt Lake theatre division.

## ZUKOR'S COAST TRIP SOMETIME AFTER JAN. 1

**London, Oct. 8.**  
Winifred Sheehan arrives here from Paris this week.  
He will throw a press luncheon at Claridge's prior to returning to New York.  
Adolph Zukor will wait until the first of the year according to present plans, before paying the Paramount Coast studio a visit. It will be his first since John E. Otterson became president and he chairman of the board. As latter Zukor's duties have been much broader than chairmanship of a directorate usually carries.  
While Otterson is on the Coast Zukor is in charge at the home office.

**Hollywood, Oct. 8.**  
John E. Otterson motored to San Bernardino Saturday night (6), pulled out for New York without making reservation on any of trains here.  
He was due in N. Y. today (Tuesday).

# Ethiopian Fracas Gives Wall St. the Jitters; Amusements Slide Downward

By IKE WEAR

Minor price changes marked trading in market yesterday (Tuesday), with gains and losses in amusement list being about equal. Consolidated Film Issues were higher, while Warner Bros. pfd. and Eastman Kodak common showed real strength. General Theatre Equipment lens and certificates for same went to new high on news that reorganization plan had been filed. Other amusement bonds were firm to better.

Amusement Group sold down to lowest level in four weeks in last week's stock market, following trend of whole list which was downwards after actual outbreak of hostilities in Europe. While many had anticipated a secondary reaction, the warfare in Ethiopia was taken as a sign to shove market values down.

Selling wave the middle of the week dropped the Amusement Group back to 33 from increased volume. As measured by the averages, the group showed a loss of 1,031 points at the close (35%) which was as a disappointing decline. High mark was 36%.

Compared with this, the Dow-Jones industrial average fell 145 points to 130.77. Rally in rail group Monday (7) aided general sentiment as market on Tuesday. In trading 34 Industrials dipped to 126.95 during the sell-off Wednesday (3).

Wave of amusements wound up week behind discouraging minus signs. Heaviest losers included Co. Pictures, down 1 1/2% to 10 1/2. Eastman Kodak common, off 3%, at 16 1/2; Keith pfd., off 5%, at 70; Paramount common, down 1 point, at 10 1/2; Paramount first pfd., down 2%, at 97; Radio E. off 1 1/2% to 72 1/2; Technicolor, off 7/8c, to 18 1/2; and Westinghouse pfd., down 3/8c, to 114 1/2. Paths hit a new low at 4 1/2, and closed off 6 1/2c.

### Obligations, Too

Wave of selling also hit amusement obligations. Keith 6s dipped 3 points to 86; Paramount-Broadway 5 1/2s, was off 1 1/2 at 61 1/2; and Warner E. 6s sold down to 81 1/2, off 1/2. On the other hand, General Theatre Equipment lens hung up a new high at 16 1/2, sporting a gain of 1/2 at the finish.

Radio Preferred B, before hit by the decline, edged up to a new peak price of 14 1/2. Stock was off more than five points before meeting support at one juncture. Selling showed 20th Century-Fox preference issue down to a new low of 24 1/2 but the stock came back to 26 1/2 at the close, off fractionally on the week.

That many chartists viewed big slump last week as more of a secondary reaction than anything else was borne out by the action of most groups in rallying strongly from their lows. This also was true of the amusement list.

Columbia Pictures cfs. came back four points from its low at 61. Eastman Kodak common also pushed up nearly two markers to finish at 16 1/2. General Electric was up nearly the same from its low. Loew's common rallied more than a point to finish (Continued on page 28)

### Yesterday's Prices

Sales	High	Low	Last	Chg.
100 Col. Pict.	41	40	41	+ 1/2
800 Con. Film	41	40	41	+ 1/2
900 East. E.	32	31	32	+ 1/2
11,000 Gen. E.	35	34	35	+ 1/2
2,100 Loew	49	48	49	+ 1/2
1,200 M.G.	10	9	10	+ 1/2
1,000 Do 2 pr.	13 1/2	12 1/2	13 1/2	+ 1/2
1,000 Do 1 pr.	13 1/2	12 1/2	13 1/2	+ 1/2
8,400 RCA	7 1/2	7 1/2	7 1/2	0
2,200 Radio B.	73	72	73	+ 1/2
4,700 Westingh.	76	75	76	+ 1/2
400 20th-Fox pfd.	25 1/2	25 1/2	25 1/2	0
0,300 W. B.	7 1/2	7 1/2	7 1/2	0

\*New 1935 High.

## Stores' Free Pix Retaliation For Theatres' Mdse.

Widespread attempts of leading department stores in the U. S. to set up picture shows to attract customers is causing exhibitor leaders plenty of concern. It's a reflex from the use of merchandise giveaways by theatres.

In Indianapolis and other cities, auditoriums in stores have been wired for sound. Distributors have refused to furnish product for such store shows which alone has prevented an outbreak of a free pix epidemic.

Every time angle of unfair competition is brought up by industry leaders, the store executives counter with the blunt statement that theatre exhibitors are offering dishes, furniture, household articles and other merchandise as a means of attracting business. Their attitude is that they have as much right to offer free pictures to swell their gross business.

## G.T.E.'S REORG PLAN FILED; HEARING NOV. 13

Reorganization plan for General Theatres Equipment, Inc., as outlined by a debenture holders' committee, was filed this week in Chancery Court of Delaware, with a hearing set for Nov. 18. Initial plan submitted to court since G.T. went into receivership. News of filing sent company's bonds to new highs for 1935.

Petition reveals that Chase National Bank has agreed to make the new company a loan of \$5,000,000 to meet cash requirements and also has consented to accept capital stock of newly formed company in lieu of obligations owed it by old company.

These include \$20,389,769 in notes, secured mainly by stock in Fox Film Corp., which since have been converted into new stock of 20th Century-Fox stock, under reorganization plan of two recently put through.

For each \$1,024 of secured indebtedness and debentures of old company, it is proposed to give in exchange 10 shares of capital stock in new corporation and an option warrant for 1 1/2 units of stock of 20th Century-Fox Film. Each unit is to consist of two shares of preferred and one of common, being exercisable at \$60 per unit before Oct. 1, 1936, and at \$70 thereafter.

Seven and a half shares of the new company stock and an option warrant for 1 1/2 units of capital stock of 20th Century-Fox would be given in exchange for each \$1,024 of unsecured obligations of the old company.

Plan calls for giving in exchange for every 10 shares of preference stock, a subscription warrant covering one share of capital stock in the new corporation, and for each 25 shares of old common a subscription warrant covering one share in the new. Warrant would entitle the holder to buy one share of the capital stock in the new company at \$12 any time previous to Oct. 1, 1937. Arthur W. Looney is chairman of reorg committee.

### WINTER COMES AGAIN

Hollywood, Oct. 8. If "Winter Comes" will be remade by Kenneth MacGowan at 20th-Fox. Plans for production of A. S. M. Hutchinson novel now under way. Picture first made in 1923.

## Inside Stuff—Pictures

United Artists is frowning on use of communistic angles for 'Red Salute' publicity. In Baltimore, where it is current at Loew's Century, committee of college students from Johns Hopkins and Goucher (all female) College, called on Loew's city manager, William K. Saxton, several days before 'Salute' opened. They objected to showing of film, etc., and had a protest drawn up with signatures; for one of the protesters had seen the picture.

As simple matter for the Century to have taken the signed protest and turned it over to the local Hearst paper, News-Post, since the publisher has been carrying on a campaign against communistic practices in the U. S. and it might have meant some big spread for film. But UA's Mark Silver, in Balto tub-thumping for the pic, queried his hot office and answer was to lay off.

After several squabbles Paramount has decided to ride herd on Jan Klepura on his first picture, 'Give Us This Night.' Import star decided the story was not to his liking and demanded a number of changes, Studio thought it knew more about what American audiences would accept, refused to budge. Now, with production nearing, Klepura has announced that he never appears at a studio before 10 a.m. Studio hopes to change this habit.

Production estimates on the picture have mounted \$850,000. Klepura getting \$110,000 for his stint. If optioned for a second picture, he'll get \$130,000. Gladys Swarthout will be co-starred with him in the initial feature.

Number of agents are trying to sell to other majors the plan instituted at 20th-Fox by Darryl Zanuck for handling agents on the lot. Zanuck's rules are aimed at curbing chiseling and to facilitate business deals.

Card granting entree to the lot goes out to all recognized agents with admonition that any infractions by an agent will result in penalizing the offender instead of the entire fraternity.

Agents are granted considerable freedom at Par and Metro, but find themselves more or less hampered at Radio, Columbia, Universal, Warners and United Artists. Agents claim they suffer at these lots due to questionable tactics—in the past of a small number of percenters.

Coverage of the Italian-Ethiopian scarp is problem to 'March of Time.' First scenes of Ethiopian and other troops used in recent issue of the reel did not constitute much more than a travelogue. Subsequent scenes, in the opinion of 'Time' officials, will have to tell a story and yet be different from newscare shots. Further complicated by fact that editorial flavor of any sequences must be completely unbiased. First issue of recent developments in Europe, as taken by crew working out of Paris office, expected in N. Y. about Oct. 18. By that time, 'Time' execs hope to have some scheme devised.

Samuel Goldwyn missed out on a story deal in what is believed to be the shortest option period on record. Handed a yarn by an agent, producer asked for five minutes to think it over.

After getting an okay from his story editor, Goldwyn put in a call for the agent to close the deal but was interrupted by a hurried ring from Charles Chaplin. This phone conversation lasted half hour. Goldwyn then called the agent, who said, 'Sorry, Mr. Goldwyn, but your five-minute option expired 30 minutes ago.'

The Rockefeller's are determined to put over the Center, . . . as a first run picture house. It is figured, among other things, that operation of the Center does not hurt the Music Hall and that the pictures going to the Center would be playing against the Hall via the Rocky, or some other opposition theatre. If the Center kept out of pictures. On price at the Center the Rockefeller's are competing closely with the Cap, having the same scale.

As another way to bring Shakespeare to the screen, picture companies are interested in the forthcoming production of 'Hamlet in Wittenberg' by Gerhart Hauptmann, scheduled to be staged in Bremen this year. Paramount is among majors known to be dickering for the rights. Meantime, Warners is also figuring on doing 'Hamlet.' 'Hamlet in Wittenberg' centers around a gypsy girl who falls in love with Hamlet.

Motion pictures did not escape the attention of New York's Governor Lehman's anti-crime conference last week. Three recommendations were made at one of the round-table discussions in which the subject of films was taken up. They were: Commission to study use of motion pictures for character building; licensing of all films, one for universal distribution, the other for adults only; elimination from pictures of all crime technique.

Anita Page, who appeared in Metro's first 'Broadway Melody,' and Eleanor Powell, of 'Broadway Melody of 1935,' were both in Billy Rose's 'Crazy Quilt' stage unit, Miss Page being the top featured player.

Miss Powell's name is currently in lights at the Winter Garden, N. Y., where she is appearing in the revue 'At Home Abroad' and the Capitol where 'Melody' is exhibiting.

Stage comic, reported about to split with his wife, arrived at a Coast airport to make an eastbound plane. He missed the plane by a few minutes.

Berating the airport officials, he said: 'I'm walking out on the best looking gal in the world, and you can't hold a plane five minutes.'

Publicity gag, capitalizing on Hollywood's football mindedness, is a forerunner of the forthcoming production of 'Hamlet in Wittenberg' by Gerhart Hauptmann, scheduled to be staged in Bremen this year.

Folder carries Lukats' game predictions for the full season for U.S.C., U.C.L.A., and Stanford.

Paradox of the Beer-Louis fight films is that the Brown Bomber's home town, Detroit, didn't go for the lead at the Downtown theatre. Detroit, the film, with 'Peter Grimm' (Radio), estimated to have grossed an unsatisfactory \$4,500. However, the world series may have been a factor.

A shortage of showgirls in Hollywood comes to light with end of three-month hunt for tall girls for 'Great Ziegfeld' (M-G). Ninety days consumed by Hunt Stromberg and Sam Zimbalist before they could find 24. Plenty of ponies and mediums. Most of the girls couldn't walk properly, although majority were lookers.

Battle royal is on between Dodge and Nash in Hollywood for endorsement of their automobiles by picture names. Nash emerged with signature of Fred Astaire. Dodge was first car manufacturer to begin snatching endorsements.

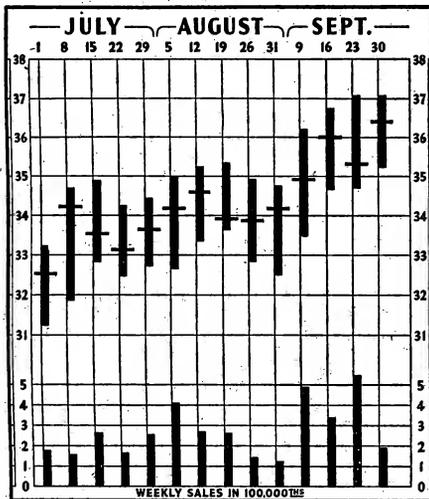
Producers, no like but haven't cracked in opposish yet.

Spokesmen for Screen Actors and Writers Guilds have informally agreed to get-together with a group of leading agents to thrash out agency-talent-studio problems. Move suggested by number of important agents as alternative to signing questionnaire on agency affairs sent out by the guilds.

Salt Lake City exhibs are relieved as the 'Derby Show' folded after 59 days. Affair began with 42 couples with \$1,000 for the winning pair. Hoofery started weakly but began to attract after several paper houses. Top admish was 25c, with ringside seats selling for 40c.

## Amusement Group Averages

(3rd Quarter, '35)



Weekly high and low average of prices for 12 representative amusement stocks listed on the N. Y. Stock and Curb exchanges is indicated by the vertical bars in the upper portion of the above chart. Closing prices for group each week are shown by means of short cross-bar. Lower part of chart depicts trend in volume weekly.

The high mark for this three-month period was reached in the week ending Sept. 23 at fractionally above 37. Same level was duplicated in week ended on Sept. 30. Low was recorded during week ending on July 1 at 31 1/4. Highest closing level, 36 1/2, was hung up in week of Sept. 30. Lowest closing for group was during week of July 1. Largest week in point of volume was that ending on Sept. 23 when 539,200 shares in the group changed hands. Incidentally, this saw the amusement group reaching highest mark this year. Least activity in a regulation six-day week came in week ending Aug. 26.

**WELLMAN NO. 4 ON 'TARZAN'**  
Hollywood, Oct. 8. Metro's 'Tarzan Escapes' is again back in work, with William Wellman directing. It's the fourth director to handle opus.

### L. A. to N. Y.

- Matt Malneck.
- Leon Shamroy.
- Roy Del Ruth.
- Lester Cowan.
- Ann Ronnell.
- Ruth Weston.
- Helen Westley.
- Orlow Stevens.
- Dick Serlin.
- A. C. Blumenthal.
- John Barrymore.
- Fritz Leiber.
- Virginia Bronson.
- Arthur Caesar.
- J. Theodore Reed.
- Erlich Pommer.
- Al Boasberg.

### N. Y. to L. A.

- Elliston A. Vinson.
- Lalie Howard.
- Tom McKnight.
- Elizabeth Love.
- Graham Harris.
- Jimmy Dorsey.
- Frank Fenwick.
- Elizabeth Love.
- Tom McKnight.
- Graham Harris.

# 36 DUALERS ON 'B'WAY

## Fox Met Reorg's Legal Bill Runs To \$800,000; Weisman Wants \$75,000

William Greve and Max Horwitz are among those who ask for fees in connection with the Fox Met reorganization. Greve and Horwitz are asking these fees for services rendered while members of the committee. Horwitz wants \$17,500, Greve seeks \$20,000.

Milton Weisman, receiver of Fox Theatres Corp., and purchaser of Fox Met with United Artists Theatre Circuit, wants \$75,000. This fee which Weisman seeks is apart from any possible fees he might try to seek from Fox Theatres Corp.

Altogether something like \$800,000 is sought aggregately in fees by these and others, including several lawyers.

No date has been set yet for the hearing before Federal Judge Julian Mack regarding these applications for fees which in aggregate amounts sought exceeds the anticipated limit of \$500,000, by 60%.

Alvin Schlosser and Ernest Niver, associates in Halsey, Stuart, as members of the bondholders' committee seek together \$50,000. Schlosser asks \$25,000, Niver \$25,000. Halsey, Stuart company floated the original \$12,000,000 6% bonds in question.

Frank Reavis, counsel to Simon Gillan, frustrated bidder for the Fox Met theatres, asks for \$16,000 in fees and expenses.

Milton Weisman, receiver for Fox Theatres, also has spent around \$20,000 received from Fox Met, in expenses in connection with the current reorganization. Were these expenses included, Weisman's fees including expenses as sought would run to around \$100,000. Fox Theatres Corp. is under the jurisdiction, not of Judge Mack, but Circuit Court Judge Martin Manton.

### Kresel's \$50,000

Attorney Isidor Kresel, counsel to Joseph M. Schenck and the U. A. Theatre Circuit, partner with Fox Theatres in a \$50,000 successful purchase of Fox Met, asks for \$50,000. The expenses of the bondholders' committee already have run to around \$50,000, which is in addition to the aggregate sum of \$110,000 in fees sought by the bondholders' committee. This sum includes \$5,000 sought by Herbert Howell, president of the Commercial Bank, one-time voting trustee of the circuit.

The estate of Casimir J. Stralem seeks \$7,500.

Arnold Baker, attorney representing the bondholders, who brought the 7th action under which Fox Met was reorganized asks for \$40,000 plus \$255 expenses.

Perival Jackson, attorney, asks for \$39 per hour for 185 hours spent on Fox Met and \$50 per hour for certain of his associates who he estimates spent from 50 to 100 additional hours on the situation.

Beekman, Edgar S. Clark, well known as Beekman, Bogus, Leake, Stephens & Black, counsel to the bondholders' committee, seeks \$125,000.

Central Hanover Trust, as trustee under bond indenture, wants \$15,500, and \$45,400 for counsel, Larkin, Rathbone & Perry.

Charles W. Littlefield, of Dawes, Abbott & Littlefield, counsel to Irving Trust, trustee of Fox Met, asks \$110,600.

It is understood that all fees as sought are in full payment and in no case are certain part payments made on account to some of the parties such as some of the lawyers. The 'on account' payments are to be deducted from the total fees sought.

### CHAPLIN IN LONDON DEC. 16

London, Oct. 8. The new Charles Chaplin film is set to open at the Tivoli here on Dec. 16.

New York date for the film is not set yet. Center theatre in Radio City is still bidding for the film, but it may go into another house on a two-a-day run.

### Must Hurry

Washington, Oct. 8. National Administration workers, poking among charred bones of the Blue Eagle, must put on speed to finish their investigation of the picture industry in time for inclusion of a chapter on the film code in the Government history of NRA codes.

Plans for a complete study of the film situation were tossed overboard, as report must be ready before NRA cautions in next April. Film investigation will be reduced in scope, in order to have material ready for Government ops by December. Findings on radio code are about 25% complete and work has been started on the legit code report.

## F-WC, PAR PROD. DEAL CLOSED

Los Angeles, Oct. 8.

After weeks of deadlock negotiations, Fox-West Coast film buyers and Paramount sales execs finally got together in New York and consummated deal for Coast circuit to again play the Par product.

Signing of deal immediately paved the way here for subsequent run bookings, with five Par features having been permitted to accumulate on exchange shelves here following their first run at the downtown Paramount.

With closing for Par product, F-WC is now set for service from all major distrib.

## CONSOLIDATED PLANS NEW LAB ON COAST

Hollywood, Oct. 8.

Consolidated Film Lab plans a new Coast plant. Outfit has had architects and engineers figuring on remodeling and rebuilding its Seward street plant, which has been inactive for several years.

Present negative and positive business of Consolidated is being handled at the Santa Monica plant, which was acquired several years ago from Chester Bennett lab. It is said no new equipment has been installed during that period and Consolidated execs figure on a new layout 'with modern processing machines.'

## Farnsy Figgers It Out

Washington, Oct. 8.

William P. Farnsworth, deputy administrator of the one-time film code, headed for Kansas last week to make the acquaintance of his in-laws.

Tied to his desk without a vacation, since he first joined the Government, Bill has been married for a year and a half without meeting his wife's family. By now, he says, he's pretty sure that it will be too late for them to do anything about it.

## Start 'Bohemian Girl'

Hollywood, Oct. 8.

Production on the filmusical version of 'The Bohemian Girl' gets under way tomorrow (9) at Hal Roach studios, with Laurel and Hardy star.

James Horne directs, with Hal Roach personally supervising.

## 20 IN HEART OF TIMES SQUARE

Only 9 on World's Greatest Show Street New Playing Single Films — Frenzied Fight for Films

### 14 DAYS' CLEARANCE

Broadway is now the country's longest midway of double feature film theatres. From Times Square up to 96th street, the best part of the Main Drive's long length, as many as 20 houses will be dealing with opening during past week of the Warner and the old Broadway, both of which are pairing 'em up. This 14 score figure also includes the conversion of the Palace to a twin policy Friday (11) and the George M. Cohan, which Arthur Mayer and the Consolidated Amus. Enterprises take over Oct. 13 for duals.

These are the houses on the Great White Way itself. Added to the big street's block of 20 for all times from 42d to 10th streets, are a large number of others, all independent, which no longer play pictures singly. They lie off Broadway but conveniently to it, and from where Times Square begins up to 98th street, best film fan belt in the city, they number an additional 18 in duals.

This computes to a total of 38 doublets, all fighting to maintain themselves within a narrow strip of territory west from Sixth avenue to Ninth and north from 42d to 96th streets, only 5 blocks or less than three miles. Their survival is a question, particularly in the Times Square area where the scramble for pictures and business is reaching a virtual state of frenzy.

Against this bunch of 38 houses with their bargain shows of two features at low scales, there are only nine sites where pictures still enjoy the privilege of being alone on bills. They are the Music Hall, Center, Capitol, Roxy, Rivoli, Paramount, State, Strand and Globe. Last mentioned now and then also goes double. Astor starts Monday (14), will try single bills, opening with 'Little America.'

Admission Fears Because New York has the shortest clearance in the country, only 14 days, the theatres which are first running pictures singly, are complaining bitterly and fear that the tremendous spread of duals will force either a drop in admission or demands for more protection. As things stand now, pictures go out of the big first runs and into double-feature engagements two weeks later at much lower scales. Opera- (Continued on page 58)

## N. Y. Watches Loew-RKO Battle of Gable-Crosby, Dual, vs. Astaire Solo

### Mulford Crop Sold

Hollywood, Oct. 8.

Clarence E. Mulford's literary output, including 'Hop-Along Cassidy' series, has been bought by Harry Sherman, who will use them as material for group of westerns with William Boyd and Jimmy Ellison.

Sherman produced two 'Hop-Along' yarns which Par released.

### Johnson Vice Hyman

Hollywood, Oct. 8.

Louis Hyman, Principal Pictures' sales manager, resigned to take an executive sales spot with Chesterfield-Invincible.

Keith Johnson, former assistant film buyer for Fox-West Coast, succeeds.

## With \$800,000 from RFC Available Several Bidding for Roxy Control, Incl. Cullman, Cohen, F&M, Rothafel

### Domesticated

Hollywood, Oct. 8. Erik Rhodes, although born and raised on a Nevada ranch, has played nothing but foreign accent parts in pictures. For first time, in role of an assistant film director in 'It Happened in Hollywood,' he talks straight.

## CENTER'S 30-35G OPERATING NUT

Three pictures, to follow 'Here's to Romance' (Fox), which reopened the Center, N. Y., Wednesday night (2) as a film theatre, have been booked for house and a fourth is being negotiated for.

'Last Days of Pompeii' (Radio) 'Thanks a Million' (Fox) and 'Way Down East' (Fox) have been set, first-mentioned to open today (Wednesday). Center is also after Charlie Chaplin's 'Modern Times' which will be ready in November and would come in here at a \$1 top-but on a consecutive run policy.

E. A. Rolfe and 25-piece orchestra, with soloists, are booked for 13 weeks at a figure said to be around \$3,750. Overhead on Center, as now operating ranges from \$30,000 to \$35,000 a week.

## N. Y. CENSOR BOARD'S NET FOR '34, \$177,415

Albany, Oct. 8.

Only 12 films were rejected out of a total of 1,749 reviewed by the state censors during the year ending June 30, according to a report issued by Irwin Esmond, director. There were 225 approved with eliminations. Of the 12 rejected three were revised and finally approved. Eliminations were returned in 225 pictures.

Net revenue to the state for the year amounted to \$177,415 gross revenue was \$238,613 and expenditure \$61,197. The net revenue represents an increase of \$6,745 over last year.

Esmond said in his report that as a result of increased work the censorship division needs additional reviewers and inspectors.

Howard S. Cullman, trustee of the Roxy, N. Y., tioned as interested with Sydney Cohen in the latter's present offer to acquire control of the theatre. The third partner in the arrangement with these two is Fanchon & Marco. There have been reports that F&M would go it alone in any takeover of the Roxy but such report is not substantiated. The Cullman-Cohen idea looks to Federal financing entirely, it is felt. Cohen is presently a partner of Fanchon & Marco in the operation of the Roxy. He also is adviser to the bondholders' committee and associated with the committee in disposing of the theatre.

Several plans are afoot for the reorganization of the house with one report having Cullman already having proposed one in behalf of himself and Cohen.

S. L. Rothafel (Roxy) is considered still in the race for control of the spot, and another possible bidder would be another prominent theatrical manager, Loew, Paramount and United Artists have been mentioned from time to time as bidders. Also, Skouras and Metropolitan Theatres.

Whether or not Cohen and Cullman will include Fanchon & Marco as a partner, should their plan be the chosen scheme of reorganization for the Roxy, it is understood that F & M, at least, has been given assurances by both that F & M would handle the stage end, being engaged principally in that end of the business.

The current lively interest in the spot is believed due to the imminence of an \$800,000 loan from the Reconstruction Finance Corp. for the reorganization of the house.

The RFC reserves the right to okay the future operators of the theatre but there is some question among all concerned as to where the actual operating responsibility for the theatres may be existing presently.

## HEAVY BOARD PLAY ON COAST FOR NEW FILMS

Hollywood, Oct. 8.

After a year's inactivity in outdoor advertising, with only Metro continuing 24-sheet stands, all studios, coupled with their Los Angeles theatre affiliations, have gone heavy for billboards during the past month.

Metro has campaigns on 'Broadway Melody' and 'China Seas'; Radio is board plugging 'Top Hat' and 'March of Time'; Warners is going heavy on 'Operating General'. Paramount has 'Big Broadcast'; Universal, 'Diamond Jim' and Fox 'Way Down East.'

Full coverage here is 125 boards, with most of the pictures getting a 30-board coverage.

## Sedgwick Back at MG

Hollywood, Oct. 8.

Returned from work at Paramount, Edgar Sedgwick is back on Metro's lot readying new cavalry picture which will direct.

Lucien Hubbard will produce.

### SPANKY HITS 'TRAIL'

Hollywood, Oct. 8.

Walter Wanger borrows Spanky McFarland from Hal Roach for spot in 'Trail of the Lonesome Pine.'

Youngster reports for the picture Oct. 17 and is loaned for four weeks.

Metro lot readying new cavalry picture which will direct. Henry Fonda and Fred McMuray, latter borrowed from Paramount, draw the leads in Wanger's 'Trail of the Lonesome Pine.'

# L. A. Eases Off a Bit but Barbary Coast Nice \$22,500 in 2 Houses; Crosby-'Ethiopia' Dual OK \$16,000

Los Angeles, Oct. 8. (Best Exploitation: Chinese, State) It's thunder over the box office current week, with a couple exceptions. Something has frightened the general from the theatre. Attractions are none too good or seductive. Many are with strong element against them being opening of football season having night and Sunday gate besides the regular Saturday contests. Paramount, which always cleans up on the Crosby pic, is getting over with "Two for Tonight," but pic had to be reinforced after first day with the topical feature, "Wings Over Ethiopia," in double bill for first time in double-bill brackets.

"Barbary Coast" with strong campaign in advance and kept up winning run in Chinese and State, not startling in drawing power, but going through the paces for pretty good business. "Diamond Jim" at Pantages and RKO doing okay and better than "Red" did previous week, with Pan house getting the jump on the downtown theatre from the start. "Special Agent" (WB) and "The Warner" houses will, on the aggregate, fall short of balancing opening overhead for them. "Hiss Over Ethio" in double bill for first week session in the Four Star and initial week take most encouraging, as was professed by the exhibitor. Chinese and State were tops on exploitation for the week. Houses were very strong on new-idea picture, venturing, using half-pages prior to opening in all daily papers; took advantage of radio plugs and store teeps.

**Estimates for This Week**  
Chinese (Grauman) (2,028; 30-40-55)—"Barbary Coast" (UA). Doing moderately good, with femme trade as heavy as bank of fish on the fish out next week with around \$10,000. Last week "Broadway Melody" (MG) second and final week, five days little over \$7,400.  
Criterion (RKO) (1,500; 25-35-45-55)—"Hot Hat" (RKO) (2nd wk.). In first run drawing process first stage will hit \$2,000, which is big for house. Last week, first for this one, was first over \$2,000.

**Downtown (WB)** (1,800; 30-35-40)—"Special Agent" (WB) (2nd week). However does not seem to be anything terrific for this one, as take will be just around \$5,000. First week ok at \$5,000.  
**Fox Star (Fox)** (900; 30-35)—"Here's to Romance" (Fox). Doing well with Martini drawing great notices all around. Last week \$4,800. Last week "Gay Deception" (Fox), third and final week, as expected, \$3,000.  
**Grand International (Rosner)** (785; 35)—"Old Lady" (Caesar). So pic that keeps house lit up, will be about \$1,000. Last week \$1,000. Last week "Laugh" (Amkino), third and final for six-day stay around \$850, which they think is good.

**Hollywood (WB)** (2,750; 30-35-40-55)—"Special Agent" (WB) (2nd wk.). As with downtown nothing big expected this week. Last week touch around the \$4,200 mark. Last week, first for this one, came quite close to new expectations with a \$5,500 finale.  
**Pantages (Pan)** (2,700; 25-35-40)—"Diamond Jim" (U). Going along at much better clip than previous week, with night trade exceptionally heavy with pic up to nice \$5,000. Last week "Fighting Youth" (WB) through had Louis-Baer excuse to help, just hit \$5,100, which nothing to be about for this one.  
**Paramount (Partnar)** (3,695; 30-40-55)—"Two for Tonight" (Par) and "Wings Over Ethiopia" (Par) and stage show. Boldest thing this double bill after second day did much to help this Crosby pic, which will win this week. Last week as a satisfying \$16,000. Last week "Girl Friend" (Col) and "The Bowes" (WB) and "The latter trade went just over \$15,400, which did not thrill Marco or Bessie.

**RKO** (1,950; 25-35-40-55)—"Diamond Jim" (U). Opened at fair gate, and will build through week with final take about \$17,000. Last week \$10,000. Last week "Fighting Youth" (Col) and Louis-Baer fight pics as average in downtown sector ok at \$7,200.  
**State (Loew-Fox)** (2,024; 30-40-55)—"Barbary Coast" (UA). Trade here on a new one, but Chinese with matinee attendance very strong, will come through by big \$12,500 figure, which is good all around. Last week "Broadway Melody" (MG) second and final week with five-day grind it bowed out to the tune of \$7,700.  
**United Artists (Fox)** (2,100; 30-40-55)—"Bonnie Scotland" (MG) and "Thunder in Night" (MG), split kind of weak week. Last week could not get started and indica-

tions are that \$2,500 will be tops, which is operation grip. Last week "Here Comes Band" (MG) and "The Mad Waiter" (MG) and good entertainment blend slipped after good start and wound up with \$3,000, which is just even break for house.

# Robison Orch With 'Secrates' Sock \$26,000, Hub

Boston, Oct. 8. (Best Exploitation: Majestic) Good, normal, healthy week in Hub filmdom. There's a roadshow, Crusades, at \$1.85 top in the usually dark Majestic; there's a halcyon of "Broadway Melody" day and date at the State and Orpheum; and generally better-than-average fare at the other stands.  
Stepin Fetchit in person at Keith Boston opposes himself across the board. "The King in Virginia" judges on a double bill at the Paramount.  
"Diamond Jim" looks good at the Keith-Majestic Crusades "Top Hat" which ran here to five good weeks.  
"Secrates" is the screen strength at the Met, with the Willard Robison band, of whose the unknown quantity in the lineup.

After A. L. Burks of the Henry Royter office laid a foundation for the Crusades roadshow, Henry Taylor and Harry Brown, Jr., under Bob Sternberg of the Par rolled up their sleeves and plastered the town with \$7,500 worth of advertising and a load of exploitation. Theatre front by St. Paul's sensational two giant banners supplemented this—13,000 pieces of paper around New England added heat to this. "The King in Virginia" and "Secrates" were promoted—a free bus ride to the theatre in Boston—numerous window teeps—Jewish and Catholic, and exhibitions tied in—all for "Crusades."

**Estimates for This Week**  
Majestic (M&P) (1,628; 35-53-121-115)—"Crusades" (MG). First roadshow this season, launched with a sock campaign, no sensation for \$2,000. "Secrates" better attraction for pop runs.  
Met (M&P) (4,200; 35-50-55)—"Dr.ocrates" (WB) and Willard Robison have had a good run on satisfactory count of \$28,000. Last week \$28,000. "Special Agent" (WB) and Joan Marie in person.  
Keith Memorial (RKO) (2,900; 25-35-50)—"Diamond Jim" (U) Looks like a bright gross of \$15,000. Indicated week (Radio) finished fifth week with a surprise \$11,500, biggest splash in years.  
Keith (WB) (RKO) (2,300; 35-50-55)—"Storm Over Andes" (Col) and stage show headed by Stepin Fetchit and Noble-Sista. Will attract comfortable \$20,000. Last week \$25,000 for "Mad Love" (MG) and "Lucky Legs" (WB) and latter rating all the draw.  
State (Loew) (3,200; 25-35-40-55)—"Broadway Melody" (MG) (2nd week). Expected to take a likable \$10,000; first week \$18,000.  
Orpheum (Loew) (3,000; 25-35-40-55)—"Broadway Melody" (MG) (2nd week). B. o. indicates \$11,500, very good. Same pic, doubling at \$10,000. "Broadway Melody" turned in a pretty \$17,000 last week.  
Paramount (M&P) (1,800; 25-35-55)—"Lucky Legs" (WB) and "Virginia Judge" (Par), dual, and "The King in Virginia" (WB), dual, and "The King in Virginia" (WB), dual, cinched a fair \$4,700 last week.

**Scollay (M&P)** (2,700; 25-35-40-55)—"Two for Tonight" (Par) and "Chan in Shanghai" (Fox), dual. Indicate like \$5,500, nice \$7,000, ok. Last week \$7,500 for "Chan in Shanghai" (Fox) and "I Live for Love" (FN), dual, ok at \$4,000.  
**Fenway (M&P)** (1,600; 25-30-40-50)—"Virginia Judge" (Par) and "Lucky Legs" (WB) dual, around \$4,000. Last week "Chan in Shanghai" (Fox) and "I Live for Love" (FN), dual, ok at \$4,000.

**Supervision of 'Ben Pastures'** (WB). Going to Henry Blanke, who also draws the Reinhardt opus, "Road of Promise."  
Marc Connelly is screen-scripting "Pastures" and will direct.

# 1st Run on Broadway

(Subject to Change)  
Week of Oct. 11  
Capitol—"I Live My Life" (MG).  
Music Hall—"Gay Deception" (Fox) (10).  
Center—"Here's to Romance" (Fox) (2d wk.).  
Paramount—"Here Comes Cookie" (Fox).  
Follies—"Barbary Coast" (UA) (12).  
Roxy—"Chan Shanghai" (Fox).  
Strand—"Dr Socrates" (WB) (2d wk.).  
Week of Oct. 18  
Capitol—"I Live My Life" (MG) (2d wk.).  
Music Hall—"Metropolitan" (Fox) (17).  
Center—"Last Days of Pompeii" (Radio) (16).  
Paramount—"Crusades" (Par).  
Rivoli—"Barbary Coast" (UA) (2d wk.).  
Roxy—"King of Broadway" (U).  
Strand—"Shipmates Forever" (WB) (16).

# 'Call Wild,' \$14,500, Tops Cincy, 'King Sol-Davis,' \$10,000

Cincinnati, Oct. (Best Exploitation: Palace) Cinema trade currently lagging behind last week's take by a small margin. All hands happy that world's series broadcasts are ended as a traffic halter.  
"Call of the Wild" is the b. o. topper with \$14,500 for the Albee. Shubert's "Solomon Island" Broadway and Benny Davis unit, next at \$10,000. "O'Shaughnessy's Boy" is under expectations for the Albee at \$9,000. "Broadway Melody" holding over merrily at \$7,000 for the Capitol. "Lucky Legs" is kicking up \$4,500 for Keith's, and Lyric is holding for \$4,000 on "Freelicks."  
Most advance page in dailies on Call the Wild.

**Estimates for This Week**  
Palace (RKO) (2,600; 35-42)—"Call of Wild" (UA). Okay at \$14,500. Last week "Red Salute" (UA), \$6,500, floppo.  
Shubert (RKO) (2,150; 35-55)—"King Solomon" (U) and Benny Davis' "Solomon Island" (Broadway) and Benny Davis unit, next at \$10,000. Last week "Redheads" (Fox) and Britton band with Jackie Heiler, \$1,500.  
Albee (RKO) (3,300; 35-42)—"O'Shaughnessy's Boy" (MG). Nice notice, but list of appeal to week apparently by \$9,000. Last week "Broadway Melody" (MG), \$17,500, hefty.  
Capitol (RKO) (2,000; 35-42)—"Broadway Melody" (MG). Transferred from Albee for second downtown week. Last week \$11,000. Last week "Annapolis Farewell" (Par), \$2,800, sub-basement though.  
Keith's (Libson) (1,500; 30-40-40)—"Lucky Legs" (WB). At \$4,500, all right. Last week "Special Agent" (WB) and "The King in Virginia" (WB) and "Lyric" (RKO) (1,400; 30-40)—"Freelicks" (Radio). A struggle for \$4,000. Last week "Comes Cookie" (Par), \$5,500.  
Grand (RKO) (1,200; 25-40)—"Nell" (Caesar). Best picture to main line after weeks' absence, \$3,800, fair. Pix got \$16,500 in initial week at Albee. Last week "Top Hat" (Radio), fourth downtown week, held strong for \$4,200, bringing total for run to \$35,000.

**Palace (WB)** (1,000; 15-25)—"Storm Over Andes" (U) and "Super Speed" (Col) split. An average \$2,400. Last week \$2,400.  
**Mountain (Fox)** and "Atlantic Adventure" (Col), separate.  
**Strand (Ind)** (1,300; 15-25)—"Strolling Acquaintance" (Rep) and Baer-Louis scrap film. Latter the heaver for \$3,500, a rare figure here. Last week "Virginia" (Par) \$2,500, normal.

# TOP HAT AND GARBO BOTH O.K. IN TACOMA

Tacoma, Oct. 8. Both ace houses very hot for coin, with "Top Hat" sure enough the top and Garbo in "Karema" getting nice. Heavy campaigns for both headliners, with a secondary pic to back 'em up for the Tacoma-ultimate. That this town has been educated in picture play is secondary to the local competition between the Jensen- von Herberg and Hamrick houses.  
**Estimates for This Week**  
Music Box (Hamrick) (1,400; 15-27-37)—"Top Hat" (Radio) and "Goose and Gander" (WB), dual. Plenty of bally, and great results. Last week \$4,000.  
Diamond Jim (U) and "Highboy" (WB),

# Baseball Mad Detroit Nixes Pix, But Crawford Film Good for \$20,000

dual, with former chief reason for good \$4,000.  
Roxy (3-7-V) (1,300; 15-27-37)—"Karema" (MG) and "Atlantic Adventure" (Col). Barrage for former, but this time \$11,000, in a counting for okay \$4,500. Last week "Bonnie Scotland" (MG) and "Black Room" (MG) pulled in big, first half, split with "Healer" (Mono) and "Orchids" (Fox), last half, \$1,400, for \$1,200 big week.

(Best Exploitation: Michigan) World Series and religious holidays are cutting a wide swath at the very heart of Detroit. Stadium efforts and hopes of business. Matinee business is weak everywhere and nights are not making up for it.

# Follies May Send 'Tip' to Record \$34G, Cleveland

Cleveland, Oct. (Best Exploitation: Palace) Religious holidays may dent week's grosses a bit, but three factors are banging up over-sized crowds for several topnotch attractions: a record cold spell for this time of the year, which helped all houses, extra heavy exploitation, and launching of legit season at Playhouses and Hanna, which are making their theatre-minded with Elmer Rice's "Between Two Worlds" and Walter Huston's "Dodsworth," respectively.  
"Hot Tip" plus strong support of "Follies Bergere" revue, since it's the tip that's wowing S.R.O. mobs, is leading the race and undoubtedly will set a new high at Palace. "Follies" is kicking up \$4,500, it should pass last year's mark \$32,000 made by first edition of French leg show.  
Al Greig and Bob Curley made natives sit up with their outstanding exploitation, however, on "Follies Bergere" for Palace. Besides scattering signs and 10,000 French postcards in all bus terminals, they had Royce and Jackie Field on stage. Gross drops to \$16,000, o.k. after a nice \$24,000 last week on "Gay Deception" (Fox) plus Olsen and Johnnie Johnston. "Broadway Melody" (MG) better in another \$5,500 last week after a first session of \$3,500.

**Estimates for This Week**  
State (Loew's) (3,750; 30-35-40)—"O'Shaughnessy's Boy" (MG). Built up nicely. Beery-Cooper team. Last week \$12,000. Last week \$21,000. "Broadway Melody" (MG) last week capped ace \$24,500.  
Palace (RKO) (3,200; 30-40-60)—"Hot Tip" (Radio) and "Follies Bergere" revue. Phenomenal plugging of fish-and-lies from city run up to \$34,000, giving house new record. Last week, "I Live for Love" (Radio) and Sophie Tucker snatched about \$13,500.  
Hippodrome (WB) (3,000; 25-30-35)—"Movie Matinee" (WB). Despite big play by cracks and in-laid advertisement, Muni pic will bring in about \$12,500. "Married Hebers" (Col) did better last week with \$14,000.  
Hippodrome (RKO) (3,000; 25-40)—"Married Hebers" (Col). Shifted from Hipp for holdover, doing especially well, indicating \$5,500. Last week "Top Hat" (Radio) on its second stanza romped in for \$6,500.  
Stillman (Loew's) (1,872; 25-35)—"Virginius" (MG). Holdover, transferred from State, a sensational \$10,500. Last week "Smart Girl" a fair \$3,500.

# DARK ANGEL AT \$7,500 BRIGHTEST IN DULL N. H.

New Haven, Oct. 8. "Dark Angel" doing big things at Roger Sherrman (WB). Despite word-of-mouth, "Broadway Melody," a holdover, after almost reaching "Top Hat" gross, and still drawing \$4,000. "Virginius" (MG) and "Fists" (Par). Probably means trouble reaching a light \$4,500. Last and "I Live for Love" (WB) and Ina Ray Hutton on stage netted \$2,000. Outstanding exploitation stink in town this week. Everybody sticking to standard routine, with "Virginius" (MG) on a dairy line, plus the usual standees, window displays, bus cards, etc.  
**Estimates for This Week**  
Paramount (M&P) (2,345; 35-50)—"The Case of the Tangled Ties" (Fist) (Par). Probably means trouble reaching a light \$4,500. Last and "I Live for Love" (WB) and Ina Ray Hutton on stage netted \$2,000. Outstanding exploitation stink in town this week. Everybody sticking to standard routine, with "Virginius" (MG) on a dairy line, plus the usual standees, window displays, bus cards, etc.

The Michigan figures on a fair gross because of "I Live My Life." Take on Crawford, a always a big drawing card here, looks like around \$17,000 in view of counter-attractions. Ordinarily, Crawford field would bring in a very heavy gate. Student Morgan dancers are helping set stage.

Nabea also are feeling the pinch of the Series, and slumping for the first time in a month. Only hope of house is that Series ends sooner than the seven games. As last year, however, b.o. is expected to suffer for at least a week after championship is declared.

Michigan, Fox and State tried giving reports of games by innings and stage show. Student Morgan dancers are helping set stage. Nabea also are feeling the pinch of the Series, and slumping for the first time in a month. Only hope of house is that Series ends sooner than the seven games. As last year, however, b.o. is expected to suffer for at least a week after championship is declared.

**Estimates for This Week**  
Michigan (United Detroit) (4,008; 25-35-55)—"I Live My Life" (MG), plus Morgan. "Dark Angel" stage house figures for \$17,000, fairly good despite World Series and Jewish holidays. "Follies" always a steady attraction here. Did an ok. \$13,000 on "O'Shaughnessy's Boy" (MG) and Benny Davis Revue on stage last week.

**Fox (Fox)** (6,000; 25-35-55)—"Here's to Romance" (Fox) with Royce and Jackie Field on stage. Gross drops to \$16,000, o.k. after a nice \$24,000 last week on "Gay Deception" (Fox) plus Olsen and Johnnie Johnston. "Broadway Melody" (MG) better in another \$5,500 last week after a first session of \$3,500.  
**Adams (Salaban)** (1,700; 25-40)—"She Gets Her Man" (U) and "Jaina" (WB). "Jaina" with real heat of houses and falls better this week. Last week past two months. O.k. \$3,500, due. Had a nice \$6,000 last week on "Red Head" (Fox) and "Slit Hat Kid" (Fox).

**Downtown (RKO)** (2,600; 25-35-55)—"Harmony Lane" (Mas) and "Keeper of Bees" (Mono). House goes into a double-feature policy a little over a month after opening "Broadway Melody" (MG) on a dairy line. Took in a fair \$4,500 last week on "Peter Grimm" (Radio). Added at \$4,000. "Broadway Melody" (MG) failed to click as other Louis films have in past, although Detroit is boxer's home town.  
**United Artists (WB)** (3,000; 25-40)—"Goose and Gander" (WB) and "Last Wilderness." Steady pace of Louis films. "Goose and Gander" conditions and figures for a \$4,500, o.k., however. Did \$6,000, fine, on "Purvis" (WB) and "Smilin' Through" (MG) last week.  
**Lafayette (Maxmar)** (1,500; 20-24-40)—"Nell" (Gib). Business week looking dark, but \$1,000, o.k. house, but won't hit over \$1,500, o.k., this week under circumstances. Last week "Jolly Song for You" (CB) brought in another \$1,400.

**College (Loew)** (1,585; 35-50)—"Broadway Melody" (MG). Second week looking dark, but \$1,000, o.k. Last week, "Married Hebers" (Col) and "Atlantic Adventure" (Col) holdover. Last week a fair \$3,500 on second week.



# No. 2 Bows Ams. Parades 'Redheads' To Big \$17,000, 'Boss,' 12G, Mpls. Good

Oct. 8.  
(Best Exploitation: rphum)  
Pushover this week for Major Bows' amateurs, repeating their usual box-office performance, and the State is in its glory. 'Redheads On Parade' doesn't count; it's the stage show that promises to push up the ace level house to a smashing \$17,000.  
Despite the tough Bows' opposition, however, the Orpheum and World also are prospering, well fortified for box-office with 'Married Lies' and '39 Steps' (second week, respect). Cold weather and strong attractions spurting theatrical interest looks like the biggest long week in moons.  
Film houses this week have tough opposition, too. 'Something to Watch Goes,' at Steffes' Alvin, getting plenty of attention and drawing near capacity houses at \$3.30 to \$5.  
With Jack Thoma, special Columbia exploiter, and Manager 'Red' Vogt as co-ops, the Orpheum put over 'Boss' in big league style and goes to the head of the exploitation class.

**Estimates for This Week**  
Century (Publix) (1,600; 25-35-40)—'Farmer Takes Wife' (Fox). Got a head start over the amateurs by opening Thursday. The single day says the heavy competition will add the total, but picture isn't clicking right. \$10,000, second week, \$17,000, big after second \$11,000 first week, \$7,000 with stock boosted from 40c to 55c.  
Orpheum (Singer) (2,800; 25-35-40)—'Married Lies' (Fox) and '39 Steps' (Radio) both pulling, en route to big \$12,000. Last week, 'Peter Grimm' (Radio) and Louis-Berger (Fox) \$10,000. Last week, scrap film describing nearly all credit for draw.  
World (Steffes) (2,400; 35-55)—'Red Heads' (Fox) and Bows' amateurs (second unit) with Eddie Vogt as m.o., stage show. Terrific pic secondary, continues to pack 'em in. Scale upped from 40c to 55c. May touch enormous \$17,000. Last week, 'Steamboat' (Fox) \$9,000, good.

World (Steffes) (350; 25-35-40)—'39 Steps' (GK) (2nd week), extended engagement. Clicking and doing good for at least another fortnight, good \$2,600. Last week, \$2,600.  
Time (Berger) (280; 15-25)—'Scarface' (WB). Repeats now popular at this house and they seem to be going over pretty well. This one started on good \$900 pace. Last week, 'I Cover the Waterfront' (UA), \$700, fair.  
Lyric (Publix) (1,300; 20-25)—'Dante's Inferno' (Fox). Moderately attractive, good \$700, second week. Last week, 'Here Comes Band' (MG), \$1,800, fair.  
Grand (Publix) (1,300; 20-25)—'Alice Adams' (Radio). Around \$2,800 indicated, fair. Last week, 'Scandal' (Fox) \$2,800, good.  
Grand (Publix) (1,100; 15-25)—'Broadway Gondolier' (WB), second long run. About \$1,600 in prospect. Last week, 'The Great Dictator' (Par), 'Irish in Us' (FN) and 'Smilin' Through' (MG), subsequent split, \$1,600, good.  
Aster (Publix) (900; 15-25)—'Arizona' (Radio). 'Murder Man' (WB) and 'The Great Dictator' (Par). First two second long runs, last named first run, en route to good \$1,000. Last week, 'Tenth Avenue' (FN) and 'Paris Spring' (Par), second runs, and 'Silk Hat Kid' (Fox), first run, split, \$800, fair.

# COLBERT AND CROSBY. COLUMBUS' COOKIES

Columbus, Oct. 8.  
(Best Exploitation: Grand)  
Biggest to-do in this city over opening of Grand's burnt to ground 'Colbert and Crosby' (WB) today. Preview to invited audience Thursday night (3) with no speeches, but house was thrown open to public next morning. Simultaneously the Majestic (RKO) closed down, but the union men's meeting says down stay shut until prices are right and no foolin'.  
'Crosby' heavier discounts for electric heater crowds all around this week, but first football game of season on Saturday should slow down business.  
'Melody' held over at Broad, a wise move, as word-of-mouth has built out good grosses for days. 'Married Her Boss' should go extra heavy, due to good buildup, public preview and Colbert's popularity. Crosby running along evenly.  
Columbus houses continue Saturday midnight shows, started by RKO; with no film, but most times some weeks good, but most times crowd are nil.  
Grand's build for opening week

good work. Extra ad space, with much news column space took care of 60% of gross, by a dozen of 10 seats, six hung all over town, co-operating with merchants.

**Estimates for This Week**  
Palace (RKO) (3,075; 30-42)—'Married Her Boss' (WB). Looks best bet of week, \$8,000, maybe more. 'Comes Cookie' (Par) and 'Folia Berger' (2nd wk for free), did sillm \$11,000, considerably off first week's take.  
Broad (Loew-UA) (2,500; 30-42)—'Broadway Melody' (MG) (2d wk). In for another heavy week, \$5,000 on the line. Last week same show did \$4,500.  
Loew-UA (3,000; 30-42)—'Two for Tonight' (Par). Has chance of succeeding, with \$5,500 in sight. 'The Great Dictator' and Major Bows Amateurs Unit No. 4, on stage, ticked over to heavy \$12,500, with everybody happy.  
Grand (RKO) (1,157; 35-55)—'Annapolis Farewell' (WB). Combined with first week of this house \$24,000, being in \$12,000, looks very curious, due to big buildup on opening, and will slightise heavy.

# 'BROADCAST' NICE \$10,000 IN MONTREAL

Montreal, Oct. 8.  
(Best Exploitation: Palace)  
Opening of the legit season last week brought a big crowd to 'Bitter Sweet' at His Majesty's but 'Rose-Marie' this week is expected to do a couple grand better.  
Palace (RKO) (1,500; 30-42)—'Broadcast' looks for \$10,000. Capital expects 'Diamond Jim' and 'Front Page Woman' (MG) and \$9,000, continuing to pack 'em in last week, hopes for \$12,000 from vaude with two shows.  
Loew (M.T. Co.) (2,000; 30-42)—'Dinky' (WB) and 'Dinky' Princess estimates \$8,000 from Colbert in 'Married Her Boss' and 'After the Dance' (Emp) and 'Un Oiseau Rare' for \$3,000. Cinema de Paris holds 'Mysteres De Paris' for third week expecting \$2,000. St. Denis hopes for \$3,000 from 'Les Deux Noirs' and 'Parlez moi d'Armour'.

**Estimates for This Week**  
His Majesty's (Ind) (50c-2.50)—'Rose-Marie'. Legit musical, still nites, two matinees expected to gross nicely. Last week 'Bitter Sweet', musical legit, took \$5,000.  
Palace (RKO) (1,500; 30-42)—'Broadcast' (Par). Looks good for \$10,000. Last week 'Alice Adams' (Radio) and 'Hot Tip' (Radio) took \$1,000.  
Capital (FP) (2,700; 50)—'Diamond Jim' (WB) and 'Front Page Woman' (MG). Estimate \$9,000.  
Loew (M.T. Co.) (2,000; 50)—'Dinky' (WB) and 'Right to Live' (WB) and 'Dinky' (WB) should top with \$12,000. Last week 'Mad Love' (MG) and 'Times Square Lady' (MG) for \$10,000.  
Princess (CT) (2,500; 50)—'Married Her Boss' (Col) and 'After the Dance' (Emp). May do \$8,000.  
'Capture of Tarzan' (Emp) took \$7,500.  
Cinema Imperial (Ind) (1,800; 50)—'Un Oiseau Rare'. Should do \$3,000. Last week 'Testament du Merveilleux' and 'L'Aristo' took \$3,500.  
Cinema de Paris (France-Film) (300; 50)—'Mysteres de Paris' (3rd week). May do \$2,000, same as last week.

# ST. DENIS (FRANCE-FILM) (3,000; 34); 'LES DEUX NOIRS' AND 'PARLEZ MOI D'ARMOUR'. Should register \$6,000. Last week 'La Mascotte' (WB) and 'Chemin de Bonheur' did \$4,800.

# BUFFALO TAPERING

Buffalo, Oct. 8.  
(Best Exploitation: Buffalo)  
Grosses tapering off currently. 'Dark Angel' seems set for about an \$8,000 week, but probably off in its second week is doing nicely. Lafayette looks to turn in good grosses with dual headed by '39 Steps'.  
An unusual series of co-operative ads and over-flowing newspaper ads, featured the exploitation of 'Angel' at the Buffalo.  
**Estimates for This Week**  
Buffalo (Shea) (3,600; 30-40-50)—'Dark Angel' (UA). Seemingly heavy for this time and probably off \$11,000, okay. Last week 'Broadway Melody' (MG), dropped under expected business, though \$15,000 was reported. In at Hippodrome over for 24,000, sensational, or even better. 'Although Crawford's 'I Live My Life' (MG) 4s-billed for next

along nicely and figured to do something over half first week's gross at Buffalo. Looks over \$8,000. Last week 'O'Shaughnessy's Boy' (MG), some bill in lines here with figure at \$7,000.  
Great Lakes (Shea) (3,400; 25-40)—'Speechless' (WB). Appearance point to only average for this at around \$7,500. Last week 'Top Hat' (RKO) did \$7,500, getting strong business during second stanza. Hit \$10,000, which makes a peak run on the fortnight with total gross of \$17,000.

Century (Shea) (3,400; 25)—'Two-Fisted' (Par) and 'Bishop Misbehaves' (MG). Both average dual figures to show to over \$5,500. Last week 'Little Big Shot' (WB) and 'Wanderer of Wasteland' (WB) about to do the dope for a satisfactory \$6,000.  
Lafayette (Ind) (3,400; 25)—'39 Steps' (RKO) and 'In Danger'. Bill to nice takings, indications over \$8,500. Last week 'Black Room' (MG) and 'Breakfast' (Col), about as anticipated at just under \$7,000.

# 'MELODY' VS. 'BROADCAST' \$24,000, 'M.' GOOD \$8C, PITT

Pittsburgh, Pa.  
(Best Exploitation: Penn)  
Only poor pictures need alibis, that much is made quite clear here this week. Despite the series of broadcasts, Jewish holidays and big football weekend, 'Broadway Melody' packing the biggest wallop in years around here and should send Penn to great \$24,000, topping even recent bit of 'Top Hat' and 'China Seas'. Although Crawford's latest, 'I Live My Life', is slated to get under way Friday (11), 'Melody' looks like a cinch for a h.o., and maybe another cinch at the Warner after that.  
Another bang-up flicker that will require no excuse is 'Diamond Jim'. This one got some of finest notices of year for Alvin and, opening day ahead of schedule due to floppo of 'Ginger', should collect better than \$11,000, which is fine, in seven days. Nothing to get away from 'Broadcast' this week, either, with 'Scarface', 'She Had to Choose', and five acts of vaude packing 'em in here. Long show, which forestalls possibility of more than three daily turn-overs, is expected to do \$12,000, and keep gross down to around \$2,500, but on cheap set-up (house using non-union help and getting screen product for practically nothing) that's apparently profitable.  
Elsewhere, however, boys are digging in their hands on 'Nino Martini' obviously not yet strong enough to do \$10,000. 'The Great Dictator' and 'Romance', will be lucky to wind up with \$3,000, while 'Red Salute' and 'My Aunt' exciting any interest. 'The Great Dictator' is plenty poor and unless there's an extraordinary pick-up, not more than \$13,000 in sight. 'Warner got away strong with 'I Live for Love' and 'Wanderer of Wasteland', but not so strong as expected. 'Warner probably have to be satisfied with just a little better than \$4,200.  
Penn pulled the purse wide open on 'Melody', topping everything in recent months on newspaper advertising scheme, lining up best location billboards and over-the-air radio and shooting in special midnight Sunday show four days ahead of opening. It's a very favorable word-of-mouth in interim.

**Estimates for This Week**  
Alvin (Harris) (2,000; 25-35-40)—'Diamond Jim' (U). Great notices for this one and certainly big crowd, which means around \$8,000, fine. Getting seven days, as result of 'Ginger' and 'Foot-Light Parade', yanked after five days, barely \$3,000.  
Art Cinema (Rubin) (250; 30-40)—'Chapayev' (Amling) (2d wk). House especially great for itself. Management says no profit yet but hopes to cash in later. House especially great for itself. Management says no profit yet but hopes to cash in later.  
Fulton (Shea-Hyde) (1,700; 25-35-40)—'The Great Dictator' (WB). Not much interest in newcomer, Nino Martini, and only lukewarm reception for picture itself; maybe \$3,000, which is negligible, great for week.  
'Welcome Home' (Fox) and Baer-Louis' light pictures overestimated, but 'Welcome Home' is expected to get away three days. A bit better than \$5,000, which is all right, however.  
Penn (Loew's-UA) (3,300; 25-35-40)—'Broadway Melody' (MG). Clicking, weekend grosses bringing in \$15,000, but probably off a bit over for 24,000, sensational, or even better. 'Although Crawford's 'I Live My Life' (MG) 4s-billed for next

# Easing of Paralysis Scare Helps Prov., Armetta-King' Good \$9,000

Providence, Oct. 8.  
(Best Exploitation: Albee)  
Easing up of paralysis scare, reopening of schools after a month's closing, and a run on children being admitted have brightened the situation here considerably. With the exception of 'Two for Tonight' (Par), which Albee's business is going to be okay. Standouts are Loew's where 'Married Her Boss' is doing well, and Albee with a stage show featuring Henry Armetta. These standouts are two, respectively, while Fox's drops to third place with a combo show. Loew's State should have no difficulty in hitting \$9,000, but it's not clear while Albee's gross should be somewhere in the neighborhood of \$8,500.  
'Two for Tonight' (Par) has reopened along the main stem, the Met with a combo policy, and the Modern which once more has gone back to touring. Thursday and Friday, 'Life Begins at 8:40', comes to town, making it an altogether busier week. 'The Great Dictator' (WB) and 'Wanderer of Wasteland' (WB) are expected to do \$5,000, but 'The Great Dictator' (WB) is expected to do \$5,000, but 'The Great Dictator' (WB) is expected to do \$5,000, but 'The Great Dictator' (WB) is expected to do \$5,000.

Warner (WB) (2,000; 25-30-40)—'I Live for Love' (WB) and 'Wanderer of Wasteland' (WB). Weak dual and unlikely to get very far, with prospects of limping \$4,200. Loew's (MG) (2,000; 25-30-40)—'Through' (MG) remains for first strong \$5,300, neat figure here. Other feature 'Here Comes Cookie' (Par) but agreed that it didn't mean much.

# FRANKIE MASTERS' ORC UPS 'GOOSE,' 14G, IN K.C.

Kansas City, Oct. 8.  
(Best Exploitation: Loew's Midland)  
Manager's report on baseball mad and radio reports of the World Series games taking practically all of the matinee business.  
Mainstreet billing Frankie Masters' orchestra over 'Goose and Gander' and adding a Major Bows' orchestra over 'The Missouri U. quartet, expected to prove an extra draw.  
Midland did not hold 'Broadway Melody' (MG) (2,000; 25-35-50) showing 'O'Shaughnessy's Boy', 'Here's to Romance' got away to nice opening at the box office and is expected to do some class business. The picture drew a rave column in advance, by the Star's music editor, and it helped.  
Manager John McManus of Midland went in heavily for splash ads and numerous plugs for the Beery-Cooper picture.

**Estimates for This Week**  
Mainstreet (RKO) (3,200; 25-35-50)—'Goose and Gander' (WB) and 'The Missouri U. quartet' (WB) expected to show close to \$14,000, nice. Last week 'Peter Grimm' (Radio) did eight pictures, \$7,000, not so nice.  
Midland (Loew) (4,000; 25-40)—'O'Shaughnessy's Boy' (MG). Right to do \$10,000. 'The Great Dictator' (WB) and 'Cooper followers' and will click around \$9,500, fair. Last week 'The Great Dictator' (MG) held up nicely for \$18,500, good.  
Newman (Par) (1,800; 25-40)—'Here Comes Cookie' (Par). Lots of newspaper attention here, but they failed to get out in strength for her picture and the going is slow. Last week 'The Great Dictator' (MG) held up around \$7,000, fair. Last week 'Two for Tonight' (Par), ditto.  
Tower (Rewart) (2,200; 25-35)—'Ninotchka' (Radio) and stage show. Checked to finish with about \$7,500, pretty good. Last week 'Front Page Woman' (WB) \$7,000, good.  
Uptown (Fox) (2,040; 25-40)—'Here's to Romance' (Fox). Expected to draw the music lovers and big percentage of gross to be by music editors. Will probably be held for the second week. Likely around \$7,000, but probably off a bit over for \$6,000 on the nice days.

# 'MELODY' VS. 'BROADCAST'

But Both Nice in Louisville, \$7,000 and \$6,500, Respectively  
Louisville, Oct. 8.  
(Best Exploitation: Loew's State)  
'36' musical films get the call in Louisville this week. Loew's State was given sweet boost by 'Melody' of 1935 and looking to snag a healthy \$7,000. 'Big Broadcast of 1935' at the Rialto running a close second at the b.o. nice going at \$5,500.  
Baer-Louis' giant two-reeler added to Brown bill, and accounted for a big part of the gross. 'The Great Dictator' (WB) and 'The Great Dictator' (WB) are expected to do \$5,000, but 'The Great Dictator' (WB) is expected to do \$5,000.  
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opening of schools after a month's closing, and a run on children being admitted have brightened the situation here considerably. With the exception of 'Two for Tonight' (Par), which Albee's business is going to be okay. Standouts are Loew's where 'Married Her Boss' is doing well, and Albee with a stage show featuring Henry Armetta. These standouts are two, respectively, while Fox's drops to third place with a combo show. Loew's State should have no difficulty in hitting \$9,000, but it's not clear while Albee's gross should be somewhere in the neighborhood of \$8,500.  
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Albee went to town this week in playing up his show, especially Armetta. Radio tie-ups, personal appearances of Italian comedians and the big variety of advertising, ballyoo, all tended to attract attention to the Albee. Armetta's act, and the big variety of the round of social engagements planned for him in a city of 75,000 Italian population.

**Estimates for This Week**  
Loew's State (3,200; 15-25-40)—'Married Her Boss' (Col) and 'Bishop Misbehaves' (MG). Dandy picture, but it's not clear if there is any difficulty in hitting somewhere near \$12,000. Last week, 'Broadway Melody' (MG) did \$11,500, but \$17,500, nothing like it in months.  
RKO Albee (2,500; 15-25-40)—'King Solomon' (U) and 'Sunbird' (WB) and 'The Great Dictator' (MG). Italian screen comedian is plenty responsible for the nice opening. Last week, 'Manhattan Moon' (U) and 'Family Tree' (Radio), n.s.g. at \$4,800.

Fay's (2,800; 15-25-40)—'Lucky Legs' (WB) and vaude. Harry Lang's radio amateurs on stage this week, and things should be going gross should be up around \$7,500; nice. Last week, 'Thunder Mountain' (Fox) did \$8,500.  
Majestic (Fay) (2,200; 15-25-40)—'Diamond Jim' (U) and 'Chambers' (WB) and 'The Great Dictator' (MG). No rave, but house can figure on \$8,000 at least, okay. Last week, 'Miss Gandy' (WB) and 'Java Head' (Fay), off at \$5,900.  
Grand (Indiana) (2,200; 15-25-40)—'Strand Angel' (Par) and 'Wanderer of Wasteland' (WB). Opening today after house pulled 'Virginia Judge' (Par) and 'Streamline Express' (WB) out of town. Last week, \$4,000 on five-day run. Last week, 'Harmony Lane' (Mas) and 'Comes Cookie' (Par) did \$6,000.  
RKO Victory (1,600; 10-15-25)—'Powdersmoke Range' and 'Old Man' (Radio). This being an action house, it's not clear if the ban should be of great help this week; sure to garner at least \$1,400 on split week.

age this week. Strand topping normal with gross of \$3,500, and National, with biz accelerating weekly, is expected to do \$4,000, with stage show accounting for bulk of the draw.  
Best exploitation was for 'Melody' (WB) with its lavish use of newspaper space, street car ads, billboards, and window displays.  
**Estimates for This Week**  
Loew's State (3,000; 15-25-40)—'Broadway Melody' (MG). Looks to do better than \$7,000, helped by word-of-mouth advertising on buses and street cars, which seems to have clicked in a big way with local picture fans. Jack Benny may come in for a generous share of advertising. 'Dark Angel' (UA) got the class trade, but numbers not steerable, \$4,800, okay.  
Rialto (4th Ave.) (3,000; 15-25-40)—'Big Broadcast' (Par). This mixture of bringing them in with a long list of newspaper ads, and gross should go slightly over \$6,500, nice for this house. Last week 'Broadway Melody' (MG) and 'Amateur Unit No. 4' smashed house records, \$18,000 topping everything hereabouts in years.  
Loew's (Ind) (3,000; 15-25-40)—'Alice Adams' (Radio) and Louis-Berger two-reeler. Should boost the house. Last week, \$12,000, commendation from critics, but addition of fight pic gave needed support to make second week stand out. Last week, same film, good \$9,000.  
Strand (4th Ave.) (1,450; 15-25-40) (Continued on page 23)

Despite Track and Grid Opposim, Frisco O.K.; 'B'dcast' 21G, W&A 14G

San Francisco, Oct. 8. Despite a weekend lull, Frisco screen business is doing right smart these days. Saturday (5) was had...

Estimates for This Week: Ohma (Frank-Tri-States) (3,000); 25-40—Broadway Melody (2,100)...

'MELODY' \$11,000 ON 9 DAYS IN OMAHA

Omaha, Oct. 8. (Best Exploitation; Omaha) At the Omaha 'Broadway Melody'...

sure nine-day run will approach \$11,000. There are both new figures here and due to 'Melody' solely...

BARBARY BIG \$8,000, DENVER

Denver, Oct. 8. (Best Exploitation; Orpheum) 'Barbary Coast' and 'Broadway Melody' running race for best gross...

'TOP HAT' TOPS 'SOC' 15G

Newark, Oct. 8. (Best Exploitation; Proctor's) Of course 'Top Hat' is leading here with over \$20,000 with the roof open...

'Alice' \$2,400, 'Boss' Nice \$1,800, 2d Wk., Lincoln

Lincoln, Oct. 8. (Best Exploitation; Varsity) News of the week is the holdover of 'Married Her Boss'...

'BROADCAST' IN ST. L. BIG \$11,400

Louis, Oct. 8. (Best Exploitation; Shubert-Rialto) With anti-trust case wheeling into second week...

'TOP HAT' TOPS 'SOC' 15G

Newark, Oct. 8. (Best Exploitation; Proctor's) Of course 'Top Hat' is leading here with over \$20,000 with the roof open...

Return of Vaude to Earle, Spitalny's Femme Band, Ups King, \$14,000, Philly

Philadelphia, Oct. 8. (Best Exploitation; Fox) Return of vaude to the Earle will be the last market street house by a good margin...

'BROADCAST' IN ST. L. BIG \$11,400

Louis, Oct. 8. (Best Exploitation; Shubert-Rialto) With anti-trust case wheeling into second week...

'TOP HAT' TOPS 'SOC' 15G

Newark, Oct. 8. (Best Exploitation; Proctor's) Of course 'Top Hat' is leading here with over \$20,000 with the roof open...

Best of the latest batch of pic openings is 'I Live My Life' at the Fox, which doesn't get its stage show back until this week...

'BROADCAST' IN ST. L. BIG \$11,400

Louis, Oct. 8. (Best Exploitation; Shubert-Rialto) With anti-trust case wheeling into second week...

'TOP HAT' TOPS 'SOC' 15G

Newark, Oct. 8. (Best Exploitation; Proctor's) Of course 'Top Hat' is leading here with over \$20,000 with the roof open...

Elinge's Pic Comeback

Hollywood, Oct. 8. Julian Elinge marks his film return after three years absence in a straight male role...

BANCROFT'S MELLER TAB

Los Angeles, Oct. 8. George Bancroft scores on tour with the Franco & Marco-booked tab, 'Pop Goes the Weasel'...

# Still Waiting for French Decree Law on Pix; Opposition Organizing

Sept. 28.  
French decree law for government control of film has now been considered by all the ministries involved—Commerce, Finance, Foreign Affairs, as well as National Education, which until now has been alone in working on it. It will presently go before Premier Laval for final okay.

It probably would have been out before now, only the ministers have been too busy with international and domestic politics to worry about flickers. Was to have come up at a council of ministers held at Rambouillet in President Lelbrun's hunting-season chateau, but the big shots never got around to it.

Looks as if the bad news would break soon, now, however, if it does turn out to be really bad news. One thing seems certain: the decree won't be issued in its original form. It won't be as bad as that.

But the items to which Americans set objections in French films to be used by all exhibs each quarter-year, and collection or control of receipts in the theatres—will probably be retained.

Only the mechanism of the collection, or control, of receipts, most likely won't be what it was to have been in the beginning. Dope now is that no organization will be set up. The Author's League for collection of rentals will be formed. Something else will be done. Just what is still an open question.

Kicks are still being kicked, especially from exhibs who are afraid the government is going to take their money away from them.

Meanwhile, an attempt to organize the industry in the face of the menace does not seem to have made much progress. Filtration between the new Comité du Film—organization to which Americans belong—and Charles Eddy's Comité de Recrutement Chambre Syndicale cracked up. Two organizations just couldn't get along. Idea was to make the Chambre Syndicale a unit in the Comité du Film, taking care of developers, printers and other 'heavy industry', whereas other units of the comité organized distribbers, exhibs and producers. Now, with the Chambre out of the running, the comité is trying to organize its own 'heavy industry' branch, and the Delac outfit intends to continue as before, rivaling the comité.

Besides this defect, the producers' end of the Comité is still pretty weak. There is an indie producers' organization, headed by Felix Ganders, member of the comité, but it's pretty young and weak. Georges Loureau's distribbers and Raymond Lussier's exhibs are the only active elements in the comité, and they are not going to represent a whole industry.

## New Magyar Filmer's Stock Co. Prod. Idea

Budapest, Sept. 27.  
Hungarian Film Prod. Co., Ltd., just founded, is going to plan the engagement of a permanent company of actors and technical personnel.

Plan is in view of continued production, thereby hoping to decrease expenses.

## Film Info Bureau

Berlin, Sept. 2.  
Following the sanction of press resolutions adopted at the International Film Congress in Berlin by the 'Federation Internationale de la Presse Cinematographique' in Brussels, the German section has proceeded to organize the first International Information Bureau for film press.

It is being conducted in close operation with the German Journalists' Association and the German Film Chamber under the management of Albert A. Sander.

## More Nazification

Berlin, Sept. 2.  
Government has ordered three more Nazi propaganda films during the season.

Another step in the direction of nazification is seen in the obligation to take out a license for each film. This will automatically shut out the Jews among exhibitors.

## Troublesome Dutch Pic Ruling Annoys Exporters

Paris, Sept. 29.  
Local film exporters are upset about a ruling of the Dutch distributors that all films of normal gauge, rented by them must also carry with their rights to 16 millimeter and other narrow versions of same subject.

This means that in selling world rights to narrow films, exception must always be made of Holland, so as to permit narrow rights for that country to be coupled with normal width rights.

# DOYLE, MUNRO BUILDING UP ON OWN

Sydney, Sept. 18.

Stuart Doyle, m. d. of Greater Union Theatres, and co-director of General Theatres, has just returned from o-o-ing the South Australian field. Says that G. U. T. is planning to spend \$750,000 on theatre improvements in each state of Australia. Also says that every unit in the chain is being keyed up so that finally G. U. T. will become the greatest theatre operators here.

While Doyle traveled south, Charles Munro, m. d. of Hoyts and co-d. of G. T., went north to look over the field. Unfortunately Munro was taken seriously ill in Brisbane and will be confined to the hospital there for the next six weeks. Until Munro is fully recovered it is quite possible that the game between G. U. T. and Hoyts will be suspended.

In not one instance has either Doyle or Munro announced any future plans for the advancement of the G. T. circuit. Both at present are deeply interested in their own respective chains.

## New Idea of Previews For Children in S. Afr.

Capetown, Sept. 9.

Johannesburg branch of the National Council of Women has appointed a subcommittee to draft out advance reviews of all pictures. Intended to assist parents as to the kind of picture suitable for their offspring by publishing opinions from the British Film Institute, London, and the Parents' Magazine, U. S.

These reviews will be published in the local dailies before films arrive in the country.

## French Pix in Reich

Paris, Sept. 29.

Number of French films are crashing into Berlin these days. 'Variety', German version made in France with Hans Albers and Annabella in the leads, is at the Capitol in Berlin. French original has not yet been shown in Paris.

'Dame Aux Camellias' will be dubbed in German and shown in Hitlerland. 'Remous' 'Eddies' and 'Crime and Punishment', in French, will soon be shown there, and a Berlin firm has bought 'Black Eyes', Simone Simon and Harry Baur film distributed by David Souhami.

## Theatre's Idea

London, Sept. 29.

When the Prince Edward theatre, for years the home of trashshows, has been converted into an eatery cabaret, the management will endeavor to retain the patronage of film concourses. Intention to use the theatre for trashshows in the mornings and afternoons and, in addition, will contract to furnish cabaret and press with luncheons.

On these occasions house will be able to feed over 600 people.

## He Can Take It

Sydney, Sept. 18.  
Sir Ben Fuller has accepted appointment to the board of directors of two local insurance companies.

Says that a little commercial work will keep him in trim for his entertainment activities.

# ANOTHER ENGL. VERSION FILM

Paris, Sept. 29.

French Tobis apparently is joining gang of film companies which are shooting English and french versions simultaneously here. Decision to make an English of 'Kermesse Herolique' ('Herolic Street Fair') is reported definitely made, and a number of actors hired to appear simultaneously in both pic.

'Kermesse' is a costume spectacle, as are a majority of the films of which two versions are made here.

Double talker practice is resulting in praise by local producers for American players who come over to make Englishers, on grounds that whereas they are tough in discussing contract terms, they are docile and hard working once they get on the set. French actors, on other hand, work for less but preserve their independence on the job, and are frequently accused of hanging back when it comes to co-operation.

# U. S.-Anglo Producers' Mutual Quota Law Proposal to Gov't

London, Oct. 8.

American and English film producers are combining to submit a proposal to the government aimed at the fixing of a mutual quota.

It is intended that English films not be gauged on footage as heretofore, but on cost, meaning abandonment of the quickie and substitute type of production locally. This, it is figured, would enhance chances of the pictures for reaching the world market and would do away with the current situation of turning out overnight product for no purpose other than to collect dust.

# SIR BEN REPLACES BRIT PIX WITH YANKS

Sydney, Sept. 18.

Sir Ben Fuller is quitting the British picture police at the Mayfair this Yuletide, with a switch to Americans. Contract is now in process of finality with one of the majors to cover a long period. Sir Ben says plans for policy change does not actually mean he will never screen British pix again, but he firmly believes that the entertainment field should be international, and as the British have had very assistance locally they should now be able to stand alone and without further flag-waving.

Mayfair has mooted been using British-Dominion product, on an agreement with Ernest Turnbull. Reported some time ago that B. D. was anxious to control a theatre of its own here. Options have been held in several cities from time to time with no deal as yet.

## Capitol Spreads Out

London, Sept. 29.

Company of 'Nuptials of Corbal', Capitol Films' production, is off to Aix Les Bains for exterior. For interior shooting, Capitol has leased space in the British International studios, although it has a deal with British & Dominion.

Later is working to capacity on other Capitol and Woolf productions at present.

## Munro Better

Brisbane, Sept.

Charles Munro, m. c. of Hoyts, is improving after major operation. Munro was on a tour of inspection of his chain when stricken and rushed to hospital.

# Kiev, Odessa, Leningrad Studios At Work on New Russian Product

## 'Marietta' Record-Breaker In Rio; Film Biz Good

Rio de Janeiro, Sept. 27.

'Naughty Marietta' (MG) was marked up as a record-breaker through finishing three weeks at one of the biggest first-run houses here. Picture had a tremendous reception, mostly because of its music and local popularity of Jeanette Macdonald.

'Gado Bravo', a Portuguese film was also held over as a big attraction for Rio's large Portuguese colony.

'Going to Town' (Par) and 'Saint Louis Kid' (WB) are the vanguard of the new releases, which include a 'Cine Alliance film', 'Casta Diva', with Martha Eggerth.

Fair biz prospects here, especially if the prevailing cold weather continues.

# U-A, CINESOUND TALK SYDNEY QUOTA PIC

Sydney, Sept. 10.

Negotiations are proceeding between Cinesound and United Artists for the former to make a quota pic for U. A.

Cecil Marks, local head of U. A., leaves for America shortly and will place the scheme before Arthur Kelly, company's foreign boss. Idea is to use the pic here and in England.

Stuart Doyle, of Cinesound, had several confabs with Marks and the deal appears set, providing Kelly is in favor.

Distribbs will very shortly be forced to comply with quota regulations and take a percentage of pix solely produced in Australia. At the present moment Cinesound is the only studio in a position to make pix, excepting National.

The only Yankee studio already in possession of a local quota pic is RKO-Radio, which has 'The Belia', only local film produced since the quota came into being. All of the other Yanks are refusing their time to see just when the government will actually set the quota wheels into motion.

There has been some talk of Fox starting a unit here with local capital, but not much headway has been made in this respect so far.

## Wife Speeding to Side of Douglas, Ill in Berlin

Sydney, Sept. 18.

Wife of W. J. Douglas, general manager of Fullers, has left for Berlin to see her husband, who has been seriously ill in that city.

Douglas set out on a world's tour some time ago, but was stricken in Berlin and has undergone several serious operations there. Recently a cable was received advising Mrs. Douglas to speed as fast as possible to her husband's side.

## Reverse Slant

Paris, Sept.

Pathe p. a. is astonishing the local public by printing adverse criticisms of 'Paris-Camargue', Jack Forrester film at the Marivaux, in newspaper advertisements.

Running statements that the pic is slow and heavy, and inviting the public to come and judge for itself. Film is in the fourth week.

It's new idea in France.

## New Dutch Prod.

The Hague, Sept. 27.

In the village of Laren, near Amsterdam, a new film studio has opened, in which work is under direction of Frans Dupont.

Main object of this studio is to produce educational film shorts. First shooting will take place in Giehoorn, also called Dutch Venice.

Moscow, Sept. 19.  
The Kiev and Odessa branches of the Ukrainian Film Trust will release a number of new films to mark the 15th anniversary of the Ukrainian cinema industry, which will be celebrated next month.

'Director I. P. Kavaleridze's "Prometheus", a historical film dealing with the period of "Nicholas", will be first. Also: "The Flood", Directors L. Golub and N. Sadkovich, film about youth; "The Post at Chortov Brod", director N. Byelnaki, life of Soviet border guards; "Report Card", director B. Shelontsev, adapted from Lev Kassil's novel of the same name; "Odessa", director Jean Lodse (French), shows this sea port on the Black Sea; "Hobbes", director director Maslukov, on the life of children in Fascist countries; "The Sunny Masquerade", director N. Grigorovich, on the children of the street.

Svenfilm, the Leningrad Studio which made 'Chapayev' and 'The Youth of Maxim', has issued a revised list of its films for 1938-37.

Shugov is announcing work in Vasilyev brothers' studio on a film about the victorious First Cavalry.

X. and R. Muskatik are also working in Vasilyev brothers' studio on 'Liaison Kimas' dealing with the Civil War and fight for Soviet Karelia.

Vasilyev brothers are doing 'Diplomats' with Kolomoitsev, the first Soviet diplomatic representative to Persia.

M. Dubson is on 'Your Country Loves You', a film about the crash of the ship 'Maxim Maxim Gorki'. Will also do a film about Grigori Kotovskii, legendary hero of the Civil War.

V. Petrov is working on 'Peter I', the first Russian Czar, and Alexei Petrov will also do a Civil War film, the defense of Stalingrad, based on a scenario by Tolstoy.

S. Yutkevich will do 'The Gardener' dealing with increased care for the individual in the Soviet Union.

S. Gerasimov is on 'Our Acquaintances', a film of contemporary Soviet life. He is also making a picture especially designed for young people.

Trauberg and Kozintsev are working on 'Youth of Maxim' (new series).

For the Puskhin Jubilee, there will be two films, one showing the conditions under which the poet worked, the other especially designed for children.

# Arthur Shirley Loses Suit for False Arrest

Sydney, Sept.

Arthur Shirley, former pic producer, has asked the Court here for \$20,000 damage from two members of the Detective Bureau for alleged wrongful arrest and assault.

Shirley, in evidence, says he returned to Sydney Aug. 13, 1930, after four years in Hollywood. Two detectives met the boat and took him to the station. Investigation Department for questioning.

At C.I.D. he was asked whether he was married in Victoria. He replied such was not the case, also telling the detective he did not know where his wife was because he had not seen her for 13 years. Shirley says detectives then asked him whether he was married again in Australia, and refused to answer until he consulted a lawyer. He was then released and was never actually charged with bigamy.

In April, 1934, he went through a formal marriage with Frances Clayton in America. He admitted that he came back from America that time as a deportee.

Defence denied that Shirley was taken by force to the Headquarters Jury returned a verdict for the defendants.

Shirley is rather well known here for his attempts to break into pic production. Last year he married Bay, N. S. W., with a silent called 'The Throwback'. Pic never hit the screens owing to a law action between Shirley and his photographer.

Arthur Shirley was never in stock all over Australia, but made his biggest hit in a pic called 'The Mystery of a Hansom Cab.'

## German-American Dubbing Stops As Tobis Makes New Coin Demand

Berlin, Sept. 29.  
All plans for synchronizing American pictures here have come to a sudden standstill because Tobis, German patent holder, insists on license payments for making sound tracks.

One year ago Fox was still successfully synchronizing the Shirley Temple films here, dubbed versions going over 100% in the Reich and the capital's smaller houses. Shirley's latest are edited by Fox with only superimposed titles because of the incompatibility of the Tobis demand.

Paramount, too, had built up a dubbing department which is handling fire, pending negotiations. It is in a good spot for the time being, since all the films it intends releasing in Germany this season are already dubbed.

Dispute has for some time been heading toward this deadlock, Dr. Peter Henckel, head of Tobis, leaves next week for New York to fight things out with the foreign execs of the major companies.

## NO EASY COIN IN AUSTRALIA

Sydney, Sept. 18.  
Despite a fully-fledged quota, a Board of Control, and a Book of Rules, promoters are finding it almost impossible to secure any money from financiers and public for pic producing.

One authority says it is harder to get coin now than it was three years ago.

M. S. Wales already has a quota law which has cost the taxpayers thousands of dollars to bring up to its present stage of imperfection. Government has also given distribut and exhibitors the biggest puzzle the world has ever known. Even with a Board of Control and a Book of Rules nobody, not even the G-boys, knew the answer.

With everything thus far just a crazy tangle, no second Hollywood is at present creeping over the Australian horizon. Outside of Cinesound and National studios there is no money, no picture, no picture, no 'savee' by the capitalists. Just like Old Mother Hubbard's Cupboard, the quota shelves are bare.

## TALKING FILM BANK AGAIN IN HUNGARY

Budapest, Sept. 27.  
Rumors of founding of government film bank for the purpose of financing Hungarian picture production are again current.

It would start with \$300,000 capital, principal shareholders being Kodak, Ltd.; a Mr. Segal, who owns a neighborhood theatre; the firm of Kovacs and Faludi, which owns the only important film laboratory in this country; and... Gordon, who is striving to invest his frozen assets in the venture.

## New Madrid Prod

Madrid, Sept. 27.  
Constantin I. Evidescu, director, will turn out 'La Musa y el Fenix' (The Muse and the Phoenix) for a new producing outfit, C.I.D. Film.

Scenario was written by David, Eduardo de del Portillo and Rafael Lafara and pic will be issued in commemoration of the third centenary of the death of Lope de Vega, famous Spanish playwright. Film will be made at the Reptonec Studios here.

Hazel Terry Debuts  
London, Sept. 29.  
Hazel Terry, daughter of Dennis Neilson-Terry and Mary Glynn, and grandniece of the late Ellen Terry, makes her film debut in 'Nuptials of Corbal'.

Miss Terry is only 17 years old, but has served an apprenticeship in the Oxford repertory company, and played a few small parts in London.

## Eureka

Sydney, Sept. 18.  
Carnegie had just completed a story about 'The Lap', Australia's wonder horse, once dead, using Agua Caliente as a background.

News of the Caliente closing came through and scribbler didn't know it was dead.

Finally figured it out. Changed it to a local track.

## FOLIES PASSES \$200,000 B. O. IN PARIS

Paris, Oct. 1.  
Success of 'Bergues' (UA) should give encouragement to Hollywood made French versions.

Picture has already gone well beyond the \$200,000 mark in grosses here, and it is not yet out on general release. Starting on Champs Elysees with a moderate run in the Colisse show early in the summer, the Gaumont circuit put it in its big deluxe box as soon as the new season opened, where it was held over for a second week, rare in this 4,000 seater. Now, combined with acts, it is doing big grosses at the 6,000 seater Gaumont-Palace and from there it will go out and really start making money.

Film got none too good press notices when shown at the Champs Elysees, but popular draw of Maurice Chevalier is sufficient to overbalance the lack of enthusiasm of the carriage trade.

## Still Much Ado About Customs Law in Paris

Paris, Sept. 29.  
Film importers here, fighting the rule that in order to show a picture brought into the country under bond they must bring the buyer to the Customs House projection room in the east end of town, have won a partial victory. Customs authorities have ruled that, in exceptional cases, where their own projection room is insufficiently equipped to show the picture, they will let the film go out to the importers' private projection room.

This won't happen often, however. Only in cases where it can be proved that it is essential to use two machines to throw the film. For instance, Customs house has only one.

Fight on the new rule, which is making it tough to use Paris as an international film mart, revealed the customs authorities thought the trade wanted it, and therefore asked the Chamber of Commerce to build a new projection room, thinking to do the importers a favor. Seems that request had actually been made by Charles Delac's Chamber Syndicate, which doesn't represent the distribut at all, however.

Customs people are now fighting against restoring the old conditions, whereby each importer could take his film out of bond long enough to show it in his own, on grounds they haven't enough men to send around with the pictures. Naturally, no film can go out unless accompanied by an official, and French government economies have so cut down the force that the service is now short handed.

Matter involves a lot of money for those American companies who intend on being in the picture, in under bond, without paying duties until they were sold. If present arrangement keeps up, they'll have to pay duty on a lot of stuff or refrain from bringing it, because it's nearly impossible to do business in the Customs House projection room.

## Fox Newsreel Breaks Into South America

lo de Janeiro, Sept. 27.  
Movietone is investigating the possibilities of newsreels in South America, for local and international distribution. Main trouble is likely to be lack of subjects of sufficient international interest, though it has been doing pretty well so far.

Bill Murray, cameraman, and Benjamin Box, sound man, have made temporary headquarters here after visiting the West Coast and Buenos Aires. Made a reel of the commercial air route over the Andes (highest in the world) and shot scenes at the Paraguayan front during the Chaco war. From B. A. comes word that their visit resulted in far greater interest in newsreels and that a newsreel house has been opened there.

Crew struck an exceptionally slow period in news here in the last four months. Reels have been mainly of local interest. However, has given local houses a new idea of enterprise and speed, throwing pictures of local happenings on the screen the same night.

It is a big departure from former methods here and was a bit of a shock to exhibitors at first. Was even some reluctance to alter schedules to cut in a clean beat on some reel of local interest. Local authorities make their presence felt in the selection of subjects which should or should not be filmed.

## NO MORE POOLS, SAYS SIR BEN

New Zealand, Sept. 18.  
The Fullers announce they are positively through with all pic-buying pools from now on. Say they will run their own biz entirely in their own way and without any higher-up interference.

Sir Ben decided that his organization will only use individual showmanship and common-sense in buying and selling pic pools, according to the knight, are useless and a hindrance insofar as the industry in general is concerned.

## 3,200 SEATER CINEMA ON WAY IN MEXICO

Mexico City, Oct. 8.  
Largest privately owned and operated cinema in town is now under construction by Radio Teatro Internacional, S.A., which is backed by Emilio Acearuga, local capitalist and founder of radio station XEW. House is to be a 3,200-seater, modern in every respect, with accommodations for opera, drama and other stage shows as well as pics. It is to have GIG wiring and Simplex projectors.

House will be on the ground floor of a 10-story office building that is going up on a local downtown main stem. Operators plan an American style rear garden, featuring talent from the U. S., atop the building. Expected to have the house ready for the winter season.

## Help! Help!

Mexico City, Oct. 8.  
Operators of 18 neighborhoods in poor sections of this city have asked the civic fathers to toss them an economic life belt, averring that if the city doesn't help, they must quit. Exhibitors ask reduced taxes, lower pic rentals and cut wages for employees.

Civic fathers are giving a fish thought.

## Ufa's Abyssinia Short

Berlin, Sept. 29.  
'Abyss.' the Last Imperial Country in Africa, is the title of the latest Ufa eduction. German cameraman Dr. Rikli, claims to have caught all the war preparations of Ethiopia prior to the rainy season.

Also, as a guest of Nertus, he was able to bring it, because it's nearly impossible to do business in the Customs House projection room.

## U. S. Gross in Australia for Year Climbs to \$8,701,625; 1/3 Comes Home

Realism  
London, Sept. 29.  
For the new Arthur Tracy-Anna Neagle film 'Sweet Sings' Mrs. Knevel, two well known show people have been cast to play themselves.

One L. Frank Bood, veteran house manager, at present located in London. Hippodrome; and the other is W. MacQueen Pope, a prominent local press agent.

## MEX THEATRE SHUTDOWN LOOMS

Mexico City, Oct. 8.  
More headwinds are blowing up here for film folk. Latest is that the Federation of Cinema Industry Workers is organizing a nationwide shutdown of over 700 theatres. Is also hinting at a petroleum and sugar labor for a sympathetic strike as a gesture, since those two are also mostly clerical and labor help of American distributors.

National movement is to start Wednesday (9) or Thursday, the Federation asserts.

Government is seeking to induce the Federation to stop the movement, having succeeded in out-talking the Confederation of Workers and Peasants, Mexico's strongest labor organization, from consummating a strike next week.

Most cinemas in the meantime are operating, although showing some aged pictures and as many local-mades and European-mades as possible to conserve the American product in case of a sudden draught.

## Friedland, in Budapest, Says Quota Is No Dice

Budapest, Sept. 27.  
Max Friedland, Universal's European manager, is here to look after U interests and investigate the general situation from the angle of American producers.

Hungarian government's ruling that 15% of all pics shown here must speak Hungarian—either in original or synchronized—spells ruin to the local trade, says Friedland. Local trade can't stand for a Hungarian version that costs \$10,000 or more by the time it's finished, he feels.

Two new Francisca Gaal films, and the pictures of Universal's newly engaged Hungarian actress, Elma Bulla, are scheduled for shooting in Budapest if some compromise with the government can be brought about, he says.

## Jobs Wanted

Budapest, Sept. 27.  
Unemployed of the acting profession have started looking for work. All jobs available for extras in the Hungarian picture industry.

Will be difficult to obtain a refunding to this effect without official pressure, producers preferring to pick and choose their extras where they please.

## Anzac Battle Ends

Sydney, Sept. 10.  
'Everyones' local trade paper, has ended its fight with the American distribut. Fight, while it lasted, was very bitter. Gagne, Dwyer, editor, is at present in America.

## Innocent Spectator

Paris, Sept. 29.  
Crimin making pictures of pointed rocks known as 'Les Jaes' in the Alps. A crowd of mountaineers gathered around them to watch the work.

One spectator forgot how dangerous his perch was, and fell to his death over a 500 foot precipice. Shooting was discontinued while cameramen retrieved the body.

## Sir Wilson, chairman of the Motion Picture Distributors of Australia, has just released figures for the season of 1934-35. Organizations involved are Pat, Warners, M-G, KKO, U. and Columbia.

year amounted to approximately \$8,701,625, as against approval ately \$7,309,030 the previous year, nearly \$10,810,545 for 1929-30.

Amount paid in customs duty, principle etc. for 1934-35 was \$1,575,215, highest in the history of the industry. Australian operating costs (excluding salaries and taxation) were \$957,300; salaries paid in Australia were \$1,125,155; advertising posters purchased locally cost \$357,485. Net profit of the organizations, after delecting local expenses and exchange on remittances overseas were \$692,485, as against \$416,640 in the previous year.

Of th \$8,701,615 earned, two-thirds remains locally to cover operating expenses and salaries. Government takes more than a third of the amount left here, leaving a little under a third for the producers overseas.

## 11 UFAS READY; ONE IN ENGLISH

Berlin, Sept. 29.  
Already 11 of Ufa's seasonal product of 24 pictures are finished and ready to be released.

Heading the list is the Lillian Harvey film, 'Dark Roses', directed by Paul Martin, only picture with an English, beside the French, version. Four others have additional French, showing the strong grip Ufa has on the Gallic country.

For the first time two Dutch versions were made, following up the Ufa's recent deal with a Holland firm.

## CINESOUND DICKERING FOR ZANE GREY ORIG.

Sydney, Sept. 18.  
Zane Grey, American novelist, is due here shortly on a fishing vacation.

Stuart F. Doyle, m.d. of Cinesound, has been for some time dickering with Grey to write a local yarn for the company to make into a pic. Figure offered is said to be a record for an Australian producing unit. Doyle says that he is very hopeful Grey will accept his terms. He believes that with Grey's name tacked onto a local pic no ditty would be experienced in placing it overseas.

Cinesound already has one American scenarist under contract, Edmond Seward, and he is turning in several yarns to be gotten into production just as soon as the local quota definitely comes into operation.

## Mexico Means It

Mexico City, Oct.  
Government meant what they said in establishing a censorship for native productions as a means of making such pics the McCoy with regard to authentic Mexican atmosphere, customs, dress, manners, etc. First pic to fall under this censorship is 'La Isla Maldita' (Wicked Island), opus of a native producer. Censor held that certain scenes reflected badly upon Mexico and ordered them deleted.

## SPAIN-SALVADOR AGREE

Madrid, Sept. 27.  
Governments of Spain and Salvador have ratified an agreement prohibiting the commerce, circulation and exhibition of motion picture films which might calumniate either country.

Similar ban on pics deriding any other Spanish-American nation.



THE OLD HOMESTEAD

(WITH SONGS) Liberty release of an M. H. Hoffman production. Features Mary Carlisle, Howard Jackson, Edna Gray, Lillian Mills, Fuzzy Knight, Director: Joseph Engal...

An unpretentious romance of farm and city life set to music which manages to please by being in the class nor the punch to essay choice engagements. Makes good company for another feature on the same bill. Unlikely to prove strong enough as a solo attraction. Country towns will like picture better than the city.

The atmosphere is that of the air waves, local switching from the farm to New York City. The five farm hands unly attaining a place in the radio sun. Ascension to fame may seem a little easier than it is. The country girl's desire to return to the backwoods is fat far-fetched, but it all serves the purpose of the picture. The cause of complaint. Multiple romances are involved, giving the various featured cast members something to do. The songs are numbers, real being that no one has been slighted in the footage.

Mary Carlisle, the country girl, and Lawrence Gray, the playboy, dominate the romance department but not by a long way. They are sent to New York after they swell, they suit at each other. Miss Carlisle then becomes paired with Edna Gray, who is the country girl's sweetie had been Dorothy Lee. Later plays for Gray and the picture's biggest singer. The picture is made on the make for Willard Robertson who acts as manager for the five farm air duds. Four of these are billed as the Sons of the Pioneers and specialize in hillbilly numbers. One is Fuzzy Knight, who gets a good break on the radio and business. He struts quite a few feet but not big laughs in the course of the action and also figures in the singing.

Songs are woven into the story without disrupting the action. Six were written by the picture's songwriters, one of whom, Howard Jackson, made the musical arrangements. The picture has a fairly good music and picture quality. In 'Heaven' and 'Plowboy', both of which Gray handled in capable fashion. These should enjoy fair popularity at least. While the story charts no original paths in screenland and the dialogue makes no attempt at brilliancy, on the whole it isn't difficult to take 'Homestead', being a fairly innocuous picture with fairly good music and picture quality. It is family type of film that can't fall badly anywhere. The pictures and the photography bring out nothing elaborate but compare favorably with best from the independent studios. Char.

CONDEMNED TO LIVE

Inevitable release of Maury M. Cohen production. Features Maury M. Cohen, Maxine Doyle, Russell G. Johnson, Pedro de Cordoba, Mischka, Director: Joseph Engal...

'Condemned to Live' probably reads much better than it means. In picture form it is a rather good chiller nor a romance. For the houses that play pairs.

Takes about two reels to get the story going. It then lacks conviction. Maury Cohen, the picture's director, Frank Strayer, who had to deal with a fanciful story of a man who is killed in a barn opens in a cave in Africa where these three people have taken refuge from some evil forces. The man, his wife and friend. But as the film fails to make clear what it's all about. Later, however, it develops that there has been a murder after the mother was bitten by a vampire bat.

From the African opening, locale jumps to another country—no mention or linking anywhere—but from the New York scene to Africa. Several murders of women who have been attacked at the houses and their bodies are found. Townspeople doubt theory of a monster bat. They believe a human being is responsible.

Slightly the action reveals that an old professor, in love with a town belle much younger than himself, suffers a but complete loss of blood when he is surrounded by darkness. He doesn't know what happens to him on those occasions

except that his mind goes blank. Much of the dialog is meaningless and elements of romance mostly incidental and never intriguing.

Ralph Morgan gives a smooth performance as the Jekyll-Hyde character. The picture's feature is Cordoba and Russell Gleason charge scant attention as the romantic lead. The picture is by Maxine Doyle. A hunchback will draw by Mischka. A. H. Char.

THIS IS THE LIFE

(WITH SONGS) Fox release of Joseph Engal production. Features Jane Withers, Edna Gray, Francis Ford, Director: Marshall Neilan...

Not the best but built largely around the attractive Withers will satisfy family trade and figures fair business. Though written to order for Jane Withers, the picture also appeal to grownups. Pathos, sympathetic appeal and some amusing comedy touches make this picture a most enjoyable entertainment. There are three songs in the picture written by Sammy Stept and Sidney Clare. Jane Withers plays the vaudeville starlet. Tunes sound all right but aren't of best-seller timber.

Occasionally Marshall Neilan's direction of the youngster makes her a bit forced but on the whole she is the picture's most attractive parts any child performer has been given on the screen. A sort of female Jackie Cooper, she is able to really look like a boy. She masquerades after running away from her stage director. It is a girl with whom she has taken a sudden liking. He's wanted by the cops but that doesn't matter to the kid. In fact, it is the little monkey who child should be as anxious to shield him from cops in her dressing room as she is to tag him as a criminal. She runs out in the hinterland, a strong attraction strikes up between them.

While some of the features of the yarn raise implausible situations, they are not so disturbing in view of the ability of the story to amuse. The casting of the roles are well spotted and Miss Withers does them well in addition to dancing. Final looks at the picture do not seem small fair where the kid actress is trying to raise money to save her friend, now in cop's hands. She is recruited by a detective company which adopted her, but is recovered from them when John McGuire, accused of the murder, is released. Scene in which the girl is retrieved for himself and a medicine show couple, with whom they had become friendly, is a little more than a follow legal lines but makes a good ending.

McGuire carries his assignment well, while Sidney Toier makes an appealing medicine show man and Francis Ford a comedy assistant. Sally Blane is in toward the end.

Char.

TWO FISTED

Paramount release of Harold Hurley production. Features Lee Tracy and Roscoe Karns, Director: Joseph Engal...

This Lee Tracy-Roscoe Karns picture possesses some periods of hilarious fun. The picture is 'Zat So?' Neither its dramatic nor romantic elements have been mixed very aptly. But since this film apparently makes no pretense for a consideration, its deficiency in the romantic aspects can be overlooked in favor of some of the laughter the picture throws off. A fairly good supporting feature.

The Tracy is a fine-acting manager. Roscoe Karns, too old and flabby for the part, plays a pug. In financial distress, the two join the household of a woman who is attracted to the young mistress and her baby boy. Gordon Westcott is the picture's comic relief. She wants to divorce him to marry a rather inane-looking Englishman. The ending is just that way, but not until the last hour. The picture is a drawing room between Karns and another pug.

Tracy is a charming and disinterested wife and slayer. Tracy winds up with a nit-wit type who chews the fat and spouts the words. Photography is tied to closeups and backgrounds, and the chatter is simple. Stan.

Legong, Dance of Virgins

(TECHNICOLOR) Marquie Film Production, and DuWorld release. Directed by E. de Falaise. All native cast. Filmed on Isle of Bali, Indonesia. Features: Walter H. Green, All in Technicolor. At World, 20. Starting time, 8:30. Running time, 18 mins.

swank opening at \$5 top. 'Legong' started off as an Australian production. It was this 48th street spot, formerly known as the Westminster. Picture follows usual procedure of this type of native stuff with acting of Bali residents nothing to enthrall over. Sale director is that it was shot all in Technicolor. Nudity is accentuated by fact that it's done entirely in color. Considering material at hand and other handicaps, producers turned in a good performance for feature in this type. There is not a line spoken. Plot development being introduced through fancy titles.

Not a particularly refreshing in the story of the native beauty, who kills herself by plunging off a high cliff. The picture is a well-timed her overboard for her sister. A number of elaborate production scenes with oriental trappings are made doubly effective through use of color. Dance of virgins, which is wrapped up in the title, will prove a disappointment, as we are expecting something sensational. Picture will go best in larger cities where they can see the works on billings. Wear.

MISS PRESIDENT

(Elnok Kissasszony) Reflected release of the Hungarian Pictures release. Stars Lily Murali, Pal Javor, Director: Joseph Engal...

Although badly padded, Miss President affords a merry session. Framed around the commonly used pattern of the girl who inherits the factory and falls in love with a playboy sets Lily Murali off as pert and fetching comedienne, and gravitates in acceptable fashion between comedy romance and low-down slapstick. Pal Javor strikes the right many poses and provides the necessary looks to make the picture work with the heroine, while Gyula Kabos, cast as the factory manager, unlimbers a number of scenes of humor that makes him the top laugh source of the proceedings.

Film's weaknesses derive from the fact that the picture is a comedy. A wedding one scene into the other and the director's penchant for weak comedy scenes. The picture's scenic shots regardless of play or propriety. But the photography in these scenic epics is uncommonly good.

Production goes into action after the temperamental address of the title player tells her of her factory superintendent (Jeno Toerzs) that the reason she can't marry him is because she is married to an unemployed engineer. Pressed for details, she resorts to naming Javor, who is the man who is married to her in a newspaper. The guardian pursues a private investigation and after unearthing the mythical fact of 'Unaware of what prompted the offer, the young engineer is further bewildered by a series of practical jokes perpetrated upon him. Love meantime and the clinic scene follows her confession of the romance.

Oded.

One Frightened Night

Maquet release of Nat Levine production. Features Charles Grapewin, Wallace Ford, Regis Toomey, Mary Carlisle, Director: Joseph Engal...

Mixture of laughs and mystery thrills makes this acceptable for combs. Christy Cabanne has turned in an acceptable directorial effort. Absence of any real names to help put the picture probably will be the biggest handicap.

'They're dragged in all the speak, a hidden door and shrieking heroine staff, but all joined together. There's the missing letters, the girl suddenly struck down on a stormy night by an unseen foe, the cluster of voices after the old king's coin and the scheming lawyer and doctor. Charles Grapewin, as the rich

YACHT CLUB BOYS

(TECHNICOLOR) Marquie Film Production, and DuWorld release. Directed by E. de Falaise. All native cast. Filmed on Isle of Bali, Indonesia. Features: Walter H. Green, All in Technicolor. At World, 20. Starting time, 8:30. Running time, 18 mins.

A couple of the Yacht Club Boys' best special features are neatly worked into this script, resulting in an exceptional comedy short. Songs are included with slapstick situations growing out of a screwy story snappily outfitted with gags by Jack Egan and Burnett Hershberg. 'Yacht Club' features: Fred Halper and Gertrude Nudge in support of the Yacht Clubbers, there isn't a straight man in the cast. Boys and girls just toss the laughs back and forth, and the batting average is above par.

Charlie Adler of the starred quartet does most of the work in this yarn of 'Fun on the Water'. In this type, there is no line spoken. In falls and goes knockabout to a Mills, Kirk and Martin, quits a switch for a quartet to enter in a more sophisticated warbling. Mack and Halper get in on the tumblers, too, so do they do a sextet, except for the singing. Brisk pace and effective spotting of laughs are the picture's chief front and brushed aside for the pie battle. Latter is interrupted only by a comedy man in the cast. Boys and girls, who arrive at the hotel just in time to get smacked by pie, too.

Cam'ra Thrills' 17 mins. Center Theatre, New York Universal

One of those rare gems in shorts which come along every so often. But the camera, it's a tribute to newsreel cameramen, it's actually a compilation of the most startling newsreel footage during a year.

Well put together, trimmed for maximum of punch and thrills, with Graham McNamee doing the directing. Though there is not a sound effect used in these two reels, orchestral accompaniment has been aptly scored for dramatic effect. Score done by Milton Schwarzwald. Originally a few sound effects were incorporated but later eliminated because music was found more striking.

Fires, floods, hurricanes, wrecks, great events, air and sea disasters, etc. For dramatic action, camera version of King Alexander's assassination.

Footage cleverly edited under supervision of Charles E. Ford, head of Universal newsreel. Not a scratching epics in it. Wear.

RECKLESS ROADS

Majestic release of Larry Dourmor production. Features Regis Toomey and Lily Murali, Director: Joseph Engal...

Lacking marquee name values and afflicted with a bad writing job, 'Reckless Roads' is a sorry direction and acting. This picture needs a strong pic to make the grade on a double program.

Apparently started out to prove that indolence and careless habits in youth never pay. But from that basic idea, the feature wanders through a maze of trivia, badly constructed plot and eventually winds up with a horse race, with the wild-eyed youth actually triumphant as he wins his bet.

Companionable and distorted speech, mussy gags, stilted performance and physics atmosphere clutter up most of its length. Reckless item is its 60 minutes to unwin.

Director permits the most heartily disliked character to burst into a balling during camera sequence. The picture's only hit comes when the reporter borrows \$200 from a scrivener in a newspaper office. Which gives an idea. Reckless item is its 60 minutes to unwin. Reckless item is its 60 minutes to unwin. Reckless item is its 60 minutes to unwin.

Short Subjects

'KEYSTONE HOTEL' Comedy 20 mins. Strand, N. Y. Warner

Any tendency on the part of audiences to grow sentimental over the appearance of a group of old time Keystoneans, some of whom have never been seen for years, will be knocked right out of them on the last half reel of this two-reeler. The pie-throwing which monopolizes the latter section and the 'pies' consisting mostly of sticky white paste, is overdone and practically all the fun that might have been a classic slapstick comedy.

Ben Turpin, Ford Sterling, Chesley Conklin, Hank Mann, Marie Prevost, in 'Lillian Oakland and Herbert Roach are among the familiar faces in the grand cast. Granted their school of comedy has completed its revolution in the film entertainment cycle, there still are some laughs in the veteran boys and girls. As witnessed a few early situations in 'Keystone Hotel', one where cross-eyed Turpin autographs a gent's shirt-front by mistake, and a scene involving Ford Sterling, Lillian Oakland and a reducing machine. But the comedy gets a little up front and brushed aside for the pie battle. Latter is interrupted only by a comedy man in the cast. Boys and girls, who arrive at the hotel just in time to get smacked by pie, too.

Reel 1. Sielub directed, but this scenario didn't call for a director; what was needed was a first class pitching and editing team. The scenario depended so much on the tossing for a punch and a climax that it was an indication of resourceful writing. Cast is the picture, even though they're practically wasted. Big.

LAUREL AND HARDY 'Thicker Than Water' 21 mins. Capitol, N. Y.

Metro-Goldwyn-Mayer Using Laurel and Hardy stuff, with a few new scenes, the picture is spending the family fortune in an auction room for a clock which is promptly run over and a truck. For that his wife beans him with a skillet. In the hospital the doctor prescribes a diet of blood-sucking worms. When they come out Hardy looks like Laurel and vice versa. Good cracker, but held a little too long for the results. Laurel stuff, but received its usual welcome, since it is not so much what they do as how they do it. Chic.

BORN TO GAMBLE

M. H. Hoffman production. Liberty Pictures release. Features Onslow Stevens and Regis Toomey, Director: Joseph Engal...

Despite good title, this semi-melior fails to live up to its possibilities. Just another picture. Only in final reels does it meet its early promise. The picture is a swamped under a mass of interchangeable detail. Sombre story is handicap that might have been overcome by flawless treatment, or better acting and writing. It is a tale of four brothers who fight to conquer inherited gambling. The picture is a swamped under a mass of interchangeable detail. Sombre story is handicap that might have been overcome by flawless treatment, or better acting and writing. It is a tale of four brothers who fight to conquer inherited gambling.

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Insurance Co. Liable For Death of Bothman

Appellate Division has ruled that the Massachusetts Bonding & Ins. Co. must pay \$15,000 for the death of a projectionist in a fire at 'Chimes' E. pipe, Glens Falls, N. Y. The court upheld the decision of the State Compensation Court. Insurance company had contended that the cause of the fire was the negligence of the projectionist in the death of William J. Brady in an explosion and fire on Aug. 31, 1932. Brady left a widow and five children.

# A HUMAN HEART STO .. AS OVERWHELMING .. A STAGGERING SPECTACLE A THE TOWERING GIANT

# THE LAST OF THE INDIANS

**MERIAN C. COOPER'S  
GREATEST PRODUCTION**

*with a cast of thousands headed by*  
**PRESTON FOSTER ★ ALAN HALE ★  
BASIL RATHBONE ★ JOHN WOOD ★  
LOUIS CALHERN ★ DAVID HOLT ★  
DOROTHY WILSON ★ WYRLEY BIRCH**

*Directed by*

**ERNEST B. SCHOEDSACK**



**RY AS MAGNIFICENT  
 S THE MIGHTY SCENES OF  
 AINST WHICH IT MOVES!  
 OF BOX-OFFICE SHOWS!**

**THE  
 DAYS  
 MAIPPELL**



**OPENING EXTENDED RUN  
 ENGAGEMENT AT RADIO  
 CITY CENTER THEATRE..  
 OCTOBER 16<sup>TH</sup>... OPENING  
 SAME WEEK IN HALF A HUNDRED KEY  
 CITIES THROUGHOUT THE NATION  
 RKO-RADIO PICTURE**



# BACK ON OWN

## DeLuxers Feel They Didn't Get as Good a Deal with 306 as Loew, RKO

Complaining that they didn't get as good a reduction with New York Operators, Local 306, as the RKO and Loew circuits did, the de luxe group of theatres will not sit in with the representatives of lesser grade houses in the future. It is promised. De luxe operating sources say they will probably negotiate separately with the boommen when the time comes to work out another contract, one or two years from now. Radio-City Music Hall, Center, Roxy, Par, Rivoli, Strand and Capitol fall within this deluxe classification.

Meantime, all de luxe houses in New York may repudiate the \$2.40 scale and three shifts daily in booths worked out a week ago and be satisfied to remain at \$2.55 an hour and two shifts. The Music Hall, Roxy and Center have already reached a decision in this direction, while other de luxers are threatening to follow suit.

Although the houses would then not be taking as much as one or two shifts, they would remain at 15c, in the opinion of theatre men, isn't worth the condition imposed by Local 306. Many of the operators so that more members would be employed. Result would be that boommen now getting an average of \$70 a week would be getting \$50 or thereabouts so that more men could be put to work. Attitude of the big houses which employ the cream of operators and have had the same boommen in many cases for years is that the men would become dissatisfied.

Referring to remain at the present \$2.55 scale for a 12-hour day and employing two shifts, intention of de luxers is to make their contracts with 306 individual. Preliminary is that the present \$2.55 scale and two shifts is satisfactory to 306. After weighing the whole situation and assessing the value a scale wasn't worked out for the de luxers before RKO and Loew class 'A' theatres got themselves set, the big houses are ready to sign for this year.

The operators' union is understood accepting the situation as indicating that the de luxers feel they gain more in good will with both employers by retaining present scale and shifts than by taking the 15c cut, virtually a trifling decrease.

Impression in de luxe ranks is that the RKO and Loew circuits weren't as ready to battle toward a good deal for the de luxers so long as they (RKO-Loew's) got a worthwhile reduction. C. E. Thompson, of Loew's, and L. E. Thompson, RKO, have virtually been running the union situation from the managerial end and over a week ago sat down alone with 306 to agree on the \$1.85 an hour scale for their class A theatres. Then a scale for the de luxers was worked out, with Moskowitz and Thompson hearing the managers' committee. De luxe class of houses finally agreed on \$2.40 an hour with overtime not to begin until after 18 hours. This reduction, from a former \$2.55 an hour and two shifts instead of three as it will be, is not near as good a reduction as RKO and Loew's got. De luxers point out they are paying for 18 hours when they don't need that many.

As result of the proportionate differences in reductions, the de luxers consider that they were forced to take a small cut to make for the larger slice in booth costs to RKO and Loew. A house, scale for the circuit B and C, as well as independent theatres, remains to be worked out; also for the day picture houses.

Moskowitz has been chairman of the managers' committee, with Major Thompson his principal managerial advisor and associate. It was Moskowitz and Thompson who for their respective houses, issued arbitrary notices to boommen of a 41% cut or resignation before negotiations with 306 were ever opened, this action having forced

### Lincoln Suit's Retrial

Lincoln, Oct. 8. Retrial of Mrs. Augusta Paper's suit against Lincoln Theatre Corp. here was granted by defendants this week on the admission of some new evidence in the \$31,000 case to collect damages due on alleged breach of contract between LTC and the plaintiff's husband, Nick Paper. The Paper forces were awarded \$11,754 in a court decision late in July.

New evidence has to do with matter of assignment of stock in the Capitol here to his wife by Nick Paper.

Original deal made by LTC with Paper was to have Paper withdraw from picture exhibition scene here and for this he was to draw 25% of the net profits of operation at the Sun and Capitol as well as being indemnified against rental or expense.

## 'Hands' Is Film, With Casa Loma, at N. Y. Par, Nov. 1

'Hands Across the Table,' originally known as 'Hands Across the Sea,' comes to New York by plane over the weekend and will be the picture that starts off a stage show play at the Paramount, N. Y., Nov. 1. Casa Loma orchestra will induce Sun shows back into the Par. Orchestra is booked for two weeks at \$7,500, intention being to hold over picture.

Meantime, Par is playing 'Here Comes Cord' (12), together with 'Wings Over Ethiopia,' elongated short, Friday (11), grabbing 'Crusades' for Friday (13). Another picture must be found for Oct. 26. Par is in the Par War, Eddy Duchin and 'Polles Berg' unit to follow Casa Loma. Waring's asking price is \$12,500.

### Pet Lenses

(Continued from page 3)

In addition to directing her, photographer the 'Devil' is a woman. Now she has the problem of deciding whether or not cameramen now assigned to her improve on the Von Sternberg system.

George Barnes was perhaps the first cameraman to be demanded by a star. Feeling that her nose was misshaped, Gloria Swanson had Barnes as her cameraman for years. Most of those people around Miss Swanson felt that there was nothing wrong with her nose, could not see why she insisted there was. However, they always agreed with the star that whatever it was that bothered Swanson felt that there was nothing wrong with her nose, could not see why she insisted there was. However, they always agreed with the star that whatever it was that bothered Swanson felt that there was nothing wrong with her nose, could not see why she insisted there was.

Most femme stars feel that there are imperfections in their physical makeup that only certain cameramen can correct by lighting. Whether or not this is true can't be said, but the psychological reaction to their favorite means a lot to them and their performances.

sudden wave parley. At that time the RKO and Loew circuits, which had Skouras for a few scattered houses as company on the 41% notices, attempted to get all other operators to swing along on the plan so that they would have a united front. Other operators refused to do this and notified 306 of their refusal.

## CHI BOOKING CIRCUITS FADE

Owners Operating Own Theatres Again as Buying, Booking Services Pass Out of Picture—Houses on Booking Books Slide from 250 to 19

### BETTERS BIZ

Chicago, Oct. 8. Individualism has returned to the exhibition business throughout this territory. The exhib is once more running and operating his own theatre instead of depending on a number of various organizations to attend to his business for him. This year sees the practical collapse of the last stronghold of organizational exhibition: the booking circuit. Two years ago local film business went out the buying circuit when the exchanges set up a policy of refusing to sell to any person who was not directly associated with the theatres they were buying for.

This ruling sent the exhibitors back into the buying field after having previously spent their summer and autumn seasons playing golf or trying to fill in a four-straight. The buying circuits were gone but the booking circuits stuck it out a little longer. They have been dwindling quickly, however, and this year the number of indie houses securing their pictures through a central play-date office is down to 19 houses in the entire Chicago territory. This compares with some 250 independent theatres which were booked through central Bureaus three years ago. Exhibitors are returning to their theatres and operating them upon a strict individualism which existed in the early days of the picture industry. And a sidelight of this new trend may be seen in the spurt of business in this territory. This summer was one of the best hot-weather seasons for the local exhibitors and the start of the winter season has been an important one at a highly profitable pace generally. Today there are fewer theatres on the market than there were in 1929.

### Personal Service

Exhibs have found that by contacting the exchanges personally they can secure business picture deals, get a break on certain pictures and generally switch the bookings around to the best interests of their own houses. They have learned that no one knows their house as well as they do themselves and despite the best efforts of the booking circuits the individual exhib can do a better job.

Today there are only three booking offices of any importance operating on the row and those three most important offices have declined to a position where they book a total of 19 houses. In the Allied office of the Aaron Saperstein operated book handles seven houses; the Lou Reinheimer office books pictures for eight houses, while the Jack Rose book contains a total of four theatres.

This is quite a far cry from the days of indie booking circuits which handled as many as 25-40 houses.

### Suit on 'Peace'

Mexico City, Oct. 8. Although Fox's rights to its 'Peace of Earth' suit on the recently cleared, Gustav Mohne, local Fox rep, has been cited by the 13th civil court to show why proceedings cannot be continued before this tribunal of a suit for alleged plagiarism by Fox of story 'Peace in War,' by Quirico Michelena. Mexican author contends company copied the idea for the pic from his book.

## N. Y. Projectionists Nix Proposed 2,000-Foot Reel on Safety Grounds

### HOLD 4 PHILLY NABE MGRS., LOTTERY CHARGE

Philadelphia, Oct. 8. Four managers of nabe houses here in Philly have been held for Grand Jury on charges of setting up and maintaining illegal lotteries following complaints from parents and ministerial associations.

According to testimony, games played at the theatres were 'Lucky' and 'Banker.' Cash prize of \$30 was reported given each week to winner of latter, with cash prizes also given to holder of set of lucky numbers in 'Lucky.'

Four managers held were Jack Ehrlick (Ideal), Emanuel Lewis (Jumbo), Isidore Schwartz (Frolis) and Allen Lewis (Girard).

## Fox-W.C. Threat Moves Indies to Tabu Giveaways

Los Angeles, Oct. 8. With Charles F. Skouras, operating head of Fox West Coast, committed to start giveaways in a majority of circuit's houses in Southern California in retaliation against indie operators who have sprung the territory wide open with merchandise, meeting of all indie exhibs has been called for today by Independent Theatre Owners Association of So. Calif.

Last minute effort will be made to get a 100% agreement among indies to eliminate all forms of giveaways, including bank night, etc., in the hope that F-WC chiefs can be induced to rescind their action.

### John Kemp

(Continued from page 2)

things out before the crash, but found that to be impossible. His voice went to a whisper when he mentioned the \$12,000 taken from Vivienne Segal and the \$15,000 from John Charles Thomas. "They don't want to see me get out of this. They've lost too much."

Broken as is Kemp's spirit, the only time a note of pleading entered his voice was when he mentioned his son. Mrs. Kemp is an invalid.

Most of Kemp's clients were also personal friends. The top personal insurance broker in show biz was a member of several theatrical clubs and a familiar figure in Hollywood as well as along Broadway. His voice went to a whisper when he mentioned the \$12,000 taken from Vivienne Segal and the \$15,000 from John Charles Thomas. "They don't want to see me free." Kemp nervously ran his fingers through his gray hair. In prison since last Tuesday (1), the 51 year old broker, however, clearly dressed and shined.

to obtain approval of major distributors on the 2,000-foot reels, proposed and adopted by the Academy of Motion Picture Arts and Sciences, hit a heavy snag this week when New York projectionists assumed a thumbs-down attitude. Union officials of Local 306 approached on the subject were outspoken in voicing their disapproval of the bigger reels under presently outlined plan.

While not formally notified by any organization or officials regarding the bigger reels, union officers admitted they are fully aware of progress made to date in seeking an okay on the project and are watching developments carefully. Not only did 306 spokesmen attack the use of the larger spools but they came out as wholeheartedly endorsing the stand already taken against them by unions in Boston.

Opposition by the N. Y. union chiefs to use of 2,000-foot reels is rated a serious threat against any possible adoption of the bigger reels by major distributors because of the many operations involved in the greater N. Y. set-up. Boston union has been bitterly opposed to the large spools from the outset but the N. Y. 306 position was never openly revealed until this week.

### Fire Hazard

Apparently the fight against the 2,000-foot reels by Local 306 will be based entirely on the safety angle. Incorporated in this, of course, is the increased fire hazard, union projectionists claiming that proposed spools would double the danger from fire both to operators and members of audience. This added possible risk does not compensate for any saving that might be obtained by the producing company, in the opinion of union spokesmen. Particularly would the fire hazard be increased in smaller houses, now using only 2,000-foot reels throughout, according to the belief of 306 chiefs.

Even in larger theaters, where at the present time the customary 1,000-foot lengths are combined into 2,000 footers for projection from 2,000-foot magazines, union members feel that danger from fire would be materially increased. Contention is that with the new reels they would be receiving bigger spools in 2,000-foot cans and would have to be handled throughout the engagement in this length.

Distributors committee will meet in about a month to take some final action on the proposed 2,000-foot reel. But some committee members yesterday were plainly pessimistic over possible adoption after learning of the 306 union attitude and on realizing that this union campaign against the bigger reel now promises to spread to other sections of the U. S.

### Lichtman

(Continued from page 1)

several other major companies, prior to accepting the top spot with United Artists and Impression is that he will tie in with Schenck and the 20th Century-Fox organization.

Resignation was a surprise to the United Artists group. There has been no talk of a successor, but Goldwyn may want that office himself.

Lichtman joined UA nine years ago as field director becoming general sales head and company president. Lichtman plans leaving for New York Oct. 10. On his arrival there, probably announce new affiliations. When reached last night at his hotel, Lichtman expressed amazement that word had leaked out and refused comment in any way on the situation.

This is  
the Day

"A MIDSUMMER  
NIGHT'S DREAM"

International Premiere  
HOLLYWOOD THEATRE

THE PRICES  
Eleven Dollars, Seven-Fifty, Five, Two-Fifty

*Warner Bros. present the*  
MAX REINHARDT  
Production. Directed by Max  
Reinhardt and William Dieterle

# EXHIBITATION

By Epes W. Sargent

### Over in Japan

Tokyo. Fox and Warners have been stepping up with promotion stunts, both arranging for foreign special advertising in the Japan Advertiser, English-language daily.

Fox plugged 'Baboons' in a big way, for the Japanese never fail to go for the circling of jungle pla, and the Martin Johnsons are popular favorites here. 'Used girls' Spect 5 supplement for attire and blouse about the picture, and got excellent ad tie-ups with Tokyo distributors of practically all the equipment. The film used in Africa. More than 50% ads, and all plugging the film.

Shoehiku circuit, which plays the film day and date in Tokyo, Osaka, Kyoto and Kobe, went in heavy for straight advertising, taking a double truck in the Osaka Asahi biggest paper in the country; full pages in Kobe and Kyoto; and three-quarter pages each in the Tokyo Asahi and Tokyo Nichi Nisi. Probably heaviest initial advertising budget any film has carried in the past couple of years. Exchange carried none of it.

Film ran into hottest Sunday of the summer Sept. 8, but did remarkably well. The picture, like the previous week, when the attractions were 'West Point of the Air' and 'Hide-Out', which had done better than average. The picture was J. A. Hanley, Warners' new rep here, followed suit, Sept. 21 with 'G' and 'Alibi', which are in the Nippon Gekijo for 10 days. Arranged with the Advertiser for another four-page supplement. Of special interest was the picture's screen appearance in 'Alibi', I. C. of Olivia de Havilland, daughter of W. de Havilland, and the picture's tornery of this city. Olivia was born here, and although she left Japan at the age of three and hasn't been back, the old spirit of 'Alibi' Makes God was good for a slather of publicity. Strengthened by the fact that her sister, Joan de Havilland, also in the picture, had only a year ago and is known to practically all the foreign community.

Supplement devoted a couple of pages to 'G Men' and 'Alibi', I. C., and filled up with advance word on other films. Among them were 'Night's Dream', 'The Irish in Us' and 'Captain Blood', and on 'Oil for the Lamps of China' and 'The Bird'. 'G Men' and 'Alibi' I. C. for the coming 10 days have a mark to shoot for. 'Shirley Temple' (Little Colonel), preceding them into the Nippon Gekijo, came close to the record set by 'The Great McGonagles' Show, in number of admissions. Played close to 75,000 in the period and set a record for the biggest Sunday. On the picture's Wednesday, crowds were eight deep around the theatre before the 4 o'clock show. Cash take, of course, comes nowhere near the maximum. The picture played at a 1.70 yen house average. Nippon Gekijo now at 50 sen per any seat in the house.

### Lights for Lamps

Spartanburg, S. C., Oct. 8. Concurrent with the opening of 'Bright Lights' at Carolina, Grayson Post, asst. mgr., pulled big essay on the picture, using 'The Company' tie-up, wherein 20 tickets were awarded as prizes. Subject was relative quality and difference between big and small picture bulbs. Additional interested through naming of Mrs. Helen D. Moseley, postmaster, and managing officer for local dailies among judges. Power company carried large 2-col. display ads with cuts and copy on show in advance and outside. 'Big Broadcast of 1935', opening midnite last Sunday night at Carolina, widely publicized by 'The Company' tie-up. Special 15-cent broadcast on midnite opening, a bit unusual with average Southern releases.

Further interest in shows, Carolina and Paris houses in Greenville donated 48 passes weekly as 'Big Simpson' WPEC commercial broadcast contest prizes. Average pass winner brought one or more paid admissions, check up on it to reveal. The picture's additional show talk around town.

### Co-Op for Sanders'

Winnipeg. On a basis of comparison of ancient and modern styles of communication, a tie-up was arranged between the Gaiety theatre and Canadian Pacific Telegraphs here during the engagement of 'Sanders of the River'. Large window display in telegraph and steamship office, located on main stem of the river, indicated that the warriors in the picture's tomtoms, while the moderns used telegraphs. Telegraph company also circulated a tie-up in the downtown area, while the Gaiety posted an enlarged edition of the same outside the theatre.

### Collar Collectors

Omaha. With 'Broadway Melody of 1935', Ted Emerson of the Omaha theatre set out to collect collars in a new house repled 'China Seas' to a new house rehighlight.

Rightlight was a tie-up which Emerson secured with a private home. Arranged to place a lighted display in the yard on the city's busiest thoroughfare. First time this has been done here and due for plenty of notice from both local and touring motorists. This means virtually a 24-hour effort to catch the heaviest traffic away from a business corner. Nothing to detract from it.

On top of this 'Melody' is the first picture to benefit from a tie-up with Meadow Gold dairy who will place a collar on each bottle of milk advertising the Omahas current picture. Come-on for the milk consumer is supplied in an offer of a free pass on the theatre for each 50 collars collected. Offer to run till Jan. 1.

Besides these two unusual hook-ups, Emerson put special effort on the theatre front, noting in dance halls, hotels and restaurants, and department stores, signs to catch the attention. Through the Jack Benny-Jell-o combination some 400 grocery store tie-ups were used with four special downtown windows given to the window.

Eddie Butler, the KOIL pianoranger, sent an hand to give a musical background from the Orpheum organ for all the announcements referring to the Omaha picture.

Lastly Emerson, tied-in with Creighton Uni to cut a cheering spree from the stage the night before the school's football game.

### Hobby Shows

Hobby shows were started to give the idle citizen some active interest, and as such they were widely touted for a time. They worked so well that Macy's, in New York, is holding its second hobby show on a large scale on the proposition that material used will be bought from the store. This same argument should be used to get a department store interested in the matter of co-operation and prizes.

Display can be shown in the message box of the night room. If the latter is large enough, it might even be practical to use an empty store, if the theatre is cramped for space.

Efforts should be made to vary the exhibits. The model stage coaches, ships and airplanes probably will take the cast of themselves. Seek to broaden that range with paper flowers, stamp collections, ferns, eggs, colonial minerals, wax, doll scene models for a miniature theatre, puppets, cigar book covers, pressed flowers (perhaps from the theatre) and anything else that can be collected.

Arrange to protect the exhibits from handling, and if possible get demonstrators to take a large part. Should be possible to get a showing from Dennisons and perhaps other concerns, being careful that the material is not sold.

It makes for interest that can be turned into sold tickets if nursed along properly.

### Football Brassards

Lincoln. Gag prize this week goes to Milton Overman at the Varsity where he used a football game to plug 'She Married Her Boss' and marks up the first day of the week. 'Beat Chicago' which were passed out to everyone going to the Chicago-Nebraska game.

Under the type below the 'Beat Chicago' caption, he had 'And after the game, attend the greatest Claudette Colbert film to be shown at the Varsity'. Paper bands were complete with a paper clip to hold them together. The fourth person wearing a Varsity ad.

### Wholesale Weddings

Lincoln. Chick Boyes' Players, a rent rep group here, has turned into a matrimonial agency for the last few weeks. Reason is they're drumming up business for the wedding business for the stage, one or two couples being supplied per week. To date nine pairs have gone before the altar and have had the knotting performed by the assembled mob.

As in other show biz cases, the bride and groom are jammed in the doors. Lure to those volunteering is that they're heaped with wedding presents.

### No Hook-Up

The Hague. Concern of chain stores, fed by shoe factories, sent circular letter to several cinemas in Holland requesting them to co-operate for exploitation stunt to boost those shoes.

Idea was to hand each buyer of shoes a free pass for cinema. American Cinema association, when hearing about this, warned cinemas (who practically all belong to the association) that if they took for that scheme, this was an infringement of statutes of association, even if shoe concern paid certain contribution for concession of free passes.

One cinema, which took no heed, got heavy fine, already, so scheme now nixed.

### Beats 2 Features

Cedar Rapids. Jerome Reith, manager of the Olympic, got an idea that packed the house during his last week's season. The idea was called 'Every Unit Show', was run about 10-15 minutes, and featured a regular movie, one feature, three cartoons, a news, three comedies, one reel musical, and a regular feature (usually a weekly stuff). It was advertised by means of sound trailer, a week in advance; newspaper; and handbills. It is reported to be the first of its kind and more is to be had at this theatre.

### Behind the Keys

Lincoln. Cal Bard, the man behind the Independent Theatres and State Theatres units which ask for nearly \$200,000 from seven major film companies and theatre men here, is selling film starting this week for Max Weintraub, Omaha indie exhibitor.

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Galena, Ill. Stanley Ley, owner and operator of the Stanley, has announced purchase of the Fiddick building. Will remodel into a modern theatre with a capacity of 400.

It's curtains for the old Grand theatre, the place having been folded, but will still be an exhibition place.

Memphis, Tenn. Strand, West Memphis, Ark., was destroyed by fire Oct. 1. Owned by G. W. Haynes.

Community Theatres of Memphis has leased the Rosemary theatre from Mike Cianciola, who will remain as manager.

Omaha. Mort H. Singer, operator of the string of RKO affiliate houses, drove in from Chicago last week with Brother Bill, manager of the Omaha Strand. Mort is to look after arrangements for changing the Strand from and also to oversee details of celebration week of Oct. 10.

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### Color in the Peg

Winnipeg. Gaiety theatre has tied in with the local retail store of the Hudson's Bay Co. in a successful manner on promotion of the Bay's Shirley Temple doll coloring contest. Kids, through window display, are invited to enter contest, which is free to all, while adults are told of current attractions at house, right across the street.

House manager supplies all suits and promotional material, in return getting current picture plugged through window displays. Store has a p. a. system throughout, over which the theatre's current and coming attractions are advertised every hour. Winnipeg merchants are usually pretty hard to crack on promotional stuff of this kind.

### Telling 'Em

S. Charles Einfeld, of Warners, has compiled for the use of exhibitors a new play 'Midsummer Night's Dream' a manual of 18 pages comprising the comments of leading publications and the opening current picture plugged through various lines. In addition he includes reprints of three fan magazine comments, too comprehensive to be briefed.

The idea is that the material will not only afford suggestion for advertising but can be used to interest local cultural societies. It should prove a valuable aid.

### Topping 'Hat'

St. Louis. 'Dinty' Moore, manager of Warner's 'Houses here and Homer Hartman, went into a huddle and emerged with a swell campaign for 'Top Hat', now in its third week. A list of show and downtown house. They contracted for 24s in fine locations in city and tied up with 30 Wiegren, drug stores for boosting 'Top Hat' shows, ladies' dress stores for Ginger Rogers' fashions; linked music shops for 10c record; and a list of show and persuaded Hub Furniture Company, large downtown establishment, to display modernistic furniture along line of that used in feature film. Refiners Oil Company paid for 15 min. transcription on radio station WLL and repeated Victrola playing musical numbers of show, was turned on in theatre lobby.

Best hook-up was with the Show Boat Dance Hall in West End where a Piccolini dance contest was held several days before picture opened run. To the best male effort in interpretation of dance performed in picture a Fred Astaire trophy was awarded. On the other hand, a new number was presented with a Ginger Roger trophy. Both were silver loving cups on which the names of the winners were engraved. Several other minor prizes were awarded runners up. The WLL and repeated Victrola playing musical numbers, over WLL, was boasting picture, over WLL.

### Time for Coffee

One of the best times to make coffee pay is those transitory seasons when the weather is just cool enough for the steam heat and not warm enough for the fans. A demi tasse of coffee is not quite cool enough for the steam heat and will be appreciated by many, and will involve small expense if there is an alert grocer in town who will contract to include coffee in the bill. Might also help to distribute small cards reading 'the coffee served in this theatre is the celebrated—'

The coffee should not be too hot, or the drinkers will delay and hold up the show. On the other hand, there is nothing worse than tepid coffee. Cups should be served about two-thirds full, and cream should not be included. Offer water to effect to straight black coffee.

This can be served in the lounge, if on the same floor, but if the rest rooms are in the basement, it is better to establish the coffee table in the foyer somewhere. People will not go down to the basement to see the show, and that is when they need it.

Coffee is also a standby on stormy nights. Just a swallow or two of the drink will take the grouch out of most systems and send them to an easy mode ready to enjoy the picture.

For the afternoon tea, where it is served, the service should follow the custom of the hotel and be served downstairs, with a couple of sweet cakes, in glassine wrappers, if possible, and both cream and lemon are in the basement. It is better if directed at women shoppers. They'll come in more for the tea than the picture.

### Topping

One of the stunts already worked out for the subsequent run of 'Top Hat' is reported by a small town promoter to be the Roger Sherman. A week ahead of the picture. Kicker is that each contestant must wear a silk hat. If hat falls off, he is disqualified.

Two plants will be rung in to lose their hats in case the real contestants wear silk hats. Figures on working it up to a small local sensation. Girls are not to be included in the Roger Sherman, but hat pins and chin elastic are strictly prohibited.

### Nautical for 'Shipmates'

New Haven. In addition to rigging out the type and doorman in sailor suits a week ahead, plus a special silver and blue lobby display on 'Shipmates' over at the Roger Sherman, John Hesso used an attention-getting gadget in his lobby in the form of a motor and roller arrangement that would bobbing up and down in a rough sea.

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### Cold for Ices

Rochester. Loew's is running a series of contests in co-operation with the Procter and Gamble company, to bring people into the theatre lobby with many staying to see the show. With every purchase of ice cream a ticket is given. Tickets are given numbers. Twenty-five 'hosen each week for prizes and winning numbers posted in the lobby.

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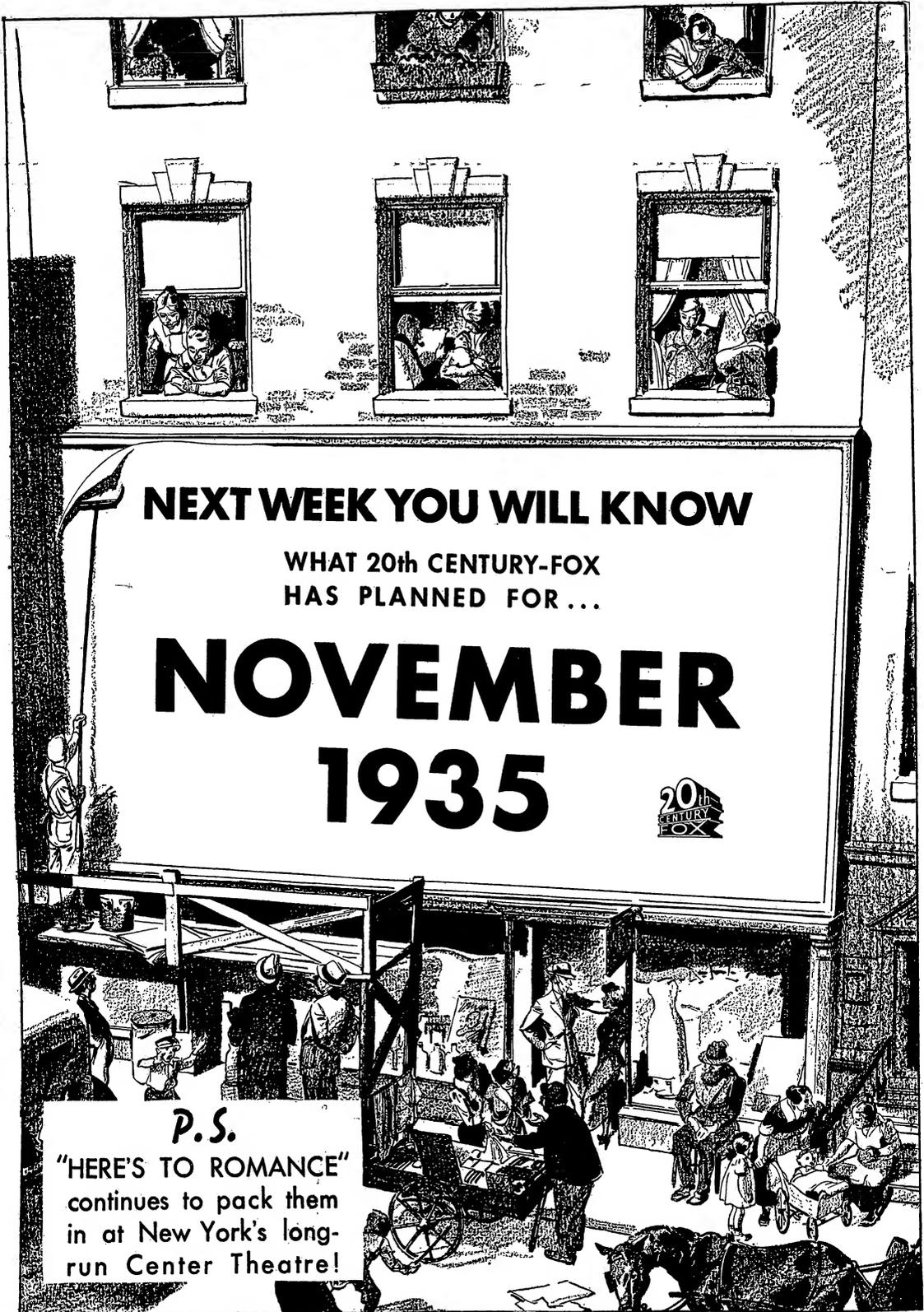
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**NEXT WEEK YOU WILL KNOW**

**WHAT 20th CENTURY-FOX  
HAS PLANNED FOR ...**

**NOVEMBER  
1935**



**P.S.**  
 "HERE'S TO ROMANCE"  
 continues to pack them  
 in at New York's long-  
 run Center Theatre!



# GET THIS LINE-UP!

Paramount Pictures That Will  
Turn In the Biggest Scores  
as the High Spots in Screen  
Entertainment This Fall!



**"Hands Across the Table"**  
With CAROLE LOMBARD  
FRED MacMURRAY  
Directed by Mitchell Leisen

**"MARY BURNS FUGITIVE"**  
Starring SYLVIA SIDNEY  
A Walter Wanger  
Production. Directed  
by William R. Howard.

**"PETER IBBETSON"**  
Starring GARY COOPER  
and ANN HARDING  
Directed by Henry Hathaway

**"ROSE OF THE RANCHO"**  
David Belasco's Great  
Stage Hit. Starring  
JOHN BOLLAS and  
GLADYS SWARTHOUT  
Directed by Marion Gering

**"SO RED THE ROSE"**  
From Stark Young's  
Best Seller... Starring  
MARGARET SULLAVAN  
with WALTER CONNOLLY  
Directed by Ring Lieder

**"COLLEGIATE"**  
Happy Successor to  
"College Rhythm"  
with JOE PENNER,  
JACK OAKIE, and All  
Star Cast. Directed by  
Ralph Murphy.

**"THE BRIDE COMES HOME"**  
Starring CLAUDETTE  
COLBERT, with Fred  
MacMurray. Directed  
by Wesley Ruggles.

**Harold Lloyd**  
in **"THE MILKY WAY"**  
Adapted from Broad-  
way's Best Laugh-Getting  
Play... Directed by  
LEO McCAREY.



If it's a **PARAMOUNT PICTURE** it's the best show in town!

# St. Louis Trial

# St. Louis Sidelights

(Continued from page 5)

before U. S. Judge Moore. Subpoenas issued on application of Warner Bros. Pictures, Inc., a principal defendant in anti-trust proceedings in which alleged withholding of films from Fanchon & Marco, Inc., Missouri and Grand Central theatres was charged, called for books, film contracts, correspondence and other records. They were directed to Harwood and to New York, president of F. & M., and his corporate interests, and to Edmond Koeln and James T. Blair, receivers for Fox theatre property. Motion to quash was denied by U. S. Attorney for receivers and witness for government, and Ernest L. Wilkerson of N. Y., attorney for Arthur.

Leahy argued that subpoenas were too general that it would cause annoyance and other much trouble and recovery to produce records called for, that evidence involved was immaterial and that Moore had no power to issue subpoenas. Frederick H. Wood of N. Y., counsel for Warners, replied that records were subpoenas because defense wanted to see what they were subpoenaed against them and to examine him about much of information contained in them.

Asking counsel to file memoranda, Judge Moore took motion and argument. Arguments relative to evidence Assistant Attorney General Russell Hardy is trying to get before jury about alleged compromise conference between Cummings' office last March was "The Topic of the Day" when court started Tuesday.

"An argument over admissibility of evidence of compromise after in opinion of Attorney General Cummings in Washington on May 13 last, interrupted Saturday's session in the conspiracy case here, after court adjourned at half past five. Next Friday, matter had not been passed upon by court. When court resumed Tuesday 10 a. m. Harry C. Arthur, Jr., partner of Fanchon & Marco, and former St. Louis theatre, continued direct testimony.

Arthur retook stand Saturday and related an alleged conversation he had with George J. Schaefer of Paramount.

"He told me he would see Harry Warner," Arthur said, "about getting my money back but if I didn't hear from him it would mean that he couldn't do anything. I never heard from him on the subject again."

Arthur testified he told Schaefer that there might be a question of the legality of the excuse would be that it was done for "the good of the business."

Assistant Attorney General Russell Hardy, who conducted the examination for the Government, asked Arthur if the business could be operated without Fanchon & Marco. Arthur's reply was that he never heard of it being done and thought it was impossible. Arthur recounted the troubles in the picture situation of adjustment time after 1934 and 1935 and claimed it was necessary to close the St. Louis theatre to "back up the Missouri and Ambassador houses. By backing up," Arthur explained, he meant arranging for an adequate supply of pictures for the two houses instead of three. He said it was impossible to operate the five theatres here without the picture supply.

Arthur's testimony was constantly interrupted by a barrage of objections from various members of defendants' counsel. At this point, defense counsel and Hardy had a whispered conference. At Judge Moore's bench and this resulted in both Arthur and the jury being excused from the courtroom while a five-for-all debate took place on the ability matter was held. Hardy explained that he intended asking certain questions of Arthur relative to a discussion held in Attorney General Cummings' office last March was "The Topic of the Day" when court started Tuesday.

Hardy then proceeded to explain the discussion at which were present Cummings, Arthur, Robert W. Perkins (attorney for Warner Bros. and First National), Sol Rosenblatt, then with the N. Y. charge of enforcing the film code; Tom Dyson, president of the St. Louis Chamber of Commerce and president of the Bondholders' Protective Committee controlling the theatres involved in this suit, and him-

self. It was Hardy's statement, from the notes, that at the time Cummings answered a request of Rosenblatt for a settlement of the St. Louis matter by saying, "The U. S. was that to answer cannot be compromised."

Hardy cited numerous decisions to support his contention for the admissibility of the evidence. Wood was then to answer but was interrupted so frequently by Hardy that the court admonished Hardy to remain quiet until Wood had finished speaking. Reed also joined in the objections and supported Wood's statement that Warners Bros. were represented by invitation and had not offered any compromise but agreed to go along with the settlement of the St. Louis theatre situation as proposed by Rosenblatt.

Reed and Wood both charged that the conference was arranged for the sole purpose of trapping Warner Bros. in an admission of guilt by the compromise. Wood charged that Rosenblatt's name had not been entered among the 47 witnesses in the objections and supported Wood's statement that Warners Bros. were represented by invitation and had not offered any compromise but agreed to go along with the settlement of the St. Louis theatre situation as proposed by Rosenblatt.

The court was urged to instruct the press to refrain from writing about this matter since it was not to be made public and had not yet been presented to the jury. Hardy replied that the court had already instructed the jury to avoid reading about the case in the newspapers and if the instructions were disregarded the defense would have an advantage and could ask for a mistrial. The court made no decision on the request and the newspaper men that he would issue no further instructions to the gentlemen of the press. It was 1 o'clock at this time and court adjourned.

Testimony in anti-trust criminal case began late Friday (4), in Judge Moore's court, after four days of preliminary hearing by Harry C. Arthur. Arthur testified that Fanchon & Marco, head of F&M interests, took stand and said Warner Bros' executives declared war 18 months ago on owners of Ambassador, New Grand Central and Missouri theatres. He then related acquaintance with various defendants said he joined with Allen M. Snyder, engineer, in making the successful bid for lease of the three-run Warner Bros. theatres from a bondholder. He then related a meeting he had with executives of Warner Bros. excepting Harry M. Warner, on March 6, 1934.

"I asked about published reports of a meeting between Warner Bros. and Fanchon & Marco in St. Louis," Arthur said, "and at meeting with Thomas, Sears and Starr they said Warner Bros' plans to obtain the houses had been most successful. Warner Bros. would have to destroy Fanchon & Marco and the Bondholders' Committee."

Arthur testified he pleaded with them not to break meek but was told they were very strong and nothing personal was intended against him.

"They told me," Arthur continued, "that Warner Bros. had an equity (which has been estimated by company at \$4,000,000) in St. Louis and intended to protect it. They also said they also intended to teach the Bondholders' Committee a lesson."

Arthur testified he offered to give Warner Bros. his interests in the RKO theatres to avoid having the business destroyed but offer was rejected on the grounds that the deal is a sucker deal and Warners wanted houses on its own terms.

"Witness when he was told, 'We have nothing personally against Fanchon & Marco but you are the lambs that have to be slaughtered,' Arthur asked if he could suggest a way for him to get out without being slaughtered," but was informed that the only way for him was to walk out of his investment.

Several days after the meeting, Arthur testified, Ned E. Depinet, RKO attorney, told him that Warner Bros. biggest customer of RKO, had put pressure on him to sell Warner Bros. the RKO pictures for St. Louis. He said Schaefer of Paramount had been in the Warner Bros. because they threatened to upset our reorganization plan in Detroit unless we did so."

At conclusion of Hardy's lengthy and detailed statement, Fanchon & Marco's defense said it would be shown there was a fight between two groups of film men here. Contention of gov't, Reed declared, that contracts for supply of pictures drawn up with theatres, rather than with specific operators, was erroneous. These contracts provided for termination when Skouras Super Theatre Corporation, former operator, was owned by Warners and Paramount, lost control of houses, he said.

Reed further stated that Warners had bought out Grand Central establishment number. Relating that Skouras Bros' interests had acquired theatres in boom times and were obligated to pay \$500,000 rents annually. Reed traced at length history of film exhibition in St. Louis since 1910 and its development by Harry Koplar, the Skouras and others. He said Warners continued to supply pictures for the three theatres until the opening of the rival Shubert-Rialto in March, 1934.

Recounting receivership of Skouras interests, he asserted that Warners had invested \$4,000,000 in Ambassador and Grand Central, and stood to lose \$1,000,000 of second mortgage in 1932. Koplar, Reed averred, was threatening Warners with receivership in Federal court. He stated that Warners was "thrown out" when it was found by court that Koplar was trying to obtain a price far above market level for certain stock he held.

Reed related that at conference here Sept. 19, 1934, it was decided that, in a proposal for reorganization of theatres which was not finally adopted, bonds would be issued and Warners would pay enough for four months of interest on the bonds which he would not deposit their bonds and to pay court costs, Warners' obligation being lifted to from \$200,000 to \$400,000.

Reed said Allen M. Snyder, engineer, and from less than three months were issued after last year's reorganization, refused to stand to disclose his associates but it later became apparent that they were "Koplar's boys."

"Koplar said 'Koplar crown' now controlled all 'de luxe' theatres here except 'Loew's State and Warners' Shubert-Rialto and Orpheum. It was a part of the conspiracy to control the second-run houses," Reed continued. "The evidence will show Koplar was genius behind scheme and it was part of plot to run Warner Bros. in St. Louis. We will show that Koplar said he had Warner Bros. over a barrel and they would have to do business at his terms. We'll show there was a combination but the Government is not going to prove it. The truth is, Warner Bros. in face of this situation, decided to stay in St. Louis and so they became guilty of going out and renting a couple of theatres in which to show their pictures."

"Warners rented the Shubert-Rialto. Three or four years before that that Koplar had instituted practice of showing two first-run pictures in each theatre. It became necessary for Warner Bros. to show two first-run pictures. They didn't have that many and deciding to contract for others, turned to Paramount and RKO. Then they had more than they could show in one house, so they got another, the Orpheum, and were able to compete successfully with other de luxe theatres. The evidence will show that they were guilty of refusing to do business with Koplar."

Reed was followed by William R. Gentry, for Paramount, Sam Fordyce for George J. Schaefer and Jacob Lashly for RKO and Ned E. Depinet.

Second Day

Four unsuccessful attempts to have anti-trust case declared mistrial and equally unsuccessful attempt to have the case dismissed on grounds of conspiracy charged was not interested in that theatres involved are located in St. Louis and therefore did not come within province of anti-trust law, marked high lights of second day of trial.

Russell Hardy, who is assisted by four anti-trust experts from department of Justice, read his opening statement to the jury at 10 o'clock hours. He was interrupted four times by counsel for defense who protested his statements to jury were inflammatory and prejudicial, especially when he referred to wealth and real possessions of defendant companies.

Defense charged that his repeated statements were accumulative to

point where mistrial should be ordered. Demurrer was offered when Hardy concluded. In overruling motion, Judge Moore said it was no crime to sue and no crime to be rich and defense had brought situation on themselves when in questioning prospective jurors on Wednesday (2) they had asked if any of them were connected to wealth of corporations involved.

Hardy concluded his statement during afternoon session and former U. S. Senator Reed began statement in behalf of his clients. At outset and several times thereafter Reed charged that Harry Koplar, pioneer in the exhibition of motion picture here, was responsible for present condition here and that Koplar was instrumental in jeopardizing \$4,000,000 investment of Warner Bros. here. Reed went into details of history of case and when court adjourned at 1 o'clock, Hardy had not concluded his statement.

Hardy's Highlights

Highlights in Hardy's statements were that defendants, if allowed to continue their practices, would destroy local F. & M. interests, which, he said, already had lost \$200,000 as a result of the withholding of six. He said films constitute high largest industry in country and eight major companies produce nearly all features. Stated that WB, First National, Par and RKO together had 48% of productions and same concerns were largely engaged in exhibition also. He said Par is part of a group which controls more than 1,200 of country's picture theatres, more than any organization in world; Warner Bros. owns or controls 531 theatres and RKO controls 414. Hardy stated that combined assets of RKO, Par and WB exceed \$680,000,000.

St. Louis, Hardy asserted, has eight first-run picture theatres, 10 second-run houses and 20 for subscription. WB, RKO declared, for years has controlled 25 of these theatres, including a preponderant part of second-run business in seven houses.

In describing the financial strength of defendant companies stated that the combination of nearly half of film production, more than 1,800 theatres and these assets was something of a well-nigh irresistible. Hardy reviewed the entire history of case which required great part of his time. Reed, Lashly and Gentry, defense counsel, asked that witnesses be excluded from courtroom and Hardy assented with reservation that attorneys should be admitted. Three of government's witnesses are lawyers.

Three stenographers were selected today to prevent mistrial in event any of regular panel became ill during trying of case, which is now expected to last four or five weeks.

The Jury

Selection of a jury was completed on Wednesday (2) after all-day session. Jury which will try case is composed of W. H. Stubbs, Charles E. Gorman, George Fullerton (colored), Charles L. Krause, Bruce E. Calif, Otto G. Ditty, Emil H. Lauter, Joseph C. Edv, Ed Pahgorth, H. C. Applegate, Erving Weber, and George Atwood. When the Govt. announced ready, former U. S. Senator James A. Reed, of Kansas City, representing WB; William R. Gentry, representing Paramount; and Jacob M. Lashly, of counsel for RKO, declared they were not ready. They said they were in same position as Monday (1) when motion they filed opposing the venire was overruled. Reed took court that if forced to trial defense would, of course, go on with proceeding. Judge Moore rejoined that defense falling to announce ready court ordered trial to proceed.

Picking of jury required somewhat more time than is usual in Federal Court, entire forenoon session being devoted to examining of 18 veniremen by Harry G. Blanton, U. S. District Attorney here. He named 19 lawyers appearing in court for various defendants and listed whether or not prospective jurors knew any of them. Several said they were acquainted with some who they had seen. Asked whether they had any connection with the film industry, the veniremen said they owned stock. Veniremen said they had no prejudice against anti-trust act, or two stating they were in sympathy with it. Samuel W. Fordyce, of counsel for Paramount, asked each if any knew any of Gov't witnesses numbering more than 50. After

trial is being held in small courtroom on fourth floor in Federal Bldg., constructed during Civil War days. Half of room is reserved for judge, jury, counsel, defendants and newspapermen. Balance for spectators. Court will move to new bldg. in next few weeks.

Former U. S. Senator James A. Reed of Kansas City and chief of counsel for defense is easily most striking person in room. Reed is tall, thin, with hair, and commands attention of everyone when he rises to address court or jury. Nineteen attorneys are representing defense. Six are residents in St. Louis and five live in New York and Washington.

Her fair and photos posed.

Selection of George negro waiter at juror, is unusual.

Opening day of world's series at Detroit was unofficially observed by Judge Moore, who allowed almost two hours for luncheon. Game began at 12:15 p.m. St. Louis time, and those interested grabbed airings of contest at restaurants, hotels and such.

Injunction case against defendants, which was scheduled to begin immediately on conclusion of anti-trust case has been continued indefinitely by court as no property can be made of length of present case.

Defense, says Gov't, has 30 witnesses to call, but no mention of number to be called to combat charge has been made.

Judge Moore's small courtroom, on fourth floor Federal Bldg., was packed nearly to suffocation with defendants, attorneys, witnesses, newspapermen and rail-birds and it became necessary to move to Judge Fordyce's court in the third floor. When Harry Arthur took stand on Friday (4) courtroom was nearly filled.

One of few times in history of local federal court table for press was set up. In addition to local men, representatives of press associations, there were three men from out of town. Two from New York and one from Hollywood, The New York Times, and the Associated Press. Witnesses and all three represent trade papers.

Three stenographers, in relay, on duty in Judge Moore's court. Arguments, motions, etc., come so fast that many different stenographers that one court reporter could do the entire job.

Witnesses and spectators in courtroom: Jules Levy, Cresson Smith, Neil Agnew, Lou Ehlman, Des Moines, Ia. RKO mgr. and formerly of St. Louis; Spyros Skouras, formerly of St. Louis and pres. National Theatres and who is accompanied by his Los Angeles attorney; Jack Farling, mgr. of F&M; Charles Kirtzman and Harry Greenman, St. Louis execs. for F&M; Fred Wehrenberg, president, Moving Picture Theatre Operators' Ass'n; George W. Fox, Missouri and Southern Illinois; Clarence Turley, pres. Building Managers' Association and operator of tube houses; Joe Garrison of Universal here; Charles J. Smith, St. Louis branch mgr. Columbia; Clayton Lynch, St. Louis branch mgr. MGM; Max Swetzer, branch mgr. Par.

Jury was empaneled Fordy asked that two alternates be selected, suggesting to court that five names be called on Thursday. Reed, Gentry, Lashly and several others defense attorneys have been asked to call out jury that move but also to the impeding of jury. All motions were overruled and judge called jurors not to discuss case among themselves. Missouri and Southern Illinois; Clarence Turley, pres. Building Managers' Association and operator of tube houses; Joe Garrison of Universal here; Charles J. Smith, St. Louis branch mgr. Columbia; Clayton Lynch, St. Louis branch mgr. MGM; Max Swetzer, branch mgr. Par.



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# Studio Placements

Hollywood, Oct. 8. David Horelay, 'Thousand Dollars a Minute', Republic.   
 Eusebio Cabrita, 'Mary Burns, Fugitive', Wanger.   
 Marie Osborne, 'Pardner Jones', 'Eusebio', Radio.   
 Farley, 'Midnight Phantom', Reliable.   
 Jim Corey, Tom London, 'Fighting Males', Republic.   
 Pete Smith, narrating 'Trotters', 'Water Sports', Metro shorts.   
 George Wagener, screen play, 'William B. Flah', U.   
 William King directing 'Captain Commanding', U.   
 Michl Eklund, Warren Hull, Alma Lloyd, Joseph Cawthorn, Henry O'Neill, Joseph Sawyer; William McGann directing, 'Freshman Love', WB.   
 Joe Barton, James Quinn, James Burtis, Chris Martin, 'Coronado', Par.   
 Chester Gan, Jack Daley, Jack Wallace, 'Klondike Lou', Par.   
 William Garber, Frank McDonald directing, 'Backfire', WB.   
 Noel Madison, 'Champion', Charlie, 20th-Fox.   
 Gene Enders, winning original for Francis Lederer, Pickford-Lasky.   
 May Beatty, 'Meet the Duchesses', WB.   
 Phil Tead, Crawford Kent, Charles Coleman, 'Love Songs', Radio.   
 Ethel Wales, 'It Happened in Hollywood', Radio.   
 Al James directing 'The Man', Par.   
 David Worth, June Marlowe, Julian River, Richard Cramer; William Hutchison directing, 'Riddle-Ranch', Beaumont.   
 Ramon Pereda, Adriana Lamar, J. J. Forden, untitled Spanish picture, Reliable.   
 Lucien Littlefield, Charles Coleman, 'Magnificent Obsession', U.   
 Roy Hardy, 'Shoot the Chutes', Goldwyn.   
 Spencer Charters, Ian Wolfe, Rolf Sledge, 'Thousand Dollars a Minute', Republic.   
 Harry Sauber, screen play, 'Her Master's Voice', Wanger.   
 Fred Stone, 'Feud', Wanger.   
 Harry Carey, Harry Fraser directing, 'Aces Wild', Berke.   
 Gene Connell, Sheridan Gibney, adapting 'The Green Pastures', WB.   
 Tom Reed, screen play, 'Case of the Velvet Claw', U.   
 Frank Chanslor, continuity, 'Man Hunt', WB.   
 Ben Markson, adaptation, 'Ready, Willing and Able', WB.   
 Howard Green, writing untitled original, Reliable.   
 Charles Blystone, John Blystone directing, 'No Hero', U.   
 Lionel Atwill, 'Maid of Honor', Col.   
 Clyde Beatty; John Sherman, Ray Trampe, screen play, 'Dark Continent', Republic serial.   
 Lew Ayres, directing 'You're in the Navy Now', Republic.   
 Douglas Walton, 'Splendor', Goldwyn.   
 Gene Autry; Joseph Poland scripting, 'Sagebrush Troubadour', Republic.   
 Jack Sobell, Stuart McGowan, Doris McDowall, 'Along Came a Lady', Republic.   
 Joe Fields, Welly Tolman, Jerry Chonow, screen play, 'The Leathernecks Have Landed', Republic.   
 Lester Cole, Gordon Rigby, adapting 'High-Hike Lady', Republic.   
 Phillips Smalley, Harry Bowen, Harry Bernard, Charles McAvoy, untitled short, Roach.   
 Walter Kingsford, Michael Whelan, Maurice Cass, 'Professional Soldier', 20th-Fox.   
 Alice Hayes, Eugene Forde directing, 'Broadway Co-Ed', 20th-Fox.   
 Stuart Erwin, Pat West, Israel Jewell, 'Celling Zero', WB.   
 Sifton Miller, screen play, 'Two O'Clock Courage', Radio.   
 Mack Marell, adapting Par.   
 Sam Hellman, Gladys Lehman, screen play, 'Message to Garcia', 20th-Fox.   
 Buck Jones, Donald Kirke, 'Sunset of Power', U.   
 Paul Weigel, 'Invisible Ray', U.   
 Sam McDaniels, 'Great Impersonation', U.   
 Harry Harvey, Col.   
 Duke York, 'Coronado', Par.   
 Alkm Tamaroff, 'Desire', Par.   
 George Cooper, 'Anything Goes', Par.

Adrian 'Rosely', 'Collegiate', Par.   
 Matt McHugh, 'If You Could Only Cook', Col.   
 Helen Twelvetress, Rod LaRoque, Ed Lynch, 'Frisco Waterfront', Republic.   
 Pat Morarity, 'low and the Stars', Radio.   
 Edward Emmett Rogers, 'screen play', 'Captains Courageous', Metro.   
 Leonard Praskins, Wanda Tuckoff, scripting 'Franklin', Metro.   
 Scott Pembroke directing, 'G Men of the Nineties', Republic.   
 Bon Granville, Mary Russell, 'An Wilderness', Metro.   
 George Walsh, 'Klondike Lou', Par.   
 Alden Chase, 'Millions in the Air', Par.   
 George Givot, 'Riff Raff', Metro.   
 Ken Taylor directing 'Sunset of Power', U.   
 Edward Keane, 'It Happened in Hollywood', Radio.   
 John Taylor directing 'The Great Ziegfeld', Metro.   
 Sam Flint, Paul Stanton, Edward Keane, 'It Happened in Hollywood', Radio.   
 Frank McGlynn, Jr., Ethel Wales, Lane Latta, 'The Great Ziegfeld', Metro.   
 Bretherton directing, untitled 'Hopalong Cassidy', pic, Par.   
 Tom Cook, 'Champagne Charlie', 20th-Fox.   
 Stuart Essex, 'Perfect Gentleman', Metro.   
 Clinton Lyle, 'The Great Ziegfeld', Metro.   
 Raia Birell, 'Lone Wolf Returns', Col.   
 Robert Light, Carlyle Moore, Jr., James Bush, Gordon Elliott, Ed Geary, 'Y', Metro.   
 Edward Earle, 'Collegiate', Par.   
 Carlos De Valdez, 'Type', Metro.   
 John Kelly, 'Miss Pacific Fleet', WB.   
 Bentley Hewlett, 'Frank Merrick', serial, U.   
 Fuzzy Knight, 'Trail of the Lonesome Pine', Wanger.   
 Randolph Scott, 'Motor Boat Girl', Par.   
 Beryl Mercer, 'Buccaners', 20th-Fox.   
 Tracey Knight writing original, Republic.   
 Red Dolan, adapting original, Metro.   
 F. Hugh Herbert, screen play, 'Caesar's Wife', WB.   
 Russel Hopton, Michael Whelan, Pedro de Cordoba, 'Professional Soldier', 20th-Fox.   
 Jean Irene, 'Perfect Gentleman', Metro.   
 Jack Daley, Al Richmond, Loretta Russel, Henry Burrows, May Warren, 'Collegiate', Par.   
 Bill Dooley, 'Anything Goes', Par.   
 William Desmond, 'Nevada', Par.   
 Mary Flynn, 'Millions in the Air', Par.   
 Jack La Rue, Fred Kohler, Jr., Brian Donlevy, 'Shoot the Chutes', Goldwyn.   
 John Twist, screen play, 'Mother Love', Radio.   
 Mary Korman, 'Galling of Dan MacIntosh', Wanger.   
 Kette Tibbety, 'Desire', Par.   
 Walter Brown, 'Man Who Broke Bank at Monte Carlo', 20th-Fox.   
 Charles Irwin, 'Meet the Duchesses', WB.   
 O. O'Connor, 'Marie', Metro.   
 Dora Clement, 'Maid of Honor', Col.   
 William Drake, scripting 'Reunion', Par.   
 Russell Hopton, James Burke, Charles Kolker, 'Frisco Waterfront', Republic.   
 John Wayne, Carl Pierson directing, 'The Oregon Trail', Republic.   
 Scott Gibson, Wally Wales, Art Mix, George Hayes, June Gale, Ralph Lewis, Late McKee; Allen James directing, 'Swifty', Fetter.   
 Frank Albertson, 'Al Wilderness', Metro.   
 Richard Goldstone, Geo Briggleb, scripting 'Gilder Stork', Metro.   
 Joan Bennett, 'Feud', Wanger.   
 Jack Hatfield, King Burke, Jonathan Hale, 'Too Tough to Kill', Col.   
 Jimmy Butler, 'Snatched', 20th-Fox.   
 Monte Collie 'Anything Goes', Par.   
 Les Phins, Robin Hood of El Dorado, Metro.   
 David Thursby, 'Captain Blood', WB.   
 William Burress, 'Husk', Par.

## TITLE CHANGES

Hollywood, Oct. 8.   
 'Prairie Schooners' at Warners had been switched to 'Song of the Saddle'.   
 Warners will resauite title, 'Mon of Steel' as substitute tag for 'Country Boy'.   
 Jack Benny's 'Chiseling Chiselers' goes out as 'It's in the Air'.   
 'Rendezvous' got the call over 'Black Chamber' at Metro.   
 Columbia's 'Jackhammer' hits release next.   
 'Too Tough to Kill'.   
 Radio's 'Love Song' changed 'I Dream Too Much'.   
 'Rained' Ginner Rogers reverts, gets former hands of 'In Person'.   
 'The Bouncer' switched to 'Ship Cafe', at Paramount.   
 'Chatterbox' gets call over 'Long Ago Ladies' at Radio.

# F&M Show for Oilers

Hollywood, Oct. 8. Entertainment Petroleum Institution convention opening in Los Angeles Oct. 13, will be provided by Fanchon & Marco. Producers have headaches over problem of crowding exhibitors all over world into Biltmore Bowl.   
 Convention execs have second thought one in figuring how the show will be handled. It can be held into at least one picture studio during meeting.

# LEVINE HEADS ALL REPUBLIC PRODUCTION

Repub's backers are said to have informed studio heads to turn out more pictures like 'Harmony Lane'. Nat Levine, who produced that film, claims to have gotten the ears of the financiers and sold them the idea of bigger pictures. Exchanges are also prodding the studio for product, as it fell behind during the Masco reorganization. Levine is assuming charge of production and has discarded all yarns previously okayed by Carr and M. H. Hoffman. He feels that since he's responsible for the product, he should have the say-so all around.   
 Sherman, whose Liberty unit is abandoned in Republic, is already scouring on the proposition and is said to have asked for a \$100,000 settlement to bow out. Payoff would be for the purchase of Allied and Liberty interests.

# U. S. DUB FOR FIRST RUSS PIC, 'GULLIVER'

First Russian picture to be dubbed into English for American distribution is 'The New Gulliver', which has just been bought from Amkino by Jos. Burstyn and Oscar Serlin. Arthur Mayer also is in on the deal, tho having pooled to purchase the North and South American distribution rights.   
 Picture has just arrived from Russia and will get its American premier in the original at the Cameo, N. Y. Will then be taken out of circulation for dubbing purpose, the Cameo deal having been set in Amkino prior to the deal. It is based on 'Gulliver's Travels', the Swift classic, but is acted out completely by puppets, the first feature film thus handled.   
 Only three times previously have foreign language films been dubbed into English for American distribution, once each from original, French, Italian and German pictures. None of the got very far in a distribution way, however.

# CLIFTON'S BOW WOWS

Hollywood, Oct. 8. Elmer Clifton directs first of new series of indie action picture for Reliable, featuring Rin Tin Tin, Jr. Clifton optioned for the balance of series of six.

# CONTRACTS

Michael Whelan signed long contract with 20th Century. Will support McLaglen in 'The Professional Soldier'.   
 Jack Moffitt, K. C. Star picture ad, drew term for at Paramount after turning in treatment of 'Roaring Girl'.   
 Radio handed John Twist new writing assignment.   
 Twentieth-Fox rescued Michael Whelan from local showcasser, signed him to stock contract.   
 Stuart Holmes under seal at Warners.   
 Kent Taylor held at Paramount on option.   
 Sid Silvers put under contract at Metro in a three-way deal calling for his services as writer, singer or actor.

# STORY BUYS

Hollywood, Oct. 8. Warners bought screen rights to P. J. Wolfson's 'Public Enemy's Wife' as likely star for Bette Davis.   
 Film rights to 'No Hero', as possible star for Pat O'Brien, acquired by Warners.   
 'Here Comes Trouble' by J. Robert Brown and Norman Houston sold to 20th-Fox.

# All Republic Units Swing Over To Masco Lot; Mono Heads Keymen

## Sid Justin to Coast On Par Legal Staff

laney Justin, who represented Paramount theatres during the NRA and has continued a legal capacity at the Par home office, is joining the studio force of counselors on the Coast. He leaves Saturday (12) via the canal. Justin will handle legal work at the Par plant under Jack Karp, its present legal head.   
 No replacement in the Par theatre branch will be made at the home office, any matter of a legal nature in future clearing through regular channels.

## Studio Soundmen Petitioning to Repudiate Local

Hollywood, Oct. 8. Petition repudiating International Alliance of Theatrical Stage Employees soundmen's local No. 638 and Harold V. Smith, business representative of the union, is in circulation among studio soundmen. Around 300 signatures were reported secured up to yesterday (7). There are from 500 to 600 active soundmen in studios at present.   
 Move is reported in line with recent test suit by a soundman seeking to repudiate dues and notes assertedly owing to the union. Case was dismissed on a technicality with another reported due. IA local has been unrecognized since the 1932 technicians' strike with International Brotherhood of Electrical Workers holding a current agreement with major studios covering soundmen. Smith recently filed a demand for Warner Law recognition with local labor board.

## Metro Scouts Ozarks For 'Bugle Ann' Locale

Hollywood, Oct. 8. Director Richard Thorpe pulled out last week for the Ozark mountain district of Missouri to secure location for 'Bugle Ann' and background shots for the Metro production of 'Voice of Bugle Ann'.   
 Picture will be produced by John Considine, Jr., under the Sam Katz unit at Metro.

## Jones Opus Launched

Hollywood, Oct. 8. Buck Jones launched his new feature, 'Sunset of Power', for handling yesterday (Monday), undervalued female lead to Helen Spivey, who plays it with him in 'Ivory Handled Guns'.   
 Ray Taylor directs and cast as Charlie Middleton, Ben Corbett, Donald Kirk, Charles King, William Lawrence, Nino Campana and Eumenico Bina. Unit is on location near Victorville.

## 'Night Wire' to Col.

Hollywood, Oct. 8. Columbia has purchased 'Night Wire', an original story by Barry Shipman, son of Nell Shipman. Deal handled by Myrt Blum agency.

## Ojerholm Rejoins Par

Recently completing 'Headlines of the Century', historical picture for schools and other non-theatrical accounts, John Ojerholm returns to Paramount indirectly as general manager of the Hacht-MacArthur producing unit at the Astoria, L. I. studio, where 'Onk the Rich' and another H-M feature are to be made this fall. Ojerholm has been with Par for seven years for seven years eastern film editor.   
 Recently he put 'The Virginian' in shape for reshuance by Par.

## Reorganization of the production setup of Republic Pictures within six months after the company starting of functioning will swing the organization onto the Masco lot to combine the various production units of the outfit.

Trem Carr, v.-p., ill function in future, as operating and financial head of Republic on the Coast, with key spots being handed over to responsibilities of actual production and contact with directors, writers and artists.   
 Robert Welsh, who had been handling production details under Carr for the latter's unit, will function as an associate producer under Levine, with M. H. Hoffman in a similar spot.

## Final organization for new start of Republic under the combination of its units at Masco studios will find most of the former Mono department heads and employees in key spots. Heretofore, the Carr organization will act as production manager for the top bracket pictures, while Al Levey, who has been functioning as assistant to Levine, will act as production manager on the serials; Gene Autry westerns and program features.

Fred Steele will be installed as comptroller, Bruce Hiebson will be technical director, and Lindley Parsons will handle publicity. Trio has been with Carr for several years. Wallace MacDonald, scenario editor for Levine, will remain as story editor.

Setup was arranged following conferences between Carr, Levine, W. Ray Johnston, Herbert Yates and Ben Goetz. Latter two are execs of Consolidated Film Industries, Inc., which backs the Republic outfit. Carr declined to take responsibility for any production, picking his spot as operating and financial head on the Coast, having charge of the studio operation.

## Palestine Pic

Boris Morros of Paramount has written the score, assisted in production of it and is personally interested in a Jewish picture which was made by the Zionist organization and will go out as 'Land of Promise'.   
 Decision has not yet been reached whether picture will be marketed in theatres or sent out as a non-theatrical attraction.



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# BIGGEST AGENCY SPENDERS

## Striking Panelmen Win at WDAS

### Owners Capitulate After Station Off Air Seven Hours and Picketed

Philadelphia, Oct. 8.—Sudden technicians' strike at WDAS last Friday (4) stilled station's transmitter for seven and a half hours. Studio engineers, six in number, had been complaining quietly for several weeks about need of a "working agreement." Station boss, figuring it was just usual employee squawk, didn't pay much attention until 1:30 Friday afternoon, when men delivered copy of agreement with demand that it be signed in half an hour.

A. W. Dannenbaum, station proxy, asked for time to consider action after consultation with other owners. Then at 2 o'clock, in the middle of an announcer's speech, voice plugged in from transmitter with statement to listeners that station was going off the air due to a technicians' strike. Almost immediately pickets appeared outside studio and began handing out mimeographed letters to public. Management was able to comply with strikers' demands until Dannenbaum and Maurice Steppacher, saw one of the circulars containing all sorts of accusations and personal attacks on them. Then they burned plenty. Finally, after taking another look at loss of sponsor contracts, they gave in and signed. Station was back on the air at 9:15 p.m.

According to terms of new contract, which is in operation until September 1, 1936, technicians will get pay increased and will work eight hours day, with time and a half for overtime. Fact that station this week moves its sign-off from 11:30 to 1:30 undoubtedly was prime motive in strike. Strikers were members of American Radio Telegraphists Association. Studio officials estimate the actual loss in sponsor revenue for silent hours at several hundred dollars and listener loss unknown. WDAS is sole local full-time indie station.

## All-Negro Show Cancelled; Call Skits Too Grim

Baltimore, Oct. 8.—Half-hour broadcast scheduled over WCAO, last Sunday (6), which would have for first time a broadcasting division presented a program written, acted and announced by Negroes, was cancelled late on Saturday by station boss Tom Lyons because he found objectionable some of the sketches primed for airing.

Broadcast was to have been under auspices of local members of the National Association for Advancement of Colored People, largest Negro organization in the country. Objective of the program was to ask for contributions to help send fund NAAACP in raising to hire stout legs, battery to fight for admittance of colored students at the University of Maryland.

Program was to have been reenactments of some of the anti-segregation campaigns waged by NAAACP in various parts of the South, as well as dramatizations of some of the atrocious perpetrations in last couple of years. On Saturday morning, script was sent in for Lyons' perusal. He returned it to the author, Ralph Matthews, of staff of local Negro newspaper, with note that several of the depictions must be deleted and couple of more must be toned down. Yet when the colored cast and announcers arrived for rehearsal later in day, corrections had not been made and hint given that they would not be, with script's author holding that he had penned unwilling re-enactments and that the strong speech belonged, radio custom notwithstanding, to Lyons. Promptly cancelled the airing.

## CURT PETERSON AT MARSCHALK & PRATT

Curt Peterson for the past four years assistant program manager at NBC moves into Marschalk & Pratt agency as radio director, succeeding Dave Elman who resigned two weeks ago. Peterson was with the network practically since it was formed, having joined WJZ in 1927 as announcer and singer.

Accounts to be under his direction include: Standard Oil of New Jersey, with Lombardo Road and U.P. Rashes; American Radiator, with Dale Carnegie; Scott & Bowne, with Gabriel Heatter; Roger & Callet, with Bob Crosby and Crusaders, with Fred G. Clark.

## B'KLYN EAGLE AND WBBC TO SHARE

Washington, Oct. 8.—Long-fought Brooklyn radio case today was decided by the Federal Communications Commission with a compromise ruling favoring Station WBBC, Brooklyn Broadcasting Corporation, and Brooklyn Daily Eagle Broadcasting Co. Inc.

Commission action on examiners' reports authorized WBBC to operate on 1,400 k.c., sharing time with a new transmitter to be built by Daily Eagle.

Decisions denied renewal of broadcasting licenses to Station WARD, U. S. Broadcasting Corp., Brooklyn, which had been operating on 1400 k.c.; to Station WLTH, Voice of Brooklyn, Inc., also operating on 1400 k.c.; and to Station WJWV, Paramount Broadcasting Corp., Brooklyn, which had asked permission to operate unlimited time on the disputed frequency.

Application of Aede Bulova and Norman K. Winston, Brooklyn, for new station to operate on same frequency was denied.

Samuel J. Gellard, owner of WLTH, is consulting with his attorney, Paul Segal, over the FCC's action of banning WLTH off the air and giving its facilities to WBBC, Brooklyn.

Idea of the consultations is to get together enough evidence in defense of the station to submit the matter to the entire Communications Commission, and not merely the broadcasting division.

Gellard claims that in the face of last year's decision against rival WBBC in which the examiner's report cited evidence of lax conduct WLTH claims that it is in the funds—the commission now has granted WBBC's application for license renewal and ditched WLTH entirely.

Furthermore, last week Examiners Ralph Walker and George H. Hill handed in reports to the FCC advocating denial of the WBBC plea. But the Commission reversed the recommendations completely.

WLTH claims that it is in the dark about reasons for being kicked off the ether. Fact that Brooklyn Daily Eagle Broadcasting Co. enters into the picture, and completes a triangular situation, is viewed as an especial stimulant to a major tuck-in with the FCC. Paul Spearman, former general counsel for the commission, is now attorney for the Eagle.

Kenneth McCaleb, Daily Mirror editor, has been substiting for Jack Lutz on his Flasher Saturday night programs on WJWB for the last three weeks.

## TIME BILLS OF 7 OVER \$1,000,000

### First Six Months of 1935 Figured—Close Budget Race Between Blackett and Thompson Agencies

### TALENT BILLS

Study of the agency affiliation of the accounts that were on the first part of this year and the business set for the first six months season indicates that there will be a sharp realignment of the first 15 advertising agencies as far as network billings are concerned when the tally for 1935 is taken. Network statistics

### Last Year's Ratings

Following is how the agencies rated on expenditure for network facilities for the year 1934:

1. Blackett-Sample-Hummert
2. J. Walter Thompson
3. Lord & Thomas
4. Benton & Bowles
5. Erwin, Wasey & Co.
6. N. W. Ayer
7. Young & Rubicam
8. B. B. D. & O.
9. Ruthrauff & Ryan
10. Stack-Goble
11. Newell-Emmett
12. McCann-Erickson
13. Campbell-Ewald
14. Lennen & Mitchell
15. William Esty

ans see a possibility of J. Walter Thompson nosing Blackett-Sample-Hummert out of first place and Lord & Thomas remaining third position.

First six months of 1935 gave Blackett an edge of 12% over Thompson in NBC-CBS billings, while Benton & Bowles by a much wider margin stepped over L & T into third place. As it has consistently done the last five years, Thompson this season is leading the field on talent expenditures. Thompson's current weekly payroll for entertainment is estimated at around \$50,000, with the Fred A. Bristol-Meyers show added to its list. Young & Rubicam will be spending in the neighborhood of \$28,000 a week for talent, while other important spenders in this department are Lord & Thomas, N. W. Ayer and Lennen & Mitchell.

Rating of the agencies on network time billings for the first six months of 1935 was as follows:

1. Blackett-Sample-Hummert, \$2,408,068.
2. J. Walter Thompson, \$2,368,152.
3. Benton & Bowles, \$1,806,281.
4. Lord & Thomas, \$1,505,695.
5. N. W. Ayer, \$1,431,216.
6. Erwin, Wasey, \$1,079,333.
7. McCann-Erickson, \$1,004,800.
8. Young & Rubicam, \$931,327.
9. Stack-Goble, \$778,822.
10. Blackett, Co., \$759,227.
11. Ruthrauff & Ryan, \$605,571.
12. Cecil, Warwick & Cecil, \$596,736.
13. William Esty, \$587,801.
14. Lennen & Mitchell, \$523,992.
15. Roche, Williams G., \$499,774.

Second 11 biggest runners-up, with the list involving agencies whose network billings were above \$200,000, were:

1. Newell-Emmett, \$154,737.
2. H. H. Wells, \$151,573.
3. Frances Hoover, \$138,451.
4. Biow Co., \$140,870.
5. F. Wallis Armstrong, Waic, \$130,310.
6. B. H. D. & O., \$121,495.
7. Hutchins, \$120,111.
8. Aubrey, Wallace, Moore, \$120,575.
9. Lambert & Feasly, \$120,272.
10. Sweeney & James, \$239,067.
11. Hanff-Metzger, \$238,785.
12. Campbell-Ewald, \$230,343.
13. Lord Hutchinson, \$228,819.
14. Hays, MacFarland, \$206,547.
15. Lake-Spiro-Cohn, \$202,533.

## P.&G. Get Free Time from 100-Watter Stations for 'Ma Perkins' Platters

## 10 RADIO 'LAWYERS' GET F.C.C. NICHES

Washington, Oct. 8.—Ten attorneys, including one who last week were rewarded for their labors at the Federal Communications' Commission by election permanent positions within the organization. Promotion for briefers was provided for by Congress in Communications Act of 1934.

Names of the ten experts are as follows: Walter D. Humphrey, James A. Kennedy, George M. Harrington, Abe L. Stein, Basil P. Cooper, James L. McDowell, Annie Perry Neal, Robert M. Fenton, Frank U. Fletcher, Melvin H. Dalberg.

Cincinnati, Oct. 8.—Free time for commercial shows is reputedly being dropped into the laps of Procter & Gamble through the use of the 'Ma Perkins' platters as bait. P. & G. advertising men have been contacting small stations throughout the country and have found that there are many 100 and 250 watt stations which are perfectly willing to donate. To recover entirely free time to the commercial platters in return for the 'prestige' of carrying one of the recognized name shows on the air.

From 100 out-of-the-way outlets which get little national business. Stations are reported to have received personal calls from P. & G. advertising officials and they have convinced the stations that the 'Ma Perkins' discs will add to the popularity of the station, because of the known strength of the NBC show.

Non-Cancellable

In some dozen or so cases the soap company is reported to have gotten stations to signature a full 52-week, non-cancellable contract with the sponsor paying for nothing but the postage on the discs. The discs are on hand, anyway, with perhaps a few other platters slumped up to take care of additional outlets.

However, in a handful of cases it is understood that the stations are getting some revenue from the soap company. As generally a jump sum of, say, \$250 or so for the entire 52-week run of the contract. One instance, a stand-out, is that of a single station drawing down \$500 from the year's agreement on the 'Perkins' discs.

Most of the stations thus far contacted by the Procter & Gamble men are on the eastern and western slopes and the country around New England and up in the northwest area of the Oregon-Washington territory.

(Variety queried Procter & Gamble for official confirmation but received no acknowledgment up to press time.)

## WORLD SERIES COST FORD \$355,000

Ford's bill for the World Series broadcasts this year will come to around \$355,000. Billings for station time were somewhat higher this year than they were last, with the cost of the various hookups figuring approximately \$255,000. Other \$100,000 was paid to the ball clubs for the broadcast privileges. There were no other extras, since the networks each absorbed the announcer pay rolls.

Altogether, 134 stations in this country and Canada carried the play-by-play version of the Tigers-Cubs entanglement as originated from the diamond sidelines under the Ford banner. Not all the outlets to hook in at their own expense. As estimated by the networks yesterday (Tuesday), the billings from NBC will amount to \$120,000, from Columbia, \$115,000, and from Mutual (four stations), \$20,000.

## Gene Carr Promoted

Cleveland, Oct. 8.—Eugene Carr, program director of WGAI, has been promoted to assistant management of station under John P. Lutz. Carr formerly with WTAM and with Lang, Fisher and Kirk advertising agency. Worth Kramer, WGAI's schedule manager and announcer, gets Carr's old post as program head. He also doubles as a part-time over NBC blue network with Ann Heath and Walberg Brown's ork.

Bob Evans, sportscaster, shifted to station news director's desk. David Taylor, of Pittsburgh's WCAE, joins WGAI's staff as announcer. Takes place of Ray Rasmussen, who is quitting radio.

## Indict Norman Baker

Des Moines, Oct. 8.—Norman Baker, owner of XENT in Mexico and founder of the Baer Cancer institute at Muscatine, Iowa, has been named in two indictments returned by the grand jury. One charged him with conspiracy to practise medicine without a license, and the other, practicing medicine without a license.

Baker was arrested several months ago on his return from Mexico where he had spent several years.

## 'Please Excuse' Letter Signed By Edgar Kobak

NBC sales department yesterday (Tuesday) undertook to lessen the embarrassment caused the network by a promotion release from one of its own stations, WTAM, Cleveland, by sending out a circular letter to advertising agencies disavowing the arguments and other matter contained in the release. WTAM promotion mgr., new on the job, had violated the strictest rule in the NBC regulation, and that is never to compromise in the name of newspaper advertising with that of radio.

Edgar Kobak, NBC v.p., in charge of sales, ordered the letter of apology put out. It was under his own signature, and explained that NBC has always been against comparing the costs or superlatives of the various media, and asked that the brochure emanating from WTAM should not be included as representative of NBC tactics. Kobak's letter was mailed to the same list that received the WTAM work, which included in its statistic a setup the line rates for all newspapers in Cleveland and also those in other Ohio towns covered by WTAM's signal.

## Tom Fizdale Still in Biz

Tom Fizdale is still functioning as exploitation counselor here. Phil Andrews, Fizdale's former partner, is the one who has joined the magazine Mademoiselle.

Fizdale works with Leo Burnett, Needham, Louis and Crosby and other Chicago advertising agencies.

# LOCAL MERCHANDIZING TIE-INS FOR WEB SHOWS FAVORED BY SPONSORS

### NBC and CBS Pleased—See Trend Helping to Sell Hard-Boiled Advertisers — Home Town and Dealer Good Will Sought

Pumping local interest into nationally aired programs as a stimulant to showmanship and merchandising is definitely on the upbeat in this fall's crop of shows. Sponsors figuring that loyal home-town hearts will beat warmer at the mention of old Keokuk, etc. over a coast-to-coast hookup. And the idea is usually good for free newspaper space and dealer ping-up, too.

All told, 10 web programs are now lined up with the trend, prospects being that more will succumb as soon as suitable schemes can be cooked up. Three of the 10 are brand new shows, with the final angle specifically intended as the framework for the whole offering. The three are 'Great American Tourists' (Gulf), 'Atlantic Family on Tour' (White Flash gas and oil) and 'Ira Bailey House Showboat'. First two mythically meander from city to city, plenty of actual merchandising accompanying the fictional hegiras, 'Ira Bailey Allen' series even goes so far as to contain skits in which the idea of some local dignitary's wife is faked in.

Lucky Strike 'Hit Parade' nods in the same direction by offering a special musical selection each week that is considered tops in such-and-such a burg. Kellogg's 'College Prom' gets a still different twist by having football coaches from the various scholastic haunts spill their dope on the air. As each comes up in turn, Kellogg releases a flock of advertising in his college's rag.

Additionally there are five hold-overs from past seasons in which the local-interest angle is dominant: 1. Maxwell House Showboat. 2. Boves amateur hour. 3. Texaco (Duchin talent hunt). 4. Tony and Gus (previously sponsored by General Foods, but now sustaining). 5. National amateur night (Feenmant).

Big interest to the sponsor in this kind of thing is that it automatically creates a local tie-in, the dailies are almost forced to pick up as a news or feature story. From that angle it's a premium proposition, the sponsor deriving free publication space at no extra cost.

Additionally, the trend permits more leeway for program showmanship as well as merchandising to dealers and consumers. Webe are smiling approval on the trend. Makes a lovely talking point to those hard-shelled advertisers who maintain that only a newspaper campaign can ring in all the local advantages.

—Until end of Oct.

## New York City-Owned Station Seeks Power; LaGuardia Lukewarm

Plan of New York's commissioner of plant and structures to improve the coverage of the city by the city-owned WNYC reached the Federal Communications Commission in Washington last week. In his application the commissioner seeks permission to install new equipment that will raise the station's power from 1,000 to 5,000 watts up to sunset, New York, and from 500 to 1,000 watts up to sunset at Minneapolis. Request was also made for a per. It moves the station to a transmitter.

In moving for the improvement of the station's signal the p & s commissioner is overriding the inclination of Mayor Fiorello LaGuardia. Latter announced some time ago the station is in favor of dismantling the outlet if it couldn't be sold, with his decision being influenced by a committee's report that the station had no commercial possibilities. Committee, which the mayor had asked to study the proposition was composed of Richard C. Patterson, Jr., NBC executive v.p., William S. Paley, and Alfred McCosker, prez of WOR, Newark.

## LEVYS MAKE PEACE WITH MUSIC UNION

Philadelphia, Oct. 8. After several months of bickering and maneuvering, Dr. Leon Levy, WCAU and KYW proxy, and the musicians union have finally buried the tomahawk. Agreement, signed last Wednesday (2) and operative for year, calls for each Levy station to have 15-man house band at basic rate of \$55. Management may use musicians for either commercial or sustaining programs during daylight hours, only specification being that at least half of time must be sustaining. After 6 p.m. all must be sustaining.

Under newly signed contract, WCAU and KYW may again air remote transmissions, which is a boost for Universal and Brunswick Levy controlled band booking biz. Under present set-up, only WFLL is still on union's war list. So far, there's no indication that there'll be peace soon there.

## U.P. Air Showmanship Seen as Improving; No Buffalo Deal for S-H

Buffalo, Oct. 8. Steady improvement in style of news flashes broadcast every hour over WKWB-WGR has been noted since service began in mid-September. Early releases were written more for reading than for hearing—sometimes gave announcers trouble and sounded awkward. Shorter sentences and use of simpler words have provided marked improvement.

Both local and national news is teletyped to studios from local U.P. office. Latter gets local stuff from Buffalo Times, Scripps-Howard staff.

Said to be little likelihood Scripps-Howard will attempt station buy here as long as close alliance with Buffalo Broadcasting Corp. (owners of WGR-WKWB) continues.

## Gordon Brown's Okay

Rochester, Oct. 8. Gordon P. Brown, head of the Brown Radio Laboratory, has been granted permission to establish a new radio station in Rochester.

Tentative plans call for a studio in the Temple Building with broadcasting to start within 60 days during daytime hours with power of 100 watts and a frequency of 1,210 kilocycles.

## L. A. Spots Off with the Gun and Headed for Peak Coin; Hearst Stirs

Los Angeles, Oct. 8. Despite 20% rate jump up by two of town's top watters, KFI and KNX, commercial year in southern California has gotten off to a driving start with most frequencies reporting peak time practically sold out.

It is conservatively estimated that the outlet for NBC will approximate a net of \$250,000 for the year. This, too, in face of a carrying charge for its sister station, KBCA, which gets a little slough biz and sees red every year.

KNX profits also are expected to hit the quarter million figure. Last year the Guy Earl station rolled up a 50% increase over the preceding twelve months. Transmitter is expected to show a healthy profit from its Mutual network connection, the first being the Plymouth hour last week. Political accounts may swell the figure even beyond the anticipated velvet.

Columbia's outlet, KHJ, will also finish the season in the important money bracket. Station is cutting in on the credit house biz, formerly

## Bristol-Myers Delay In Agency Switch Over

Transfer of the Bristol-Myers account from Benton & Bowles to the Young & Rubicam Agency has been postponed until after Nov. 1. B & B had the material all set for the next four slots of time, but decided to let that agency carry on until the Oct. 30 broadcast.

Young & Rubicam hasn't decided whether it will continue the amateur phase of the Fred Allen (Ipanema-Sal Hepatica) show. There is little possibility of the new agency on the account eliminating the amateur phase of the program.

## WGN's New Bldg. Includes Midwest's First Free Theatre

Chicago, Oct. 8. First radio theatre building built in the Midwest was opened last week by WGN, the Chicago Tribune station, riveting another link in the string of radio theatres. New WGN building covers plenty and has a 600-seat main floor broadcasting auditorium. Throughout the 10 years of broadcasting the station has run consistently in the red, its policy, in an editorial in the Chicago Tribune it was frankly stated that "as a business enterprise... it is not much."

The auditorium has no footlights, flies or wings on its stage. A simple platform, which depends on changing colors of border lights for stage effects. While the theatre has a severe modern air, those 600 seats and chairs are a revelation in comfort.

Theatre carries a regular picture projection booth and has its stage spotlights hidden over the center of the auditorium.

Theatre will carry at least one complete show each night and may possibly run as many as four or five public broadcast programs throughout the day. Besides the theatre the building contains five individual studios with observation rooms for the public and clients. Tribune Tower also contains four additional studios.

Station holds unique position as a band builder. It is recognized as instrumental in putting over Wayne King, Jan Garber, Earl Burtnick, Cozy Collier, Joe Sanders, Kay Kyser, Hal Kemp, Herbie Kay, Ted Weems, Charlie Agnew, Bernie Cummins, Shag Fields (Veloz and Yolanda orchestras).

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spread among the smaller. Low powered spots are making up for this deficiency with a heavy run of spots and transcriptions.

KNX reap its bumper harvest off the peak slot, getting the heavy play locally on kid programs, which break in late afternoon and early evening. This given it a decided bulge over all other outlets, clearing for the heavy commercial.

Hearst Gets Go!

Things should start popping in the Hearst radio setup when Emile Gough pulls in from the east to put KEHE (Evening Herald Express) on its feet. Recent Hearst purchases, KTM and KELW, will be some time in the air, but are blazoned up and down the coast. Gough will bring in his own department heads.

Hearst layout won't cut much figure this year but in those to come he'll be among the biggies. He's determined to land KEHE among the leaders and tie it in with KYA, Frisco, as the nucleus of a far west chain.

## Politicians Want Top Cream—Free

Fears that the handsome fall and winter season will get some scratches when the politicians begin their presidential election campaign are being expressed in web circles.

Old Guard and the New Dealers have a habit of hinting that they would like such-and-such a spot for airing of a speech, jamboree, etc., and they unerringly pick the choicest evening periods for their talking. What don't like to let the politicians down, and thus get to bite their tongues every time a big show is cleared off to make room for potential presidential timber.

Some of the political stuff comes under the category of sponsored programs, but no bones have been made about the fact that the term 'sponsorship' is something of a euphemism. Try and collect later on.

## Speed Stuff in Gas and Auto Adv. Giving Reformers New Air Target

### Biggar Upped in New WLS Program Set-Up

Chicago, Oct. 8. Revamp of the WLS program department shifts George C. Biggar from job as program director to the post of director of program promotion, which means that Biggar is relieved of the various details of program building and can devote his time to the working out of new program ideas. Harold Stafford, former chief announcer on WLS, hops to the desk of program head. Stafford is in radio after having a session at the newspaper field as managing editor of the Argus-Leader of Sioux Falls, S. D.

### KNRT, Des Moines, Gets 184,484 Beer Caps in Contest Drys Fought

Des Moines, Oct. 8. KNRT's Budweiser bottle cap contest netted 184,484 caps, there were 19 Iowa bands in the contest, six bands winning cash prizes for the purchase of new instruments, uniforms or equipment, with the Newton, Iowa band placing first and winning the \$500 cash award. The award, in a special program on Sept. 25, was made by Geo. F. Hilton, advertising director, Anheuser-Busch and the C. C. Taft, local distributors of Budweiser.

Besides counting the 184,484 caps at the station, it was figured they represent about 225,000 pints of beer, since about 50% of Budweiser's sales in this territory are made in quart bottles.

Contest wasn't an easy one, however for an overly hard anti-beer groups did everything in their power to force bands out of the competition. Women's Christian Temperance Union circulated petitions, and obtained 14,800 names for the station's attention.

After the first program only a few hundred caps were received but by the end of the first month there were 35,000 and after the second month, 90,000. The station started to worry about renting a warehouse to house them.

Winning Newton band didn't rely on home support but made a tour over the entire state, giving concerts for which it was to be paid in Budweiser bottle caps.

### Arthur Kemp's Junket

Arthur Kemp of Station KNX has been on a trip through the east on behalf of his Hollywood alma mater. Kemp has been giving advertising agencies a practical sample of available participating and other programs on KNX through special recordings.

Unusual method of introducing station service to the small advertiser was a fixed make-for-market budget reported as causing favorable reaction among the eastern execs.

### Lloyd Squires' Job

Burlington, Vt., Oct. 8. Lloyd Squires, chief announcer, has been appointed manager of WDEV, following the death of Harry C. Whitcomb, owner. Squires has been closely associated with the Whitehill family for years. There will be no changes in the policy of the station.

Automobile and gasoline advertisers who have been using a 'speed and more speed' line of sales promotion may be the next focal point for reform attacks, now that in rules and ordinances have, for the most part, been driven to furtive and guarded uses of radio. Advance rumbles of reaction against the motor car and petrol firms have already started.

That the automotive group in particular has already sensed this trend of public sentiment and is taking steps to offset it is seen in such a session at the newspaper field as managing editor of the Argus-Leader of Sioux Falls, S. D.

Right now America is heated up over the mounting casualty list of motorists. Part of that revulsion is reflected in articles, of which J. C. Furnas' '...And Sudden Death' is the best known. Printed in the August issue of Readers Digest, this article has already sold 400,000 reprints at 2c each. Meanwhile newspapers like the New York World-Telegram are falling into stride with the current thinking on the speed mania by publishing pictures and blood-spattered details of accidents. Idea is to make the public wince from the verbal pictures of horrible death and maiming.

Reformers enter the speed mania problem from two directions. First, such organizations as the Women's Christian Temperance Union, blame the accidents and the greatest number on alcoholic chauffeurage. Second, authorities and civic bodies, alarmed by the Monday morning statistics, look for causes, and find billboard newspapers and radio advertising has been holding up the ideal of 60-90 m.p.h. speed before the American public.

That the automobile companies sense the possibility of strict legislation that might tend to restrict car sales by making it impossible for many people to pass rigid driver tests is well known. Insurance companies also fear a possible spread of compulsory state-sponsored auto insurance similar to that in Massachusetts.

Case companies have been conspicuously identified with the invitation to jump on the green light with a maximum speed and to imitate the fire engines and airplanes on the open streets. The suggestion from reformer sources is to put a stop to this line of advertising with a campaign pointing out that something like one quart in every two gallons is wasted by fast getaways and by shifting from second to third at 40 miles rather than around 15 miles.

Conservative element feels that widespread propaganda along these lines would strike the gas companies where they're sensitive and compel them to alter their advertising slants.

### Lederer on WINS Staff

George Lederer, former legit producer, joins WINS, New York, in the capacity of dramatic adviser. He's been acting for several months with his Glamour, Gossip and Greasepaint series. First new chore on new job is to supervise Living the News series, picked from the pages of the Journal (Hearst paper) and to be heard daily at 12 noon for 15 minutes. Ed Smith assisting on the broadcast.

# WAR BREAKS NEWS 'RULES'

## James Stahlman Clarifies His Radio Position in Letter to Clem Randall

Mr. Clem J. Randall,  
General Business Manager,  
United Press Associations,  
220 East 42nd Street,  
New York City, New York.  
My dear Ben:

(COPY)

I am in receipt of your letter of October 3 with an enclosure of a clipping from Variety, under the heading "Publisher Stahlman, Bitter Radio Foe, Warns Self in Tieup With WSM". I haven't reversed myself nor changed my opinion in the matter of news broadcasts. I am still unalterably opposed to news broadcasts being controlled by anybody other than newspaper people. I am still unalterably opposed to press associations selling news to radio stations. I am still unalterably opposed to news broadcasts being sold to commercial sponsors.

The Banner has broadcast news since time immemorial, with spots here and there when we were not on the air. We have broadcast our comics every day for the past two years. We have used radio in all sorts of promotion, including the previous transcriptions by George Ellis, "What Would You Do?" series. We have broadcast election returns, football games, and many other features.

As a matter of fact, Clem, this alleged very "bitter enemy of radio" has been so heretic in the past as to allow microphones on his own desk on many occasions, and he has even broadcast numerous times himself.

I was the horned fellow with cloven hoofs, which the Nashville correspondent of Variety endeavors to make me out. It is a wonder that every radio fan tuned in on those programs of mine hasn't been swept back out of his easy chair by a great burst of fire, sulphur, and brimstone.

My new arrangements with WSM are not out of keeping with any attitude of mine which I have ever had on radio. I have always believed that radio has its place as an institution, and I have never hesitated to use it for promotional purposes.

My one big contention has always been that neither newspapers nor press associations should give or sell to radio stations all of their news to be put on the air prior to the time of publication.

A news broadcast of a promotional nature, such as has featured Press-Radio Bureau and individual broadcasts like the Banner News Hawk, is the only kind of news broadcast that I feel newspapers should acquiesce in.

I still feel that the United Press and the International News Service have made a mistake in selling news direct to radio stations or to sponsors. I think the Press-Radio Bureau was the most sensible solution to the so-called Press-Radio problem.

This is not all of the story. Both I and the Nashville Banner have done more than any other single agency, outside of radio itself, to promote the interests of radio in this part of the country.

For many years we have conducted an annual radio show in Nashville, and in some years it cost the Banner as high as \$7,500.00. We have brought such stars here as Olive Palmer, Jessica Dragonette, Seltzer, Cord orchestra, Charles Dornberger's orchestra, and many other features.

If some fellow gets any comfort out of my new arrangement with WSM, he is welcome to it. I am thoroughly satisfied with it, and I am quite sure that WSM is.

I just thought I would give you the picture as it really is, and not as it has existed in the minds of a lot of so-called radio experts, who have sometimes humorously and sarcastically referred to me as radio's Public Enemy Number One. The effort to distort my position is altogether laughable.

If this doesn't answer your question, write me specifically and I shall be glad to do my best to enlighten you.

Sincerely yours,  
James G. Stahlman

## Ford Dealers Cautioned Stations on Sponsored World's Series Games

Information was received at Transradio Press headquarters last week that several stations taking its world series play-by-play service were approached by local Ford dealers and cautioned against selling sponsorship of these broadcasts to the distributors of competitive auto makes. In two cases the stations wanted to know whether the sale of the broadcasts would have to be restricted to the Ford sales and radio advised them to go ahead and sell the service to any sponsor available.

Newly expressed by Ford dealers to the station owners was that the motor company had tied up the air of the games exclusively and that the association of any other advertiser with the series broadcasts would be in violation of its previous property rights. In no instance was pressure brought by either the Ford home offices, the agency on the account, N. W. Ayer, or the Detroit and Chicago National baseball clubs.

'June and Jerry' resume their weekly broadcasts over KMOX, St. Louis, for Ignite Coal Co. Gladys Post, contralto, replaces Edith Karen as 'June' and Jerry Hoekstra, baritone, continues on as 'Jerry.'

## Erwin-Wasey's Radio Department Functions

Under the new radio department setup at Erwin, Wasey & Co. which went into effect last week, Innis Harris doubles from publicity to production. Harris for the past several years has been in charge of the press department.

Shelton Millikan will assist Lewis R. Amla, radio director, in handling of contracts and billings, and Sedalia Hoffman will do the clearing of contingencies and other details.

## Kudner's V. P.'s

Arthur Kudner has named as vice-presidents of his newly formed agency, J. H. S. Ellis, Edward J. Owens, Samuel D. Fuson and Charles F. Cannon. All were formerly associated with Kudner in Erwin, Wasey, Inc.

Cannon is radio director of the Kudner organization.

## Perry Charles III

WHN'sitty Bitty hour with Perry Charles and Ward Wilson is off the air this week, due to former's extended illness. He's gone to Lakewood, N. J., to recuperate, and is expected back for the following broadcast.

Music being supplemented during the absence.

## REHASHED NEWS IMPOSSIBLE NOW

Broadcast Trade Sees Crisis Unfolding Last Vestiges of Publisher Control of Radio News-casting

### SHORTWAVE ANGLES

Despite the fact that NBC and Columbia as networks are still being fed bulletins by the Press-Radio Bureau of the Publishers' National Radio Committee, opinion in the broadcasting trade is that the Italo-Ethiopian war has served to administer the death blow to the rules and regulations prescribed by the newspaper club for news-casting. News commentators on both major networks are disregarding utterly the agreement to lay off spot news and are using for their dissertations the latest dispatches received from the battle area.

It is doubted by the ad agencies involved whether the networks would have the temerity to enforce the rule regarding news commentators in the event the violation is called to the attention by the FNRC. At no time since the inception of the wrangle between radio and the press over the issue of news-casting has a news event of such magnitude been witnessed either industry for exploitation. With the radio public demanding info on the latest developments in Africa and Europe, it is questioned whether there would be any patience for the rehashing of stale news and whether the networks would let outside pressure overcome their conception of good business and good showmanship.

With the outbreak of hostilities between Italy and Ethiopia last week the ratio of foreign news fed by the various services to broadcasting jumped from anywhere from 40 to 50%. Normal flow of news of this classification has been less than 10%. Experts in the gathering of news for broadcasting generally have been quick to first to put shortwave reporting to a big test and point out that the oldest communication system of them all, the tom tom, is playing an important part in keeping correspondents in Ethiopia apprised of what is going on.

Transradio claims that it scooped the American newspapers by several hours on the news that Italian troops had crossed the Ethiopian frontier. Transradio on Tuesday afternoon (3) flashed its clients that widespread excitement had been caused in Addis Ababa by rumors that the invasion was on and early the next morning cleared a confirmation of this from the Ethiopian Emperor. New York newspapers did not take recognition of the invasion until 11 p.m. that day.

## 100% News Station

Paris, Oct. 1. Newspaper Interservice has begun operation of Radio Cite (formerly Radio Pley) with 100% news broadcast policy.

Programs consist of interviews, news announcements, recorded news events both local and those brought on disks from afar, radio prognostics and the like. First American to get on air from here was Larry Adler, who gave air interview in French and played a number on his harmonica.

Sacha Gully also described his next play, and Charles Boyer gave spiel on 'Memories of Hollywood.'

## Faye Lemmon in WFAA

Dallas, Oct. 8. Station WFAA, Dallas, is organizing promotion department. Faye Lemmon, former Intermate Theatre press agent, will head it. New department will supplement but not supersede the station's present publicity staff, of which Elbert Halling is chief.

## Advertising Agency Checks 400 Stations with News and 320 Of Them Under Sponsorship

### Cantor's Slant

#### Editor VARIETY:

Fifteen or 20 newspapers commented on certain similarities in the programs of Jack Benny, Phil Baker and mine of last Sunday (28). Vannert did, too, and they were well surprised.

But why the surprise? Benny, Baker and their authors are very much alive as to what constitutes things topical. My authors and I know that Fred Astaire, Major Bowes and the Baer-Louis fight are of current interest.

Next Sunday it would be a disappointment to our fans if Benny, Baker and I didn't make mention of the World Series.

I notice that this week almost all the newspapers are carrying the conflict in Ethiopia, and I'm not surprised!

Of course, Jack Benny gets in the first wallop, but I am consoled in the fact that I am on ahead of him in the west. Baker's program doesn't come to the Coast up at all.

So from now on you can be reasonably sure that on Halloween there will be Halloween jokes by three Sunday night comics; that Christmas will find three Santa Clauses—one at 7 p. m., E.S.T.; one at 7:30, and Santa Cantor at 8.

(Late of Gus Edwards' 'Kid Kabaret').

The topical joke line of patter in the adjoining Jack Benny and Phil Baker stanzas for the second time resulted in some repeaters last Sunday eve (6).

Both crossed each other up especially on getting ahead the Baer-Louis fight. Cracked Mary Livingstone: 'Get up off your knees; you look like Maxie Baer.' Dittied Phil Baker to the Coast up all of the floor; you look like Maxie Baer down there.

## ELLIOTT ROOSEVELT ON TEXAS RANGE

Ft. Worth, Oct. 8. Elliott Roosevelt, son of the President, who was recently made vice-president of the Southwest (Les Ormer) broadcasting System in charge of sales, will headquarter here. However, he will spend part of his time in San Antonio, Austin, Waco and Oklahoma City, where the company owns and operates stations, as well as in Dallas and Oklahoma City.

Radio commercial advertising will net be new to Roosevelt since he was in advertising agency biz in New York for four years.

## International Party In Havana Dec. 9-11

Sixth Annual International Radio Party, a yearly pow-wow for broadcasting bigshots including artists, network-officials, editors, agency men, engineers, etc., will be held in Havana, Cuba, on December 9, 10, and 11. Jack Dice, president, is in charge of affairs from headquarters in Miami, Florida.

Survey recently completed by a major advertising agency disclosed that during September there were close to 400 stations broadcasting news, with 320 of them having at least one news sponsor a day. In a large number of instances it found stations with as many as six bank-rolled news periods a day. Except those whose operation is limited to daytime, each of the outlets taking some form of news service cleared their bulletins at least four times a day.

Agency's inquiry showed that the tendency among stations was to spread their newscasting out over five-minute periods at two or three-hour intervals instead of plotting it in three or four 15-minute stanzas. Station which has developed the former method of operation is WGR, Buffalo, which is taking its service from the United Press. WGR uses 15 five-minute news periods a day.

Outlets thus serviced by the Press-Radio Bureau of the Publishers' National Radio Committee, the stations which broadcast news a year ago numbered 1,155, with only fewer than 50 which as much as one news sponsor a day.

Included among the national advertisers that are or have been this season are:

- Standard Oil of N. J. (Continental Baking Co.)
- B. C. Remedies.
- Sun Oil
- Texaco (Montana).
- Alka Seltzer (West Coast).
- Mennen's Shaving Products.
- Davis Baking Powder.
- Wm. Star
- Household Oil Stove.
- International Finance.
- Crazy Crystals.

Denver, Oct. 8. All three Denver radio stations are on the air with newscasts, one of them with a newspaper backing the venture.

KFEL-KVOD started it 14 months ago, with four a day, and last week went to an hourly basis, 7 a. m. to 12 p. m., 18 times a day. Recently KLZ, sold to owners of Oklahoma City papers, went on the air with International News service leased wires, and now KQ, the NBC outlet in Denver, goes on the air, with four broadcasts a day direct from the editorial rooms of the Denver Post. KLZ is the Columbia station and has newscasts four times a day.

KLZ is carrying three men for the news. Fred D. Fleming, former Associated Press and News reporter, in charge, assisted by Jack Fitzpatrick assisting, with Chas. Ingels reporting. KFEL-KVOD is 1400s five announcers and several reporters. The announcers include Henry Orbach, editor in chief; Robt. Klingenberg, chief announcer; Fred, editor, and Marj Crandall and Bud Helde. On the KOA-Post broadcast Al Birch, publicity director of the Post, will be principal announcer, assisted by Ralph Radetsky, reporter.

Three of the Post's broadcasts will be straight news, with the fourth feature copy, broadcast by Post department editors.

KLZ gives a \$1 daily prize for the best exclusive news stories sent in, with 20 to 25 being received each day, from local to over 100 miles away. A special broadcasting booth has been built at the Post. Two of the daily KLZ broadcasts are being sponsored by the Fred Davis Furniture Co.

With the entrance of the Post, newscasting competition will be severe. The paper uses Associated Press, United Press, International and Universal News services, as well as New York Times and Chicago Tribune agencies. KLZ has International, and KFEL-KVOD depends on short-wave radio and wire services from Transradio Press Service and Radio News Association, Inc.

# DIFFERENT SURVEY SYSTEMS ALL SEEK THE 'TRUTH' ON RADIO

## New Business

### Enormously Complicated Yardsticks Include Several Basic Techniques and Combinations—Each Bloc Has Its Favorite Procedure

Just how elaborate the radio research structure has become as a result of attempts to find suitable evaluation yardsticks in the general field, was emphasized last Wednesday (2) by Archibald M. Crossley at the luncheon introducing WOR's new coverage survey.

Only the major methods currently used either wholly or in part in making such surveys runs to 12. Includes four types of program popularity surveys, two types of habit surveys, two kinds of strength methods, four combinations, plus a system of determining habitual listening.

Field strength surveys provide another of the question which can the signal be heard adequately? and the two methods in use are the following:

**Engineering method.** Consists of testing the signal strength in millivolts, the normal standard being 1/2 millivolt or better. Exponents of this system are the various radio engineers (Edgar H. Felix, et al).

**Average listener method.** Crossley, Inc. devised this one, and appears to be the sole user. Object is the same as in the engineering method, but it is attained in less technical form. Instead of using millivolts as the standard, the average listener's satisfaction or dissatisfaction with signal strength is checked.

Individual program popularity is determined by the following quartet of methods:

**Coincidental telephone check.** Originated by Faulstich-Amok in the Market Research Corp. of America, this procedure is currently being employed by Clark-Hooper and various advertising agencies. Telephone calls during the progress of a program determine who is or isn't listening to it at the time the call is made.

**Follow-up telephone check.** Crossley working on this. Differs from the coincidental method in that the calls are made immediately after the program is over.

**Recall telephone check.** The Co-operative Analysis of Broadcasting currently uses this method. Field calls pry into the listener's memory to determine what program he listened to the day before, and during what hours his set was in use.

**Controlled roster method.** Favored by CBS and various big sponsors like Colgate-Palmolive-Peet, the procedure requires interviews in which printed lists act as stimuli to recall.

**Mail checks on overall program plan** are divided into the following two classes:

**Controlled.** Procedure here is to make an announcement over the air at certain reasonable periods offering an object of no intrinsic value to those who write in for it. Response is then used as a guide to station coverage. CBS is the big endorser of controlled plan.

**Cumulative.** With an object identical to 'controlled plan,' the cumulative method simply consists of mail that comes in in any form whatsoever. Idea is that an average cross-section is thus procured in which peculiarities cancel each other out. NBC and WOR the principal users.

**Combinations**

Combinations of the six foregoing methods result in the following:

(A) Cumulative mail check and field strength method. Put into the line-light by NBC, this method consists of naming a county on the periphery of the field strength area as 'particular counties having a higher or lower mail count than 'par' are charted accordingly.

(B) CBS method. Controlled mail count in the station's home county is used as the base from which to chart all other counties into primary and secondary listening areas, etc.

(C) Tele-mail method. Copyrighted (in name, but not method) by KKK, Hollywood, idea is that telephone survey and a mail count are simultaneously made. The percentage of mail to listeners is thus obtained, and then projected out to 100%.

(D) Soby method. Cumulative,

### Kellogg on Texas Q. N.

Kellogg's 'Texas Ranger' show is moving up to the period left vacant by the removal of the Ovatine 'Little Orphan Annie' program from the four stations on the Texas Quality web.

Blackett-Sample-Hummert agency is placing 'Orphan Annie' stations with discs. Kellogg show is placed through the N. W. Ayer agency.

### WOR'S SURVEY CONSERVATIVE

WOR New York's first coverage survey since getting a boost in wages as a result of building a new sectional antenna, is being described in statistical circles as a neat tight wire act. Since WOR had NBC's and CBS's ratings, it simply followed those sections which met with approval all around, leaving the debated portions out entirely or adding them heavily with conservatism.

As things stand now, both webs feel that their pet theories have been partially vindicated at least, and so both are happy. For its part, WOR hopes to reap laurels from both sides of the fence. Proves that statistics and psychology are congenial bedfellows.

NBC's methodology shines through in the use of field strength and cumulative mail analyses. From CBS comes the precedent for breaking the mail count into day and night sections, and coding a separate map for each. Edgar H. Felix, radio engineer, and Crossley, Inc. did the survey.

Four major modifications of previous methods are made, however. First, WOR does no scramble line field strength and mail maps into one single over-all chart, but employs a separate map for each.

Second, the main field strength contour is plotted on a minimum of two millivolts, with a subsidiary line representing the one-half millivolt region. NBC plots only on the one-half millivolt which thus gives WOR the edge on conservatism.

Third, in making a cumulative mail breakdown, WOR uses summer mail (lighter than winter), and then only those sections which concern programs scheduled between the hours of 6:45 A. M. and 10:30 p.m.

Diversified program of musical comedies, original in story and music, will also be launched under the tag of 'Premiere at Nine.' First will be a comic opera, 'Ambrosia' from Tompkins, authored by Donald Heifetz and Don Henshaw, and has a mythical kingdom background. Retained for the new season is the 'Up to the Minute' series which presents highlights of stage hits, dramatizations of important films, and enacted scenes from just-off-the-press feature, 'Melodic Strings,' an NBC exchange program, also retained in the line with Alexander Chuhaldin conducting. 'Mutually Yours,' designed as a salute to the Mutual system and carried as an international exchange by that network, will be a permanent series on the new schedule, going on the air at 9:00 every Saturday night, under the direction of Waddington.

'Let's Go to the Music Hall' is another new series to be directed by George Young, this to present in symphonic manner the songs of Ed Saperstein, Mickey and Saffery, Vestal Taylor, and Bertie Hollins. This will be a Saturday night feature. Rupert Caplan also complements a Sunday series of half-hour dramatizations of Biblical stories under the standing label of 'And It Came to Pass.'

Lea Bernie, sister of maestro and on N.T.G.'s roster of Seltzer show.

### WFL's \$1,800 NUT TO AIR FOOD FAIR

Philadelphia, Oct. 8. One of most ambitious programs ever launched locally in connection with remotes from an exhibit will be carried out by WFLA at Philby's Food Fair, opening here today, Oct. 15 to 25. With exclusive broadcast rights at the fair, station is bearing down on show and laying out the coils to put it over. Altogether, WFLA figures both, station and exhibit will cost about \$1,800, with little chance of being able to salvage any of the stuff set up. However, station expects to make it up several times over with increased biz and good will.

In addition to booth at entrance to fair, WFLA will set up regular sound-proof, glass-walled studio at show and will offer free shows for 450 guests at a time. Number of national accounts using WFLA will send their stars to fair to p. a. and possibly work in locally sponsored shows and will offer free shows for those who are certain to appear are Irene Rich, Spencer Dean and Dan Cassidy, Elsie Hilt and Dick Dawson and Ida Bailey Allen. Studio sound-proof, glass-walled, will draw from around the fair. It will likewise handle all music and amplifying at show.

### Government Sets New Canadian Radio Programs

Toronto, Oct. 8.

Back from Ottawa where he has been inspecting the Canadian Radio Commission's fall and winter schedule with CRC Chairman Charlesworth, Stanley Maxted, regional director, is putting the finishing touches on a number of new programs to be launched on Sunday (13), over the national network.

Chief novelty seems to be the 'Fusion' series which will have as its motif the romantic side of history and will be based on the oddities and objects of art to be found in the Royal Museum, Det. Herndon, author of WJMG, Miami, and now production manager of CRCT, Toronto, will be responsible for the scripts, these to be enacted by a large cast of dramatic artists and Geoffrey Waddington to conduct the orchestra. Series will be aired over the CRC national network each Sunday from 9:00-10:00 p.m.

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Lea Bernie, sister of maestro and on N.T.G.'s roster of Seltzer show.

### CLEVELAND

Rosebudium Clothing, 100 announcements daily at 7 and 9 p.m. Through Leroy Lustig, Cleveland, W.G.A.R.

Harts Mountain Products, three announcements daily at 12 weeks. Ethel and Ben morning program. Through Earnest Dabing, New York, W.G.A.R.

Central Laboratories, 13 spot announcements. Through Blackett, Sample and Hummert, Chicago, W.G.A.R.

Viaco Chemical Products, 26 weeks of daily spot announcements including Sundays. WJAZ.

Union Jack Tobacco, renewal of 52 weeks of all-night-time announcements, after being on since August, WJAZ.

Ford Coal Company, group of daily and Sunday participant announcements for six months. WJAZ.

California Fruit Growers, 24 announcements daily except Sunday at 5 p.m. Placed through Lord and Thomas, Chicago. W.G.A.R.

Radio Radio, 15 announcements; Mondays, Wednesdays, Fridays, 7:30 p.m. Placed through Fred A. Robbins, Chicago. W.G.A.R.

Radio Radio, 15 spots per day, including Sundays, for 26 weeks. WJAZ.

Socony Vacuum Oil Co., daily announcements for three months. Direct. WJAZ.

Alert Clothing, 312 announcements, forages direct. WJAZ.

Blue Bell Barbecue, 15 half-hour programs of Serbian programs. Direct. WJAZ.

Radio Radio, Co., two 15-minute programs titled Robin Hood, Jr., Tuesdays and Thursdays, 5:15 p.m. Placed through M. J. Moreau, Ad Co., Chicago. W.G.A.R.

Bond Clothes, 52 weeks of 15-minute daily spots by Miss Vandell, 5:30 p.m. sept. Sundays. W.G.A.R.

Radio Radio, three five-minute INS newscasts three times weekly, 6-6:45, for 52 broadcasts. Through Ethel and Ben, Cleveland, W.G.A.R.

Socony-Vacuum, 13 one-minute announcements except Sundays, 6:14 p.m. Through J. Sterling Getchell, Detroit. W.G.A.R.

Radio Radio, 15 one-half hour programs, every Sunday. Direct. WJAZ.

J. C. Merz Co., 13 15-minute programs of Soviet music, once weekly. WJAZ.

Smerda Music House, 104 30-minute programs, one every Sunday. WJAZ.

Borden Company, four weeks of daily spots, six weekly on Ethel and Ben noon program. Placed through Young and Rubicam, New York. W.G.A.R.

Dr. Spikell, 31 participant announcements daily on afternoon periods. WJAZ.

Radio Radio, 52 daily announcements on participant programs. WJAZ.

Radio Radio, second renewal of 52 weeks of spot announcements on Fry's Steel, Iron and Copper Trade. WJAZ.

Commercial Oil Co., renewed contracts since Nov. 1934, this time 100-100 word announcements. WJAZ.

Bartuske Brothers Clothing, 104 15-minute programs, twice weekly. WJAZ.

Woman's Home Companion, 15-minute programs twice weekly, through W.P.M.A., 8:00-9:00 a.m. for 52 weeks. Through Geyer-Cornell, N. Y. W.G.A.R.

Commercial Oil Co., renewed contracts since Nov. 1934, this time 100-100 word announcements. WJAZ.

Power Seal Co., one-minute spot daily for six months. WJAZ.

### BALTIMORE

American Assn. Washing Machines, 104 15-minute programs, 10:00-11:00 a.m. Placed by Meldrum and Fowelsmith, Cleveland. W.B.A.L.

Radio Radio, (dept. store), daytime studio announcements, 13 weeks. Placed by Joseph Katz, W.B.A.L.

American Ice Schulte Beer, 100 spot announcements. Placed by H. J. Kaufman agency, Washington, D. C. W.B.A.L.

City Grocers (Sunlist), 100 day-time spot announcements. Placed by Lord & Thomas. W.B.A.L.

Radio Radio, time signal announcements, 48 per week for 26 weeks. Placed by Joseph Katz, W.B.A.L.

### BOSTON

Scott Furrer's 30-36-minute programs, Sundays, renewal, effective Sept. 22. Through Continental Advertising Agency, Boston. WNAC, W.B.A.L.

Glendale Radio, 10-15 minute programs, Mondays, Thursdays, Saturdays, began Sept. 17. Direct. Harold Lewis, Boston. WNAC.

Fox Engineering Co., one 125-word announcement, Sept. 17. Direct. John Morrell & Co. (Red Hartley), Boston. WNAC.

Yankee Network News Service broadcasts, Mondays, Wednesdays, Thursdays, 2:30-3:00 p.m. Through Henri, Hurst & McDonald, Chicago. WNAC, WEAN, WORC, WMAA, WJAZ, WJMG, WRDQ, WRDO, WPEA, WLLH, WNBB, WRBZ, WRDO.

United Yeast Co., three five-minute electrical transcriptions, Sept. 22. Through R. C. Rutherford & Ryan, New York. WNAC.

D'Arrigo Brothers, 120 30-word announcements, Mondays, Tuesdays, Thursdays, Fridays, beginning Oct. 13. Through Harold Lewis, Boston. WNAC.

Boughton & Dutton (dept. store), three 100-word announcements, Sept. 22, 26, 27. Through R. C. Rutherford & Ryan, New York. WNAC.

City of Boston, 15 15-word announcements, two daily including 10:00-11:00 a.m. began Sept. 20. Direct. WNAC.

Hubert Theatre, two 30-word announcements, Mondays, Tuesdays, Thursdays, Fridays, beginning Oct. 13. Through Harold Lewis, Boston. WNAC.

Krueger Ale, 52 15-minute electrical transcriptions, Tuesdays, Thursdays, began Sept. 24. Through Fuller, Smith & Ross, New York. WNAC, WEAN, WORC, WMAA, WJAZ, WJMG, WRDQ, WRDO, WPEA, WLLH, WNBB, WRBZ, WRDO.

Watch Tower Society, 26 15-minute electrical transcriptions, Mondays, Tuesdays, Thursdays, Fridays, beginning Oct. 6. Direct. WNAC.

Radio Radio, Co., five 15-minute electrical transcriptions, daily, beginning Oct. 15. Through Street & Finch, New York. WNAC.

White Lead & Color Works, 100 participations in Yankee Network News Service broadcasts, Mondays, Tuesdays, Thursdays, Fridays, beginning Oct. 1. Through Henri, Hurst & McDonald, Chicago. WNAC, WAAB, WJAZ, WJMG, WRDQ, WRDO, WPEA, WLLH, WNBB, WRBZ, WRDO.

Continental Distilling Co., 12 one-hour programs, Mondays, Wednesdays, Thursdays, Fridays, beginning Sept. 23. Through A. Paul Leffon, Philadelphia. W.B.A.L.

Radio Radio, 28 five-minute programs, Thursdays afternoons, 3:10 o'clock, starts Oct. 10; program to be continued on Saturday afternoons by Marlan Clarke. Direct. WEEI.

Howard Johnson Ice Cream Company, 100 announcements, 10:00-11:00 a.m. on morning weather forecasts, 312 announcements H. M. Frost Agency, W.B.A.L.

Jenny Manufacturing Company (gasoline), continuation of present contract, 100 announcements, effective Sept. 29. Through Greenleaf Company, WEEI.

Radio Radio, 15 15-minute programs, daily spot announcements on 'After 12' program, on Saturday schedule through Sept. and Oct. Direct. WEEI.

W.B.A.L., 26 half-hour programs, Sundays, 8:00-3:30 p.m. Starting Oct. 20, program will originate from WEEI; talent: Walter Smith and Arthur Schaefer. W.B.A.L., Portland, WJAZ, Providence.

Boughton & Dutton (dept. store), 125-word announcements on 'After 12' program, on Saturday schedule through Sept. and Oct. Direct. WEEI.

W. S. Quinby Company (LaTouraine coffee), 125-word announcements, Tuesdays and Thursday evenings, 10:00-11:00 p.m. (Continued on page 40)

# 3-STATION BLOC VS. WLW

## Sub-Committee's Sub-Committee

Representative groups concerned with the organization of a Bureau of Station Measurement, or audit bureau of circulation for radio, met, last Thursday (8), to create another sub-committee. It's up to this second sub-committee to determine what information the bureau is to collect and how it is to go about collecting it.

Tag tentatively applied to the latest sub-group is the Steering Committee on Surveys and it is composed of L. D. H. Weld, of McCann-Erickson, D. E. Robinson, of the Federal Advertising Agency, Al Lehmann, of the Association of National Advertisers, Paul Peters, former NBC statistical head but now on the RCA payroll, and John J. Karol, director of market research for CBS.

## Ballooned Coin Demands Washing Up Football for Sponsored Air Shows

Chicago, Oct. 8. Football has proved a great washout as far as commercial football is concerned, and all attempts to make football as profitable to the stations as baseball have been in vain. This is due to the fact that where the professional ball clubs okaying the broadcasts for zero or for a "reasonable" sum, the amateur football colleges sought money recompense far beyond the ability of the stations or advertisers to pay and still get off the nut.

In many cities where the baseball clubs wanted money they settled for \$10,000 or so for a six-month season with its day-in-and-day-out broadcasting. But the University of Michigan, for example, demands just \$2,500 for the commercial broadcasts of its games. And Michigan's will not have more than six home games in toto. For the advertisers a game once a week can't compare with games every day and at a price which makes each game too expensive individually.

Stations and representatives have made several efforts to sell the football games, but they have all turned cold on the entire thing due to inability of clipping down the colleges' requests for coin. In the main the stations have quit trying to sell the games at all and are now arranging their schedules to pick up the more important pigskin tussles on a purely sustaining basis. In many instances these stations are even turning down possible commercial angles because of the college demands, figuring that one year of layoff for the colleges will make them somewhat more reasonable next season.

## AFFILIATION DOESN'T AFFECT LISTING RULE

Atlanta, Oct. 8. Atlanta Constitution has tied up with WTFL to furnish press service on football scores on Saturday afternoons although continuing to delete mention of station's news broadcasts in schedules carried in paper.

WTFL broadcasts of games involving University of Georgia for \$15,000 for season on hookup of low-powered Georgia stations. Sponsorship is now being split for four sponsors to share cost, but so far only Prior Tire Company has come in for a part. Also, WRGL, Columbus, Ga., is only other station taking football service.

## Ed Adler's Job

Latest shift in Fletcher & Ellis' radio department has Edward Adler moving in as director, with Jerry Cady, his predecessor, retaining a freelance connection with the agency. Cady plans to spend the major part of the winter in Hollywood, while there he will freelance on the writing of copy stories and handle some local matters for P&E. Adler has been with the agency for two years as a junior account executive.

Another recent agency change was the resignation of David F. Croser from Pedlar & Ryan. His place is not being filled.

## Hudson's Bay Co. on CJRC, Winnipeg, for 13

Winnipeg, Oct. 8. Local retail store of the Hudson's Bay Company caused surprise in local circles when it recently hit the air with a weekly 15-minute program over CJRC, Winnipeg. 'Bay' up to now has been very reserved with its radio advertising only talking possibly half an hour a year.

Current series is to plug camera department. Contract has been signed for 13 weeks.

'Bay' Company's strongest rival, The T. Eaton Company, at present is just placing spot announcements on CJRC and CKY. This company says it holds back on extensive radio plugging only going heavy once a year, at Christmas.

## TALENT SCOUTING SYSTEM

WLW Chaff-Sifting by Letter—Amateur Poision

Cincinnati, Oct. 8. New talent hunt set-up is in effect at Crosley studios. For first time, WLW is doing spot announcements to lure mike workers. Amateurs are definitely out of the burbs explaining that only professionals rate consideration. Candidates list their experiences and praise their own merits. Applicants who get a trial O.K. are advised in writing when to report for auditions. Latter are held on Wednesday nights. Station's yes and no squad is unchanged and includes Arthur Chandler, Jr. who is in charge of the try outs, and Ed Fitzgerald, music director; Grace Claude Raine, vocal mistress, and Don Becker, program chief.

Under old system, which carried for quite a few years, Crosley trial auditions were on a free-for-all basis. They were held daily, except Saturday and Sunday, with any and every kind of would-be broadcaster taking worker privilege to walk in and take a turn in the trial sessions. It was a case of many coming and few, very few, being chosen. A great majority of the aspirants were hillbillies. Then the recent amateur wave gave encouragement to a fresh army of novices. High-grassers are promptly thumbed down under the present scheme.

On several occasions, Crosley's talent scout, headed by John L. Clark, general manager of WLW and WSAI, invaded New York and Chicago, set up a "variable studio in hotel, advertising in local dailies for tryouts, and then devoted several days to auditions. In each instance, they returned with a half dozen or so workers of different types, but few of 'em stuck around more than a few weeks, by mutual consent.

## WMCA Sponsored

Amateur night broadcast from Fox theatre, Brooklyn over WMCA, New York, has been sold to John A. Schwartz, Inc., through furniture house, for an indefinite period. Same program outline per usual, only more cash prizes to be awarded.

Don Kerr handling m.c. chores. Hour is aired on Mondays at 9:30 p. m. EST.

## WCKY, WHIO, WIRE AS SPECIAL BUY

NBC Works Out Selling Plan Giving Advertisers Three Alternatives—Mutual and Local Commitments Plus \$1,200 Card Rate Makes Super-Power Outlet. Frequently Unavailable

### \$640 LUMP RATE

NBC has worked out a station grouping arrangement for the Southern Ohio-Indiana territory with which it hopes to overcome the situation created by WLW's inability to service NBC commercials because of Mutual Network and local spot commitments. Starting Nov. 1, WCKY, Cincinnati, and WHIO, Dayton, lose their status as strictly part of the blue and red links, respectively, and with WIRE, Indianapolis, form a combination that may be used with either the red or blue network.

Under the new plan of buying NBC coverage in the southern Ohio-Indiana area an advertiser may choose, depending on availability, one of two groups. In Group A there's either WLW or WSAI, Cincinnati, with the former selling at \$1,200 an evening hour and the latter out at \$240, while Group B offers WCKY, WHIO and WIRE at a lump sum of \$640 an evening hour.

NBC accounts now on WLW are free on 30 days notice to switch to WCKY-WHIO-WIRE. Privilege also works the other way. In the event that neither WLW nor Group B is available the advertiser, regardless of basic network affiliation, will be served by WSAI.

## All-Negro Show Off

London, Sept. 29. One of the big things arranged by the British Broadcasting Corporation for their winter program was to be an all colored broadcast. Local link up included Turner Layton (formerly Layton and Johnston), Scott and Whaley, Hutch (Leslie Hutchinson), Elizabeth Welch and Frisco, who formerly owned a niterly bearing his name in Paris. Registered Forestry was to have arranged the music and act as accompanist, but Forestry walked out, and the whole thing fell through.

## Them's Fighting Words, Suh!

### Announcer in Dutch for Belittling The Old Home Town and Residents

Charlotte, N. C., Oct. 8. Clair Shadwell, WBT announcer, in Salisbury Municipal court as a defense witness for J. W. Finler, Carroll's manager of Crazy Water Crystal Company, charged with violating Salisbury emergency ordinance prohibiting admission of children under 15 to entertainments, had to defend himself. Witness in the case took time out on stand to say that Shadwell, in announcing the Salisbury engagement several days before on WBT, called Salisbury a hick town, inhabited by jackasses.

Clair took the stand to explain. He said that when Crazy Water's regular announcer failed to appear he improvised period and told informally of coming Salisbury entertainment. In facetious manner he jested: "The program will be in Salisbury. Good ole Salisbury! Now

## CKNC, Toronto, Folds Oct. 13 as CRC No Longer Concerned with Its Fate

### Cancellation Clause

Those affiliated with the Mutual Broadcasting System feel gratified with the 30-day cancellation privileges that NBC is according network advertisers in connection with the new station group arrangement for the Ohio-Indiana territory. Mutual allies figure that if NBC advertisers are permitted to switch from WLW to the WCKY-WHIO-WIRE combine on 30 days notice WLW will insist upon exercising the same right and when the opportunity presents itself move to get rid of an NBC commercial for a Mutual customer offering a long term contract.

With the 30-day transfer clause available to NBC advertisers, WLW has no assurance, point out the Mutualites, of any contract longevity.

## 5% TAX ON GROSS NEW SPANISH IDEA

Madrid, Sept. 29. Five per cent of gross receipts from advertising will be turned over by Spanish radio stations to the government, according to a decree published in the official gazette.

After the Union Radio Corporation, owning a chain of stations, complained about a heavy tax load on its Barcelona outlet which might cause its shuttering, the minister of communications decreed that retroactive to Sept. 1 the following stations will be nicked 5% of the gross from 'broadcast publicity': EAJ-1, Barcelona; EAJ-2, Madrid (Radio Espana); EAJ-5 of Seville (Union Radio, Seville); EAJ-7, Madrid (Union Radio, Madrid); EAJ-8, San Sebastian (Union Radio, San Sebastian); EAJ-19, Oviedo (Radio Asturias); and EAJ-15, Barcelona (Radio Asturias of Barcelona).

Government accountants will thumb the books of all the stations to check on all the revenues.

## Albertson's Call Letters

Buffalo, Oct. 8. Prize call letters for the town awarded by FCC to Roy Albertson. His new 100-watt is WBNY (W-Buffalo, N. Y.) Gets under way Nov. 1.

Will be first commercial station in town with vertical radiator.

Toronto, Oct. 8. Originator of the first chain commercials in Canada, CKNC, Toronto, sings its awan song on Sunday night (13). Management of this parent of Canadian chain stations decided to fold up Aug. 31, following the assignment of a poor wave length and a reduction in power when the Canadian Radio Commission launched its realignment program in connection with the nationalization of the Canadian ether.

Decision of station owners reportedly was made after several requests to the federal-appointed Commission for a new wave length and increased power had been refused, the Commission taking the view that tremendous popularity of CKNC, the government station at Toronto and the NBC outlet.

Announcement in August to fold CKNC was followed by the decision of Hector Charlesworth, president of the Canadian Radio Commission, that the station was a "prime necessity" and that the government would buy this for a limited period because CKNC was unable to carry all the Commission and affiliated NBC programs. Evident now that the "prime necessity" of CKNC was to carry the CRC-NBC programs while CKNC had contracted for many hours of political spele in connection with the federal election. With the present government going to the polls in 1936, CKNC no longer remains a "prime necessity" and shuts up after Sunday night (13).

Alma Mater of several names now on the U. S. and NBC networks, and enjoying tremendous popularity among Canadian listeners, CKNC was founded in 1924 by the Canadian National Carbon Co. Fate of important commercials carried by CKNC in the past years has settled except that some of the largest have announced they will stay off the ether, this season at least.

## SCRIPPS-HOWARD SHOWS TEETH IN GRID DEMAND

Cincinnati, Oct. 8. In first week of operation under the Scripps-Howard radio flag, WCPO (changed from WFBE) cut in on WLW for a share of the broadcasting right of Ohio State's football games at Columbus, Frank Chaffee's "The Voice of Cincinnati Post" is a 250-watt during the day and 100 watts at night. WLW is the world's only 300,000-watt commercial sound (outlet).

William Clark, manager of WCPO, said the games would be broadcast by Grant Ward, former Ohio State grid coach. Ward formerly did mike work on Ohio games for WLW.

## Games on WBNR

Memphis, Oct. 8. Continuing its leadership in local broadcast WBNR, Memphis, Tenn., has arranged to detail 42 football games played by the city's high and prep schools in Crump Stadium. Frank Chaffee's "The Voice of Memphis" also handles the broadcasts of baseball, will be at the mike.

WBNR for five years gave college games through wire reports, but when the universities started asking "for coin turned to the local games last season with the schools reporting the largest receipts in history.

Heavy gridiron schedule will have WBNR frequently airing afternoon and night games. Memphis Coca Cola Bottling Company is the sponsor.

## Chaffee With Chi CBS

Chicago, Oct. 8. Robert Chaffee, former editor and publisher, has hooked up with the Columbia web's sales organization.

Chaffee was formerly associated with the Chicagoan and before that published the tennis mag, Racquet.





# 51 of 100 Top Accounts on Air

In checking up its own schedule as well as that of Columbia NBC found that out of the country's 100 leading advertisers (as of 1934) a total of 51 were, during Oct. 1-7, 1935, using network radio, with 27 of these being exclusively NBC and 17 exclusively CBS. Further examination showed that 34 of the blue ribbon 100 were allied with NBC and 24 with CBS, with seven of them using both NBC and Columbia.

NBC's compilation of the first 100 advertisers for 1934 was based on the estimates of actual expenditures made by the American Newspaper Publishers Association. In an analysis recently turned out by Columbia the leading 100 advertisers were charted according to the methods used by Media Records, Inc., which figures the expenditures on the basis of an average rate of 30c a line. NBC holds that the ANPA's estimate is a more approximate approach to the actual figures.

Breakdown of the week of Oct. 1 advertiser alignments by networks gave the red (WEAF) 23 of the previous year's top-spenders, the blue (WJZ) 18, and CBS, 24, while 27 were tagged as using the red exclusively, 18 the blue exclusively, and four making use of both the red and the blue. From a separate analysis based on business already had in 1935 and scheduled for this year NBC derived a summary, which showed out of 100 leading advertisers for last year 70 could be listed as using network radio in 1935. Latter charting gives NBC 47 of the 70 and CBS 36, with 34 exclusively NBC and 23 exclusively CBS, while 13 are described as using both NBC and Columbia. Analysis has 43 using the red, and 29 the blue link.

List of 1934's 100 leading advertisers and their network affiliations in 1935 is carried in an adjoining column.

## NETWORKS CURRENTLY USED BY 100 LEADING ADVERTISERS

a—during week of October 1 to 7, 1935.  
 b—at any other time during 1935 (prior to October 1, or definitely scheduled to go on air).

ADVERTISER	CBS	NBC
1. General Motors Corp.		x
2. Liggett & Myers Tobacco Co.	x	
3. Reynolds Tobacco Co., R. J.	x	
4. American Tobacco Co.	v	
5. Standard Brands Inc.	x	
6. Lever Brothers	v	x
7. Procter & Gamble	x	x
8. General Foods Corp.	x	x
9. Chrysler Motors Corp.		x
10. Ford Motor Co.	x	x
11. Sterling Products, Inc.	x	x
12. General Electric Co.		v
13. Kellogg Co.		x
14. Goodyear Tire & Rubber Co.		x
15. Colgate-Palmolive-Peet Co.		x
16. Pepsodent Co.		x
17. Wrigley, Jr., Co., Wm.		x
18. Campbell Soup Co.		x
19. American Home Products		x
20. Socony Vacuum Corp.		x
21. Lorillard Co., P.		x
22. Bristol Myers Co.		x
23. Heinz Co., H. J.		x
24. General Mills, Inc.		x
25. Lambert Co.		x
26. Wander Co.		x
27. Philco Radio & Television	x	
28. Firestone Tire & Rubber Co.		x
29. Hudson Motor Car Co.		x
30. Lamont-Corliss & Co.		x
31. Sun Oil Co.		x
32. Nash Motors Co.		x
33. Standard Oil of Indiana		x
34. Nat'l Dairy Products (Kraft)		x
35. Jergens Co., Andrew		x
36. Standard Oil of N. J.		x
37. Metropolitan Life Ins.		x
38. Studebaker Corp.	x	
39. Schenley Distillers	x	
40. Borden Sales Co., Inc.	x	
41. Lady Esther Co.	x	
42. Swift & Co.	x	
43. Pillsbury Flour Mills Co.	x	
44. Gillette Safety Razor Co.	x	
45. General Cigar Corp.	x	
46. Goodrich Co., B. F.	x	
47. National Distillers Prod.	x	
48. Walker & Sons, Inc., Hiram	x	
49. Sinclair Refining Co.	x	
50. Squibb & Sons, E. R.	x	
51. National Biscuit Co.	x	
52. Premier-Pabst Sales Co.	x	
53. Shell Oil Co.	x	
54. Eustman Kodak Co.	x	
55. Wascy Products, Inc.	x	
56. Tldewater Oil Sales Corp.	x	
57. Continental Oil Co.	x	
58. Lehn & Fink Products Co.	x	
59. Kelvintor Corp.	x	
60. Viock Chemical Co.	x	
61. Texas Co.	x	
62. Norge Co.	x	
63. Seagrams Distillers Corp. rod.	x	
64. Electrolux Refrigerator Sales	x	
65. Pinkham Medicine Co., Lydia E.	x	
66. Quaker Oats Co.	x	
67. Continental Baking Corp.	x	
68. A. T. & T. Co.	x	
69. Coca Cola Co.	x	
70. Continental Distilling Corp.	x	
71. Frankfort Distilleries, Inc.	x	
72. U. S. Rubber Co.	x	
73. California Packing Corp.	x	
74. Westinghouse Elec. & Mfg. Co.	x	
75. Affiliated Products, Inc.	x	
76. Cudahy Packing Co.	x	
77. RCA Mfg. Co.	x	
78. Gulf Refining Co.	x	
79. Warren Corp., Northam	x	
80. Pet Milk Co.	x	
81. Greyhound Management	x	
82. Emerson Drug Co.	x	
83. Grove Laboratories, Inc.	x	
84. General Tire & Rubber Co.	x	
85. Canada Dry Ginger Ale, Inc.	x	
86. Campagna Corp.	x	
87. Park & Tilford	x	
88. Du Pont de Nemours & Co., Inc.	x	
89. General Household Utillities	x	

## Agencies—Sponsors

Parker-Pen Company setting some participation place on five stations: KMOX in St. Louis; WJL in Detroit; WGN in Chicago; WYAC in Boston; and WCAU in Philadelphia. Placing the biz through the Chicago office of Blackett-Sample-Hummert.

Walker & Downing Agency, Pittsburgh, has transcriptions on six stations and two live talent programs. Among the active regional accounts now using radio are Pittsburg Coal, Duquesne Brewing, Colonial Biscuit and Reymer & Bros. William Rose is Walker & Downing's radio exec.

WGY, Schenectady, is continuing Press Radio News Bureau flashes at 10 a. m. and 6:30 p. m., in addition four daily five-minute Esso News editions by United Press at 7:25 a. m., 12:10 p. m., 6:45 p. m., and 11 p. m.

ising Agency, Albany, is being omitted from VARIETY's recent list of active radio agencies. This agency caters to no other form of advertising except radio.

Blackett-Sample-Hummert agency has spotted a couple of press agents strictly to handle other show publicity. In Chicago has Berta Hendricks, while the New York radio publicity staff will hit through George Torney. In Chicago the B-S-H radio department is handling 17 different air items while the New York end is taking care of 23 separate air programs.

Justin Hayes & Co. (Asprub) has named Dorland International, Inc. as its advertising agency. Placing the 'Charloters' quartet over WJZ, New York, on Mondays, Wednesdays, and Fridays at 6:35 p.m.

Harman, McGinnis, Inc., Minneapolis ad agency, appointed to handle the Coronado Mfg. Co. (cosmetics) account. Radio due for a schedule.

Speas pfg. Co. (Apple Jack brandy) placing its business through R. J. Potts & Co., Kansas City, Mo., agency. Radio on the media list.

Divis Rub Co. using spot radio in the South in appointing the J. Carson Erantly Adv. Agency/Salisbury, No. Car., to handle its business.

'Eddie Dooley's Football Forecast' program title of Seagram-Distillers Corp. over WGB, New York, twice weekly. WAAAS Boston, also gets program, Cecil, Warwick & Cecil handling.

D'Arrigo Brothers Company (Any-boy broccoli) starts over WOR, New York, Oct. 21 for participating spots on Martha Deane hour. Placed through Harold F. Lewis agency.

Brooke Smith & French, Inc., in charge of new series of Borden's Farm Products, presenting 'Lou Little Club' over WOR, New York, on Saturdays at 8 p. m. EST.

Allie Love Miles goes under sponsorship of Acme White Lead for a Wednesday and Friday series. Females are asked to write in letters, and if okayed, are contacted to come down and air their domestic wories.

Massachusetts Mutual Life, Insurance Co. of Springfield is having 13 quarter-hour musical shows cut at the RCA studios in Chicago. Palmer Clark is the orchestra's conductor.

- 90. Union Carbide & Carbon Corp.
- 91. Bk Lax, Inc.
- 92. Atlantic Refining Co.
- 93. S. S. Co.
- 94. Beech Nut Packing Co.
- 95. Bon Ami Co.
- 96. Axton-Fisher Tobacco Co., Inc.
- 97. Davis Co., R. B.
- 98. Johnson & Johnson
- 99. Johnson & Son, S. C.
- 100. Scholl Mfg. Co.

\* Lehn & Fink (v) and Pet Mills (x) use NBC Pacific but not NBC Red or Blue. They are not included in CBS exclusive total figures on summary sheet.

## Here and There

Don Worthington has joined WSGN, Birmingham, to handle sports.

Ben T. Weaver, WHAM, Rochester, commercial manager, back on the job after sick leave, minus 15 pounds.

Carmen Ogden (Mrs. Gilbert Pedersen), who has handled the Sibley department store program over WHAM, Rochester, since its inception several years ago, leaves to join her husband in Buffalo.

Buster Ryan leaving to join KFI, Los Angeles, resulted in shifting at WOAI, San Antonio. Jim Crocker of KTSB shifted to WOAI to replace Bryan. Leonard Hollar, formerly identified with KABC of this city and KOMA, Oklahoma City, and KRES, Shreveport, replaced Crocker at KTSB.

Alan Courtney joins WNEW, New York to conduct variety shows and m.c. new programs now being set. Has been heard over WOR, WMCA and WOY.

Irene Gedney, pianist at WHEC, Rochester, who suffered a broken leg in an auto accident June 25, has left the hospital.

Leonard Hols appointed assistant director of commercial programs for CBS. Formerly with Benton & Bowles, and once with NBC.

Tom Everett, formerly radio head for J. Sutting Gotchell, has joined the program production staff of Young & Rubicam.

Eleanor Rella, who created the part of the hardboiled chorus girl in 'Myrt n' Marge,' is not returning to the serial's cast.

Ann Weinstein, secretary in Bess & Schilling Advertising Agency, has announced her engagement to Bernard Finkel, N. Y. attorney.

Virge Bingham, blind staff pianist for WBB, Kansas City, for the past three years, has joined WHO, Des Moines. Succeeded at WBB by Andy Anderson.

Ed Freshney a returner to sales department of WLW following a year with Procter & Collier agency, Cincinnati.

Frank Smith, formerly lth WNEB and Milton Blow agency in New York, advanced to sales promotion manager of Croley's WLB and WSAI, Cincinnati, which he joined three months ago.

Paul Trepanier has resigned from WCAX, Burlington, Vt. to take position with Champlain Valley Record.

WCAX, Burlington, without a female broadcaster for first time in history, with dropping of Town Trotter, sponsored by affiliated paper.

Gene Weil, commercial salesman, named local commercial manager for KWKH, Shreveport.

Buddy Jones and his Cowhans, daily sustaining on KJMM, are filling many engagements at theatres and schools in vicinity of Shreveport.

Dick Bard formerly in charge of special events at WHN, New York, now with NBC's press department. Moved over yesterday.

NBC passed up recording of Edward W. Beattie's first-hand account from Ethiopia. Usually, all such talks of import are waxed as a matter of course, but absentee engineering staff let it slip.

Ben Bernis, through his brother Herman, has arranged for the appearance of Cliff Edward and Sophie Tucker as guests on his Pabst Blue Ribbon program. Edwards set Oct. 8, Tucker follows on Oct. 15.

Bernier last has a course Dramatic Radio Writing at New York University. Courtney, Savage of CBS and Bob Colwell of J. Walter Thompson have been guest speakers.

Emerson Markham, director-m.c. of WGY, Schenectady's agricultural programs and Laura M. Wing, director of home service for New York Power & Light Corporation and a regular guest on Markham's Farm Paper of the Air, is now man and wife. Markham is a 10-year man in radio.

Courtland Manning, oldtime actor, produced a series of 'Theatre Memories' over WHAM, Rochester, Thursday nights. Topic for opening program was Maude Adams.

Tom Nobles, announcer for radio station KTHS, Hot Springs, Ark., for several years, signed off Monday evening (30) to go to a slir position in Chattanooga, Tenn, with Station WDDO.

James Ault, KSD (St. Louis) sports announcer and production man, joining KTUL, Tulsa, in a slir capacity.

John Baker, previously in charge of radio for the Massachusetts State College, is joining WLS, Chicago, to conduct the Dinnerbell program.

Mitchell Harris, formerly with WHAS, Louisville, as copy head and production manager, also WLAP, Lexington, as manager, has joined WYO-WGL Fort Wayne sales service.

Father Coughlin begins his fifth year over WOR, New York, on Nov. 3, for the Shrine of the Little Flower, Royal Oak, Mich. Independent stations are linked together broadcasts.

B. Wilson, proxy of WCKY, Cincy, at French Lick Springs, Ind., for a week or so of rest between water perking and political conferences.

Marion Hecht added to scribe staff of Bob Taplinger's pub office. Same office handling, radio press work for radio committee of Republican National Committee.

Tom Nobles, announcer, moves from KTHS, Hot Springs, Ark., to same berth at CBS' WDDO in Chattanooga, Tenn.

Norman Twigger of WCAE, Pittsburgh Players, will double in brass to fill vacancy created by resignation of Dave Baylor.

Dudley Brothers, four colored lads, have returned to WSYR, Syracuse.

Stuart Hawkins, who quit the radio department of N. W. Ayer Chicago three years ago to write a novel, has joined NBC's New York press staff.

Jimmy Farrell does the continuity for his song programs on NBC himself. He used to be an instructor of English at Hobart college, Geneva, N. Y.

urray Grabhorn, New York mgr. of John Blair & Co., got back to the job Monday (7) after a 30-day lay-off with ptomaine poisoning.

Norman Crane (Fred Jeske) put in charge of program production and Jack Mims added to local advertising sales staff at WSB, Atlanta.

Nancy Nelson, night-lub singer, joins KMOX, St. Louis, as soloist for the Niagara Candy Co. show Sunday afternoons.

Ike Thomas, of sports announcing staff of WTTL, Atlanta, has resigned. Al Briggs is handling football broadcasts.

University of Pennsylvania turned down WDAS bid for wire on campus to pick up interviews with profs on important news event.

**'PLYMOUTH SALES CONFERENCE'**  
 With Lowell Thomas, Boake Carter, Harry Von Zell, Amos 'n' Andy, Lou Shelton, Basil Ruysdael, Grand Duchess Marie, Lou Holtz, Howard Barlow's orchestra.

**30 Min. PLYMOUTH AUTOMOBILE CORP.**  
 WOB, New York  
*(J. Sterling Getchell)*  
 A single-shot broadcast, this was primarily aimed at 34 Plymouth dealer sales conventions scattered from Coast to Coast. It was the third such airing Plymouth has undertaken in the past few months before the unveiling of a new auto model, with this one going over the Mutual Broadcasting System, including WOB, N. Y.; WGN, Chicago; WLW, Cincinnati; CKLW, Detroit, and several other stations that carried the airing as far west as Denver.

Including though it did a strong lineup of commentator and actor-ness, the value of this show was questionable. It oversold the product after a 15-minute run, and it no longer became a question of sales-resistance, but listener-resistance. The show was anchored by Carter, Lowell Thomas and Harry Von Zell over and over again.

Amos 'n' Andy were the least guilty of over-stressing the Plymouth plug, though not altogether innocent in their material. Boake Carter was brought in towards the close of the program from Detroit, going over the same ground Thomas had already covered previously from N. Y., and then switched the mike into Plymouth's Detroit plant for a short talk on the car's manufacture by one of the v.p.'s. At the hour's finale, the mike was switched to Howard Temple in N. Y., the scene of one of the dealer confabs, and the new Plymouth car was shown by another v.p. with a lot of fanfare that was quite tepid to outside listeners.

Program had an early and awkward time (12:15 p.m. EST), an hour when most mothers are concerned with lunch for their children and most men are either working or lunching themselves. Event unconvincing as an expensive pep-talk to dealers. *Scho.*

**'TEXAS IN REVIEW'**  
 30 Mins.  
 Sustaining  
 KTSB, San Antonio  
 Once weekly this station makes a hurried survey of happenings, gathers up all its production facilities and turns out a credible presentation of the state's events, some hot, others just folksy.

Steve Wilhelm, production chief, writes and produces show which is led by the Southwestern. Carries a little non-paid commercial as good bill for station, but as an expense are sometimes mentioned in dialogue without detracting from interest. Station draws on little theatre talent for roles. Employs platters for the musical end and wisely since the transitions exceeded in quality the output of live talent combo that could be whipped together hereabouts.

Eight caught dramatized Rio Grande flood, meeting of Austin city council that nicknamed firefighters to ban in wearing suits from home to pools, how Texas Rangers have given up mounts and six-shooters for riding boots and machine guns, meeting of Confederate vets to decide upon joint reunion with G. A. R. and windup a home scene.

Skits stars clear of melodrama usually with main emphasis given to the humor of the situation and individual characterizations. *Keys.*

**GRIDIRON SMOKER**  
 Monroe Hellinger  
 30 Mins.  
 Sustaining  
 WHN, New York  
 General production of this football show distasteful to the numerous others of same kind which are now flooding the airways. This one runs 30 minutes and carries a trick MGM musical flash-back idea for its dramatizations.

Monroe Hellinger has been handling sport news since last summer. Smoker aura is conveyed with chairman calling the session and a break-in for day's scores and then a command to the cameraman to unroll the film.

**ED SULLIVAN**  
 With Bertalan Hirsch's Orchestra, Harold Richards  
 15 Mins.  
 FOX, FURRIER  
 WEAF, New York

*(Peck)*  
 Ed Sullivan, N. Y. Daily News columnist, is the new addition to this variety program. He took to the microphone for repeat chatter and gossip. Hollywood rated most attention was given to Broadway sort of neglected in the planning. In addition, Sullivan was given a sketch of some film star, Claudette Colbert getting mention at this premiere.

The Night of January 15th plugged casually with the press man relating his adventures in the jury box with Ricardo Cortez. Also he tied up some chit-chat with opening sentences, which referred to Fox's anniversary sale now current.

Hirsch's music supplies some breathing spells, and Harold Richards is spotted thrice in the quarter hour for chit-chat. Program holds interest okay. Broadcast twice weekly, Tuesday and Friday, at 7:45 p.m. EST.

**'BROADWAY VARIETIES'**  
 With Oscar Shaw, Carmela Ponselle, Elizabeth Lennox and Victor Arden's orchestra  
 Musical Variety  
 30 Mins.  
 WABC, New York  
*(John F. Murray)*  
 New cast now appearing on this station (25) is a real find. Aiding the newcomers is the lack of plot which marks this musical variety offering as one of the sanest on the air. It often a plot to be dragged in by the tail and results in nothing more than idiotic riddles and numbers.

Shaw, an old musical comedy singer, carries the burden of the work with his singing and m.c.'ing, doing his turn with finesse. Elizabeth Lennox helps with her concert style and high spot is Carmela Ponselle. Although she picked nothing more hotly-totally than the Last Rose of Summer for her appearance, she went through that splendidly. Ponselle is a mezzo-soprano and a good one. Too bad she got only one assignment on this program. Warrants at least a second.

Best of the program composed of excerpts from 'Poppymite', 'Sing and Pray' (musical sketch), and 'The Hat' (comic sketch). Oscar Shaw and Lennox duetted 'Piccolino', 'Isn't It a Lovely Day', and 'Check It Out Between Numbers'. Best of the program is the continuity of the film was used, lending a well-balanced coherence to the offering. Arden's arch did some apt judding and trumpeting.

Program, however, would be even better if more could be persuaded to leave off its touring of the human stomach in quest of the next hot number. Although the tour makes an attempt at stiffness (a bit feeble), the punchiness of the blurring should be throttled. Commercial at the finish is passable.

**FLYING RED HORSE TAVERN**  
 Jim Harkins, Freddie Rich's Orchestra, Willie Morris, Dr. Roy Chapman Andrews  
 30 Mins.  
 WABC, New York  
*(J. Sterling Getchell)*  
 Socony's new fall program, 'Flying Red Horse Tavern', successor to its former sketchbook spread, is heavy on the rhythmic and on Freddie Rich's musical bantoning dominating most of the 30-minute run. At least the better men, carrying 20 minutes of the show, with the remaining portions allotted soloists.

Sponsor impresses the size of the half-hour, with a chorus of male voices (19); with the orchestra (25) playing a supplementary cast of 52 persons on hand to lend good fellowship aura. Jim Harkins presides, the opening door for jovial greetings, etc.

**'WITCH'S TALE'**  
 With Alton Deen Cole, Marie O'Flynn, Mark Smith and Alan Devitt  
 30 Mins.  
 JCS, MARTINSON  
 WOR, New York  
*(Abner Guesner, Inc.)*

This series was old enough to vote before Martinson (coffee) finally gave it the go-ahead. It was, of course, it was already up to chapter 230.

No fault of the program, though, that they were neglected, so long. On discs the series sold many a drug product in the South. And in the North, the live action of 27 laudatory newspaper write-ups and 83 morning-after reviews up to first of this year. Sponsor probably shied off because the series appeared too barrowing, or too high class, or too high priced.

For Martinson, however, the works should be a natural. The company's coffee is a class product, and so is the 'Witch's Tale' radio writing and acting goes, it is about as good as anything on the air. WOR would never have hankered it on sustaining as long as it did unless the series had a good story from the moving men, and that night they expect the worst. A storm comes up, and at the end of the live action, the man in the pen they hear his ghost haunting with a wall downstairs.

Evangelicalism, the floor was wallpaper and find the hidden ransom swag under it. Young couple get a room in the moving men, and the sound effects through the tale are superb. Likewise the action to the smallest detail. And the radio's effect on the impression that the yarn is naive in a belief in ghosts. Rather the emphasis on the radio is on the young couple which leads them to hear fictitious ghosts and accident-prone. The radio's effect is a leeway in this straddling interpretation to make listeners think (but also shudder).

**'FIRESIDE HOUR'**  
 Music and talk  
 30 mins.  
 Dr. MALLAS  
 WFIL, Philadelphia  
*(Feigenbaum Agency)*  
 Spotted at 7:30 Sunday night, Philadelphia's 'Fireside Hour' is a program of restful music and philosophical musings' offers combination of semi-classical sentimental ballads and popular songs.

Commercial copy is limited to about 15 seconds of identifying music, and approximately 30 seconds at middle and close. Cast includes Henry Patrick, baritone; Anna Tracy, soprano; Leonard Chan, tenor; George Newton, vibro-harpist, and staff announcer Hubert James doing philosophizing. Script by William Schaefer, handling account agency.

Program opens with 'Just a Song at Twilight' theme by Patrick. With organ and vibro-harp accompaniment running through entire show. Program's commercial chatter, half-hour then settles down to sleepytime music, punctuated by occasional 'peaceful', 'contented' line. Half-way commercial copy is shrewdly worked in to suggest that 'peaceful', 'contented' (through care of teeth) is rest and health with contentment and happiness.

Both singers have two solos apiece and the program is 'peaceful', 'contented' line. Half-way commercial copy is shrewdly worked in to suggest that 'peaceful', 'contented' (through care of teeth) is rest and health with contentment and happiness.

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**TOM POWERS**  
 Reconteur  
 30 Mins.  
 JOHNSON'S WAX  
 WEAF, New York  
*(Walter S. Brorby)*

Quarter hour is a cleverly contrived talking period, depending on a single individual. Tom Powers, a former radio announcer, in command, handles the job with marked ease. He relates brief sketches, and handles the fun and general keeps things moving zippily.

Main anecdote at this hearing concerned an English actor who specialized in animal characters, and his trying to land a new engagement. It called for a thick English accent, ability to play in character. Best item is the casual note injected into the repartee.

Powers is a smooth story-spinner. On Thursdays at 7:45 p.m. EST.

**ROYAL MARINE BAND OF H.M.S. 'P'**  
 With 'Leatherneck' Program  
 Music, talk  
 30 Mins.  
 Sustaining  
 WFIL, Philadelphia  
 Planned as stunt program to collect on public interest in arrival of British warship here, this one did arouse attention as station hoped, and performance of band was completely flop. 'Leatherneck' program is regular Friday afternoon period with all tales of maritime spouting. William Carroll, speaker, U.S.M.C. division of public relations. He arranged with his friends in crew of 'P' to have a radio studio. Ship is at present making world 'good will' cruise. Program was announced as being carried over Empire radio network, also Alaska, Hawaii and Cuba.

Pranted that band music is hardly top as high class musical fare, these British tars nevertheless offered some very sour tooting. Frankly a 'band' in a radio studio, which frequently sounded like the old pre-war days German bands that radio had hardly gotten over. Empire's doubtful if any local program in present memory wasted so much shrewd build-up and production on such a lackluster performance. Bandmaster W. William Turner, played seven selections, one of which, 'Color Guard', written by Captain Gordon Ricketts, musical director of Royal Marines, was a highlight. England, seemed like it would never break.

Best part of program was talk by regular speaker, Sparks. Keeps his 'band' in the form of the ship he compared Marines of U.S. and England and recounted glowing experiences in the past. His remarks were forceful, vivid and to the point. For the rest, to revive a old chestnut, Britannia failed to rule the ether, and the show.

It was a tough break for the station after displaying such smart showmanship.

**JOHNNY MURRAY'S VARIETIES**  
 With Bob Taylor, Paul Pasquelli, Smokey Joe, Roy Carceran, Carol Lee, Oscar and Elmer, Ken Browne and Ginger, Ruth Durell  
 45 Mins.  
 KFWB, Hollywood  
 Scripted and worked on this talent lineup. Only Warner station topner missed in the listing is Kay Van Ripper. Runs for a year.

It was the spot that gave a revue that's what he got. He also got another edition of the High Jinks, which last out of the show for many years on a brace of stations. All the old jokers are back in stride, with the show. The show is a mix of yore and undoubtedly to the liking of their old following, which in the old days ran into many thousands and who must still be at the dial. On for comedy, music, and variety. Red Corcoran, Oscar and Elmer, Ken Browne and Ginger. They have a good show.

**COUNTESS OLGA ALBANI**  
 With Charles Previn's Orchestra, IS Mingi, Gladys, Charles Lyons  
 'Life is a Song'  
 30 Mins.  
 WJZ, New York  
*(Leo Burnett)*

Formerly this program, with very little show business, was more called 'Silken Strings'. Spanish singer resumes and the program becomes 'Life is a Song' with the number of that title as the theme. Meanwhile, Leo Burnett agency has account formerly with Ernest Casey.

It's an agreeable half hour of me-lo music. Previn's musicianship is first rate. Program is sewed together with the announcing agency a help. It's of the dulcet romantic embroidery type. Commercial are tactful in hoping for, but not selling a welcome from householders for the traveling sales representatives who house-to-house canvassed habits. Good news.

Emphasis is made that, unlike the average silk stocking which is fitted only to the foot, Real Silk is designed to fit the leg as well. That's a sales thought which probably sticks well enough in the memory, but the claim is more rhetorical than proven by the copy. Countess (now Mrs. Wallace Caldwell) was in nice voice Sunday (6). *Lead.*

**MIDSUMMER NIGHT'S DREAM**  
 With Jack Warner, Max Reinhardt, George S. White, Gladys, Gayne Whitman, Jimmy Cagney, Dick Powell, O. E. Brown, Hugh Herford, Olivia De Havilland, Mickey R. Robinson, orchestra.  
 Music and talk  
 60 Mins.  
 Sustaining  
 KFI, Los Angeles  
 Purpose of this mutual get-together was to have Warner Brothers and NBC undoubtedly was to provide the air fans with a Hollywood colossal and have a ready-made audience for the picture. As a ballet for one man—Max Reinhardt—it transcended anything else he had done. It was a checked career. Most of the time the picture was entirely forgotten, made secondary to the professor, who was a fine actor. He would hold in awe and reverence. Such a build-up was never given anyone connected with Warner.

Piped in from New York, Reinhardt tossed posts to the cast in the professional manner and fine, as he asked to listen to the radio recreation of the nocturnal ballet and what other ecumencums that were on the air. Most popular it was a night of nights for the prof. Program was given a chronological listing of the picture. He and Hal Wallis, his production chief, talking it over while watching the Shakespearean creation on the grandstand. Who decided it should be made into a picture, Warner put in long distance calls to all concerned to get the sign up Eric Wolfgang Korngold, to handle the Mendelssohn score; Nijinska for the ballet.

Orchestral interludes were ton-notch and etched a classic profile for the picture. Cast names were given, but the feeling, Gorin, have been disappointing to the masses. Reactions will be watched by the show.

Gayne Whitman had a full evening on the narrating end. *Helin.*

**IGOR GORIN**  
 Baritone  
 30 Mins.  
 Sustaining  
 CAMBELL SOUP  
 WABC, New York  
*(F. Willis Armstrong)*  
 Igor Gorin, a singer with foreign operatic background, has been built up as an outstanding voice on this show. One of the number from 'Pagliacci' to demonstrate wide range of his voice. Possessed with ability to sing with a tremendous amount of feeling, Gorin puts a great deal of light and shading into his work. Remarkably enough, he has a good deal of accent, which was so noticeable when first heard in N. Y.

His harmonic aria was made more appealing because of his delicate delivery and care before the mike. Only 26 years old, Gorin is a fine singer. He is a good opera singer. Metro has him for forthcoming film. *Wear.*

**LOUIS KATZMAN ORCHESTRA**  
 With Joseph Mendelsohn, Hanita Delmore, Myrtle Leonard  
 Musical Variety  
 30 Mins.  
 Sustaining  
 WJZ, New York  
 Louis Katzman started off on his job as musical director of WJZ with a broadcast Sunday evening (6) that had as its highlight group of arrangements which he made and aired while working on various networks. He has a fine group of soloists were Joseph Mendelsohn, baritone; Hanita Delmore, soprano; Myrtle Leonard, contralto, and Edward Price, tenor.

It was a program rich in deftly contrived melody, with a Victor Herbert melody, especially proving Katzman's keen touch with both the pen and the baton. The warbling was uniformly of high grade. *Oddec.*



# NEW YORK RADIO PARADE

By Nellie Revell

### Theme Song

Fred Waring ork did a resume of Cole Porter tunes on their Ford broadcast of Sept. 24. Included was 'Sing, Sing for Sing Sing,' a number they used in the legit musical 'The New Yorkers' in 1931. The Mutual Welfare League of Sing Sing Penitentiary had a receiver tuned in on show and heard ditty for their first time. Next day the Waring office received a request for 150 copies of the tune. The league, a prisoner organization, want to use the tune 'Sing, Sing for Sing Sing' as marching and chering song for their football team.

### Costs Extra

One reason commercial programs don't use organ tunes except in rare instances is that NBC, CBS and MBS (WOR) bill sponsors for use of the instrument. NBC charges \$75 for one hour or more, \$50 the half hour, and \$25 for a 15-minute stretch. These prices are for the organ in studio \$B. A new portable electrical organ is in process of being built. This machine will be available at no charge. CBS using the organ at the Paramount theatre and piping tunes to their studios also bills sponsors. MBS (WOR) recently installed a new organ and is asking \$60 per hour, \$30 the half and \$15 the quarter hours. WOR has a \$7.50 rate for five-minute spots also. None of these prices include the fee of the organist.

### Turntable Showmanship

Eight months back Martin Block took to air at WNEW with a 30-minute program of recorded tunes titled 'Make Believe Ballroom.' Program had no commercial sponsor though the usual spot announcements were aired. Today the 'Make Believe Ballroom' airs hour and a half in aym, 15 minutes in afternoon and 45 minutes more each eve, and all sponsored in 15-minute segments. Block does all announcements, is his own engineer, runs the record turntable, and carries on a fast line one-way chatter with artists on records. None of the palaver is in script form. Even commercial announcements are ad lib. Most lock-deals are clip an ad the sponsor has in daily paper so as to have prices available.

### One-Year-Id Stooze

Emily Vaas, age nine, is new stooze on the Phil Baker program for Gulf. She is youngest of a batch of seven children all of whom have done radio work. Payoff is that others have always been sustaining while Emily, the youngest, is the only commercial in the family. Walked into the Sam Lyons office looking for the job while Ed Baker was there looking at candidates. Baker took an instant liking to the way she wore her hat. Promised her the job if she promised to show for work in same outfit, and not remove the hat. Got job and gave no audition.

### Peaceway's Heavy Going

World Peaceway-Squibb broadcast at CBS last Thursday was a most hectic incident. The script was in revision right until show time due to attempt to incorporate all late news flashes on the war. Paul Robeson had a sick spell and was replaced by Clyde Barrie, who did a swell job. And a cable from Ramsay MacDonald was hours late in arriving. All in all Dwight Cooke, the productioneer, had a busy eve.

### MacArthur vs. Mrs. MacArthur

When 'Jumbo' airs over WEAF for Texaco a husband and frau will be in competition. Helen Hayes airs at same hour over WJZ. Her husband, Charles MacArthur, is co-author of 'Jumbo.'

### Pittsburgh Papers Not Chummy

Curious situation prevails with regards to airing of 'Heinz's' program in Pittsburgh over WJAS. Program uses Josephine Gibson as the cooking expert and Lois Miller as organist. Both girls are native Pittsburghers. The sponsor employs some 80,000 people in Pittsburgh and is a big advertiser. The program airs from the Heinz Auditorium in Pitts since this is where organ is to be found. Still and all the local papers lay off program. Mebbe cause WJAS uses Trans-Radio.

### Likes Uncertain Actor

New Borden program at WOR was in process of being cast with the client sitting in at talent auds. This after the show was sold, naturally. About 18 men were competing for role of middle aged doctor. Voice was important since had to do with commercial announcement. Sponsor selected the most nervous man at audition cause, he wasn't so sure of himself.

### Smiles Davis Auditioning

Smiles Davis, ex-vaude, and Ruth Lyons of WKRC in Cincinnati, are auditioning a new act for radio. Both girls collaborated on script. Smiles will do the songs and comedy with Ruth handling the piano and organ. Smiles Davis is frau of Harry Frankel (Singer Sam) and ex frau of Ned Wayburn.

### Scrambled Notes

WOR now has a special event man. He is Jerry Danzig of the Eve Journal staff...LaPalina Cigars show shopping again...Al Hanser, advt mgr of Heckers HO, in town for a visit...World Peaceways will not air on Oct. 24. President Roosevelt will have the air...Ed Sullivan and Bert Hirsch ork for I. J. Fox at NBC. Local on WEAF only...David Ross is only CBS announcer with an exclusive commercial contract. Chesterfield paper keeps off everything but sustainer and only few of these...New Phil Baker-Gulf program gives name and address mention of leading Gulf dealer in various towns visited on mythical tour. Gulf is bringing dealers to NY and having them mentioned on air while they're in studio...Chauncey Gray, pupil of Ozzie Nelson ork, refused to start an outfit on his own. He wrote 'Bye, Bye, Blues' and other tunes...Perry King, ex-program manager of KQV in Pittsburgh and WIS in Columbia, S. C. and announcer at WMCA for past three weeks, resigned to freelance. First assignment is Hinds Honey and Almond Cream recordings...The O'Neills scheduled to take to air at NBC on Sept. 30, doesn't debut until this eve...Dave Herman ork joined Ansonia Show program at WOR...Frank and Flo start a new series of song and patter over WTIC and WICC for Koppers Coke of Conn. Arthur Kudner Agency bills them as 'happiest pair on the air.' Page May and Peter; Frank and Julia; Jack and Mary; Fred and Portland, and Easy Aces...Bob Taplinger's latest client is the Ntal Republican committee.

### Short Shots

Borrah Minevitch and his Rascals and the Giersdorf Sisters, a vocal trio, do guest shots on the Frank Parker program Oct. 12...All networks have a charge of \$5 per hour per man for sound effects...Carnation Contented program at NBC added 16 stations to their network...Phil Morris show Tuesday eves at NBC is adding 18 stations to their 8-8:30 spot...Betty Glenn, of WMCA press dept, visiting office of Mike Porter, and touched open live wire. Thumb and first two fingers of left hand were severely hurt. Plenty of bandages and pain...K. K. Hanson back from Chicago...William G. Waring, grandpappy of Fred, was the founder of Penn State College...Skeets Meekins, ex Washington, DC, paperman, has been added to CBS night press staff...Jack Tangarten has kid brother Clois is the name and he is a drummer...Phi Duey doing four shows a day at the Center theatre...French Casino will replace NBC with CBS wires. Opened with Don Bestor and Carl Hoff orks and NBC wires. With Bestor out and Tommy Dorsey, a CBS ork, replacing, the wires will change nets...Bobby Benson doing stint at the Food show in Bronx...Celia Branz to sing Ukranian songs on Music Guild program at NBC. Worried about mispronouncing.

# I.J.FOX

AMERICA'S LARGEST FURRIER

has the pleasure of presenting

# ED. SULLIVAN

"BROADWAY" COLUMNIST OF THE DAILY NEWS



WEAF

Friday 7<sup>45</sup> P.M.

Tuesday 7<sup>30</sup> P.M.

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# I.J.FOX

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Between 36th and 37th Streets, New York

BOSTON · CLEVELAND · ILADELPHIA · IS · HOLLYWOOD · LON

# New Business

(Continued from page 32)

ings at approximately 7:30 p.m. starts Oct. 1. Through **WJZ** Advertiser Company, **WBEI**.

**Weber Duck Inn**, four 125-word announcements on After-Dinner Recs., Tuesdays, starting Sept. 23. Through **Edward D. Kolker, WBEI**.

**Wugh Edward D. Kolker, WBEI**.

**Sylpho Nathol**, continuation of schedule of 10 announcements per week on stage schedule, through **Chambers & Wiswell, Inc. WBEI**.

**Golfway's Automobile Accessory Repair**, continuation of present schedule with 78 announcements on weather report, daily, except Sunday, effective Sept. 22. Through **Harold Cabot Agency, WBEI**.

**Community Dentists**, 52 transmissions (half-hour) Sundays, at 2:00 p.m., starts Sept. 29. Through **Stearns-Godley, Inc. WBEI**.

**Yard Musicale program**, 100-word announcements, one daily (evenings) except Sunday. **William F. Torrey, WMEK**.

**M. A. King Company, New York** (Starter's issue), 26 100-word announcements, one daily at 5:55 p.m. Placed through **Chambers & Wiswell, Inc. Boston, WJZ**.

**First Church Christ Scientist**, one 45-minute program at 12:15 noon-time, remote from studio, Tuesday, Oct. 9, Friday, Nov. 1. **Direct, WHDH**.

**Great Northern Finance Company**, renewal of 12 125-word announcements, daily, except Sunday, participation during the 6:00-6:15 p.m. **Yard Musicale program**, starts Wednesday, Sept. 18, subject to renewal. **Direct, WHDH**.

**W. A. Smith & Sons, Works, Inc.** (distributors of Torrid Heat Oil Burners), renewal of 18 30-word announcements, one daily at 11:30 a.m., 1:30 and 3:30 p.m.; started Monday, Sept. 23, subject to renewal. **Direct, WHDH**.

**Blackwood Brackett Company (Loco Soap)**, series of 13 30-minute children's programs, Saturdays at 11:30 a.m. **Direct, WHDH**.

**Wild King Cole** (dine and dance), series of 26 75-word announcements, one daily, except Sunday, Saturdays, at 7:00 p.m. **Direct, WHDH**.

**Auto Radio Company**, six 30-word announcements, one each weekday. **Direct, WHDH**.

**Band Clothing**, series of six 15-minute airing horse race results, each weekday, from 5:50-6:55 p.m., subject to renewal. **Direct, WHDH**.

**Lithuanian Radio, Inc.**, renewal for 13 weekly one-half hour broadcasts in Yiddish, starting Sunday, Sept. 22. **Direct, WHDH**.

**Gilette Safety Razor Co.**, 31 participations in Yiddish, through Service Broadcasts, daily including Sunday, renewal effective Oct. 1. Through **Ruthrauff & Ryan, New York, WNAC**.

**Sterling Shoe Co.**, 364 weather reports, daily including Sunday, began Oct. 1. Through **WJZ Advertiser, Providence, WNAC**.

**Ironed Teat**, 16 five-minute electrical transcription, Mondays, Tuesdays, Wednesdays, began Sept. 30. Through **Ruthrauff & Ryan, New York, WNAC**.

**Joyce Brothers**, eight 15-word announcements, four daily, Sept. 27 and 28 through **Chambers & Wiswell, Boston, WNAC**.

**John Irving Shoe Co.**, 20 15-minute programs, Oct. 1 through **Bremlock & Solomon, Boston, WNAC**.

**WLAN - WATR - WORC - WMA5 - WJZ - WDR**.

**Household Finance Corp.**, 364 time signals, daily including Sunday, renewal effective Oct. 13. Through **Charles Danley Frey, Chicago, WNAC**.

**F. Ad. Richter & Co., Inc.**, 26 100-word announcements, Saturdays, began Oct. 5. Through **Foreign Advertising and Service Bureau, New York, WAB**.

**Piso Co.**, 26 15-minute programs, Tuesdays, Thursdays, beginning Oct. 2. **WAB**.

**Federal Importing Co.**, 156 15-minute programs, Mondays, Wednesdays and Fridays, beginning Oct. 21. Through **WJZ Advertiser Agency, Boston, WAB**.

**Community Dentists**, 52 30-minute programs, Thursdays, beginning Oct. 24. Through **Stearns-Godley, New York, WAB**.

**B. C. Cheney**, 100 15-minute programs, daily except Sunday, beginning Oct. 2. Through **C. E. Smith, WAB**.

**Bristol County Kennel Association**, six 125-word announcements, daily, except Sunday, beginning Sept. 29. Through **Harry F. Boston, WAB**.

**Cold Spring Brewery**, 78 time signals, daily including Sunday, renewal effective Oct. 6. Through **Harry M. Frost, Boston, WNAC**.

**Motor Co.**, 20 100-word announcements, Sept. 30 and Oct. 1. Through **McCann, Erickson, New York, WNAC**.

**John Craig Productions**, five 15-word announcements, Sept. 28, 29 and 30. **Direct, WAB**.

**Motor Co. of Chicago, Corp.**, 20 15-minute programs, Wednesdays, Saturdays, began Oct. 2. **WAB**.

**Southwest Radio Corp.**, one one-hour program, Oct. 3. Through **J. Stirling Getchell, Detroit, WAB**.

**W. B. Libbey**, 26 15-minute show manager (dental work), series of four 15-word announcements, one

weekly on Monday evenings. **Began Monday, through William E. Torrey, WMEK**.

**B. & D. Wall Paper Company**, series of 26 100-word announcements, each weekday, evenings at 5:30. Through **S. Alfred Wasser, WJZ**.

**Hotel Rosemont**, series of 100-word announcements (four-week contract), one each weekday, spotted between four and five evenings. Through **S. Alfred Wasser, WJZ**.

**Key's Specialty Store**, series of 12 100-word announcements, one daily, evening, Sunday, Monday, Tuesday, Wednesday, Thursday and Friday. Through **S. Alfred Wasser, WJZ**.

**Wm. Reinherz, Milden** (men's clothing), series of 16 50-word announcements, through **S. Alfred Wasser, WJZ**.

**Harold M. Langill Company** (shoes), series of 20, twice-weekly, 100-word announcements, one each on Tuesday and Thursday evenings. Through **William E. Torrey, WMEK**.

**Joe Homberg** (restaurant), 100-word announcements. **Direct, WJZ**.

**Farmer, Brighton** (real estate), series of 100-word announcements, one weekly on Thursdays. **Direct, WJZ**.

**Wm. Manning** (beauticians), renewal, contract for 52 weeks, series of 100-word announcements, Tuesdays, through **Wm. Manning, Boston, WJZ**.

**Original Dry Cleaners**, renewal, series of 150-word announcements, one each Sunday, through **Robert Squella, WMEK**.

**W. B. Dumas & Company** (foreign books), 100-word announcements, one each on Monday evenings. Through **William E. Torrey, WMEK**.

**M. Tulman & Co.** (furniture distributors), series of 15-word announcements, through **William E. Torrey, WMEK**.

**Curry School of Expression**, series of 15-word announcements, through **William E. Torrey, WMEK**.

**M. A. King Company, New York** (Starter's issue), series of 13 125-word announcements, one each between 9 and 9:30, mornings, one daily including Sunday; began Monday, Sept. 18, subject to renewal. Through **Chambers & Wiswell, Inc., Boston, WHDH**.

**T. D. Thorpe** (business broker), series of 42-word announcements, one daily, except Sunday, between 6:30 and 7 evenings. Through **William E. Torrey, WMEK**.

**Estelle's** (restaurant), series of 15-word announcements, six times weekly, through **William E. Torrey, WMEK**.

**Morrison and Schiff** (kosher meat products), renewal of contract. **Direct, WHDH**.

**Estelle's Barbecue**, series of 200-word announcements, participation in Yiddish. **Direct, WHDH**.

**Copley Square Hotel**, series of 100-word announcements. **Direct, WHDH**.

**CHARLOTTE, N. C.**

**Chatham Manufacturing Co.**, Winston-Salem, N. C. Six 1/2-hour afternoon program per week for 52 weeks, Monday through Saturday, 2:30-3:00 p.m., Sept. 1, 1935. Placed direct. **WBT**.

**Duke Power Co.**, Charlotte, N. C. (Continuation contract), three 1/2-hour live programs per week for 11 months, Monday, Wednesday and Friday, 9:45 to 10 a.m., Sept. 30, 1935, through Aug. 31, 1936. Placed direct. **WBT**.

**Giuseppe-Stewart Co.**, Charlotte, N. C. Four time signals, one each on Monday, Tuesday, Wednesday and Friday, 10:00 p.m., Sept. 2, 1935, through Aug. 31, 1936. Placed through **Eastman Scott & Co., Atlanta, Ga. WBT**.

**General Mills, Inc.**, Chicago, five 1/2-hour live programs per week for 52 weeks, Monday through Friday, 2:00-2:15 p.m., Sept. 2, 1935, through Aug. 31, 1936. Placed through **Sample-Hummert, Inc., Chicago, Ill. WBT**.

**Wm. H. Hardacre Co.**, Monroe, N. C. (Continuation contract), three 1/2-hour live programs per week for 52 weeks, Monday, Wednesday and Friday, 9:45 to 10 a.m., Sept. 2, 1935, through Aug. 31, 1936. Placed direct. **WBT**.

**Wm. C. Crane Clothes, Inc.**, New York City. (Continuation contract), six 100-word live announcements per week, Monday through Friday, 10:00-10:15 p.m., Sept. 2, 1935, through Aug. 31, 1936. Placed direct. **WBT**.

**M. L. Olin & Co., Atlanta, Ga.**, fourteen 25-word time signal announcements per week for 52 weeks, Monday, six days per week, Oct. 28, 1935, through April 26, 1936. Placed through **Loeb Advertising Agency, Atlanta, Ga. WBT**.

**Phillips Packing Co.**, Philadelphia, Pa. 26-word time signal announcements per week for 52 weeks, Monday through Friday, 10:00-10:15 p.m., Sept. 1, 1935, through Aug. 31, 1936. Placed through **Loeb Advertising Agency, Atlanta, Ga. WBT**.

**Phillips Packing Co.**, Philadelphia, Pa. 26-word time signal announcements per week for 52 weeks, Monday through Friday, 10:00-10:15 p.m., Sept. 1, 1935, through Aug. 31, 1936. Placed through **Loeb Advertising Agency, Atlanta, Ga. WBT**.

p.m., Sundays, Sept. 1, 1935, through Aug. 30, 1936. Placed direct. **WBT**.

**Shore Distributing Co.**, Charlotte, N. C. (Continuation contract), six 1/2-hour live programs per week for 52 weeks, Monday through Saturday, 12:30-1:15 p.m., Sept. 1, 1935, through Aug. 31, 1936. Placed direct. **WBT**.

**Spring-Sprig**, Shelton, S. C. two 25-word time signal announcements each for one year, Sept. 1, 1935, through Aug. 31, 1936. Placed direct. (Continuation contract). **WBT**.

**Selman Mfg. Co.**, Omaha, Neb. (Continuation contract), one 1/2-hour live program per week for 40 weeks, Monday through Saturday, 8:45-9:00 a.m., Sept. 23, 1935, through Oct. 1, 1936. Placed through **Thomas Adv. Co., Omaha, Neb. WBT**.

**Southern Bearings and Parts Co.**, Charlotte, N. C. fourteen 25-word time signal announcements per week for 52 weeks, Monday through August 25, 1935, through August 22, 1936. Placed direct. **WBT**.

**A. R. Charlotte, N. C.**, six 1/2-hour live programs per week for 52 weeks, Monday through Saturday, 8:15-8:45 p.m., Sept. 1, 1935, through Aug. 31, 1936. Placed direct. **WBT**.

**Dr. Miles Laboratories, N. C.** (Continuation contract), one 1/2-hour transcription program per week, Tuesday, Thursday and Saturday, 10:00-10:15 p.m., Sept. 1, 1935, through Sept. 5, 1936. Placed by **Wade Advertising Agency, Chicago, WBEI**.

**Wm. W. Furniture Company**, announcements. **WSOC**.

**Finger & McCre, 15-minute program**, **WSOC**.

**Chevrolet Motor Company**, thirty-one 15-minute programs, three a week. **WSOC**.

**Reid's Better Food Stores**, fifteen weeks of announcements. **WSOC**.

**Carolina Mushroom Grocers**, announcements. **WSOC**.

**ST. LOUIS**

**Sterling Products** (Dr. Lyon's Tooth Powder), "Back Stage White", live radio transcription, Monday through Friday, ending June 28, 1936. **Blackett, Sample & Hummert, St. Louis, Mo.**

**Shelly Oil Co., Kansas City, Mo.**, "Air Adventures of Jimmy Allen", electrical transcription, Monday through Friday, ending April 2, 1936. **Russell Comm. Kansas City, KMOX**.

**Phillips Milk of Magnesia** (face cream), How to be Charming, electrical transcription, Monday, Wednesday and Friday, Monday through Thursday, 10:00-10:15 p.m., Sept. 1, 1935, through August 31, 1936. **Dorothy Perkins Co., cosmetics, announcements, Tuesday and Thursday ending May 15, 1936. Direct, KMOX**.

**Carlson's Candy Co., St. Louis**, "Nancy Nelson's Songs", live, Sunday p.m., 52 weeks. **Direct, KMOX**.

**Gordon Clothing Co., Russell Brown & Edith Karen**, songs, six days weekly for 52 weeks. **Direct, KMOX**.

**Alco, St. Louis, opticians**, "Ruth Brine, Hollywood Commentator", two weekly for 52 weeks. **Direct, KMOX**.

**Levy Shoe Co., St. Louis**, "Ruth Brine, Hollywood on Parade", Sunday mornings, 26 weeks. **Direct, KMOX**.

**ATLANTA**

**Rolls Razor**, 13 15-minute Sunday Central transcription, Monday through Friday, 10:00-10:15 p.m., Sept. 1, 1935, through Aug. 31, 1936. Placed direct. **WBS**.

**Bunte Candy**, 101 50-word spots for Tango Bars. **Fred A. Robbins, McKee and Albright, WSB**.

**Monticello House Party** (Dr. Caldwell's Syrup Pepsin), five 15-minute transcriptions a week to include 130 broadcasts. **Kramer-Krasselt Co., WSB**.

**Atlanta Gas Light Co.**, indefinite schedule of 30-word spots for annual campaign. **W. J. Radiant Gas Heaters, Direct, WSB**.

**JERSEY CITY, N. J.**

**American Furniture House**, renewal for six weeks, one time signal weekly, in Polish. **WHOM**.

**Merrit Clothing Co.**, renewal for 62 weeks, one 30-minute programs daily. **WHOM**.

**D. Wolf Co.**, six 15-minute programs weekly, in Italian. **WHOM**.

**Central Super Co.**, 150 announcements weekly, for 13 weeks, in Italian. **WHOM**.

**Wm. W. Furniture Co.**, six announcements weekly for an indefinite period, in Polish. **WHOM**.

**Wm. W. Furniture Co.**, six announcements weekly for 13 weeks, in German. **WHOM**.

**FORT WAYNE**

**Monticello House Party**, quarter hour weekly, for an indefinite period. **WOWO**.

**Kroger Grocery**, one-half hour weekly, for an indefinite period. Placed through **Ralph Jones Agency, WOWO**.

**Chevrolet**, three quarter hours weekly, through **Wm. W. Furniture Co., Campbell-Ewald Agency, WOWO**.

**McMillan Feed Mills**, broadcast, Ind.,

# Inside Stuff—Radio

With a characteristic tendency to take its cue from the older branches of show business, radio will have a Shakespearean cycle. The Bard is represented on Broadway this season by several stage revivals, Warners has done "Midsummer Night's Dream" as a film, and in general show business is giving the 400-year-old drama a little a wider audience.

NBC's Radio Guild will do "Much Ado About Nothing" on Oct. 9, from 4:30 to 5:30 over WJZ, New York, and is to be followed by series of Shakespearean repertoires.

Last year the NBC Guild presented Dame Sybil Thordike in "Macbeth" when she was appearing on the "Earl Stiefel Side," and while it was not a favorable comment, no particular follow-up was made. CBS' American Show of the Air starts its fall season Oct. 11, with half-hour presentations, and will play around with the Bard. Lux program over CBS is expected to present an all-star Shakespearean show short.

WNEW, Newark, has been advised by counsel for Al Jarvis, of Los Angeles, that the station's use of the title "The World's Largest Make-Believe Ballroom" is an infringement of a copyright held by Jarvis. Latter broadcasts a similar dance band idea over KPWW, Los Angeles.

Executives of WNEW declared yesterday (Tuesday) that although they questioned the validity of Jarvis' exclusive right to the title they would likely revise the title the outlet is now using. Jarvis asserts he copyrighted a continuity containing the words "The World's Largest Make-Believe Ballroom" on June 19, 1935. WNEW adopted the title more than six months ago.

Any discovery of Milton Stern, University of Southern California physics professor, looking towards solving of television transmission over distances is still a secret as far as television engineers in N.Y. and leaders most closely identified with its development are concerned. If the range of television has been extended beyond the usual best-known zone of 25 to 30 miles, currently recognized, it is as yet unknown to companies interested in the new medium's development.

Usual procedure is to have engineers submit their findings to the American Society of Electrical Engineers. Society directors generally pass on it before it's given general release.

Renewal of its transcription series by Chevrolet will bring \$12,000 in royalties to the Music Publishers Protective Association. Publishers are due to receive this week their share of the \$10,000 collected by the association from radio disc rights during September. Distribution is about to begin for the month of August.

With the September divvy, the fees garnered from transcriptions comes to \$85,000, or 30% over what the parallel period gave the MPPA last year.

Said to be the heaviest immediate response ever accorded a radio show on the Coast, a radio telegram was sent in on Eddie Cantor for his final airing for Pebeo. Repeating the broadcast later in the evening he received another 300. When red light went off, Cantor, characteristically, told those in the studio not to forget their truck of Pebeo on the way home. Drug store close by sold out their stock of 68 packages within an hour.

First Coast station to publish ad sell its monthly program is Earl Anthony's KECA, which milled out its first issue last week to 8,000 dialers. Frequency is devoted solely to "musical and cultural requirements of the intelligent minority."

Recent poll indicates to show 70,000 in the category within hearing of the station's signal. Book tells each day's music program plus explanation. Jose Rodriguez, station's publicist, edited.

Report carried in some dailies that W. Lock Wel, Japanese tennis player and Olympic champ, had been found guilty of having been under contract for radio work for Corn Products, kept the advertising agency and company's phone wires hot. Complete denial was made that he was ever under contract to the company or that the company or ad representatives had ever heard of the athlete.

One of the hard and fast rules at KFI, Los Angeles, is never to play records. Recently an exception was made. Lawrence Tibbett platters were spun for 15 minutes. On the rival station, KHJ, Tibbett was inaugurating his Packard broadcast at the same time. Earl C. Anthony, who owns KFI, also operates the Packard-agency in the state.

After huddling with his sponsor, Lehn & Fink, and CBS for sometime concerning his new air series, Leslie Howard was finally sold on the idea of unbending and meeting the press for an informal get-together session. Last year, when playing legit in "The Petrified Forest," he held out until the final weeks of the run, and then made it short and snappy.

Radio instruction in colleges is spreading. One of the newest classes is at New York University where Bernard Platt is taking 46 students through the intricacies of broadcasting. Slightly over one-half the students are girls. Courtney Savage and Bob Colwell will be followed Oct. 11 by Alonzo Dean Cole as guest lecturers before the class.

Columbia Broadcasting System's use of a continuity-style dialog to answer ANPA propaganda was somewhat along the lines of a novel pseudo-continuity prepared as station publicity for WINS, New York, by Walter Preston, a year ago. Preston is now in Des Moines as general manager of the Cowles group.

Larence Wheeler, managing director of WHEC, Rochester, clarifies the change of station representative from John Blair to Paul Raymond, who was replaced by WHEC and preceded John Blair company's new policy of "short list" brokerage.

one-quarter hour weekly for an indefinite period. **WOWO**.

**Studebaker**, four quarter hours weekly for an indefinite period. Placed through **Roche-Williams & Cunyngnam, Inc. WOWO**.

**Central Super Co.**, Decatur, three quarter hours weekly, also daily spots. **WOWO**.

**Wm. W. Furniture Co.**, series of two quarter hours weekly, for an indefinite period. **WOWO**.

**Wm. W. Furniture Co.**, series of two quarter hours weekly, for an indefinite period. Placed through **Wade Advertising, WOWO**.

**Willard Tablet**, three five-minute spots for an indefinite period. Placed through **First United Advertisers, WOWO**.

**Walter's Baker**, three weekly for an indefinite period. **WOWO**.

**Greenblatt's Furriers**, renewal on Oct. 2, one hour for an indefinite period. **WOWO**.

**Lavenu**, series of spots on house-to-house, throughout Oct. Placed through **Roche-Williams & Cunyngnam, WOWO**.

**Alka-Seltzer**, presenting O'Malley Family, for 13 weeks, three weekly at 4:30 a.m. **WOWO**.

**Willard Tablet**, three weekly, presenting Buckle Busters musical group, for **WOWO**.

**Lincoln National Bank & Trust Co.**, three weekly, four Thursdays, for an indefinite period. **WGL**.

**McKenna Milling Co.**, of Quincy, Mich., renewal series for an indefinite period, with Bob and Norm due. **WOWO**.

**Earl-Laz**, presenting "Strange as it Seems," disc series for an indefinite period. Placed through **Katz, WOWO**.

**Wm. W. Furniture Co.**, series of two quarter hours weekly, for an indefinite period. Placed through **Wade Advertising, WOWO**.

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*The*  
**W-world's  
 G-reatest  
 N-newspaper**

**DEDICATES THE WORLD'S GREATEST  
 RADIO STUDIO BUILDING!**

During the past solid week of gala programs over the Mutual Broadcasting System, Station W-G-N has dedicated its magnificent new studio building, constructed next door to Tribune Tower in Chicago at a cost of more than \$600,000.

Said the master reporter of the Chicago Tribune, "A fairyland of music, of discourse, and of color . . . Here, in a luxurious studio auditorium seating 588 persons, the public will see the wheels of radio go round through the medium of what are called 'visible shows'

. . . Counting everybody—directors, artists, production men, operators, electricians, carpenters, firemen, guards, ushers, and reception girls—from 150 to 200 persons will be on duty when the plant is going full tilt in its total of three public and three private studios. And in addition to those six, W-G-N will continue to maintain its three studios now housed on the eleventh floor of Tribune Tower."

W-G-N maintains its perennial policy of providing service and entertainment—regardless of expense!



THE CHICAGO TRIBUNE STATION—TRIBUNE SQUARE, CHICAGO  
 416.4 METERS—720 KILOCYCLES  
 NATIONAL PRESTIGE . . . SUPERIOR PROGRAMS . . . 50,000 WATTS POWER . . . CLEAR CHANNEL  
 INTENSIVE ZONE 7 COVERAGE . . . A NEW \$600,000 STUDIO BUILDING  
 ORIGINATING programs for five networks—The Mutual Broadcasting System, National Broadcasting Company,  
 Columbia Broadcasting System, The Yankee Network and The Canadian Radio Commission Network





# RADIO SHOWMANSHIP

### Stunts, Novelties, Tie-Ups

#### Outstanding Stunts

**BOBBY BENSON AT RODEO**  
ERWIN-WASEY AGENCY

**Bobby Benson at Rodeo**  
Erwin, Wasey & Co., agency on the Hecker account, has arranged to have the Oct. 16 matinee of the Rodeo at Madison Square Garden dedicated to the Bobby Benson program on CBS. Billy Halop who plays the name character in the serial will occupy a box, after doing a circuit of the tank on a pony as part of the introductory parade, while the sponsor will contribute the best felt sombrero available for the outstanding all-around performers of the matinee.

**WOR's Showmanship Gesture**  
In order to throw a halo of special significance around certain of its programs daily, WOR, New York, is adopting a policy of mentioning them in other programs via plugs subtly woven into the continuity.

Thus the Allie Lowe Miles Club stanza will have a line somewhere to the effect that listeners should tune in "The Psychologist Says Series" at a later hour. Three programs singled out every day for such buildups, including sustainers as well as commercials. Chosen trio is constantly rotated, however, so that eventually all programs will have their share in the spotlight.

Station claims this is the first instance of such intramural plugging in radio.

**Living in the Grocers**  
Lancaster, Pa.  
What's the sauce for the radio goose also works on the gander, a couple of programs over WGAL here have demonstrated. While merchants have long since learned to put the squeeze on consumers' pocketbooks with clever copy, they never suspected that they themselves would

be wide open to the same sort of attack.  
However, in Lancaster and vicinity, the boys are listening to the new series of programs, feeling the squeeze, and, believe it or not, hoping right into line.

It all started when an organization composed of local independent grocers decided that a few new members wouldn't damage the cause. They talked the matter over with Hines Hachette, manager of WGAL, who at one time or another had mentioned radio to them, and he went to work on the problem. Result, a series of programs, with Eddie Gundaker of the studio staff in the role of Uncle Ed. Uncle Ed's business is to chew the fat, aerialize, with the boys and girls and pass out assorted prizes ranging all the way from bicycles to fountain pens. He gives them to the kids saving the most wrappers off of food packages—but the packages have to come from one of the organized grocery stores.

Each Monday evening at 5:15 o'clock, and as a part of it Uncle Ed's first one was aired. The plans were shown around and an even dozen holdouts jumped right in. After the first program eight more joined up. Since then there's three to six each week, and sponsors, kids and station are all doing quite well, thank you!

**Program, backed up by substantial grocery store, window displays, heralds and weekly prize list sheets, has real power. Before the first one was aired the plans were shown around and an even dozen holdouts jumped right in. After the first program eight more joined up. Since then there's three to six each week, and sponsors, kids and station are all doing quite well, thank you!**

#### WJW, Detroit, Showmanship

An extensive series of entertaining, educational and civic programs for the fall and winter was inaugurated by WJW this week, representing a big outlay of local talent and production.

"Dramatic Half Hours," directed by Wynn Wright, will include one-act plays adapted especially for radio and will be heard every Sunday afternoon. "The Story of Songs," also scheduled for every Sunday afternoon, will feature the Radian Singers, male chorus. Each program will be devoted to a special type of song, to a particular section of the country and to a specific composer. Valbert Coffey, musical director of the station, will be in charge with Wynn Wright as narrator.

Men high in business and professional life will be introduced on the various Sunday programs of "The Bible in Modern Life," conducted by the Detroit Council of Churches. Each speaker will interpret the Bible as it applies to his business or profession.

Within the next few weeks, the Detroit News Hour will be dis-

continued for a tabloid opera idea, under Coffey's direction. Several operas are to be produced, one each week. Herschell Hart will narrate.

Two fifteen-minute afternoon recitals, to start soon, will feature the better music. The first is to include Arno and Woodenda, piano team. Guest artists will be obtained for the rest.

"Souvenirs," musical production show, will begin Oct. 10, featuring a string ensemble, directed by Coffey. Script for the recollections idea is by Mel Wissman, of WWJ's continuity staff.

The history of Detroit and vicinity will be given in a series of broadcasts called "Our City." Mayors, city officials and prominent business and professional men will speak.

Each Saturday morning the students and teachers of a certain Detroit school will write, direct and broadcast a diversified show. There will be orchestras, choirs, soloists, short sketches and a newscast of events about each of the schools. Announcers also will be present.

Two other school programs also have been set up, one "News in Education" and "Government of the World Today." Latter is for elementary students and will follow in general last year's traveling series. "News in Education" likewise will be scheduled, as will 15-minute sketches devoted to special problems of children.

Station also will devote 15 minutes each week to talks by various officials in the city.

Later this month a comedy sketch, entitled "Troupers," will go on the air. Story of three girls and a young business man by Mel Wissman.

Numerous other local programs of station will be maintained.

#### Little Hangers Again

Last Saturday (5) when Borden milk launched its Lou Little Club program, every Borden delivery truck had a little hanger announcing the event. Did same stunt before.

Hanger was an oval cutout, printed in suggest pigskin with the lettering in white. Hole large enough to permit the hanger to be tied neck plus but only three-fourths around, permitting the flap to slip back in place when removed from the container.

#### Radio Buys Paid Space

Detroit.  
Detroit newspapers are benefiting by the wholesale shakeup in network affiliations. WXYZ advertised in the space space that it is joining the NBC blue. WJR bought a similar amount of space to announce its upping to 50,000 watts, and CBS came in first to say that WJR is now in its fold.

CKLW meantime bought the fourth full page to point out that it is joining the Mutual web. All the spurling came on the same day.

#### WFAA's Big Whoopla

Dallas.  
Plenty of excitement around this town last week which was an occasion of the 50th anniversary of the Dallas News. The newspaper's station, WFAA, particularly went to town to celebrate the golden year for the rag.

Station was on the air for five hours for the golden jubilee. From 9-10 p. m. NBC gave the station and the newspaper a full hour of the Dallas Symphony orchestra on a hook-up of 33 stations. After NBC made this gesture WFAA ran from 10 p. m. until 2 a. m. with a line-up of jubilee shows.

#### Can't Commercialize Courts

Cleveland.  
Because city's traffic commissioner and radio critics objected to WJAY commercializing its "Traffic Court" hour, claiming it would belittle moral drawn from actual court cases aired, station has had to turn down two sponsors who wanted to buy it.

Since starting series three times a week by remote control from Judge Storey's traffic court, the number of auto accidents have decreased at least 30 per cent according to commissioner. Offenders apparently afraid of microphones or getting more careful, is only conclusion.

One day the traffic docket slumped as low as two accidents, so WJAY cut the usual half-hour broadcast down to eight minutes.

#### 'It Doesn't Pay' Stuff

Louisville.  
Riding over the WLAS airwaves each Sunday morning, 9:30-10 a. m., CST, is a rather unusual and novel (Continued on page 45)

## FCC's Washington Docket

Washington, Oct. 8.

### Grants and Applications

Application for one new transmitter was okayed by the Federal Communications Commission last week, and one station was granted power increase.

Request of Brown Radio Service and Laboratory, Rochester, N. Y., for new station to operate on 1210 kc with 100 watts days, was removed from hearing docket and granted. Station WROL, Knoxville, Tenn., received Commission's authorization for day power boost from 100 to 250 watts.

Application of KPJM, Prescott, Ariz., for renewal of license to operate on 1600 kc, with 100 watts, was turned down by commission, sustaining Examiner F. W. Seward. Request of Hauser Radio Co., Ventura, Calif., for new station to operate on 1310 kc with 100 watts was dismissed with prejudice.

Two applications for renewal of licenses were sanctioned by the commission, upholding recommendations of Examiner R. H. Hyde. Station WGBS, Chicago, Ill., received a license renewal to operate on 1360 kc with 500 watts nights, 1 kw days, while WSEB, also of Chicago, was given leave to continue operating on 1210 kc with 100 watts.  
Only one application was set for hearing by the commission, when plea of WBBN for increase in operating power from 1 to 5 kw was referred to examiners.

The following applications were received:

F. W. Atkinson, Watsonville, Calif., new station to operate on 1310 kc with 250 watts days; Bismarck Tribune Co., Bismarck, N. Dak., new application to operate on 550 kc, with 1 kw nights, 5 kw days (facilities of KFYR, Bismarck); Mason City Globe, Mason City, Ia., new station to operate on 1210 kc with 200 watts; Fresno Broadcasting Co., Fresno, Calif., new station to operate on 1410 kc with 400 watts nights, 1 kw days; Station WHDL, Olean, N. Y., frequency change from 1420 kc to 1260 kc and increase power from 100 to 250 watts; Pittsburg Broadcasting Co., Pittsburg, Kan., frequency change from 1500 to 790 kc and power increase from 100 watts to 1 kw; WTMV, East St. Louis, Ill., increase power from 100 watts to 100 watts night, 250 watts day.

### Examiners' Reports

Dental of a request for a new transmitter, applied for by A. Tornek, operating under the trade name of the Metro Broadcasting company, Los Angeles, was advocated by Examiner F. W. Seward, as applicant failed to show legal, technical and financial qualifications necessary to the construction and operation of the proposed transmitter.

Previous hearing on same application, held Feb. 9, resulted in complicated tangle when J. Tornek, though referred to by witnesses as "Mr. Tornek" turned out to be a woman, Mrs. Anna Tornek. It was then recommended by commission to the hearing docket.

Further evidence adduced in the two hearings developed that finances for the proposed station would be provided by Abe Corenson, cousin of Mrs. Tornek, who was to be manager of the new station, and that, although Mrs. Tornek, Abe Corenson and Mrs. Corenson, Abe Corenson's mother, are partners, operating under the trade name of Metro Broadcasting Co., neither of the two last named parties signed the application. Effect of granting application, Examiner Seward points out, would provide for erection and operation of a broadcast station by proxy, in violation of the commission and the Communications Act of 1934.

Zenith Radio last week reported great pick-up in earnings for July quarter. Statement showed net profit of \$55,422 before income taxes to federal government compared with a net loss of \$45,578 for July quarter in 1934 before same taxes. This is the first quarterly report of company for its fiscal year.

Clarence G. Cooby, gen. mgr. KWK, back in St. Louis from extended trip through east.

**Congratulations**  
**WGN**  
**DORING**  
**SISTERS**

Personal Management  
**PAUL KAPP**

To WGN . . . every good wish for continued success on this occasion of the grand opening of your new building.

The Blackhawk  
Randolph and Wabash  
CHICAGO

Congratulations — WGN  
**TINY STOWE**  
and His GOLD MEDAL MINSTRELS

Congratulations — WGN  
**IRVING MARGRAFF**  
and His BLACKSTONE HOTEL ENSEMBLE  
CHICAGO  
Personal Direction: KEN RAY and ASSOCIATES

**THE NEW WGN**  
**STUDIOS** MARKS STILL ANOTHER  
IMPORTANT STEP IN WGN'S STEADY  
MARCH OF PROGRESS.

**THE 'NATION'S STATION'**  
EXTENDS ITS SINCERE CONGRATULATIONS ON THIS AUSPICIOUS OCCASION

To WGN—In Sincere Appreciation

**HORACE HEAT** And His BRIGADIERS

Held Over Indefinitely at DRAKE HOTEL, CHICAGO

# Radio Chatter

(Continued from page 42)

gold bands, the wearing of which in the studio caused some kidding. "Salute to Donizetti," author of "Lucia Di Lammermoor" on 10th anniversary of date when it was first produced at Teatro Fondo, Naples, Italy, was a full hour program last Saturday (28) on WED. Italian program division of station picked Columbus Radio Service to present program, with augmented orchestra directed by Amedeo Passeri supplying bulk of broadcast. Sextet from famed opera, "Lucia," closed program, which originated in studios of Columbus Program and continuity by David J. Lustig.

Walter Kelly, Bess & Schillin program director, confined to East Orange home with bad case of grippe.

Francis Stevens, who did five weeks of ballading at Rainbow Grill, Rockefeller Plaza, headed for Philadelphia and hotel engagements.

WOKO, Albany, lands a couple of bands, Austin Wylie at the New Kenmore hotel and Johnny Long at the Ten Eyck hotel.

Purchase of a library service by WESG, Elmira, has had no effect on the local talent situation, according to Dale L. Taylor, station manager. WESG is connected with the Columbus Broadcasting System and are only the best of local features are placed on programs. WESG uses the Standard Advertising Bureau Service when vacant periods appear on the schedule in preference to running ordinary phonograph records. WESG does not use amateur talent.

"The Climbers," Henry I. Marshall's program on WNEW, New

York, has been sold to Middletown and Cream Company as a special this week. Marshall presents applying amateurs or professionals on his 15-minute program, 7:30 to 8:30 p. m. Bess & Schillin placed the account.

Joseph Kahn substituted for Bert Shefter on Sunday morning live session over NBC red rim.

Charles Albert Ayres, composer and accompanist for concert names, was at the keyboard for Helene Maderna, in her sustainer over WGY last week.

Drane Sisters with Aldo Ricci's orchestra.

Radio station WHOM will christen its new RCA high-fidelity transmitter next Saturday with an all-night DX party, with officials and entertainers celebrating the event. The new transmitter, which has a 125-foot directional tower, is being placed in actual use today (Wednesday), being placed on location at Hoboken. Zeb Turney, Jack O'Connell, Albert Ayres, Dal Ann, Marie Dodge and others will be on the DX program.

Charles Schell services on WINS, New York from 6:45 to 9 a. m. EST is now sold steadily commercially to the following sponsors: American Laidly, Jacklin, Inc., Acme White Lead, J. Kurtz & Son, Empire Gold, Plaster, Revlon and General Audiotone. Helen Mercedes handles the spelling chases in between, giving weather reports and time signals.

Leo Bolley, WFLA sports announcer, married last week to Helen Bookmiller, of Elmira. Bolley, who has been a boxcar sports announcer at Niagara U, formerly was at WESG, Elmira.

John Herrmann and Carl Peterson, two cameramen on Admiral Richard E. Byrd's expedition to the North pole, were interviewed on their experiences on Fredrick Rich Penthouse Party program last (Sunday) night on WABC.

Walter Kelly, Bess & Schillin program director, back after week's battle with the grip.

Trene Duffel has guest artist on NBC's Campbell Soup Hour next Friday (11).

Charles Allen, member of the Buffalo Studio Theatre Players, has been signed as a member of the Board of Time Broadcasters. New York Radio Studio Players this season includes Charbelte Somerside and Odrienne Hillhouse.

W. Y. Radio & TV reader's script, "Poetry Row" being auditioned by CBS, with Al White, Robert Leonard, Ed McDermott, Diana Allen, Ed Harris, Maurice Carplin, Matt Cohen wrote the piece, which revolves around the poet's poetry row studio background. Jules Berkin and Jack Carroll in charge.

Ed Smith joins Florence Maxwell on Mr. Walter Kelly's "Poetry Row" morning series over WINS, New York.

For a one time visit, CBS' "Man on the Street" curbstone commentary program will go atop the Empire State building's tower on Oct. 17 at site of that day's broadcast. Bob Trout will do announcing. Tower itself has a WINS interview show daily.

When Leslie Howard arrives on the Coast this week for work on "The Petrified Forest" (War) he's to commute regularly between the Arizona desert and Los Angeles for his CBS broadcasts. Location work will take about a week.

New 250-watt RCA high fidelity transmitter was christened and placed in service by WHOM, Jersey City, last Sunday (6) morning with a special DX broadcast starting at 1 o'clock. Transmitter is located on Hudson river edge near Hoboken. Roland Trenchard, general manager of station, was only speaker audible on program. Trenchard acted as master of ceremonies. Peaceful Valley Folks (Zeb Turney, Jean Bill Williams and Ted Gordon) and piano duo of Watt Watkins and Margo provided music and singing for DX broadcast.

WAVE, Louisville, appointing new singer from Memphis, Tenn. twice in program called Musical Scrap Book. Billed as the Song Master, his name is unannounced, and it's left to audience to guess just who the romantic vocalist really is.

Gordon Thompson, WAVE station pianist, on twice weekly with Musical Memory Game program, theatre tickets being the prizes. He'll be left to ten persons guessing correctly the numbers played.

Much buzz around WHAS following appearance of its new program boy yodler, on Alamo Theatre screen this week, in his first

featured western "Tumbling Tumbleweeds." Last readily closing a long engagement on the station, in favor of a Hollywood screen contract.

Georgia Wildcats, WHAS, Louisville, hillbillies, invited to entertain at opening rally for A. B. (Happy) Chandler, Kentucky gubernatorial nominee Saturday (28th) in Lawrenceburg, Ky. Cats then jumped 1500 miles to Chicago for concluding dance at Fontaine Ferry Park Casino.

Joe Hepp, backface comedian, making personal appearances with Monk and Sam throughout Kentucky and Indiana.

Theolina Dolan, formerly WHAS and University of Louisville Player actress, handling dialogue and commercial plug will fill Bond on Kraft program over WAVE, Louisville.

WAVE feeding Kraft program to NBC South-Central Group, with Ford Bond handling announcements from New York, and his brother Bill Bond, who is in plug in Louisville. There's a marked similarity between the voices of the two brothers, but so in fact that Nate Lord, WAVE manager, was unaware that his own speller, Bill Bond, was sitting in for Ford Bond on the South-Central Group. He thought it was Ford Bond doing the announcing all the while.

Carl Nielson, WHAS technician, recently married, and taking long honeymoon to the coast.

Louis Russell, Irish tenor, was first of eight amateur contest winners to get spot on WHAS, sponsored by the Ford Bond. Russell was heard on sustaining spots over the station some years ago, and returned to do one of the grand prizes in the WHAS amateur contest.

Billy Farrell, novelty pianist and sustainer on WHAS over long period, has taken over spot on Monk and Sam program formerly filled by Ken Tucker.

Dozen hours of new fall bill reports for KTSB, San Antonio, has a new transmitter tower for its five-kilo perker.

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## Manitoba

Fred Haywood, latest mikeman at CJRC, Winnipeg, in sixer station, CJRM, Moose Jaw, where he has been for past three years, has been returned to Winnipeg. CJRC, overtook him for 15 minute periods in week, sold sold for winter months. Turning away business, time will be spent in the States.

Stan Evans Style Shop back on air. Using Dave Davies, baritone, and Bill Linton, piano, same setup as last season.

CJRC carrying all rugby football games, both home and out of town. Two English overnights during this season, trying to boost local boys.

Bob Straker and Harry Bird (CJRC) back from belated holidays.

Orval Knight (CJGX, Yorkton, Western Broadcasting Bureau, Winnipeg) returns from lengthy trip through states.

Bert Pearl, CJRC, to Toronto.

Claude Taylor, who took over for Garry Holt for winter. May get CRC-Western wire later.

Charles Jennings (CRC, Toronto) postponed his return to Toronto to confab with Ernie Bushnell, Western and Ontario Director for CRC, and Bill Linton, who will be program Director for CRC, at Fort Garry Holt. Jennings leaves for Toronto tonight (23).

## Ohio

Four political candidates in Cleveland's anniversary race spent nearly \$12,000 for radio campaigning, passing last election figures.

WGAR got around \$5,500. WHK netted about \$3,000. WJAZ's share from broadcasting speeches came to \$3,000. Nothing by air expenditures, for current lawyer who spent most for radio time was passed up in primaries by another radio-militant rival.

Millie Bruder, WGAR hostess, is now Cleveland's first and only woman news commentator as result of promotion.

Cleveland Radio Broadcasting Corp. operator, W. J. Kelly, is calling Federal Communications Commission for an okay to move station's transmitter to transmitter to WHK's headquarters.

WTAM to increase its nine-piece bandline orchestra to 14 pieces around Nov. 1.

A new high in networks for any Cleveland, has been hit by Lawrence N. Kurkidge, WHK's new music director. Unusual angle is that CBS has taken over three more of his program broadcast through rival station of WHK three times weekly at 6:15 p. m. Adding his former bandline between CBS and WHK, Kurkidge now has one hour and fifteen minutes of CBS time.

Four Barons, formerly of WCAE in Pittsburgh, at WGAR to do an act a la Mills Brothers.

Hanging mile turned out to be a boomerang for Tom Lewis, WTAM program manager. While announcing Ben Silverberg's cast program, he smacked his head off milk and

took a Maxie Bae dive. Was still out on edge when Don Cordray, who pinch-hit, finally shouted "contact."

WJZ dropping another hour of its daylight time schedule, now signing off at 5:45.

Len LaRue, drama writer for WJAZ, knocking out two new songs with collaboration of Neil Rigler, stann pianist.

Marjorie Loft, blues warbler, is back at WLW, Cincinnati, after brief absence, and assigned to weekly "Lullaby" sustainer.

Sundown Varieties, new unannounced program on WLW, 6 to 6:15 p. m., debuts Saturday and Sunday, features Rex Griffith, tenor, and the Tomboys, femme vocal trio, with music background by the Rhythmic Sisters and Divano String Trio.

## Utah

Paul Mallon, Washington commentator, columnist, interviewed over KSL.

Gordon Owens, KOL sports announcer, leaves for similar set-up with KSL, expected Saturday and Sunday, features Rex Griffith, tenor, and the Tomboys, femme vocal trio, with music background by the Rhythmic Sisters and Divano String Trio.

Don Cave's band, replaces Bob WJAZ, KSL will air new outfit.

Newest addition to KDYL program, production department, is George Snell, also subs as announcer.

KDYL staff members formed a bowling team.

Betty Blair, who conducts "Hear's Haven" column in the Salt Lake Telegram, found an etherized version over KSL.

KDYL enrolls the services of Frank Bakley and Les Goates, Desert News sports editor, in its "Football Fanfare" program.

George Snell, KDYL, announcer, has had another book accepted by a New York publisher.

Dave Simmons, KDYL, announcer, now in sales department.

Gene Halliday, staff member, plugging his easy-to-play piano technique.

Ed Broman, fully recovered from his operation, resumes his salesman post with KSL.

Sam Shapan no longer connected with KDYL, Salt Lake. He's selling suits.

WJAZ, with play description of the Utah-Oregon grid game carried by KDYL, Ted Rogers and Dave Simmons, announced.

Petition for new radio station in Price, Utah, now up for consideration before the F.C.C. in Washington.

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## Nebraska

Dick Kiplinger, formerly with KFAB, Omaha, has been moved to the Lincoln end to KFOR. He announces.

Monte Meyer, Union Holding Co. ad exec, who has been suffering from lymphatic gland trouble for over a month, is about to come back to work.

Miriam Kleinsinger, who does bits in local women's broadcasts over KFAB-KFOR, as well as acting private secretary to President A. L. Beghtol, reported back to work with the end of her Colorado vacation.

Dee Dirks, general manager and vice president of the Union Holding Co. has returned from Washington where he has been attending to some FCC hearings and licensing bit.

Harriet Kruse Kemmer, who started on KFAB, Lincoln, and went up to CBS, in this week from a California trip.

## Nebraska

WCAAM's "S. S. All for Fun" series moved into Met Theatre, Philadelphia, after summing on Ericson Line's S. S. John Caldwell.

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## GRACIE BARRIE

OPENING IN "SCANDAL WHITE'S SCANDALS"

Sole Direction, HERMAN BERNIE, 1019 Broadway, New York

## "LITTLE" JACKIE HELLER

The Old Maestro's Radio Sensation

NBC NETWORKS

Mon., Tues., Wed., Fri. and Sat.

THIS WEEK (Oct. 7-13)

FOX-DETROIT

Direction HERMAN BERNIE, in association with NBC Artist Bureau

## LEON BELASCO

And His ORCHESTRA

LOWRY HALL, St. Paul, Minn.

Sole Direction, HERMAN BERNIE, 1019 Broadway, New York

second year

## french casino carloff

and his orchestra

cbs-wabc-wed. 11-11:30 p.m. mbs-wor-fri. 11:15-11:45 p.m.

## THE VIRGINS

Radio's Best All-Around Colored Quartet

MUTUAL NETWORKS

Thursday 12:15 P.M. EST

Management MARY L. SHANK

## ARTHUR BORAN

RADIO'S MOST VERSATILE ENTERTAINER

PRESENTING HIS NOTED IMPERSONATIONS

HOTEL ADELPHIA PHILADELPHIA, PENN.

WEEK OCT. 11TH PHILA., PA.

CARMAN THEATRE

DR. WILLIAM MORRIS AGENCY

## BENA VENUTA

EVERY TUES. 6:30-8:30 P.M. EVERY SUN. 10:30-10:45 P.M. EST-WABO

And Entertainer on NBC Network

Now Appearing in "Anything Goes" 46th St. Theatre, New York

Management CBS Artists Bureau

Personnel Management JULES ALBERTI, 515 Madison Ave. New York City

## AL SHAWNE

Radio's Ambassador of Song

EVERY SUNDAY

WOR 12:30 to 1 P.M.

DR. MORRIS AGENCY

ANSONIA SHOES

Foot Fashion for Footlight Femmes

## CLEO BROWN

NBC NETWORK

Daily, 9:05-9:15 A.M. CDST

CHICAGO

Personal Manager-SAM BEER

## ALEX HYDE

musical director

WHN new york

# Radio Showmanship

(Continued from page 43)

program, broadcast from the County Jail in Louisville. Stanza consists of religious hymns and a sermon by Capt. Urey, head of the Volunteers of America organization in Louisville.

An organ has been installed in the jail, and prisoners are invited to join in the singing. This they do right lustily, although they are not released from their cells. When they are treated to a straight-from-the-shoulder talk by the captain, who has a local reputation for helping those who are down and out. Mrs. Urey usually sings a solo for the boys and girls, and her deep, rich contralto carries sincere appeal to the unfortunate incarcerated in the jail house.

At various hours a quartette of prisoners appear on the program.

### Tickets as Premiums

Annual fall football season is being used as bait by several sponsors over WWO, giving away free tickets to big games in and around the city. Centive Brewery airing regularly on station for the past year and a half, is giving away \$100 worth of passes to gridiron fights.

**PHIL BAKER**  
Gulf Refining Company  
Sundays, 7:30-8 P.M. EST  
WABC-CBS  
Direct  
A. S. Lyons

**REED LAWTON**  
"The Carlsbad Cavalier"  
AND HIS MUSIC  
Tues., Thurs., 1-1:15 P.M.  
WOR  
Carlsbad (Sprudel) Salt Program  
Personal Representatives  
E. MARION GRIMES and J. JARON  
270 Park Avenue, New York

**EASY ACES**  
FOR ANACIN  
TUES.-WED.-THURS.  
7 P.M. EST  
NBC-WJZ

**JOHNNY AUGUSTINE**  
+ His Music  
Featured on  
"MARTY-MAY-TIME"  
SATURDAYS 9:30-10 P.M. EST  
Coast-to-Coast Columbia Network

**EMERSON GILL**  
AND HIS ORCHESTRA  
HOTEL WEBSTER HALL  
DETROIT, MICH.  
MCA Direction

**DON MARIO**  
Star of  
"Penthouse Serenade"  
NBC  
Coast-to-Coast Sunday Afternoon  
New York Rep. MAX RICHARD  
Radio City, New York

Also Charles Denby Cigars are offering tickets to the Army-Navy game, and the Notre Dame-Southern California game in their current contest.

Local high-school games also come in for their share of attention through the radio by way of programs, with sponsor giving away similar prizes.

**Consolation Letter**  
Allentown, Pa.  
Those who fail to win in the Charis Corporation's single contest conducted over the radio by the Sisters of the Skillet (East & Dumke) receive the following letter:

Dear Contributor:  
We were pleased indeed to have you take part in our popular Limerick Contest conducted by Eddie and Ralph every Sunday.

Your suggestion has been carefully considered but we haven't the pleasure of telling you that by time we award prizes in this week's contest. Maybe you'll have better luck next time. We shall be glad to have you contribute again. Eddie and Ralph give a new Limerick every Sunday and announce the three leading winners for the past week.

A complete list of the twenty-five winners for this week is being forwarded every Charis Fitting Establishment. If you are interested in learning the names, look in the Telephone Book under the word "Charis" for the address of the local, or the nearest, Charis Establishment and ask for the information.

If any member of your household is interested in any of the foundation garments, a Charis Representative will gladly call and give interesting details of all the STAVIS and Charis Service without obligation. We hope the leaflet enclosed will be of some interest.

Sincerely,  
**CONTEST JUDGES.**  
Sub-Division Handy?  
New York City.  
Empire Gold airing over WINS, New York is naming Helen Merchant, on Oct. 6, in a sub-division located at Dover, N. J. Occasion is to be made an event with a parade broadcast, etc.

**Speed Cop Tie-Up**  
Miami, Fla.  
WQAM mikes described tests made by motorcycle police of passing cars in the last department's safety campaign. Stunt was part of the station's "Man in the Street" broadcasts, with the town police chief participating in the contest of motorists as to when their brakes were tested last, what signals they give when turning right, etc.

Head gendarme injected a touch of action into the proceedings when he ordered a car, which the driver couldn't stop suddenly, halted away by a wrecker for brake repairs.

**KSTP in Strange Places**  
St. Paul.  
KSTP's 25-watt short-wave transmitter, mounted in a shining white Dodge truck, did yeoman duty during the Fair for all over the grounds. With Lester Carr handling the engineering and an announcer John Wald exercising his larynx, the duo went in for the unusual and succeeded in painting over such unique broadcasts that KSTP was the talk of the town.

Instead of straight reporting the auto races, for example, duo drove to the pit and interviewed drivers and mechanics from there, while motors roared around their oval during the warming up, resulting in slick background stuff.

Other stunts were broadcasting from the bottom of the County Memorial, with the ping-ping of motorcycles clicking all around 'em; talking to the cattle breeding champs as they milked cows in their stalls; and a slicker from the pig pens, "interviewing" the champ sow as she grunted sweet nothings to her boar friend.

operation with the various high schools in the city. Show will be a 60-minute affair each Saturday morning and will be handled exclusively by the students of one high school for the radio by way of public publicity, talent and announcements.

There are 35 high schools in Chicago and 56 in the Chicago area.

**ing in Dept. Store**  
Los Angeles.  
When radio set dealers unveiled their new models, Hal Block, NBC publicist, tied the radio to the Hit Parade to land solidly in the newspapers. Dealers plugged the block to "present a big parade of new models with the stars of Hit Parade in person." Block had Lennie Hayton, Kay Thompson, the Three Rhythm Kings and Charles Carlisle take a bow at the exhibits unveiling.

**irls Have a Session**  
Boston.  
Listeners to WEEI's "Boston. This and A Bit of That" program Tuesday afternoon heard on the air the singing of Mary Young.  
Announcer: "and I take pleasure in introducing Mrs. Ridging."  
Mrs. Ridging (solo voice)—"The name is Young."  
A few minutes later—  
Mrs. Ridging—and it gives me great pleasure to introduce Mary Young, well-known star of the stage who will give a special performance Friday afternoon at the Copley theatre.

Mary Young—(solo voice). "It's Saturday afternoon."  
Mrs. Ridging—(solo Saturday afternoon).  
Mary Young—"You did not."  
Announcer: "and I take pleasure in introducing Mrs. Ridging."  
Mrs. Ridging—(solo voice)—"The name is Young."  
A few minutes later—  
Mrs. Ridging—and it gives me great pleasure to introduce Mary Young, well-known star of the stage who will give a special performance Friday afternoon at the Copley theatre.

**Gotta Have a Ducat**  
Pittsburgh.  
Hearst-owned station, WCAE, setting up the new, literally and figuratively, since moving studio to twenty-first floor in William Penn hotel. Stream of visitors has been so great that the station's Ford Billings, general manager, has adopted a policy of admission-by-ticket only. Applicants must mail their requests to station at least four days ahead of date desire.

Evening News, station owner, is carrying ad.  
**rocer's Air-Press Link**  
Buffalo.  
Armand S. Well read division has evolved special tie-up for spot announcements on WBBN. Loblav Cucularia airs daily in papers. Spotters are made up from top headline of ad and store slogan. Spot paying more than these prices is "Loblav—We sell for less—Loblav."  
Announcer mentions that Buffalo Evening News, station owner, is carrying ad.

**Too Early for Amateurs**  
Philadelphia.  
This Quaker City may be the "Sleepy Village" to out-of-town woodchuck makes, but it looks like local youngsters are wise beyond their years when it comes to nocturnal meritment. Pat Stanton, director of WDA Sunday morning "Kiddies' Pollies", after airing program at 10:30 for several years, recently moved period up to 9 o'clock. Most of budding "artists" were unable to crawl out of feathers in time. Once showing up were usually red-eyed and no voice so early in the morn. "Pollies" now back at 10:30.

**Oil Burners and Theatres**  
St. Louis.  
Tie-ins with two local theatres, the Fox and the Ambassador, have been arranged by Scott-Neucomb, oil burner manufacturers, via a radio program over KSD. Idea is that the program (which up a domestic drama in which oil burners are the main selling point) with chatter about films, the man and wife eventually going to one of the two pic houses.

It is also mentioned in the program. Scott-Neucomb is advertising daily, with Rita Ross and Frank Eschen playing the roles. Oakleigh French is the agency.

**Express Train 'Interviewed'**  
Louisville.  
Pan-American, Louisville & Nashville R. R. crack train, recently celebrated its second radio anniversary by stopping for several minutes at the WSM microphone, 12 miles south of Nashville, while a special program was broadcast. August 1932, the Pan-American has whistled its salute to the nation over Station WSM every week. It follows, trailing tower, the tallest in America.

Program consumes about five minutes with short opening announcement to end as train is heard approaching in distance. As engine nears the microphone, engineers give signal to blow final blast held until engine gets almost to microphone. A short announcement follows, extolling the virtues of L. & N. territory and the opportunities for northern businessmen to locate on the Gulf Coast. Entire technical staff of WSM was used to handle the anniversary program, with J. S. McCrisis of engineering, the Marzine Department taking care of details for the railroad.

**Woe Hours Commercial Idea**  
Philadelphia.  
Figuring to compete with Wired Radio in reaching night club and cafe field, WDAS next week begins nightly series of all-request transactions, beginning at 11:30 and 1:30. Idea is to reach cafes and lunchrooms not able to afford wired radio. Program will be participating, with commercials given in rhyme.

Request cards will be distributed to cafe-sponsors and placed on each table. Customers will pass cards to proprietor, who will phone requests to station, where there'll be special operator of it's hoped) operators to handle them. Program will be conducted by Paul Alger, recent program director and conductor of several participating shows over that station in the past.

**One-Man Duet**  
Rochester, N. Y.  
Bob Pierce, "Old Man Sunshine" on WHAM, pulled a novelty comedy song stunt by recording the song on wax, then singing a duet with himself. Trick lends itself to many variations.

**ighborhood Puffing**  
Philadelphia.  
By shrewdly capitalizing history, consciousness of this old burg, WIP is grabbing plenty of attention with a new series of local shows. Tabbed "WIP's Puffing Neighborhoods" in city, program is bankrolled by Herman Credit Co., handled through Telegenium agency.

It offers music that is supposed to be characteristic or have some connection with district, then goes into spiel about history of that section and main points of interest and information of locally. Airing is scheduled to start this week, a natural for neighborhood consumption and gets a big play from the local weekly sheets.

**io, Illustrated Slide Tie-Up**  
What is figured to be first "illustrated lectures" ever broadcast will begin beginning next week. WIP and It Isn't television stunt. Co-operating with 15 schools, station has lined up imposing list of experts to appear in topics such as art, science, history and other educational subjects. There'll be lantern slides in the studio, which the lecturer will speak about.

As he talks, identical slides will be shown in the classrooms where the program will be heard. A signal by the speaker will indicate when slides should be shifted. Series to run half hour Monday afternoons for 24 weeks, is sponsored by Philadelphia Society for the Advancement of Science, with Daniel Garber, director of the Pennsylvania Academy of the Fine Arts, as special lecturer. Topic card-negative Foundation will take over series.

**'To Be or Not To Be'**  
Philadelphia.  
Here's another new one for the simon purest in at least local. Stage struck amateurs with the idea they've potential Leslie Howard and Katharine Cornell will do able to emote in a new series over WCAU. It's called "To Be or Not to Be". Apparently no irony is meant.

Programs, to start Friday (11), will have original dramatic yarn played by professionals, with neophytes going on immediately afterward with same sketch. It isn't even necessary to offer usual help of professional contract. All hopefuls are offered to crack at the listeners.

**WNBR at the Fair**  
Memphis.  
Mid-South Fair went into the air with WNBR with station working from all buildings, barnde, rodeo, track and midway. Regular staff announcers told about most everything with Virginia Collins brought in especially for the women's angle. Event here is the Johnson Exposition of mid-way entertainment where the WNBR mikes were filled with color.

put an 'if' on okay in specifying that speakers provided had to be local doctors.  
Some by-law passing followed before public appearances became ethical, and that station emphasized claiming a moral victory. Doctors are now available for speaking as well as for patching up damaged announcers.

**Grew To Be a Habit**  
Cincinnati.  
Commercial department of WLW had a happy awakening last week. All over discovery that Howard Chandler, Jr., organ sustainer on the station for past six and a half years, with only eight weeks out during that stretch, has a following. Chandler Chats has been a regular program feature of mornings, except Saturday and Sunday, on the upper. Never was the organ recital sponsored. Front office lately decided to find out if the sustainer meant anything. Announcement was made that the program would be jerked if lack of interest was indicated. Came 7,500 letters that it be retained.

Gayle Grubb, WKY, Oklahoma City broadcast in Atlanta to handle Dixie series games.

**COLUMBIA ARTISTS BUREAU**  
Presents  
**LITTLE JACK LITTLE**  
and his  
**ORCHESTRA**  
Appearing Nightly in the  
**CONTINENTAL GRILL**  
of the  
**ST. MORITZ HOTEL**  
on the Park  
New York City

**ABE LYMAN**  
AND HIS  
**CALIFORNIA ORCHESTRA**  
**COAST-TO-COAST**  
WABC—Tuesday, 6:30 to 9 P.M. EST.  
(Phillips Dental)  
WEAF—Friday, 9 to 10:30 P.M. EST.  
(Phillips Milk)

**AL GOODMAN**  
And His ORCHESTRA  
**PALMOLIVE BEAUTY BOX**  
EVERY FRIDAY, WJZ  
9 P.M. EST, 7:30 P.M., WFT, NBC  
Lehn and Fink Hour  
Sundays at 6 P.M. WABC-CBS  
**COAST-TO-COAST**

**RAINBOW SHELL OIL**  
Rainbow Shell Oil  
New York  
WEAF  
10:30-11 P.M. EST  
Wednesday 10:30  
AND HIS ORCHESTRA  
EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.  
WILLIAM MORRIS AGENCY  
**Water-boung SHELL OIL**  
SATURDAYS  
WEAF  
9:30-10 P.M. EST  
AND HIS ORCHESTRA  
EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.

## Night Club Reviews

### MAXIM'S (NEW YORK)

Before the war New York had a Maxim's and it was quite a place. Percy Elkies ran it and the boys and girls who mattered in those days made his below-42nd street spot a fave hangout. Surprising therefore that in the interim, with the great French Renaissance seizing Broadway, that this world-famous label wasn't again adapted for a New York nite until Jimmy Audiere and Mal Hayward tagged it onto the now defunct House of Lords. But here it is, and a smart room too, with every good chance of catching on.

On East 54th, on the site of the old Chateau Cresta, later taken over by Jim Moriarty for his House of Lords, it's been again done over into a smart tavern, with a spacious outer bar for the intimate diversions of the dinner sessions are in the larger interior again.

The speakeasy bar hangover is still present. When repeal was first spoken of the wise 'uns foresaw that the bar would never get along with prohibition. Something about the lean-up-against-the-bar thing had too much of a grip on the boys and girls, particularly the girls. They liked the idea and as result the bars have become neater, gaudier, more comfortable mayhaps, and there are even cozy chromium high-chairs to complement the plebian lean-to effects, but just the same the bar is there.

It's being manifested more than ever with this season's flock of new niteries as they being unfolded one after one.

The three Riviera Boys—Ronald Burke, Mark Anthony and Philip Sheridan—and a dusky duo, Cliff

and (Miss) Billy Hayward, alternate in encouraging the libations in between their songloos around the upright. Riviera trio is a bit more conservative than the hotcha Haywoods with their mean piano-whipling.

Maxim's \$2 dinner scales down to a \$1 breakfast in the outer bar and the \$6c drinks tilt to \$1.25, and the 60c. drinks up to 75c, as part of the nocturnal scheme of things, although there is no apparent reason for this. Otherwise the no-cover rag obtains. Albert Molange's orchestra during dinner.

Jimmy Audiere's brother, Maurice (backed by another brother, Frank) opens an opposal nite which week further down 54th, called Le Mirage, but there's no connection between these two, as anybody knowing the Audieres would know. Abel.

### HOTEL ST. REGIS (NEW YORK)

The 42d St. Country Clubbers who headquartered at the old Knickerbocker hotel at 42d and Broadway may well rub their eyes at the Maxwell Parish's famous Old King Cole mural when they spot it in the new King Cole room of the swank Hotel St. Regis. For the new room was especially built around the Parrish mural, perched over the 5th avenue hotel's bar as it was on Broadway during the pre-Volsteadian days. In the interim it was housed in the swank Racquet Club on East 42nd.

Which just about covers the history of nocturnal things and stuff in the past 20 years, where much has happened to wear away the Broadwayites over to the fashion-

### 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-city radio stations last week, in relative standing, according to the approximate number of plays on WEA, WJZ and WABO.

Cheek to Cheek  
I'm in the Mood for Love  
Top Hat  
Isn't This a Lovely Day  
On Treasure Island  
Broadway Rhapsody  
You Are My Lucky Star  
I'm on a See-See  
Accent on Youth  
Truckin'  
I'm Top of Your Head  
Without Word of Warning  
Rhythm and Romance  
Every Now and Then  
I Wish on the Moon  
I Found a Dream  
I've Got a Feeling  
Fool!  
I Wish I Were Aladdin  
Let's Swing It  
You Got Me Doin' It  
I'm a Fool for You  
In the Dark  
Piccolino  
When Leaves Bl  
Double Trouble

able east side belt adjoining Park Madison and Fifth avenues.

Ernie Coleman's orchestra and Medrano and Donna with their highly competent Spanish dance routine inaugurated this new Cole room for the winter season. Coleman, long at the Plaza, where he attracted nice trade, has been welcomed away to the swank Astor to do likewise for the St. Regis. Incidentally, now that Jack Rockefeller paved the way for multi-millionaires to look at the show business, Vincent Astor's name is prominent in all the billing in connection with the St. Regis.

Kinda nice to have an Astor for a table d'hote, and even if it's principally in the nature of an absentee landlord idea. Abel.

### HOTEL COMMODORE (NEW YORK)

The Commodore at Grand Central is a natural for trade, transient, tourist or convention as such always pays considerable attention to its appointments from cuisine to musical. Johnny Johnson and his orchestra have been installed for the winter in the nicely-architected English Grill and Miesha, Raginsky and a continental salub type ore dispense the dinner dancing in the Palm Room.

Grill is a spacious dining interior, about 1,000 capacity, as the turn-of-ways opening night (reservations only) attested to the b.o. of the Commodore. Johnny Johnson's band dispensation dispenser, Johnson has a nifty combo with Violet Mae featured on the ivories doing a Ramon-type of interlude with her songs to self-accomp. Johnson himself is an engaging personality maestro.

The Commodore, like many of the other first class hotels around New York, is pointing the way toward the return of the covert. While here's the usual 2 table d'hote dinner, a covert of 50c. goes on weekdays and \$1 Saturdays and holiday eves for the dance music. Abel.

### THE PENTHOUSE (DETROIT)

If Henry Fink's opening show and policy are any criterion, the New York showman should experience little difficulty in dispelling the fogs which have for several years dogged The Penthouse, swanky night spot on the top floor, the 13th of the Park Avenue hotel. Opening night crowd overflowed the 200-seater, occasion being the first game of the World Series here. And perhaps proving opening swank a fluke, patronage has taxed capacity of spot ever since.

Heading the 20-minute floor show which opened the evening several months of darkness, due to padlock because of liquor law violation, is Alice Dawn, who brings down the house with her lovey control voice and charm. Previous to last forced closing, spot had been penalized several times for liquor violations and gambling, some of them after raids.

Fink, who besides operating the place does a excellent job of m.c.'ing, also comes up with a fine singing voice and nifty satirical bits during the show. Taking every precaution to escape the fate of previous managers, Fink makes a winning appeal to the patrons about an hour before liquor deadline, warning them that bar would positively close at established time.

With Paul Nielson's-ork providing

the music, Fink opens floor show singing. Blonk Jean Kirk follows with a hotcha tap dance. Crowd responded heartily. Miss Dawn takes the spotlight next, singing three numbers. Miss Kirk then returns for a second hit, an a cappella number. In the next to shut, the double-voiced Mary Morgan scores with 'Swanee Cradle Song.' She uses rather than her contralto soprano voice. Fink closes the show in a clever satire on 'Old Man River.' Later in the evening Fink takes the mike and does a few numbers with a couple of numbers. Nielson's ork throws in several good gae club numbers during the dancing.

There are two floor shows nightly, at 11 and 12:30, about 20 minutes each. Spot has no cover and no minimum. Patrons are met at ground floor door and escorted on elevator to Penthouse by guides.

### CLUB DORADO (SALT LAKE CITY)

Salt Lake City, Oct. 2. Wally Stewart has been in the nite club biz in Utah for two decades. A smart entrepreneur, he specializes in food and public tastes.

Three or four floors up, represents the acme of nite club entertainment locally. Situated in the heart of the business district, both the felt building, spot draws a heterogeneous crowd each of six nights it's open. Sunday dancing in Utah is rare. Decorated in the modern manner, with tables graduated in three tiers, special features include a radio-aided spectacle and caricatures of film and radio personalities adorn the walls.

Dick Forscutt and his band current attraction. Forscutt was in Stewart spots for about 10 years. Gracious and a favorite with the younger crowd, leader has built up a large following. Outfit consists of eight or nine instruments. Featured vocalists include By Woodbury, baritone; Jean Bywater, personified warbler and a charming singer; and Rex Wilson, scat singer, and a trio, well versed in the old Rhythm Boys' licks.

Cover charges \$1 three course dinner 25c and a seven-course dinner at \$1 per plate with no cover.

### MONTE ROSA (NEW YORK)

Monte Rosa, large Italian restaurant in Times Square area, has blossomed only with a small show that holds a considerable promise as a business builder. Needed a little rearranging and sprucing up to meet an initial appearance but this has probably been done by now by Max Rogers, who produces the show. Vincent Liguori is managing director and host. There's a \$1 minimum and no corkage charge.

Sue Higgins' 'High Steppers,' as revue is known, is an all-girl production, with Marie Salisbury acting as mistress of ceremonies. Gets biggest returns with emble numbers because of comely chorines. Two best bets of production are 'Mardi Gras' and 'Hoochie, prima donna who is gifted with fine pipes, and Lee Carleton, fancy stepper. In addition to her superb warbling, Miss Carleton does graceful fan specialty and high-kick dance. Miss Carleton is tops with a skating number and a torch show.

Connie Arlen contributes a military tap and jazz number with a hula number. Band provides music for dancing and show. Present plans to introduce amateur night every Wednesday. Sunday is listed as 'celeb night.' Schedule calls for three shows nightly. Abel.

### LORD BALTO HOTEL (BALTIMORE)

Baltimore, Oct. 2. This is third year the hotel has housed a niterly and only regret seems to be that room wasn't opened the year before. First it was the Terrace, last year The Barn, but current copy is best of all. Howard Busick, who bonifies for the hostelry, has given the room a gay decor and opened up with an entertainment layout which tops the town. Only flaw is the fact that a few of the tables are so spotted occupants probably have to strain necks painfully to catch much of the show.

Dick 'Hotcha' Gardner's crew (9) holds forth. A new aggregation, like a large portion of the future. Gardner has collected himself a smart gang of syncopators, and since he personally had nearly a decade's experience as arranger and novelty singer with George Olsen, he knows big-league style. Disheveled management, and really shines when the boys indulge in novelty stuff. Gardner does all the male warbling, and since his sphere is the coast brand, he comes up with a more romantic male along lines of a legit baritone. Josephine Larkin (Mrs. Gardner) is an eye-compelling blonde, who, like husband, sings most strictly in the novelty field. At singing she's just fair, however. With her band outfit two singers interpolated in floor-

## DISKERS KICK IN TO MPPA AFTER WARNINGS

American and Brunswick Record Companies have paid over to the Music Publishers Protective Association 25% of the royalties due for the period ending June 30, 1935. Under an arrangement worked out by John G. Falne on behalf of the music industry the balance is to be turned into the MPPA within the next three weeks.

Falne was delegated to dun the two companies, which are owned by the same interests, after they had fallen back several quarters in their royalty payments.

In relaying the publishers' peeve Falne advised the recording outfits that unless the situation was quickly adjusted the music men would exercise the compulsory license provisions of the copyright act and thereby compel American and Brunswick to render monthly statements of their pressings and pay the minimum fee of 2c, as provided by the law, for each waxing.

show, it makes for well-rounded entertainment. Ricard and Carson Sisters are o.k. dancers with standard routine. The Betty Bright-a nice rhythm tapster, though for her solo stepping she could use a more flashy goth instead. Shows on weekly change, booked by National agency here, Gardner's ork and Miss Larkin kicked in for six weeks with options.

Room seats about 425. No cover, but there's a \$1.50 minimum.

### HOTEL LINCOLN (NEW YORK)

Hotel Lincoln, adjoining Times Sq. on Eighth avenue and 44-45th streets, basically a natural for the theatre trade, never got anywhere, but it has every good chance to go places with the Isham Jones orchestra now installed in the new Star Bar. This is the former main dining room, completely done over, by Eugene Schoen. In modernistic fashion with indirect lighting, etc., and the crack Jones dancers attracting the hoofers. Considering the pop scale of \$1.50 table d'hote dinner, it's a pretty good buy. The Earl and Josephine ballroom dance team, etc., it's quite a buy for the theatre-goers before or after.

Jones, long a sturdy dance staple, has a crack here again, with Wood Herman clarinetting and vocalizing the chorus interludes.

Earl and Josephine are from the Hotel Elmore, Los Angeles, and stand out best with their concluding of three dance numbers, a double hula routine. Done in formal clothes, the graceful Earl and Josephine rhythms make them a bit different from the general run of tango-dinner-outlet evening teams. It's just the right touch to lend the Californian authenticity to the dancers. They're a nice personality pair, both reddish blonde, and should do all right on the N. Y. niterly circuits. Abel.

Boyd Gaylord unit, with Lee Owens, playing an indef run at Pink Palmer's Club Palorama, Schenectady, N. Y.

## ROBBINS CHATS

"Lucky Lie Night"  
We're all lucky because  
of the  
"You Are My Lucky Star"  
By Brown and Freed from the sensational "Broadway Melody of 1935"  
Other songs from this production include:  
"I Got a Feeling" You're Fool"  
"On a Sunday Afternoon"  
"Broadway Rhythm"  
"Sing Before Breakfast"  
Don't forget:  
"Lucky Lie Night"  
"Ball Along Praline House"  
"I'm Yours All I Need"

ROBBINS  
MUSIC CORPORATION  
199 SEVENTH AVENUE - NEW YORK

## ATTENTION! MANAGERS AND PRODUCERS

We wish to announce that we are the  
**ORIGINATORS** and are **THE  
ONLY DANCING TEAM**

Doing the New Sensational  
**AMERICAN BOLERO  
IN 5-4 TIME**

Which Met with Tremendous Acclaim  
in Philadelphia and Washington.

Our Gratitude Is Expressed to  
Theodore Adolphus for his Brilliant  
Choreographi

HARRIETTE

# CAPTERTON

CHARLES

# COLUMBUS

# MPPA Takes Up Restricted Song Issue In Transcription Policy Talk for '36

Representative popular and standard publishers have been asked by John C. Paine, chairman of the Music Publishers Protective Association, to meet with him today (Wednesday) for a discussion on what they want to do about issuing licenses to electrical transcription manufacturers for 1936. Out of the conference may come an agreement to change some of the provisions in contracts issued to this segment of the recording industry.

Several of the radio disc manufacturers have been pressing Paine for a renewal of their present licenses, limited to Dec. 31, 1935, so that they can proceed to map their disc library plans for next year. As trustee for copyright owners, Paine has no right to make any contracts that will date beyond the end of the current year. Chiefly responsible for the disinclination of publishers to license transcription rights to their works for a period exceeding Dec. 31 has been the uncertainty felt for the continued existence of the American Society of Composers, Authors & Publishers. With practically all publishing firms, except the Warner Bros. group, now under contract to stay on with the Society for another five years, this bar is removed.

Angle which is slated for major attention at today's meeting involves the control to be exercised by publishers over restricted numbers which have been licensed for transcription purposes. Under the arrangement now existing there is no limit as to the number of times that the restricted number on a transcription may be aired as long as the station is covered by performing license. Sentiment in the trade is that the restricted number on a recording should be subject to the same control that exists for its broadcasting by live talent, which necessitates getting permission for each such occasion.

# MUZAK TO SELL ITS DISCS TO STATIONS

Wired Radio, Inc., or Muszak, will by the end of the current week be in position to dispose of electrical transcriptions to radio stations. Details of the license providing for this authority have been worked out by the Music Publishers' Protective Association and the signed contract will be issued to Wired Radio through Associated Music Publishers, Inc., a subid, either Thursday or Friday of this week.

Sale of the records to stations will carry with it the right to announce the names of the bands and artists involved. Discs were primarily stenciled for use by Muszak's system of power wire broadcasting, but the backers of the project later decided to dispose of the library to stations located in areas where Muszak has no intention of operating. Practically all the tops dance combos in the country have made recordings for Muszak.

## 3 and Out

Troy, N. Y., Oct. 8. It was three strikes and out for the femme imp at Eddie's tavern here. Stopped twice on police now by lack of a liquor license. Thomas Dunn, manager, has given up. Jack Mason's Playboy Revue came back to town to start the race season at Saratoga Springs. Liquor license expired Sept. 30 and the State Liquor Authority refused to renew it on the grounds that "Public convenience and advantage will not be promoted by the issuance of renewal license."

## MASTERS TO FRISCO

Chicago, Oct. 8. Frankie Masters band heads for the St. Francis hotel, San Francisco, Oct. 22. Orchestra breaks jump with a full week at the Mainstreet in Kansas City starting Oct. 11.

## Accommodating

L. Wolfe Gilbert and Frank Mitchell came on from the Coast for the Louis-Baer fight, former also drawn east for his parents 50th wedding anniversary, which was celebrated at Rockaway, N. Y., Saturday (6). Before leaving Hollywood Gilbert wired his father as to the exact date of the annl. Old boy shot back, 'Wolfe, we will move up the date so you can be here for the fight!' Both the guys bet on Baer.

## U. S. Okays Hynton, but Only for Radio Deal

Jack Hynton's application for entry to this country has been okayed by the U. S. Department of Labor. Permit is for 26 weeks under bond, and stipulates that while here the British bandman must limit himself to the Standard Oil of Illinois radio contract. His taking a hotel, cafe or nitery engagement would be in violation of the conditions of admission, the permit states. According to the Labor Department, Hynton is to receive \$750 a week as conductor of the band that will broadcast for Standard Oil of Chicago over a midwest hookup.

## St. L. Casino Operators Sued for Orch's Back Pay

St. Louis, Oct. 8. Suit to collect \$1,100 from Irving and Elsie Rothchild, operators of Casino De Paree, St. Louis County nitery that folded Sept. 2, was filed in Clayton by Blue Steele, orchestra leader. In petition Steele alleged that he and his band were engaged to play two weeks beginning Aug. 29. When establishment shuttered, he alleged, only \$500 of \$1,600 promised him had been paid.

## Music Notes

Mills usio, Inc., has acquired the renewal of copyright on "Bill Fickles", piano novelty by Charles L. Johnson. Number was formerly published by Remick.

Reggy Childs replaced Bill Scotti at the Essex House, Newark, N. J., Saturday (5).

Jimmy Carr's band moved into Ben Madden's Riviera, Englewood, N. J., Thursday (3).

Bobby Meeker's orch returned to the DeWitt Clinton hotel, Albany, Saturday (5).

Ramona is branching out independently from the Whiteman band to appear nightly at the Hotel Madison, N. Y. Val Olman's orchestra, for dancing.

Tom Coakley orchestra opens at Netherland-Piazza, Cincinnati, Oct. 24 for four weeks, with southern dates following.

Al Jacobs becomes head of Sherman & Clay's New York office Oct. 15. Ric Ricca will succeed him as the firm's Pacific coast rep. Jacob will open offices in Boston, Philadelphia, Cincinnati and other cities.

Terry Walker, Nat Paris and the Three Rhythmids compose the warbling setup of Don Richards at the Hotel Montclair, New York.

Jack Denny doing a short stay at the Normandle ballroom, Boston.

Herman Schenck has joined the Millson Music Publishing Corp. as manager of the professional department.

Enric Madruguera opens Oct. 18 at the Morrison, Chicago.

## A 'NASTY' CASE

Pittsburgh Woman Sues NBC Over Penner Song

Pittsburgh, Oct. 8. Suit of Olga Jurasic against NBC and station KDKA over copyright infringement got under way here in Federal court last week. She claims "You Nasty Man" was thieved from her original song, "Nasty Man," which she said she sent originally to Joe Penner. Comedian returned it and sometime later, she charged, she heard tune, written for first George White screen "Scandals" on air. Defendants brought on Dr. Sigmund Spath, tune detector, as their chief witness, and he inferred he could detect no similarities between the melodies. A dozen women testified they heard "Nasty Man" over KDKA and thought it was Miss Jurasic's song. Judge Nelson McVicar took the case under advisement and directed attorneys to file briefs before Oct. 18.

## FTC ASSENTS ON MUSIC CODE PETITION

Petition asking the Federal Trade Commission to confer with music men on the setting up of a code of fair business practices for the industry has been approved by the commission's fair trade enforcement division. J. C. McCorkell, director of the latter division, so informed John G. Paine, chairman of the Music Publishers Protective Association, last week. McCorkell also told Paine that the division was studying the rule and regulations as suggested for the music trade in the petition to see whether they comply with the Federal Trade Commission Act and that as soon as this analysis is completed the papers will be forwarded to the commission for the designation of a conference date. The petition asked that this meeting be held in New York. Publishers behind the petition are anxious to have acted upon as quickly as possible in order to curb the practice of job bribery, which they charge has again become prevalent in the trade.

Art Schwartz, assistant to the gen. mgr. of the Warner Bros' music interests, flying to Hollywood Monday (12) for a week's stay.

Harms, Inc., last week advised the American Society of Composers, Authors and Publishers that it has been accrediting the performances on "Billboard" station by the "Limehouse Blues" to the wrong publishing firms. On a recent compilation of songs plugged over the air during 1934, ASCAP respectively attributed the performing rights of the Noel Coward score and "Limehouse" to the Chappell Co., of London, and Ascherberg, Hopwood & Crew, also of England.

In asking the Society to correct its records Harms pointed out that it had at no time surrendered the performing rights of the two numbers as far as this country is concerned. Jerry King, manager of KFWE, Hollywood, has cut his studio musicians to nine men in retaliation of the upping of scale for radio musicians. Last week station used 22 men. King holds that the current rate works a hardship on small stations, and what burned him even more was the decision of L. A. local to bar a gratis performance of Leon Belasco. Belasco broke in on KFWE and as a sentimental gesture wanted to go on for a half hour. When he sought permission from the local it was denied.

Billy Rose proposes to keep the tunes from 'Jumbo' off phonograph records indefinitely. Present plans are also to restrict the broadcasting of the score to whichever commercial he ties up to for support of an air version of the Hippodrome musical. Paul Whiteman, who has a spot in the show, may be made an exception in the latter case. Under copyright law, once a tune is released for recording it becomes mandatory for the copyright owner to allow other firms to also wax it.

Harms, Inc., is publishing 95% of the music in the financial "Sweet Surrender." Firm's rights involve the score which is by Dana Suesse and Edward Heyman, and additional songs by Arthur Swanstrom and Jimmy Hanley.

Chappell Co. of America, is handling the two tunes Neville Flesoon and Mabel Wayne wrote for the picture.

Lud Gluskin brings over two French or English arrangements every six months or so, just to change pace on his arrangements for the air. Gluskin, American maestro with a strong Continental rep, figures that the stylized U. S. aura of orchestration isn't suited to his style, hence the importation of arrangers.

New York remains a sore spot for the dance team of Veloz and Yolanda. Despite that the team is a Chicago hit, New York hotels are rejecting terms requested by the team.

# Crawford Staying in Music Biz, Vocco Reported Back to Feist; Par's Gordon-Revel, MG-Feist?

## No Cheap Skates

Philadelphia, Oct. 8. Anchorage Inn, Iver rive spot, is altering its outside terrace to allow for flooding during cold weather. Ice skating will be possible just outside the dance floor when weather is favorable.

## EXPECT HITZ HOTELS TO AIR WITHIN A WEEK

Ralph Hitz is expected to have his two Manhattan hotels, New Yorker and Lexington, back on the air within the coming week. Move would have taken place Monday (7) if the hotel director had not decided to give further consideration to the wire rates quoted him by the networks. No concession from the special fee of \$3 per man for each broadcast has been given him by the New York musicians' union. When Hitz contacted with NBC and Columbia about a wire for each of the spots he was surprised to find in effect a rule calling for \$100 a month per wire with no exceptions. At the time that Hitz made his hotels a party to the New York hotelmen's association's agreement to resist the union's special tax paying for wires. Hitz is figured not to let the wire charge angle stand in his way.

## Burnett Band in Crash; Leader Breaks Leg

Chicago, Oct. 8. Earl Burnett, band leader, sustained a broken leg last week at Valparaiso, Ind., in an auto accident. Burnett's orchestra was returning from playing a frat dance. Others in the car with Burnett were Herman Conkilt, Lyman Cole and Charles Guffitt, all injured slightly.

## James Hall M. C.

Chicago, Oct. 8. James Hall, ex-picture player, goes into the nitery at the Medinah Club as m. c. Also in the new show are Gregory and Elso, dance team.

## Inside Stuff—Music

Bobby Crawford is remaining in the music business. Rocco Vocco, his v.p. and general manager is reported slated to return to Feist, and Mack Gordon and Harry Revel, long contracted to Crawford, go directly under the Paramount wing. That puts at rest the many rumors concerning the future of Crawford Music Corp. was up for sale or other disposition, pending its head's illness, with the coincidental report that Crawford was prepared to sell out and enter Hollywood film production for which he has previously manifested a flair.

With Vocco's reported shift to Feist, a Metro buy-in on that firm may also be consummated. Talk has been on for weeks but nothing is definite. On the theory that he has always clicked as a music man, Crawford is actively and directly taking hold of his business once again and not entrusting it to associate operators. With the desire to remain a self-owned business, Geo. Cr. Ford's recent manifestations for outside financing are actively and directly taking hold of his business once again and not entrusting it to associate operators. With the desire to remain a self-owned business, Geo. Cr. Ford's recent manifestations for outside financing are actively and directly taking hold of his business once again and not entrusting it to associate operators.

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Vocco was long with Leo Feist, Inc., during the lifetime and after the death of the founder. He succeeded Phil Korriser in charge of Popular Publications, Inc. Originally Vocco was in the Chicago territory, Komhelser in the east. Latter has since aligned with Paramount's Famous Music Corp.'s new subid, Popular Publications, Inc. in charge of all professional duties.

If Vocco returns to Feist's, Johnny White, upp into the professional berth, remains in an executive capacity. He is also a stockholder of the company.

Mack Gordon and Harry Revel, one of the Hollywood musical phenomena of the past couple of years, were promoted and sponsored by Crawford which in turn gave the Crawford Music Corp. the exclusive publication rights to the Paramount publications authored by Gordon and Revel. This includes Par's having its own Famous Music subid. Par's acquisition of the Gordon and Revel contract would naturally make Famous or the new Popular Pubs subid. the copyright owners and publishers.

Frankie Marvin, long with Crawford, ups into the berth of general manager under Crawford, with Vocco's leaving the firm. Last week a deal for Chappell of America to take over Crawford Music was very hot. It chilled at the last minute.

The Metro-Feist deal goes through it will make the second big music property for Loew's, Inc.; it already controls Robbins Music Corp. Under the Metro-Robbins deal, the latter firm will have control of any other music acquisitions.

## Tokyo Bookings

Tokyo, Sept. 21. Al Uhler's orchestra quit the Florida ballroom here Sept. 1 and called for Shanghai Sept. 3, where they opened a week later in the Little Club. Band played here for a year to top dancehall business of the capitol. Followed into the Florida by a Negro band, A. L. King and His Florida Rhythm Ace. This was handled for city known as Captain Warburton and His Orchestra, around Buffalo. King got the contract, found some of his men unwilling to come to Japan, so brought Warburton's band instead of his own.

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We are proud to add to our list of outstanding theatrical attractions the dynamic ace of showmen and most versatile of bandsmen... **BENNY MEROFF** ... and his orchestra-entertainers!

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**AND HIS**

**ORCHESTRA**  
**COLUMBIA RECORDING ARTISTS**



# 20 Acts Parade in Special Showing At Biltmore, N. Y., for English Bookers

With Val Parnell giving 'em the critical eye, 20 American vaudeville acts went on at the Biltmore, New York, Sunday afternoon (6) with hopes of landing a round-trip passage and all or part of the 40 variety weeks which Parnell controls on the other side. They all pitched in and, showed their best, with the performance an excellent one from an entertainment standpoint, and with Parnell's report as favorable to at least half the turns.

Show was arranged for Parnell by the William Morris office after the British manager expressed his appointment in finding himself unable to see as much American talent as he wished, due to the scarcity of open vaudeville time in and around New York. It was not a publicity stunt, but a 'desperation audition' enterprise, staged to overcome an unfortunate condition.

Acts who appeared were: Two Vireos, Ross and Holmes, Tommy Martin, Fred Lightner, Birdie Dean and Co. with Mona Leslie, Stewart and Lash, The Janseys, Avils Andrews, Hal Sherman, Larry Field and Smith, Earl and Fortune, Ames and Arno, The Duponts, Pett and Douglas, Jay S'ler, Harry Foster Welch, Edna Erico, and Rhythm Queens. Bobbie Burns and Mel Morris conducted the pit orchestra. Show lasted from 1:30 p.m. to 5:30.

Including rental of the theatre, full stage crew, orchestra and printing, the show cost the Morris office about \$1,000. It agency has no guarantee that it will get its investment back through bookings, but is writing the bill off to goody will created on both sides of the Atlantic.

In order to parade the acts before as much of a non-pro audience as possible, so that merit would count chiefly, the Morris office distributed 900 tickets among employees of the Polytechnic hospital, the Telephone company, a J. Macy's and Gimbel's department stores. Attendance was good, with no admission charge, and with the audience about 75% non-pro.

Parnell returns to the end of this week, after giving the east and middle west a thorough inspection for foreign variety possibilities. Harry Foster, who will join him on the return trip, is in Hollywood looking over the picture field for possible importations.

# PHILLY VAUDE NORMAL AGAIN

Philadelphia, Oct. 8. Fox and Earle theatres, leading Philly vaude houses, last Tuesday (1) signed contracts with musicians union ending four weeks dispute that took stage shows off Earle resumed vaude Friday (4) with Phil Spitznagel, Fox getting back into line this week (11).

According to the new agreement, which is in force as of Oct. 8, Earle will have house band of 16 men and leader, divided into several classifications. Dropping demands for double crew of 20 men each, union agreed to 'key' each to four shows a day for \$64 each a week, and two crews of 10 men each to 'key' men for 20 shows a week for \$40 a week. Leader gets \$84. During summer months, there'll be just 15 men for all four shows.

Fox, under slightly different arrangement, will employ 25 men at one time for four shows daily, and 15 for shows. Fifteen musicians will do all four shows, with two groups of 10 men each joining for overtures. Full time men get \$70 a week, overture men \$60. Summer will require 15 men at \$70 each.

Union idea is to spread out work, and, although total wage isn't as high as formerly, it spreads work more men. When and if Sunday pictures bill goes through, houses will pay musicians extra day figured at one-sixth of present weekly rate.

# Winnipeg Bringing Them Back Alive

Winnipeg, Oct. 8. Vaude is on the way back here. Allied chain already has it in two hotels, Lyceum, Loon Tivoli, and Uptown, name. Using five acts and nine-piece-stage band. Acts play four a day, three at Lyceum and one at Uptown, bicycling between theatres in a bus supplied by theatres.

Another house playing vaude is the Beacon, using four acts and stage band, and playing two shows a night, along with double features.

Top Act 25. Shuttered RKO Winnipeg (F-P) is to reopen shortly with Wilbur Cushman stage shows and one film. This house has been dark for a Van Winkle age, formerly being the Orpheum and top vaude house in town.

# WPA Awaits Gov't Okay on Times Sq. Vaude Spot

Actors Federation of America and the PWA in New York expect a government okay this week to open a self-supporting, straight-vaude house in the Times Square area at 50c top, according to the plan submitted to Washington, house will play eight acts and film shorts, with full-crews in the pit and backstage.

Ralph Whitehead, executive secretary of the AFA, claimed yesterday (Tuesday) that there were several legit theatres in the Broadway sector available, but that nothing definite will be concluded until word comes from Washington to go ahead. In the event that the project is nixed it's understood that the AFA will attempt to get the musicians' union stagehands' unions to agree to open a vaude theatre on a co-op basis. Unions have previously nixed such projects in vaude as well as legit.

AFA meanwhile is continuing its picketing through Greater New York and nine other cities, and wild-girls and men carrying signs asking the public to demand the return of stage shows in theatres. Signatures to petitions asking the same thing are also still being gathered.

# Saranac Lake By Chris Hagedorn

Dr. and Mrs. George Wilson went to Saratoga last week for a day's medical meeting and visit with Dr. Carl Fisher, who is trying the baths there.

This month's WPA show, Vaudeville Unit No. 5, played to large audiences of patients and their friends at N.V.A. Lodge.

Ray Ketchum, who is downtown with his family, is doing very nicely after a series of minor operations.

Nellie Quealy, Alice Carmen, Effi Climas, Ethel Clouds, all bed patients, making small articles for Zela Edwards community shop in Glens Falls.

Betty Huntington, who has been studying shorthand and typing while curing for past year, is now taking a six-week advance course in school here for one hour a day.

May Fisher, a grand trouper, always has a laugh or two for her visitors after a two-year steady infirmity routine.

Scar Davis and his room-mate, George Wolfe, are both doing well. Boys were told they would be ready for their homes in another month.

Bobby Merrick, who just battled off a setback, is again supplying the show.

Joe (WB) Dabrowski, coming along fine after several operations for a sinus disorder.

Mrs. Wm. (Mother) Morris spent the week ending on the NVA plot, which required 10 loads of soil, 25 evergreens and 12 large plants plus four workmen.

Hazel Gladstone and Monroe Coleman, of the NVA Lodge, were mar-

# Stumped

Hollywood, Oct. 8. Fred Astaire occasionally works out a prospective dance routine for himself and Ginger Rogers by first having Hermes Pan as his partner. The other day couple of former vaudeville villains were strolling around the lot, stuck their heads in a stage door and saw Astaire and Pan dancing together.

'Looks like the Moscons,' said the first vaude, 'which one is Louie?' chirped the second.

# FP OPENING TO VAUDE IN CAN.

J. J. Fitzgibbon, general manager of Famous Players Canadian, was in New York last week, concluding arrangements for stage shows in keeps above the border. FPC books its vaude or presentation attractions direct, whereas, for the United States bookings go through the Artists Booking Office of Paramount.

Western Canada is being reopened to vaudeville by FPC, after circuit recently went on record as operating its Canadian theatres on a straight film basis during the coming season. Deal to open up Western Canada, which is expected to shortly take in all of the Dominion, as far east as Halifax, has just been closed by Bill Arms, representing the Musicians' union circuit, which will book its unit shows over the time.

Cushman units will open on the Canadian time in the RKO, Winnipeg, pretty shortly. First booking is the 'Rancho Grande' revue, opening Oct. 14 for one week. Units then follow with three days in Saskatoon, two in Regina and three days each in Calgary and Edmonton.

Lineup of the other Canadian time is expected to follow shortly, with Arms preparing to leave for Australia and first of the year to close deal for routing the Cushman shows to the Antipodes after they have played in the 120 theatres currently being booked by the United States and Canada.

# Stomach Paves the Way

Albany, Oct. 8. The upside-down stomach girl from Omaha finally has landed on the stage.

Alyce Jane McHenry made her fourth debut at the State, Poughkeepsie, Thursday (3).

She said she is looking forward to a chance in films.

# L. A. Par's Name Bands

Benny Goodman orchestra opens at the Paramount Oct. 17.

Cab Calloway goes in following week.

# Prov., Vaude-Anaemic for Years, Spurts With 4 Stage Show Spots

ried last week at the Manse, 41 Church St. Both are members of the staff at the Lodge, the groom being in charge of the laboratory and the bride our telephone operator.

Ruth Hatch left this week for her home in N.Y. after a three-year NVA routine.

Lester Sheehan, who was in New York for a few days, is back in town chasing the cure at 19 Broadway.

Tommy Vicks is leaving this week for N.Y. to resume work for a burlesque mgr.

Larry McCarthy, a former patient, now pianist at 'The Tavernn night. Write to those you know at Saranac.

# Lewis Tuning Up

Hollywood, Oct. 8.

Opening Oct. 27 as guest band with Eddie Cantor on the Pebecco broadcast, Ted Lewis puts his men into rehearsal next week after a three days layoff at the east.

Band is set for seven weeks' tour of Fox-West Coast houses, returning here for picture work. Deal pending for ork to go into Al Jolson picture at Warners.

# Moss Goes After Nite Club Agents on License Issue; Will Address Vaude Reps at Meeting

# THURSTON IS STRICKEN; DAUGHTER CARRIES ON

Charleston, W. Va., Oct. 8. Howard Thurston, playing a four-day stage date here, was stricken Sunday (8) night. Magician is about 70 years old.

While his condition was reported as slightly improved today, there's little likelihood that Thurston will be able to continue his tour for at least another two weeks. His daughter, Jane, went through with the scheduled shows at the theatre here without her father. Mrs. Thurston is also here.

William Morris co. in New York, which manages Thurston's tours, has been notified.

# Music Union Coin Demand Stymies N.Y. RKO Vaude

RKO's plans to resume split-week vaude at the Jefferson, N. Y., now seem cold. Circuit so far has not been able to reach an agreement with the musicians' union.

According to RKO's side, musicians are demanding \$90 weekly per man on a 52-week basis, with the scale reaching upwards to \$200 a man on shorter contracts. Circuit, however, is not prepared to commit itself to a 52-week vaude contract.

Musicians' union is basing its demands on the premise that it can no longer humor the whims of the theatre operators who will not stick to a definite policy. If the operators would grant a long-term contract, the union declares, they must pay accordingly for the pit men.

At the present time there isn't an RKO vaude spot open in Greater New York.

# Osterman Clicks

Pittsburgh, Oct. 8. Click of Jack Osterman's opening bill at Pitt has management picking up his option to remain here indefinitely as m. c. His partner, Lucille Watson, will stick with him. Moe Goldman is here getting the house started for Morse & Rothenberg. In addition, to Osterman, house will use four acts weekly.

New York's License commissioner, Paul Moss, is extending his drive to license all theatrical reps into the night club field. Inspectors, Galvin and Kavanaugh, made the rounds of the various niteries last week, with queries on who was setting the talent in the various spots. Only the smaller niteries have been reached so far, the inspectors even going so far afield as Flushing, L. I.

Along with questioning the operators of their agencies, Moss and Kavanaugh also instructed them not to deal with unlicensed agents. If this was disobeyed, they were reported to have told the proprietors, Moss has a desire to again be operated night clubs, restaurants, etc. At the same time as starting the drive on the niteries field, Moss expressed to I. Robert Broder, theatrical lawyer, a desire to again 'talk it over' with the vaudeville agents. Broder is arranging a meeting to include the Loew, RKO and Indie agents' associations, which Moss will address.

Meanwhile Moss is again handing out invitations to agents to visit him at his downtown headquarters. The invites ask the agents to see him 'on why action shouldn't be taken against them as unlicensed employment agencies.' Ned Dobson, Loew-franchised agent, got the 'requests' last week.

Await Backing Decision

Dobson replied through Broder, while John L. Backer, attorney, accompanied Loomis to Moss' office. Backer stated that his client's mass action in regards to licensing will depend on the outcome of the Bill Schilling case in Special Sessions. Schilling was held over by Magistrate Broder for the higher court last week, while Alex Hanlon, Loew agent and booker of the Indie Grand Opera house, goes into Magistrate's Court Monday (10), also on a charge of operating an unlicensed employment agency.

Date for the agents' meeting with Moss is set for Thursday afternoon (10). Once before at the agents' mass meeting the group formed by Arthur Lyons a couple of years ago, Moss was promised by the agents that they would all apply for licenses. Later they reneged on learning that they didn't come within the employment agency classification. Moss has been burning ever since.

# H'WOOD'S \$1 TOP STRAIGHT VODE

Hollywood, Oct. 8. Straight vaudeville returns to Hollywood Oct. 14 at the Vine St. theatre, now dark. Paul Savey, who has desk room with Al Wagner, indie booker, will book and operate the house with a 10-act bill at \$1 top.

Along with vaude, he'll use newspaper and shorts, with only night performances daily except Saturday, when there'll be no midnight show.

House, which has been on open shop, goes union in the pit and backstage.

# Moss' Broadway, N. Y., With Low Cost Vaudifilm

The Broadway theatre, New York, owned by B. Moss, will be reopened shortly with a combination of double-features and a short-budget stage show. House will be booked by Ned Abramson and Jack Klotz, of the WOR Artists Bureau.

Theatre was to have reopened Thursday (10), but an immediate agreement could not be reached with the musicians' union. Stage show will run only 40 minutes and will consist strictly of non-musical microphone personalities. Plans are for the show to cost about \$800 weekly.

# Despite N. Y. Stage Shows at Minimum, Musicians Union Refuses Cut Scale

The minimum number of spots to which stage shows have been reduced in the Greater New York area is not serving as a wedge in knocking down the demands of the musicians' union with which the managers committee has had several conferences so far, looking to a new scale. Attitude of the musicians (Local 802) is that they might as well be out of the pits of all the theatres so that, as one manager put it, all their members could be disgruntled.

Based on a week of 28 shows, the musicians are asking \$30 a week and demanding a 52-week contract. At present musicians are playing 30 shows at the \$30 figure, overtime being \$4 a performance. An increase in overtime to \$5 is also sought, which means that the average theatre would be paying overtime at this rate when giving more than 28 shows. Five shows on any day runs fifteen into overtime.

In addition to expecting a hot fight over the increase in scale and overtime conditions, the demands of Local 802 for a 52-week contract, without cancellation privileges, will in all probability cause the greatest trouble. Union is prepared to let managers go in for stage shows for shorter periods but have protected themselves by wanting more if the contract is to be under 52 weeks. If under, salary will go from \$110 up to \$180 a man.

Paramount is planning to return to stage shows Nov. 1 and a scale will have to be set by then unless house is willing to pay for the privilege of a short-term arrangement with 802.

It was reported in union circles that Loeft's State would drop vaude as result of musician demands but denied in Loeft quarters any plans in this direction except.

## Nudie's Unit

Los Angeles, Oct. 8. Zorine, featured at the San Diego Expo, landed here last week to frame a personal appearance unit. Act goes into rehearsal immediately.

## AKRON'S HALF WEEK

Akron, Oct. 8. Palace here has inaugurated a half-week policy of units and films, with straight pictures filling out the week. Dave Apollon Revue is slated to open Friday (11).

## PAULINE COOKE

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KEITH CLARK

(Week October 8)

STATE LAKE, CHICAGO

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## New Acts

### LOCKETT and LOVE REVUE

12 Mins.; One, full (Specialty) Grand Opera House, N. Y.  
Lou Lockett (formerly Lockett Page), has teamed up with a blonde looker, who can also dance, in a neat flash. Another mixed dance team, the girl especially okay in a solo act routine, and a musician are in assist.

Aside from the fact that Miss Love could switch a couple of her costumes for more a.s., she makes an excellent partner for the sleek Lockett. They do three double routines, spaced by a Lockett solo, with one of them an original tap-balletroom a la Astaire-Rogers. Though not an imitation. This looked very good here, despite the G. O. H. orchestral and lightning hiccups.

Closed four - ill to good returns. *Scho.*

### SID TOMAC

Imitations  
12 Mins.; One  
G. O. H., N. Y.

Single assigned next-to-closing spot on a four-act show, with audience reaction being a short curtain speech. He encored once, and could have repeated, but bowed away from the stage. Tomac presents imitations, starting off with Penner and his duck (even at this late date), Givot, Arliss and other names. Encored here, he had him a la Durante, which was expected after his first two offerings went by.

It's standard stuff. Samples are given out readily and with a certain amount of pep, but there's no novelty or anything unusual to the characters. G.O.H. liked him, and let go with applause.

### PAULA HOWARD

Songs  
8 Mins.;  
G. H. O.

A diminutive brunet who warbles mildly over a microphone. After a brief introductory using a pop tune, Miss Howard gives impressions of celebs, handing out a song, Fannie Brice, Helen Morgan and Chevalier attempted, all lightweight in delivery. Her act routine brought out to send off the last number, with only piano accompaniment from the pit giving assistance. Girls dresses in taste and has a pleasant style before the footlights. Deceased at this p.m. show.

### Musician Held in Murder

New Zealand, Sept. 10.  
Eric Marco, conductor and composer, has been arrested here on a charge of alleged wife murder. Marco has been located here for some time, but is well known in Australia, where he had charge of several film house orchestras. Wife was shot on the professional stage, appearing in both legs and revue. Alleged crime is said to have occurred last April. Marco is being held without bail for court hearing.

## Unit Reviews

### 'GOING PLACES'

(SOUTHTOWN, CHICAGO)

Chicago, Oct. 8. Standard vaudeville acts backed by 16 nifty routines, the girls are the basis of this unit produced by Leo Salkin. Salkin has assembled talent that can be depended on to deliver.

Heading the unit is the act of Nina Zivette and her partners, Murray and King. Smart entertainment, Miss Olivette is one of those natural comedienne with a background full of good routines that sends her away as the clik of this unit. Her novelty song in the act, entitled "Smooch", Durante is smart, sophisticated stuff. But she gets back to brass tactics in a line of act, and the regular burlesque adagio routine.

Other standard turns are Al Gordon and his dogs, Orville Stamm and his adagio act, the Well Bros. in a novelty dance act and the Lorraine Sisters, vocal trio selling popular music.

Gordon is on with his dogs No. 2, following snappy double opening, with sure-fire comedy with the mutts. Gordon's dogs are among the best trained in show biz. They do remarkable canine stunts with almost too much ease, accomplishing so quickly that they look easy. Gordon is doing a music sameness in his chatter. A little more care with his talk would be worthwhile in this otherwise excellent turn.

Stamm trio has been a recognized adagio posing turn in vaude for years, and is still going strong. It sure is performance. Act is broken up into two portions in this show. The first is a very appearance and the routine has everything necessary. Well Bros. have an excellent opening and closing to their novelty dance act. Open with a dance on sand paper for a new twist and finish by changing costumes, and ending with their regulation tuxedos to a French military costume in a few quick moves.

Lorraine Sisters work in front of a microphone and turn in a parade of popular tunes in a clean-cut manner. Novelty bit, but not effect by one of the femmes.

Ainsley Lambert directed the dances. The routine is in the popular style that shows off these girls to their best advantage. Open with an act of good hip-wagging and drums; middle is a white peacock number, with the finale a jungle number with drum thumping. Girls finish with a good hip-wagging and for the final punch there is a sock punch of four girls on a rattlesnake pit in a humorous manner. Outstanding novelty production number is the "dancing fence" radium idea. *Gold.*

### Cocoanut Grove Revels

(RIALTO, LOUISVILLE)

Louisville, Oct. 8. After a break-in three days at Memphis, Tenn., and a week in Terra Haute, this unit has been rounded into an hour's entertainment with enough good hip-wagging to stand out from the general run of units. Presented by Al Bordo, "Cocoanut Grove" show has an act of three lines of girls, Bordo and W. St. James, followed by a female novelty dance, Reils and Dunn, "spider team" from radio, the boys' rhythm and blues, and a feminine warblers; Lee, Storms and Lee; dancers; and Revel, Baxter and Dean, trio of youthful comedians.

Show is introduced by Batchelor in "Fagazzi's" costume, who presents in song each act in turn. Curtain next act showing 16 girls, a well balanced line, who dance with precision and grace. Rhythm Redheads in the deuce, and working before the mike, sing first rhythm arrangement introduced as original of "Old Man River", followed by two pops. Girls then do a rhythm and blues, with shoulder shaking and hip twisting and bow off to good applause.

Lee, Storms and Lee, two men and a girl in formal attire, then on for an adagio, ending up a rather drawn out routine to the music of Orpheus the Underworld, much too long. Music is evidently scored for large orchestra, but with pit aggregation structure, it is true that the proper musical support, turn was rather a let down at show caught. Trio have polish but failed to register, due to its extreme length of their feature number.

Batchelor next on full stage, set depicting a beach in the tropics. Batchelor is discovered as a tattered and crazed beachcomber, urged by a near-by alien who dances about him, finally joined by a group of dancers. Castaway finally succumbs to the enchantresses, or really dramatic effect. Lighting of this number is ace, and scene is one of the best in the show.

Revel, Baxter and Dean, three boys who are noisy, and register with a bang in their act, giving an impression of Rudy Vallee, each time being socked in the kisser by

## Acts Caught in Newark Bust Settle

### With Management for 61c on the \$1

a flour sack welded by plant in the orchestra pit.

Four acts and the girls are the basis of this unit produced by Leo Salkin. Salkin has assembled talent that can be depended on to deliver. Heading the unit is the act of Nina Zivette and her partners, Murray and King. Smart entertainment, Miss Olivette is one of those natural comedienne with a background full of good routines that sends her away as the clik of this unit. Her novelty song in the act, entitled "Smooch", Durante is smart, sophisticated stuff. But she gets back to brass tactics in a line of act, and the regular burlesque adagio routine.

Other standard turns are Al Gordon and his dogs, Orville Stamm and his adagio act, the Well Bros. in a novelty dance act and the Lorraine Sisters, vocal trio selling popular music. Gordon is on with his dogs No. 2, following snappy double opening, with sure-fire comedy with the mutts. Gordon's dogs are among the best trained in show biz. They do remarkable canine stunts with almost too much ease, accomplishing so quickly that they look easy. Gordon is doing a music sameness in his chatter. A little more care with his talk would be worthwhile in this otherwise excellent turn.

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### Rancho Grande Revue

(ORPHEUM, LINCOLN)

Lincoln, Oct. 5. Showing a tendency to drag at times, "Rancho Grande" still has a parade of popular tunes in a clean-cut manner. Novelty bit, but not effect by one of the femmes.

Ainsley Lambert directed the dances. The routine is in the popular style that shows off these girls to their best advantage. Open with an act of good hip-wagging and drums; middle is a white peacock number, with the finale a jungle number with drum thumping. Girls finish with a good hip-wagging and for the final punch there is a sock punch of four girls on a rattlesnake pit in a humorous manner. Outstanding novelty production number is the "dancing fence" radium idea. *Gold.*

### SHINE SPOT OPENS

Albany, Oct. 8.

The number of upstate theatres adding vaude was increased by Shine's Rialto, Amsterdam, N. Y. Hour opened Friday (4) with two-day five-act policy.

Acts caught in the sudden folding of the Beacon theatre, Newark, Sept. 26, have received a settlement. Four acts and the girls are the basis of this unit produced by Leo Salkin. Salkin has assembled talent that can be depended on to deliver. Heading the unit is the act of Nina Zivette and her partners, Murray and King. Smart entertainment, Miss Olivette is one of those natural comedienne with a background full of good routines that sends her away as the clik of this unit. Her novelty song in the act, entitled "Smooch", Durante is smart, sophisticated stuff. But she gets back to brass tactics in a line of act, and the regular burlesque adagio routine.

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Lorraine Sisters work in front of a microphone and turn in a parade of popular tunes in a clean-cut manner. Novelty bit, but not effect by one of the femmes. Ainsley Lambert directed the dances. The routine is in the popular style that shows off these girls to their best advantage. Open with an act of good hip-wagging and drums; middle is a white peacock number, with the finale a jungle number with drum thumping. Girls finish with a good hip-wagging and for the final punch there is a sock punch of four girls on a rattlesnake pit in a humorous manner. Outstanding novelty production number is the "dancing fence" radium idea. *Gold.*

Batchelor next on full stage, set depicting a beach in the tropics. Batchelor is discovered as a tattered and crazed beachcomber, urged by a near-by alien who dances about him, finally joined by a group of dancers. Castaway finally succumbs to the enchantresses, or really dramatic effect. Lighting of this number is ace, and scene is one of the best in the show.

Revel, Baxter and Dean, three boys who are noisy, and register with a bang in their act, giving an impression of Rudy Vallee, each time being socked in the kisser by

from the house. Buddie and Billie Carr, skaters, have the closing assignment and well with it, not working too long. Act is done on a high table, which gives it a little difference from most skating turns. Four skaters and everybody is on for finale.

Harry Clark, who is producing units for Cushman out of Chi this year, fathers this one. It ran 49 minutes when caught, with another nine plus going to the Coeds. Business okay considering football team out of town this weekend. *Barney.*

### Niesen at Chi

Chicago, Oct. 8. Gertrude Niesen goes into the Chicago theatre here Friday (11). She'll double from her niterly personnel at the Chez Paree.

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Conrad and Emerson, comics, get a bad start. Latter's Joe Penner imitation is as near to right as it is to "Whitaker's Mother". Fairly come out all right with some fake mind reading, one stoozing

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# Plays on Broadway

## Squaring the Circle

Dance in three acts by Valentine Kravoy, presented by Theatre Guild. Oct. 3, '35; translated and adapted by Charles Muhlstein. Directed by Louis L. Lortz. Produced by Dmitri Ostrov. Production supervision, Edward Mendelson. Stage tips: Vasya.....David Riazanov; Lida.....Fr. Neergaard; Tonya Kuznetsov.....Eric Dressler; Sasha.....George Heller; Rabinovich.....George Heller; Masha.....Arslita De Leon; Vasya's Mother.....Arslita De Leon.

'Squaring the Circle' isn't even a complete farce. It is a farce from Soviet Russia and the first import from the new world to ever come here to reach the American boards—but it was a long time coming; and that time was important. Five years or so ago it might have been okay; today it is antiquated. Beyond the fact that the main situation is old-fashioned for today's theatre there is another bad handicap. As originally written, this was a two-act comedy, not long enough for a full evening. In adapting it for local showing the authors could easily have chopped some of it but were faced with the necessity to add instead. What it comes down to is that it is an elongated Russian black-out stretched out even more over here.

Situation is simple and basically funny. Two black-out men—married, suddenly decide to get married, unbeknownst to each other. They do so and the quartet is faced with the problem of living in one room. A curtain strung along the center solves that problem. But the more rabid communist of the duo is married to a gal who likes a canary and plenty to eat. And the lesser communist of the duo is married to a gal who can't sew up a rip in his pants and who wants to read pamphlets all day long. So, at the end of the third act, they switch and all is well.

There are some very funny laughs in that, despite its being silly. Some lines have been stuck in by the American adapters that are surefire. Adaptation is very loose. In this version it could never have played in Russia. It's a Soviet rule that's been highly seasoned here. The Russians accepted it at all speaks much for their native sense of humor. And the fact that it has been a very big hit over there for a number of years tells more. In America, as it's been fixed, it will bump into two million.

(Continued on page 58)

## Shows in Rehearsal

'Dead End'—Norman-Bel Geddes.  
'Eighth Night'—Milton Shuler.  
'Play, Play'—Prody.  
Lew Cantoni.  
'Love Is Not So Simple'—Theatre Guild.  
Substitute For order—William Hartigan.  
'Three Men On a Horse' (Road No. 4)—Alex. Yokol.  
'Dodsworth' (road)—Max Gordon.  
'On Stage'—Rowland Stephens.  
'Pride and Prejudice'—Max Gordon.  
'Good Men and True'—Frank Merrill.  
'The Beautiful'—Sidney Harmon.  
'The Women'—D. A. Doran.  
'Crime arches On'—Bushar and Turek.  
'Triumph'—Elizabeth Miele.  
'Strip Girl'—L. Lawrence Weber.  
'Scandals'—George White.  
'Jumbo'—Billy Rose.

## 'VENUS' STARTS WASH. SEASON; 'ROMEO' NEXT

Washington.  
The Capital's legit season gets under way this week with 'Venus in Silk,' which opened at the National, town's only legit spot, last night (Monday). House was lighted last week for 'Crusades' (Far).  
Season looks bright, with Katharine Cornell's 'Romeo and Juliet' set for Oct. 14. Show is Cornell's first bow here in three years and all orders have just about sold out both balconies.  
Max Gordon's 'Pride and Prejudice' is due Oct. 21. 'Midsummer Night's Dream' (WB) gets two weeks, beginning Oct. 23. Only other dates set are 'Great Waltz,' Nov. 11; 'Anything Goes,' Nov. 18, and 'Merrill-Cooper in 'Othello,' Dec. 2.

## Two-Week Runs for All Pasadena Plays

Pasadena, Oct. 8.  
Community Playhouse, opening its fall season today, inaugurates a new policy of two weeks' run for each attraction.  
Repeat of Elmer's Rice's 'Judgment Day' is set for the opener, with Mischa Auer, Akin Tamiroff, Tamara Shayne, Harlan Lane, Cy Kendall, and Robert Livingston in the cast.  
Other plays scheduled are 'Fly Away Home,' Oct. 22; 'Bird in Hand,' Nov. 5; 'The Cherry Orchard,' Nov. 19.

## Dubuque Hopes

Dubuque, Ia.  
This sector, with bulging granaries and high prices for commodities, is looking to Des Moines and the Shrine auditorium for a striding season of legit.

## Kinsey's Start

Canton, Oct. 8.  
Kinsey Players, who were at the Grand for a long run last winter, have reopened there, with the prospect of remaining all season. Opening bill is 'The Widest Girl in Town,' a comedy drama.  
Players who appeared here last season with the company and who are still in the cast include Kathryn Kinsey, James Travis, Van V. Miller and Paul Brady. New members are Wayne Hart, Joe Keefe, Jerry Jones, Ruby Roland, Viola Bruce and Peggy Lennox. Repertory will include standard comedies and dramas and vaudeville between the acts. Bills changed every Tuesday and Saturday. Performances nightly and matinees Wednesdays, Saturdays and Sundays. Admission ranges from 10c to 25c.

## 'FRENCH DRESSING' FOR BORDONI IN HOLLYW'D

Hollywood, Oct. 8.  
Arch Selwyn and Ray Goetz will co-star Irene Bordoni with several picture names in 'French Dressing,' adapted by Robert B. Lewis. French of Sacha Guitay. Piece will have original music and lyrics by Cole Porter, but is not a musical.  
Expected to open either at the Belasco or Biltmore, depending on the run at the Biltmore of 'Golden Sunshine,' which Selwyn and George Jessel are producing. Miss Bordoni is due here this week, with casting now under way.

## Reading Legit Set

Reading, Pa., Oct. 8.  
William O. Heckman has resumed the rental of the Orpheum for a series of road shows, first legitimate attraction being set many months. A few were presented in the Capitol theatre, now closed, last winter.  
Orpheum was renovated throughout last fall for legitimate engagement but this ended suddenly after a few weeks. Orpheum has 1,700 seats and is the only house here available for stage shows.  
Heckman will present 'Blossom Time' Oct. 15. Other bookings are Eva Le Gallienne repertoire, 'Old Maid,' Walter Hampden, Cornelia Oils Skinner, 'Life Begins at 8:40,' 'Three Men On a Horse,' 'Student Prince,' Philip Van Slyke and Gladys Cooper in Shakespearean repertoire, 'Tobacco Road,' 'Vantiles,' 'Personal Appearance,' 'Dodsworth,' 'Rose Marie' and 'Bitter Sweet.'

## Youngstown's Oct. 8

Youngstown, O., Oct. 8.  
Youngstown's road show season will open Oct. 26 at the Park theatre with 'Life Begins at 8:40,' musical success of last winter.  
Other road shows listed are 'The Old Maid,' which comes to the Park Nov. 15, and 'Three Men on a Horse'

## Buffalo Perks

Buffalo, Oct. 8.  
Seven bookings in one month are set for the Erlanger, representing the heaviest season several weeks ago.  
'Shows are 'Tobacco Road,' week Oct. 7; Clyde Coper Company (Gilbert and Sullivan), 17-19; Cornelia Oils Skinner's 'Mansions on the Hill,' 19; 'Life Begins at 8:40,' 22-23; American Ballet, 26-27; 'Blossom Time,' 28-30; 'The Old Maid,' Nov.

## HUSTON STARTS LEGIT SEASON IN CLEVELAND

Cleveland, Oct. 8.  
Walter Huston, back from England, where he took the title role in 'Ocell Rhodes' for Gaumont-British, arrived in Cleveland Monday (7) to begin rehearsals for another road tour in 'Dodsworth.'  
Sidney Harmon's play Howard play will open the winter legit season at the Hanna Thursday (10) for three nights. Company got in Monday (7) to spend three days getting cues and the revolving stage oiled after a three-month rest.  
Following Huston, the Hanna will have an eight-day run of 'Midsummer Night's Dream' (WB), beginning Oct. 18. Only definite legit date after it are Oct. 29 for 'Life Begins at 40'; 'Rose-Marie' and 'Elmer Sweet' week of Nov. 3 and 'Old Maid,' Nov. 21 for three days.  
Frederick McConnell's 'Play House' is also launching its winter season this week with a large-scaled production of 'Between Two Worlds,' by Elmer Rice. It will be the theatre's biggest show yet, requiring 70 in the cast and a huge steamship built on the stage.

## Shubert L.A. Revivals On West Coast Tour

Los Angeles, Oct. 8.  
First two light opera revivals, 'Elmer Sweet' and 'Rose-Marie,' to be produced by J. J. Shubert in the Shrine Auditorium will go on tour with M. D. (Doc) Howe of Fanchon & Marco handling the routes. Road jaunt along Coast, and through mountain region. Venues, if successful, will be followed by others.  
Principals from Shrine productions will trek, along with reduced chorus line and complete new staging.

## 'Road' Starts Detroit Season; 2 Others Due

Detroit, Oct. 8.  
'Tobacco Road,' slated for a limited run, opens Detroit's legit season Sunday (13) at the Cass Theatre.  
James Kirkwood heads the cast.  
Next attraction booked for the Cass is 'The Old Maid,' due Nov. 24. Judith Anderson and Helen Menken to the cast. 'Anything Goes' will come in Dec. 2.  
San Carlo Opera Co. is playing this week at the Broadway-Capitol Theatre, former picture house. Engagement ends Sunday (13).  
Detroit's only other legit theatre, the Wilson, is to open Oct. 20 with the road film, 'A Midsummer Night's Dream' (WB).

## Nugent Guest-Star

Baltimore, Oct. 8.  
J. C. Nugent will guest-star for the stock company Raymond Moore brings into the Maryland here next week in 'Big-Hearted Herbert,' week of Oct. 22.  
Nugent appeared in the original Broadway production of 'Herbert' a couple of seasons back.

## Payne Back at Tech

Pittsburgh, Oct. 8.  
B. Iden Payne, one-time instructor at the Carnegie Tech drama school, and now director of the Stratford-on-Avon theatre in England, has returned to the local school for a few weeks to direct Tech's annual Shakespearean production, 'Antony and Cleopatra,' Play goes into this month.  
Payne, who returns to Stratford next summer, is also plotting to line up a producer for 'Shining Armor,' play he co-authored with Rosemary Casey last season. This was the piece that firm of Hanna and Neilson cancelled on the eve of its Broadway premiere.

## Inside Stuff—Legit

Bill Rose's 'Jumbo,' rehearsing in three different spots, moves into the Hippodrome for the first of its final rehearsals before the expected Oct. 28 premiere. The foreign circus acts, most of 'em booked through Wirth & Hamid, are still arriving from abroad and auditioning. Quite a few are German turns.  
While the Hippodrome was being redone so that the main floor and first mezzanine merge in an intimate stadium fashion, most of the rehearsals have been going on at the Manhattan Opera House; at Charlie MacArthur's Nyack, N. Y., estate; and in Brooklyn. Allen K. Foster has been in possession of a Prospect Park (Brooklyn) riding academy for the choline-equestrienne routines.

Joe Sweeney, in light Case of Murder,' was plenty pleased with the bouquets tendered him in a Sunday column last week. He rushed to a telegraph office and poured out a message of thanks. So glowing was the wire that the girl who cutted the words politely suggested to Sweeney that he might wish to use the company's floral service.  
Later the actor sent another message explaining the Gaelic expressions used. Ick Watts, of the Herald Tribune, was the praise giver and the recipient of the actor's blessings.

Ownership of 'Moon Over Mulberry Street,' which moved from the Lyceum to the Mansfield, N. Y., last week, is split into 10 equal shares. Oct. 28th premiere. The foreign circus acts, most of 'em booked through Wirth & Hamid, are still arriving from abroad and auditioning. Quite a few are German turns.  
While the Hippodrome was being redone so that the main floor and first mezzanine merge in an intimate stadium fashion, most of the rehearsals have been going on at the Manhattan Opera House; at Charlie MacArthur's Nyack, N. Y., estate; and in Brooklyn. Allen K. Foster has been in possession of a Prospect Park (Brooklyn) riding academy for the choline-equestrienne routines.

William Ovlatt, formerly general manager for Comstock & Gest, has returned to New York's theatres and contemplates reentering show business. He handled the firm's spectacles, including the run of 'The Miracle.' Ovlatt retired to West Falmouth, Mass., and built a number of houses there. Shrinkage in realty values resulted in Ovlatt disposing of the properties.

Louis Lowenstein, general manager of 'Anything Goes,' is going to fly, aiming for a pilot's license. Last week he told the show's producer, Walter Fidgeon, that he was going to take his first solo flight. Manager requested he wait until the show was moved from the Alvin to the 46th Street, N. Y.  
Lowenstein conceded the point.

Walter Fidgeon, now in 'Night of Jan. 1,' headed for Metro until the money angle arose. M-G scouts when he played at Locust Valley.  
Failure to agree on salary may halt Metro's effort to get the player who is now rehearsing for lead in Broadway presentation of 'There's Wisdom in Women.'

Added sides have been written into 'Night of Jan. 1,' Ambassador, N. Y., introducing another witness in the courtroom meller. New part is played by Mary Batista. Robert Shayne is being replaced as defense attorney by Harold Tucker.

Attorney Carl elm, known in Broadway legit circles, has joined the law firm of Powers, Kaplan and Berger. He has been active in the legal department for Metro until the money angle arose. M-G scouts when he played at Locust Valley.  
Failure to agree on salary may halt Metro's effort to get the player who is now rehearsing for lead in Broadway presentation of 'There's Wisdom in Women.'

## PLAYS OUT OF TOWN

Laurens Schwab presents a musical play in three acts, with music by Robert and Herbert adapted by Schwab and Lester Lee. The play is set in the town of Alford, Granville and Ludwig Herber. Book staged by Zerk Colvin, directed by William Holden. Set designed by Raymond Selver. Music by Roy W. Brown. Lyrics by Roy W. Brown. Cast: Florence Arness, Frances Bessie, Nancy McConnell, Robert Livingston, Robert Livingston, The Singers.....J. Harold Murray, Jack Yokol, Lukas and Pell.

## VENUS IN SILK

Pittsburgh, Oct. 1.  
'Venus in Silk' will have to be a lot better than it is now to stand a chance of being produced here this summer by Larry Schwab at the St. Louis Municipal Opera Auditorium. The play, which has a strictly routine operetta which has for its chief failing one so common to this type of show, is by Robert Stoltz, who wrote 'Zwei Herzen in Drei Viertel Takt,' but particularly either, although it has a couple of tunes in 'You are the One' and 'Baby Play With Me,' latter with a baby swing that may get attention. On the whole, however, score is hardly destined for longevity, since it's fashioned, particularly in the ensembles, rather than individuals.  
It's in three acts, with the first dead, the second a trifle better, and the third, in the company can head-quarters of a minor Robin Hood known as the Falcon, the best. Last act stands like a study in contrasts for the first time John Sheehan, who gives the comedy department a much-needed lift. Considered for a while as a candidate for 'Venus in Silk' during the few minutes allotted him, he should be working throughout the show. It might make a world of difference. Comedy until this time has been in the hands of Audrey Christie, who played toward Jackson, 'Salior, Beware,' and Gil Lamb, in

'Sing Before Breakfast,' farce about show biz by John P. Murray and Allen Boretz. Harry Wagstaff Gribble will direct Sam H. Harris' second production of season. Now rehearsing.  
'Good Men and True,' by Frank Merrill and Brian Marlow. Formerly sponsored by Phillips first announced as producer.  
'Fire Across the Sky,' by Joe Bates Smith, goes into rehearsal for Elizabeth Miele after opening of her first prod. 'Triumph.'

## FUTURE PLAYS

'Tell Me Not,' by Edwin Debrido, taken by Janet of France for winter production. Edward La Roche will direct. Chet Brez doing incidental music.  
Earl Oxford, Jack Hartley, Forde, 'Scandalous,' Men On a Horse' (road).  
Martha Sleeper, Vera Marsha, 'Good Men and True,' Ernest Thiesler, 'Hamlet,' 'Irene DeLoir,' 'Anything Goes,' Mabel Moore, Eddie Garvey, Anita Rothe, Elizabeth Dewing, Sara Floyd, June White, 'Achilles in Women.'

## ENGAGEMENTS

Mary Morris, 'Mother Sings,' John Seal, 'Russett Mantle,' Alma Kruger, Percy Warram, Harold Spott, 'Pride and Prejudice,' John Cromwell, 'Romeo and Juliet,' Eddie Gray, 'Setellite,' Donald Randolph, Mary Rogers, 'Crime Marches On,' Alexander, Clement O'Laughlin, Edward MacNamara, Phyllis Connard, Naomi Laddoff, 'Farnell,' Betty Lawford, 'There's Wisdom in Women,'  
Ina Claire, Dennis King, 'Not So Simple,'  
Alice Moody, 'Salior, Beware,' and Gil Lamb, in

# First Equity Informal Meeting; Much Talk on Recommendations

First open, informal, meeting of Equity for the purpose of 'talking things over' was held at the Astor, N. Y., Friday (4). Gathering was dominated by the Actors Forum and, although the meetings were designed to make the Forum's own sessions unnecessary, Equity's younger group huddled by itself to decide on its future program. Not more than 150 actors attended, other members staying away, aware that any proposals adopted would merely be recommendations to the Council.

Principal discussion arose over the basic agreement proposed by the managers. Forum speakers definitely opposed the move, contending that such a contract would tie Equity's hands. Malde Raide, who originated the informal meetings, presided, but Frank Gillmore, Equity proxy, answered. He stated that the managers had requested an agreement to have a fixed basis upon which to budget their season's production. Gillmore declared that the suggestion seemed logical in light of the new policies adopted by the association without managerial assent. He added that a basic agreement need not hold of new regulations, but that the managers would have a chance of having a say in framing the text. It will be up to the Council to make the agreement, but in any event the proposed agreement would be placed before the general membership at the next open meeting in Dec.

Criticism was made of the association's monthly house organ, Forumites, making caustic remarks about the futility of the publication. Idea was put forth that the magazine be more reportorial, instead of editorial.

Gillmore again rose to speak for the administration, defending the monthly's conservative policy. He explained that in light of the organization's economy program, the publication had dispensed with illustrations. Gillmore also mentioned that the magazine is more frequently mentioned or quoted than any other union publication.

Whether there will be further monthly informal meetings is not definite. During the meeting, however, after last week's powwow it was generally felt that the regular quarterly meetings should suffice.

## ALLIANCE POSTPONED UNTIL NEXT SEASON

Theatre-Alliance, which loomed up last spring as an actor-producing group, expected to be the most active this season, has been abandoned until next season, if and when. Money is being refunded to subscribers, who kicked in \$100 each for the proposed repertory season which was to include several new plays.

General set-up was that each of the professionals participating in the group as actors or directors was to have an equal voice in the policies, selection of plays and management. During the summer, however, friction arose and several who were in the Alliance from its inception withdrew, after reputed tilts with Elmer Rice. Reported the latter's domination was the cause.

Group hoped to raise \$75,000 for a budget to extend through a 40-week season but the subscriptions obtained amounted to much less. Now announced that a new try will be made with \$100,000 as the objective.

### CIVIC HOUSE

Gary, Ind., Oct. 8. Gary Civic Repertory co., little theatre group, has taken over the Ritz, which first played films and now is converted into the new theatre club. The company has been producing 10 shows annually, each for eight performances. Kerbert Barnes Earl is founder and managing director.

## No 'Forest' Stock

Baltimore, Oct. 8. The Leslie Howard-Arthur Hopkins-Gilbert Miller triumvirate, which last year presented 'Petriefied Forest' on Broadway, has withdrawn stock rights to the Robert E. Sherwood opus. Move suggests that the play might be toured this season.

Raymond Moore, who will open a stock stay at the Maryland here next week, sought 'Forest' for production with his resident company.

## GUILD'S \$7.70 TOP ON 'PORGY'

Lifting the opening night price for premieres is something new for the Theatre Guild—top for 'Porgy and Bess', which debuts tomorrow at the Alvin, N. Y., going up to \$7.70. Last week, the first night of 'The Taming of the Shrew' at the Guild was \$4.40 top. Under the top prices printed on both tickets was set forth the subscriber's price of \$2.50. Guild people stated it had few 'Shrew' premiere tickets to sell because of its distribution to its regular seasonal first nighters, but 'Porgy' was set forth as being better because it was indicated they were getting a bargain.

However, that does not strictly apply to the larger capacity Alvin for 'Porgy' to start. The show is about 200 more seats available on the lower floor there than at the Guild's house, directly across the street. 'Porgy' is the highest priced premiere yet attempted by the Guild. First night tickets will approximate \$2,500 more than usual.

## THUMBS OFF, FIRST CASUALTY ON ROAD

First road casualty this season is 'Thumbs Up', which folded at Harborsburg Saturday (6). There have been some other withdrawals but a long tour was planned for the Eddie Dowling revue. 'Thumbs' played a number of New England and Pennsylvania smaller stands the first night, but found the going too tough.

Early this week a plan was reported whereby 'Thumbs' would be merged with 'Sketch Book' and sent to the road again. Later the show is shortly due out of the majestic, N. Y. It was presented by Earl Carroll with Lee Shubert interested as a summer revue at the Winter Garden, N. Y.

## Cop Punished for Rough Treatment of Ex-Actor

Syracuse, N. Y., Oct. 8. Found guilty of using unnecessary roughness in the arrest of James P. Corcoran, ex-actor-director, by a cop serving as dramatics instructor with the CCC at Port Byron, J. Martin Kavanaugh, of the Syracuse police department, was given the actual dismissal from the Commissioner of Public Safety William E. Rapp, Monday.

Three-point penalty inflicted upon Kavanaugh costs him a month's pay, removed from special detail as acting detective in plain clothes and returns him to a beat. R. d calls for his undated resignation to be filed with the Commissioner for acceptance at any time his actions may warrant.

Counsel for Corr, veteran eccentric comedian, has indicated a personal damage action will be prosecuted against Kavanaugh.

### DEMOUNTABLE CAST

Hollywood, Oct. 8. Switch of principals to give talent a break was instigated by producers of 'The Screaming Skull' at the Bliss Hayden Little theatre. Fresh players were Leonore Keefe, Bert Kalmar, Jr.; Nancy Mars and Betty Stein.

## Duffy Preps 'Autumn'

Hollywood, Oct. 8. 'Autumn,' new Margaret Kennedy play, will be the next legit production of the Duffy-Duffey Players. Duffy has a leave of absence from duties of associate producer at 20th-Fox so that he can prepare the show. New production will be premiered here and then taken to New York.

## Grace George Sticks To Legit; Will Start New Show for Brady

Although the passing of her son, William A. Brady, Jr., who was burned to death in a Jersey bungalow, caused Grace George to withdraw from 'Ind Lady,' which was closed at the Longacre, N. Y., the star will not retire from the stage as reported last week in VARIETY.

Brady, Sr., who did not play producing this fall, with his Playhouse tenanted by 'Three Men on a Horse,' has started work on a new show in which he will present Miss George. Veteran showman stated that he and his wife would be to active because of the tragedy.

Young Brady spent most of his spare time in Jersey, where he frequently took long horseback rides. On the afternoon when he fell asleep with a cigarette in his hand and ignited the bedclothes, the bungalow being consumed by flames, it happened to be the maid's day out, and he was alone. He was under age when the war broke out, but served in Fort Rely and Ft. Ethan Allen. In 1930 he was made first lieutenant in the U. S. regular army reserve corps and was subject to call.

## TWO PLAYS ON SAME SUBJECT, SAME TITLE

Impending clash between two Parnell dramas, both based on the life of the Irish patriot, appears to have been missed. When the first announcement was made that a play called 'Parnell,' written by Elsie Shauffert, would be presented by Smith and Ayer, a second play with same title came into notice, authored by William H. Kirkbride. Latter script is in the hands of Carl Kress and will be produced by Robinson Smith and Fred Ayer are youngsters who teamed to enter show business and posted nearly \$5,000 with Equity to guarantee the first two weeks' salary, an unusual sum for a drama. Stated that the cast had been selected but drama would not start rehearsals until Guthrie McClintic got his 'Winter-seal' stand. Latter's show is playing at the Marlborough, N. Y., and he will start staging 'Parnell' late this week.

Miller, speaking for himself and Hunt, then came forward with the other 'Parnell' drama, stating that getting their drama onto the Broadway boards first but were unable to secure two name players currently appearing in another show. It was proposed that Smith and Ayer and Hunt and Miller exchange scripts for comparison, with the possibility that one management withdraw and permit the other to participate in the show. It was agreed that neither appears to have fopped, with Hunt and Miller undecided what to do with their script.

## Aldao Shelves 'Dragon' After Boston Tryout

'The Ascending Dragon,' which opened in Boston last week, has been shelved temporarily. Intended difference occurred during the closing. 'Play was written by Frederick Jackson. It was presented by Camilo Aldao, an Argentine newspaperman, who staged it in show business in Paris a couple of years ago with Felix Fery. This was his first Broadway try.

Understood the author objected to script changes made by Thomas Mitchell, who directed the play. Later walked after Jackson declared he did not recognize his script. 'Dragon' cast featured Cardini, card manipulator, who drew praise of the Trib reviewers.

# Managers Find Way Out of Paying For Rehearsals; Don't Send Out Call For Bit Players Until Final Week

## No. 4 'Men' Set

Baltimore, Md. No. 4 company of 'Three on a Horse,' which Alex York put on rehearsal in N. Y. this week, will open here at Ford's weeks of Oct. 23, then proceed to Boston where it expects to settle down for a run. A stretch in Philly is figured after the Beantown booking.

Equity's rehearsal pay ment appears to be defeating its own purpose. Measure was designed to aid the rank and file members but it is not working out that way. Few players lesser rates are getting any coin for rehearsal at all, because they are not called to report until the final week of rehearsals and must do one week free.

## 'MARIE' FIGHT PUT UP TO REFEREE

Shuberts received an edge in the contest over the rights to 'Rose in the Open in Detroit' last summer. Supreme Court of N. Y. referred to a referee an application filed by the authors to intervene on an order by the receiver permitting the Select Theatre Company (Shuberts) to do the opera with a payment of \$600 week.

O'Brien, Driscoll & Rattery, attorneys for the authors, immediately filed an application in the Appellate Division asking that the order be rescinded and the case again placed before Justice Collins for decision. That move was made on the grounds that hearings before a referee would require so much time that 'Marie' might have played out its road bookings. Show is being played on the road by the same company now on tour in Bitter Sweet.

Receiver gave permission to the Shuberts to play 'Marie' one week in an application in the Appellate Division was then made to rescind the contract with Select throughout this season, with the attorneys making the motion to intervene. Action was withdrawn by the receiver, but it was later discovered the receiver, acting on an option provision, had granted No. 4 the 'Marie' rights without notice to the authors.

Contention that the receiver exercised his rights thereby and 'is acting hostile to the best interests of the receivership,' did not result in an injunction. Conceding 'Marie' to be a valuable property, the court ruled that: 'So much has been done, and the rights and interests of the several parties have been assumed on both sides, that it would be unfair and hazardous to determine the issues on the papers before the court.'

## SUBSCRIPTION SALE TRY FOR STAGE FUND

Stage Relief Fund is working on a new plan to secure support from those of financial substance within the profession. Subscriptions for two tickets each for the first five Sunday night legit performances to be given in aid of the Fund will be sought. It is stated that 100 subscriptions will be the limit.

Each subscriber must agree to purchase two orchestra seats at \$6 (no tax) and for five different performances the cost will be \$30 per subscription. While the total of \$3,000 is not impressive, it is urged that the presence in the audience of well-knowns would be a further box-office incentive.

Plans was announced by John Golden, chairman of the Fund, whose 'A Touch of Bril stone' will be played next Sunday (13), being the first benefit of the type this season. It has been called 'a subscription plan for the famous of the theatre.'

Lorena Barck at Syracuse Syracuse, N. Y., Oct. 8. Lorena Barck, formerly of the Washington Square Players, joins the Syracuse University dramatic department faculty. She will be assistant to Prof. Sawyer Falk.

Pay for rehearsals was the leading issue that the Actors Forum promulgated. Younger group with Equity was so insistent on the move that the association's leaders capitulated, although they did not believe it would work out for the betterment of the actors.

Indications now are that instead of all players getting whatever benefit there is from rehearsal outlays, such payments are going only to the leads. Unless changes are effected, it looks like the rehearsal pay idea is discriminatory, with those members not participating expected to violently protest to Equity. Association leaders expected that managers would find a way to best rehearsal payments. One manager had advised the players in his show that rehearsals would be paid for from the start, then discovered new rehearsal pay rates during the probationary period—seven days for straight plays and 10 days for musicals.

Another producer, however, told the smaller part and bit players not to resent the new rates during the third and final week of rehearsals, for which they received nothing. That lead has been followed by most other managers.

It is questionable whether the principals who are paid for rehearsals are actually benefiting. Managers, who first viewed the idea with alarm, later calmly considered a way to circumvent the supposedly added costs. What happened was just about what was predicted—the managers reduced salaries, \$100 players being offered \$75. In that way the managers will retain much more money than that paid for rehearsals in the event of a run.

Downward revisions of salaries might not have happened had the rehearsal pay rules been framed to apply to smaller salaried players alone instead of including all classes. Virtually the same thing is being applied to musical shows. Chorus members are affected, ensembles being paid less than heretofore, although not under the scale. Equity has not checked up on how many players have participated in rehearsal payments to date. Resultant figures will show whether the experiment is workable, whether the requirement be scrapped or whether new rules be adopted.

One thing the rehearsal pay rule has wrought is a switch in the speeding of production. It rather proves that it is not necessary to hold smaller part people throughout all rehearsals, indicating that heretofore much time has been wasted by directors.

## PHIL BAKER TO DO OWN INTIMATE REVUE

Phil Baker is going producer on his own with a new revue, called 'American Chauve Souris,' although they may be entitled 'Helen Westley and Ruth Weston hopped the Chief for New York. Miss Westley goes into the Guild's 'Love is Not for Sale.' Miss Weston has part rehearsing for 'Wisdom in Women.'

### Two East for Plays

Hollywood, Oct. 8. Completing their assignments on 'The Golden Rule' at the Hellen Westley and Ruth Weston hopped the Chief for New York. Miss Westley goes into the Guild's 'Love is Not for Sale.' Miss Weston has part rehearsing for 'Wisdom in Women.'

# Broadway Dips as Hits Needed; 'Shrew' Best New Show at \$15,000

roadway's legit season got off to a lousy start, but there was a decided dip last week and showmen came along with alibi—moving day (Oct. 1), readjustment of summer schedules with the transfer from the country to the city, and the war in Africa. Claimed that when the stock market declined, upon news of the outbreak of hostilities between Italy and Ethiopia, box offices slowed up.

Impression along the main stem, however, is that some smaller hits are needed to liven the interest of playgoers. New season's crop has one musical but a handful of other several recent incomers are regarded as good prospects, there has been no first night "click" among the dramas with the possible exception of "The Taming of the Shrew" a la the Lunts.

"Shrew," at last week's premiere, drew the best notices of the season so far and capacity is reported thereafter. Show took \$15,000 on a subscription basis at the Guild, and until that period is over real status of the attraction will not be known. "Shrew" had a \$15,000 gross for a starting week's gross, all the house can accommodate.

"The full week of 'Winterst' at the Beek was around \$8,000. High praise in the Sunday theatrical column went Monday night to a \$1,700 and indications are the drama is in. "Remember the Day" at the National should climb over a \$7,500 starting next week, but a \$1,000 day being an indication. "Paths of Glory" looks doubtful at the Plymouth, with less than \$500 gross last week. Same goes for "Most of the Game" at the Cort. "Blind Alley" has not responded to favorable well as yet, at \$1,000 gross for the \$6,000 of last week. "Squaring the Circle" opened late last week at the Lyceum, drawing \$1,000.

Of the earlier entrants "Night of January 10" looks best, with better than \$9,000 last week. "A Home Abroad" in the street's topper hit, getting close to \$40,000 at the Winter Garden last week.

Postponement of "The Student in Venus in Silk," now due at the Adelphi Oct. 21, instead of next week, when four premieres are now listed: "Bright Star," "Empire State," "Gala," "Longacre," "Triumph," "Fulton," "Agatha Callings," St. James.

**Estimates for Last Week**  
 "Achilles' Heel" (4th week) (CD-1,223-\$33.00). Presented by Walter Hampden; written by Martin Flavin; premiere slated for Sunday (13).  
 "Anything Goes," 46th St. (47th week) M-1,376-\$33.00. Getting ready for road for the series' topper hit in cities; fairly good upon removal here and lowered scale; estimated at \$17,500.  
 "At Home Abroad," Winter Garden (4th week) R-1,493-\$44.00. Using some extra space ads; virtual capacity except matinees; but biggest thing in town; \$40,000.  
 "Touch of Brimstone," Golden (3rd week) CD-1,156-\$33.00. Business in and out last week; estimated at \$7,500; has a chance with moderate money, new field.  
 "Blind Alley," Booth (3rd week) (CD-704-\$33.00). After promising start, indications are indefinite; estimated around \$5,500.  
 "Children's Hour," Elliott (47th week) (D-923-\$33.00). Drama stands out in among best of holdovers and should easily pass the year mark; about \$9,500.  
 "This Be Treason," Music Box (3rd week) D-1,300-\$33.00. Not much more than a series' topper; second week approximated \$7,500, and, unless marked improvement, engagement will be limited.  
 "Jubilee," Imperial (35-1,468-\$44.00). Presented by Sam H. Harris and Max Gordon; written and composed by Moss Hart and Cole Porter; opens Saturday (12).  
 "Moon Over Mulberry Street," Mansfield (6th week) (D-1,097-

\$33.00). Getting mild money and will have to perk up to stick; around \$3,000.  
 "Most of the Game," Cort (2nd week) (C-1,055-\$33.00). Rather mixed press, which was reflected at box office; first seven times estimated under \$5,000.  
 "Night of January 16," Ambassador (4th week) (D-1,356-\$27.75). Court room melodrama among best of moderate newcomers and should stick; improved and topped \$9,000.  
 "Paths of Glory," Plymouth (3rd week) D-1,036-\$33.00. Large cast.  
 "Personal Appearances," Henry Miller (62nd week) (C-944-\$33.00). Will complete year's run after this week and still making good coin; approximated \$1,500 last week.  
 "Pony and Boss," Alvin (1st week) (M-1,356-\$44.00). Presented by Theatre Guild, opera in English with English musical score; highly rated in Boston; opens Thursday (10).  
 "Remember the Day," National (3rd week) (CD-1,770-\$30). May see strength, as forecast, but should do nicely from now on; first full week topped \$7,500.  
 "Sketch Book," Majestic (19th week) (R-1,170-\$33.00). Doubtful of lasting much longer, with new musicals already cast; maybe even break at \$12,000.  
 "Slight Case of Murder," 48th St. (6th week) (C-959-\$33.00). Early arrival doing fairly well; last week takings estimated around \$7,500.  
 "Squaring the Circle," Lyceum (2nd week) (E-957-\$33.00). Came in well topped but drew weak press and doubtful after last week debut.  
 "Sweet Mystery of Life," Shubert (1st week) (CD-1,387-\$33.00). Presented by Herman Shumlin; written by Richard Malbaum, Michael Wallach and George Haight; opens Friday (11).  
 "Taming of the Shrew," Guild (2nd week) (CD-941-\$33.00). Promising premiere and strong press resulted in solid box office; topped \$11,000 last week, with takings around \$16,000.  
 "Three Men on a Horse," Playhouse (1st week) (C-820-\$33.00). Commands strong trade and will doubtless ride into winter; last week estimated around \$12,000.  
 "The Student in Venus in Silk," Forest (96th week) (C-1,017-\$16.65). Sturdy stayer may also last into winter; making good weekly since mid-summer; last week around \$7,000.

**Winterst, Martin Beck** (3rd week) (D-1,214-\$33.00). Critics somewhat doubtful at debut, but wealth of Sunday praise marks drama apart from other arrivals; should steadily climb; first full week about \$9,000.

**Revsals**  
 "Macbeth," Barrymore; Gladys Cooper-Philip Merivale starring; second Shakespearean play; opening Sunday; topped previous week with "Othello."

**Chicago, Oct. 8.**  
 Posting notice of closing in Chicago on Oct. 27 to start & midwest tour at the Davidson in Milwaukee, "Three Men on a Horse" breaks record for dramatic capacity; first since 1924-25 when "Abe's Irish Rose" established the top stretch of the record; the show really comes close here on Oct. 27 it will have galloped through 30 consecutive weeks of sock gross business without one longer performance. In the worst summer season in the loop this show broke every precedent.

# 'Venus' Starts Pitts Season Poorly, 11 G's

Pittsburgh, Oct. 8. Legit season got off to faltering start here, Venus in Silk did only approx 11 \$11,000, pretty ordinary for this type of show. Great campaign put on by Charlie Washburn, but advance sale was just fair, with most apparent interest in, heard more about it. Notices, however, were confusing, which didn't help the window sale any.

Looks like another one of those years around here. Around Sept. 1, it always promises to be the best set season in some time. Four weeks after that, when the cancellations start rolling in, the schedule resembles something the moths have been at. On-again, off-again is harmful for everybody and, from the present outlook, the Nixon won't get anything until Oct. 28, when "Midsummer Night's Dream" (WB) arrives for a road-show engagement.

House is dark this week and fold-in on Saturday, an extra Sunday arrive without an attraction for the following season as well. After "Dream," first show in sight is "Old Maid" of Nov. 12.

George Sharp's annual leather revival, this year "Why Girls Leave on Saturday," an extra Sunday at the Fort Pitt Hotel, where it is out to match the 39-week run of Sharp's "Drunkard" last season.

# MINSKY'S \$11,000, S. F.; ROBSON'S 'LADY' OPENS

San Francisco, Oct. 8. "Life Begins at Minsky's" heads into its third week tonight, and seems to have caught on at the Columbia, former Erlanger house. Last week was good for approximately \$14,000 on 11 performances, show giving two extra shows per week in shape of a midnight frolic on Saturday, and an extra Sunday "Cocktail Matinee." Organization is using plenty of showmanship to keep the show hot.

Robson opened Monday (7) with a sweet advance sale in "Kind Lady." Show produced by Homer Curran. Arrives next Monday (14) of "Anything Goes" will see three houses open in Frisco, which hasn't happened in nearly three years.

# 'Goes' Ends L. A. Run, \$15,000 in 6th Week

Los Angeles, Oct. 8. "Anything Goes" continues the sole legit attraction in town, with Henry Duffy's El Capitan production currently in its sixth and final week. Trade and audience better than \$10,000, which is still pretty profitable.

Musical on fifth week held strong for opening, but better than \$10,000, which is still pretty profitable.

# Philly Biz Fine; 'Old Maid' \$15,000, Odets' Duo \$8,000, 'Agatha' Off, \$2,500

## Current Road Shows

- Week Oct. 7**  
 "Anything Goes," 1 Captain, Hollywood.  
 "Awake and Sing," Philadelphia.  
 "Blossom Time," Philadelphia.  
 "Bright Star," Plymouth, Boston, 8-12.  
 "Constant Wife," Cereulo, East Liverpool, O., 10; Weller, Zanesville, 11; Hartman, Columbus, 12.  
 "Dodswoth," Hanna, Cleveland, 9-12.  
 "Great Waltz," Opera House, Boston.  
 "Jubilee," Frisco, Kansas City, Mo., 10-11.  
 "Life Begs at 8:40," Shubert, New Haven, 7-8; Court Square, Springfield, Mass., 9; Carlton, Providence, 10-11; Bushnell Aude, Hartford, 12.  
 "Rose Mari," Montreal.  
 "Old Maid," Forrest, Philadelphia.  
 "Three Men on a Horse," Harris, Chicago, 10-11.  
 "Three on a Horse," Texas, San Antonio, Tex., 6; Martini, Galveston, 7; Majestic, Houston, 8-9; Paramount, Austin, 10; Majestic, Fort Worth, 12; Waco, Waco, 11.  
 "Tobacco Road," Selwyn, Chicago, 10.  
 "Tobacco Road," Erlanger, Buffalo.

Philadelphia, Oct. 8. Legit business in Philly continues to be decidedly on the bullish side. Of last week's four shows three reported themselves very well satisfied. During the last two or three seasons it has been getting by would have been the rule.

"The Old Maid," second ATS-subscription offering of the season here, but played the Forrest instead of the Chestnut, which is the regular ATS home, clicked unmistakably and drew \$15,000 on a subscription basis, turned in a thumping \$15,000, making everybody happy. Second week should be as good or better as the first. "Taming of the Shrew," there is no wonder that ATS, Shuberts and UBO are all predicting a boom year.

Group Theatre, presenting Clifford Odets' two plays, "Awake and Sing" and "Waiting for Lefty" at the Broad, are also doing a little cheering, Biz, for them, was top-heavy but there was so much of it up top that nobody complained. Balcony and gallery seats were every performance, with substantial spillovers in the rear rows of the orchestra. "Waiting for Lefty" is a different matter, but \$8,000 on the week was a figure not to be sneezed at.

Likelihood now, according to Sam Nirdlinger, indie director of the Broad, is that the Group crew will stay tight through Oct., offering its own attraction for the first four weeks and then presenting a new Odets play, "Paradise Lost" and another new one, "The Time of My Life," by Warner Brothers. Former is mentioned for Oct. 28. May also do "Men in White," never seen in Philly.

"Blossom Time" at the Chestnut was rather lost in the shuffle of new shows Monday night, but drew as steady a crowd as the week and will probably take \$20,000 out for the fortnight's run.

"Agatha Callings," Eddie Dowling's straight-ahead play for the week, is the only weak seller and probably didn't hit over \$5,000. Some talk of holding it a second week, anyway, for the time being. "Empire State" House won't have another booking for a couple of weeks, being again used for other purposes.

This week is barren of openings, but next Monday brings two returns. "Ah, Wilderness" with Seth Arnold in the Colman role, to the re-lighted Erlanger at a \$2 top and "The Student Prince" to the Forrest for a second week.

Oct. 21 brings Katharine Cornell to the Forrest in "Home and Juliet" for a fortnight's stay. On Oct. 29 "The Great Waltz" starts a two weeks' stay at the Metropolitan, which hasn't had a legit attraction in many moons. "The Country Wife," "Jed Harris" try-out with Ruth Gordon, is announced for the Forrest on Nov. 4 with "Anything Goes" being put off.

# 'Jubilee' \$25,000, 'Waltz' Fine Start, 'Porgy' 20Gs, Hub

Boston, Oct. 8. Big guns in the Boston legit field this week are "Great Waltz" at the Opera House, "Porgy and Bess" at the Colonial, and "Jubilee" at the Shubert.

"Bright Star," a new play by Philip Barry, opens at the Plymouth tonight, starring Lee Tracy and Julie Haydon.

Advance sale on "Waltz" more than encouraging, and deletion of "Porgy and Bess" from the program of the ads may be the tip-off for an extended run. For four shows the "Hassard" Short spectacle netted around \$15,000, but big and should get \$35,000 this week.

Then Short has another spectacular production in the form of "Jubilee" at the Shubert, which closes Wednesday (9). Second week response to this one is heartening.

"Porgy and Bess," Gershwin version of the Heyward play, landed raves from most Hub legit crits, but lukewarm greetings from the music reviewers. Theatre and subscribers here turned out in a week-long parade, but as far as the run-of-mill ticket buyers were concerned it was significantly ignored. Take around \$20,000 for the single frame stand is oke, however.

Cardini emerged the hero in teled reviews on his mystery vehicle "Ascending Dragon," at the Plymouth, which closed Saturday after one week.

**Estimates for Last Week**  
 "Great Waltz," Opera House (four shows; \$33.00). Opened up like a natural and advance sale augurs near-capacity if it stays for only two more weeks, as originally announced. Last week's take about \$15,000, same as the week before.  
 "Porgy and Bess," Colonial (\$33.00). Negro folk opera regarded as a high-brow novelty by the masses and strong \$20,000 gross for this one Broadway patronage. Good enough to hold over three more days this week.  
 "Jubilee," Shubert (\$33.00). Ticket sale held up beautifully for the second week of this lavish production to tune of \$25,000. Everybody happy and strong \$20,000 gross for this one Broadway patronage. Good enough to hold over three more days this week.  
 "The Ascending Dragon," Plymouth (\$2.20). Suffered not only from its own weak punch, but the hefty sock of overwhelming opposition from other more important shows. Opened calmly and skidded the balance of the week into a pale \$2,500.

**L. A. Legiter Shuttered**  
 Hollywood, Oct. 8. Vine Street theatre is dark, waiting on a new Union contract the legit policy instituted several months ago.  
 Warren Millais is out as operator, with Bob Shaw, box-office man, temporarily acting as house manager.

# World's Series Mobs Up Loop B. O.; 'Men Record 11G, 28th Wk., 'Road' 12G

Chicago, Oct. 8. It broke the standing rule that no one show can keep the loop open. Though the closing notice has been posted, there is possibility that it will be extended to 28 weeks, with the last week's notice up, the gross shot up to remarkable figures. The record for this week a splendid spurt which was, of course, aided by the World's Series mobs.

"Men Record 11G, 28th Wk., 'Road' 12G" is still pretty profitable.

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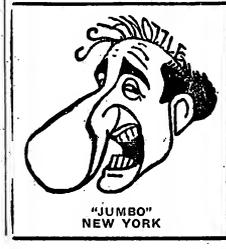
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## I. MILLER

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## Fear of Coin Devaluation Turns Frenchmen into Nitery Spenders

Paris, Sept. 29.  
New nitery season in once gay Paree is opening with a funny mixture of optimism and gloom. In spite of the fact that there were more Americans here than in several previous summers, they didn't spend much, and the nitite spots have given up hope. They're building up for the French trade, and they have some hope.

Certain spots have already begun the season pretty well. Exherezade and a couple of other exotic Russian-run places are doing brisk trade.

Answer to this, and to the general hopes, the psychology prevalent here. Certain classes of French, particularly the well-off, have stopped squeezing their sous. They're ready to spend them, before someone takes them away.

This only goes for the high-class champagne spots. Victor of Chez Florence, for instance, figures he ought to be in on it, and he's rising to the situation by putting entertainers into his place for the first time. Formerly there were acts, only a Willie Lewis' dance band and a chance to meet all the swells in Paris.

On the less expensive side, price cuts are the order of the day. Leon Volterra, after having dropped prices at the Lido last season, is coming back for more with a smile, and has chopped his prices to \$3.30 for dinner and show, wine included, and \$1 for tea dance in the afternoon. Including pastry and a couple of acts. And the show he gives with the \$3.30 dinner has a cast of 150.

O'Dett, who cleaned up last year on the Place Pigalle with very French place called La Noce (Wedding), has redecorated and renamed it The Throne, and reopening with a new show. This is the old-fashioned Parisian type of place without the New York influence—chiefly singing numbers, with dirty songs. Relatively cheap drinks. Rene Bardy's strip spot which did well last year, too, is breaking out again with a nude show. Tabarin, for several years a standby in this line and a favorite with Americans, is due in a couple of weeks for a re-entrance to the place, along the lines of O'Dett's, but a bit less boisterous, is Bosphorus, which has been taken over by Charpin, a male soprano. This is featuring a lot of employment of French songsters such as Frelch and Laure Diana, who double at these places and in the revived two-a-day.

## U. S. VAUDE INVASION EXPECTED IN MEXICO

Mexico City, Oct. 8.  
Appears that foreign talent, mostly American and European, is to monopolize the local stage houses, especially those specializing in vaude and revue, this fall and winter. Several managers have booked a goodly number of American dancing, acrobatic and roller skating acts, and several similar performers due here from Europe around Christmas. American invasion starts about mid-Oct. and will continue until spring.

This foreign talent is presumably getting considerable money in inducement, for all who take money out of Mexico are nicked a 4% federal impost on it.

## New Melbourne Legit

Ernest Rolla is ready to 'Flame of Desire' for early production here. Rolla has already contracted five American performers, and these should arrive within the next week or so.

'Flame' is by two local boys, Jack O'Hagan and John Gray.

## Two October Festivals

Berlin, Oct. 2.  
Berlin, vaude boasts of two 'October Festivals,' one at the Scala and the other at Wilhelmshallen.

Latter advertises 45 German performers on its festival bill.

### NO CRITICISM

Goering Says Theatre 'Is No Welfare Institution'

Berlin, Sept. 29.  
'The Theatre is no welfare institution and no place for criticism,' (Nazi coined word for criticizing), warned General Goering, Prussian Premier, at the opening of the Prussian State Theatre in Kassel.

'No actor can expect favors or protection just because he is an old party member,' he said. 'No dishwasher internationalism will be tolerated among actors, be they the greatest stars and geniuses.'

In the realm of Adolf Hitler the closing of a theatre is an impossibility. But if the public doesn't support it, that house cannot continue in spite of efforts of the State.

## Minevitch Ban Balks Piccadilly For Headliner

London, Oct. 8.

Ministry of Labor Intervention has the Piccadilly theatre stuck for a headliner for its opening with vaudeville Oct. 21. Charles Clora, while in New York recently, booked Borrah Minevitch as the opening attraction, with the Ministry now claiming that Minevitch can't come in because his act is really an American band, and therefore taboo.

Harmonica turn was to get \$2,500 weekly on a four weeks' guarantee, plus transportation.

Clora fought the case bitterly at the Ministry all week, pointing out that Frank and Mary Britton were allowed to enter here and play the Paramount houses, but the Ministry admits this was a 'mistake.' Claims it happened because application for the Brittons was made as a comedy act.

Clora is now after Richard Tauber, a German tenor, to headline.

## 'Please Teacher' a Hit With \$125,000 Buy

London, Oct. 8.  
'Please, Teacher,' new Bobby Hoves musical at the Hippodrome, opened Wednesday (8) to a splendid reception. Libraries have bought 125,000 working of tickets, covering 14 weeks, making the show a cinch hit.

Distinguished Gathering' opened at the Embassy Monday (7). It is an ingenious murder thriller likely to do well. Will probably come into the West End soon for a run try.

Cyril Campion had another of his plays produced at the Arts Theatre Club on Sept. 22. It is titled 'The Philanthropist' and offers nothing new in the way of plot and nothing violently effective in writing.

## Matz Safe

Berlin, Sept. 25.  
J. Matz, former editor of Programm, who, after his paper was suppressed by Soviet State Police, roused the Nazi Performers' Organization's wrath by organizing a new show paper in Zurich, Switzerland, and whose arrest they demanded, has now safely landed in Switzerland.

His new sheet, Organ, appears in three languages, each article and paragraph simultaneously printed in German, French and English.

## Dunn Vice Godfrey

Capetown, Sept. 9.  
Edward Dunn, musical director at Bath and Buxton (England) has been selected as musical director in Durban (Natal) in succession to the late Dan Godfrey.

Will arrive Nov. 10. Salary is \$5,000 monthly, with a three-year contract.

### Business

London, Sept. 29.  
A vaudeville unit played one of the rummy dumply towns in England recently. It got out on return to London manana. Get told a bout the business. 'We opened to 50, dropped the second night to 25, went up to 75 and did 875 on the week,' he said.

But he meant customers, not pounds.

## 2 ENGLISH TROUPES PREPARING IN BERLIN

Berlin, Sept. 29.  
Anglo-German artists including Karin Evans and Jack Trevor, will appear in the course of the new season of plays produced in English at the English Theatre here, which reopened here Sept. 22 with 'Pygmalion.'

Other plays scheduled for production include 'The Roundabout' by J. B. Priestley, 'Mr. Pin Passes By' by A. A. Milne, 'The Green Bay Tree' by Mordecai Sharp, 'A Midsummer Night's Dream' and 'Twelfth Night,' by Shakespeare.

A second English stage in Berlin under Theo. Shall's direction and with German actors caters mostly to scholars and young people. Program includes 'Major Barbara,' 'The Man of Destiny,' 'Punch and Go,' 'The Silverbox,' 'Millstones,' 'Riders to the Sea,' 'Baby Mine,' 'Autumn Crocus,' 'Macbeth' and the world-premiere of a Richard Wagner drama 'Van der Decken,' by a young English author, G. D. Gribble.

## Raimund Theatre, Old Vienna Legit, Shutters

Vienna, Sept. 27.  
The Raimund theatre has gone bust.

Less than a month after opening for the 1935 autumn season, this famous old institution of vaudeville career found that it could no longer carry on and closed its doors. By Vienna theatregoers it is mourned as the last of the really folk theatres which preserved a high degree of art.

Reasons for the failure are several. Sept. was a marvelous out-of-doors month throughout Danubia, but especially in Austria. This prolonged the evening hiking season of potential patrons and reduced boxoffice receipts proportionately. The showman varied, in opinion of some, started with too little capital, \$6,000. Work was hopeful till the last that the federal or municipal government would spring to his help rather than see the institution close.

But the government had other plans for its money.

The Brughtheater, the Opera and the Akademietheater, and state-owned and operated. These are a continual drain on the finances of the state; and when their deficits have been met the government feels that it is all it can do to promote stage-art.

### Tryouts

Madrid, Sept. 27.  
Enrique Dominguez Rodino, Rafael Salgado and other C.E.A. chiefs are organizing D.E.S.A., a producing company for travel shorts.

Idea is to let artists do a production job try themselves out on shorts for D. E. S. A. and if they make good, they'll get a chance to make features for C.E.A.

## Fuller's Bijou Drops Out

Melbourne, Sept. 18.  
Fuller's Bijou, once-famous vaude house and lately in pix, will now become a dry-goods store. Sir Ben Fuller says the site is far too valuable commercially to be used further in the entertainment field.

Bijou is situated right in the heart of Bourke street and is regarded as an ace business spot.

### Legits Married

Sydney, Sept. 18.  
Madge Elliott and Cyril Jichards were married here Sept. 16. Couple will tour New Zealand for W-F playing 'Roberta' and 'High Jinks.'

On conclusion of tour they will leave for England via America.

## In Paris These Things Can Happen; Tenor Boed Off Stage, Makes Good

### TWO-WAY STAGE Can Be Turned Around For Use Outdoors or Indoors

Berlin, Sept. 29.  
Town of Zittau, Saxony, is constructing a theatre that, when finished, will have two unique features. First is its stage, which will allow performances to be given indoors and outdoors. A spacious open-air arrangement at back of theatre permits house to give shows indoors and outdoors, using the same platform.

Second feature is arrangement of seats and stalls for public in 'Thingsplatz' from the goingplatz is the Nazi pagan style of holding mass meetings of the Nazi religious type.

## RUSS POLITICS COST GEST A TROUPE

Moscow, Sept. 18.  
Morris Gest took the train for Tiflis, Georgia, with the intention of signing up Sandro Akhmetell's unique Rustaveli Theatre, the Georgian National Theatre, for an American tour. Next day, the Soviet press announced the removal of Director Akhmetell from the theatre for flouting the orders of the Georgian government and Communist party, in particular, and insubordination in general.

Akhmetell, after a long period of disagreement, had discharged Khorava, star actor, and Vasade, one of the chief directors. Both held decorations from the government's Peoples Artists of the Republic. Ordered by the government and party to reinstate the pair, Akhmetell not only refused to obey, but denounced the decision.

Theatre, organized by Akhmetell a few years ago to preserve the Georgian traditional theatre and encourage Soviet playwrights and actors, has had phenomenal success, being chosen as the best national minority theatre in the Soviet Union in 1932. Akhmetell is an outstanding figure, not only in the theatre but in the world of letters. He has a brilliant war record and is a member of the Central Executive Committee of the Georgian Republic.

His other projects are to line up what is not possible to take the theatre to the U. S.

## Whitley to N. Y.

London, Sept. 29.  
Clifford Whitley intends to hit New York about the end of October, which makes it about two weeks after leaving a local hospital, where he is undergoing a minor operation.

His main object is to confer with Irving Mills about his idea of bringing over an all-English Road show for some New York nitery. He will also negotiate with Mills to book Duke Ellington and band for an extensive continental tour and a season in a smart Paris nitery.

His other projects are to line up some talent for the new Dorchester hotel show, which, despite rumors, he is still booking.

## Another Sydney Legit

Sydney, Oct. 1.  
Plans are underway for the conversion of the Civic into a legit house for Haymarket Theatres, Ltd. Stuart Doyle is m.d.

Civic, formerly known for vaude following a shutdown with ptx. Believed that Ernest Rolla is anxious to bring his revues to Sydney from Melbourne, has been successful in finding a house. Figured that alterations will be completed just prior to Yuletide and that a Rolla' show will be the first to go in.

Paris, Sept. 29.  
Vaude has returned to its own in this town. There might have been some previously, but this week a variety performer, after a shouting match with his audience, had to call out the police riot squad to escort him out of the stage door in safety.

Here (or is it vici?) is Willy Thunis, a Hollander taking a nitery. Last season he sang the lead for hundreds of performances in Franz Lehár's smash 'Land of Smiles,' the Gatte Lyrique, and this year, without a leg, engagement, opened in variety at the A. B. C.

He got plenty of catcalls, but he could take it. It was not until he went, for the season's second fortnight, to the Folies, that a mat-marre nabe vaude house, run by the same chain as the A. B. C., that he cracked under the strain.

At this spot, during his number, Thunis fled to his dressing room and hid for half an hour, until someone called up the police station. They sent around a whole wagon full of cops, with an additional escort of bicycle policemen, to take the tenor to his automobile.

In the street the crowd didn't boo him, but laughed. And the management cancelled the tenor's contract, substituting a pop singer, Maurice. This made Thunis really mad, so two days later, at the Sunday mat, he came back to the European with his manager, Bernard Sonky, and paid for a couple of seats, out front. When Maurice went on, Thunis and Sonky rose, scalded the pit and hopped on the stage. Sonky made a two-second speech, and asked that the crowd give the tenor a chance. Good-natured, the mob called for Thunis, and he sang a chorus of his hit number from the Lehár show.

Now it has all come to an 'affair,' just like the Dreyfus or Stavisky cases, and Thunis says he's going to hire a hall and give a free concert for the Paris public just to prove a bit of the real time in here, and the people who booed him were low mercenaries.

## ANOTHER YANK GIRL MAKES GOOD ABROAD

Paris, Sept. 29.  
Cinda Glenn, hooper, is running away with the show in the Bouffes Parisiens new opera, 'Four Ton Bonheur' (For 'Your Happiness') and bids fair to repeat Josephine Baker's stunt as the American girl who came to Paris to make good.

Miss Glenn came into vogue last year in a pocket revue at the Theatre de l'Humor. Scouts from London were watching her closely last season, but she decided to put a bit of the real time in here, and now looks set for a long run at the Bouffes, where she plays opposite Albert Prejean in his first non-film part.

## Prinz Girls Stay On

London, Oct. 1.  
Labor difficulties, which recently threatened the departing of the LeRoy Prinz dancing girls, have been straightened out and group is rebooked into the Dorchester house here for six months more.

### Neil's New Revue

Sydney, Sept. 18.  
Frank Neil will present a new 'reel,' 'Laughter Express,' next week.

Cast includes the Lassiters, Rene, Ayres, Maud Edwards, Marconi, Tracey and Vlnette, Phyllis Dixey, and Angus Watson.

# Metropolitan Opera at \$2.50 For Special Spring Season; Make Opera-Gong 'Easier'

By ROBERT BARAL

A partial answer to the criticism that it is a hardship for the average person to gratify an occasional desire to see opera is expressed in the Metropolitan Opera House, New York, planning a special late spring (1936) supplementary season at \$2.50 top. While details have not been worked out it is thought the public will be able to go to the box office as in regular legit theatres and buy good seats for any performance.

What steps Edward Johnson, the Met impresario, may take to control ticket speculation from destroying the whole point of a moderate-priced season is unreported. With regular season tickets always stamped at \$5.00 and placed only at greatly increased costs through scalpers opera has not made much effort to win good will with the citizen who was neither a subscriber or a gate-crasher.

In the rush days the little ticket rackets were met with a shrug as opera felt no particular competitive requirement to make it easy.

Subscriptions evidently remain the backbone of opera and no fundamental change is anticipated. However the \$2.50 season in itself is considered very radical for the Met and represents an effort to carry opera to the masses.

Edward Johnson is conscious that radio and talking pictures starring opera personalities and concerning opera as an institution has opened up, or at least primed, a large potential audience.

It is reported the present 14-week season may be expanded eventually into 36 weeks. That would be a real break for the staffs and singers who have suffered acute curtailment of income in recent years. When operating at full schedule the Met employs 700 persons of whom 100 are musicians and 100 chorists.

Outside of presenting opera within the reach of the average layman the \$2.50 spring repertoire will serve directly as a training ground for the budding star. Europe used to offer this service to the newcomer, but political strife and economic conditions have closed this training source. Leading Met headliners will not be available at \$2.50 scale, but calibre of opera, including stellar conducting and presentation, will be kept high. Met's regular season starts Dec. 16, lasting to March 23. Following this will be the winter tour, which is now being negotiated.

**New Dress**

New management has rehabilitated the house (4,000 seats) considerably in readiness for the new season, installing a modern ventilating system, and new orchestra seats. Following the engagement of the Monte Carlo Ballet Russe which opens tonight, for 12 nights, modern equipment will be installed in the family circle and balcony.

Johnson states: "New season will be presented in the traditional manner. The Metropolitan is truly international in scope, not clearly a definite U.S.A. institution, and we plan to maintain this standard."

## Routes

- Fritz Kreisler**
- October
- 11-Newark
  - 12-New York City
  - 13-Boston
  - 14-Louisville
  - 15-Cincinnati
  - 16-Philadelphia
  - 17-Savannah
  - 18-Owensboro
  - 21-Jacksonville
  - 22-Atlanta
  - 24-San Antonio
  - 25-Dallas
  - 26-Houston
  - 28-New Orleans
  - 30-Lawrence, Kan.
- November
- 1-Pittsburgh
  - 8-Buffalo
  - 15-Indianapolis
  - 22-Philadelphia
  - 29-Manover, R.
  - 6-Cleveland
  - 13-New York
  - 20-Worcester
  - 27-Buffalo
  - 34-Kansas City
  - 1-Baltimore
  - 8-Ann Arbor
  - 15-Providence
  - 22-Washington
  - 29-Baltimore
- LA ARGENTINA**
- October
- 10-Detroit
  - 12-Lynchburg, Va.
  - 14-Cincinnati
  - 16-Cleveland
  - 18-Boston
  - 20-New York
  - 22-Philadelphia
  - 24-Indianapolis
  - 26-Baltimore
  - 28-Ann Arbor
  - 31-Dallas
- November
- 1-Denver, Texas
  - 7-Toronto
  - 11-Troy
  - 12-Wilmington, Mass.
  - 16-Brooklyn
  - 18-New York

## Texas Looks Good

San Antonio, Oct. 8.

General improvement in biz conditions figured to have a good effect on year's concerts which shove off Oct. 24 with reseller recital, soon after the violinist's first New York recital.

Ample bookings last year, but biz very spotty. Following Kreisler, Lovitzky set for Dec. 6, Monte Carlo Ballet Russe and St. Louis symph have tentative dates. Ros-tum entertainment also on the up-beat, with Admiral Byrd the initiator.

## Irish, Scotch, Negro Songs In Deepest Soviet Asia as Radamskis Tour U.S.S.R.

Moscow, Sept. 18.

Sergei Radamski, American tenor, and Maria Radamski, soprano, are touring the Soviet Union on a 60-concert contract with the Moscow Philharmonic Society. They are in Moscow now, resting after a concert series in the Urals and the Caucasus, and getting special passports for a tour of Middle Asia. They are the first foreign performers given permission by the Soviet authorities to tour Middle Asia; their concerts to cover such exotic places as Tashkent, Samarkand, Bokhara and Ashkhabad.

Radamskis will give their customary big city programs in Asia, which include Negro spirituals and Irish, Scottish, and Italian folk songs. Maria Radamski says she expects to find some Asiatic folk songs to add to her repertoire.

**Vancouver**—Winter season of concerts opens Monday (30) with Paul Althouse, Metropolitan tenor, appearing with Gertrude Eyebel, soprano, as assisting artist.

## WAYBURN BACK IN BIZ

Court order Permits Opening of New Studio

Ned Wayburn has opened his dance studio again, starting his fall season Monday (7) at a new address. Dr. Ernest Lert heads a new dramatic department, which will present plays and skits in a studio theatre, called the demitasse play house. Radio broadcasting training now also a part of the school.

Personnel includes Jay Dash, tap; Vlasta Maslova, ballet; Carl Peters, chorople; Leo Collins, coach; Mrs. Carl Peters, modernistic; George Syme, Jr., ballroom, and Mary Lowndes, ballroom. Reuben Goldman is office manager.

Wayburn, once a leading figure in the dance school business, has been without a studio since August. Court order, however, now permits him to reopen again.

## Worcester Event Closes

Worcester, Oct. 8.

Puccini's 'La Boheme,' sung in English, wound up Worcester's 76th annual Music Festival Sunday—the most successful in the history of the concert. Principal role in the opera sung by Susanne Fisher-Josephine Antoine, Frederick Jagel and Julius Huelsh, all members of the Met; and Gean Greenwell, Harold Boggs, Albert Gifford and Warren Lee Terry.

Top honors in the six concerts went to Kirsten Flagstad. Attendance records went by the boards as did receipts which set an all-time high.

## Platform Personalities

**Metropolitan Opera Quartet**, including G. Marshall, Edo Eliaz, Queensa Marie, Doris Doe, open their first tour Oct. 17, in Harrisburg, with the following dates afterward: 19, Ann Arbor; 21, Youngstown; 22, Bloomington, Ind.; 23, Dayton; 24, Louisville; 25, Grand Rapids, and 29, Cincinnati. In Nov. Martinielli, Pinza and Miss Doe will trek to San Francisco for opera season there.

**Ward French**, general manager of Community Concerts, of Columbia Concerts Co., has left for the west on a business trip. He's to visit spots where the platform service is already operating, also some of the new areas. He'll be gone about two weeks.

**Harold Bauer** is still summing at his home at St. James, L. I. . . Ossip Gabrilovitch recuperating in a hospital in Detroit. . . Thirty dates so far for Kolisch quartet, Paul Secherer opposite. . . Friedrich Korngold has composed the music for Gladys Swarthout's second Paramount film, 'Give Us This Night.' . . In production, with Jan Kiepura opposite. . . Lotte Lehmann has two 'Rosenkavalier' performances with the Cleveland Symphony Oct. 31 and Nov. 2. . . Adrian Stokes' book, 'Tonight the Ballet,' is out Gutenberg. . . Elizabeth Planier, arrives from South America Oct. 30 for a concert tour, her N. Y. date being at Town Hall on Dec. 1. . . Elisabeth Reithberg gave numerous concerts on the continent during the summer, besides getting some rest at the Villa Beata, Ascona, Switzerland. . . Corina Mura may go to Venezuela to sing again after the reception she got three weeks ago while on a short stop-over trip. . . Flagstad in colors for a forthcoming issue of 'Time,' to be on the cover probably. . . The Met. Opera season opens. . . Balachne on the street minus a hat per usual. . . Gustave Schuetzenhof, husband of Grete Schuetzenhof and Met. baritone, also in production. . . Ethel Barrett and Rae Robertson, British two-plano team, have two Washington dates, first Jan. 23, with the National Orchestra, and second on the 24th with the Festival for Friends of Music. . . Gregor Platigorsky, Russian cellist, is one of attractions booked for New Orleans concert season, scheduled to appear there on March 9. . . Trio Italiano, which is coming for its first American tour, will also be heard on the air, slated to take place Feb. 4 over CBS.

## Concertiana

**Edith Lorand** and her Hungarian Orchestra (15) opens Oct. 15 on the Le France, and will give their first concert on the 21st in New Bedford.

**Joseph Szigeti** sails Oct. 24 on the Manhattan for N. Y., with his tenth American season, Oct. 3 on the Ford hour. Several out-of-town engagements follow over the country. Before leaving for U. S. A. he fills short European tour including concerts in Zurich, Vienna, Segeed, Debrecen. He returns to London in Feb. and plays several programs with the B. C. concert orchestra.

**Trio Italiano** will play Brown, Princeton and Kent college, Ohio, and Principia College, St. Louis.

**Jascha Heifetz** is booked for a series of 30 concerts in Great Britain, England, Scotland, when he sails in Nov.

**Vienna Choir** (Wiener Saengerknaab) starts its U. S. tour on Jan. 5 in San Francisco, working eastward. Group comes from Australia where they're filling numerous dates.

N. Y. to see them in March. Choir appears currently in 'Big Broadcast of 1936 (Part).

**scov Cathedral Choir** (23) arrives Oct. 15 from Paris and will appear at Town Hall on the 25th. Extensive tour follows.

N. P. Afonsky, conductor. Hurko office handling.

**Raphael**, concertina artist, under Hurko management, gives his first concert appearance in Worcester on Oct. 20. He appeared in 'Continental' last season with Lucienne Boyer.

**Monte Carlo Ballet Russe** plays its first Cuban engagement on

# Chicago Opera Sans Hoity-Toity; \$3.30 Top and Short Season Set

## DENVER NEARS CAPACITY

Oberfelder: lack Seri in 3,900-Seat Auditorium in 3,900

Denver, Oct. 8.

With the opening of the Oberfelder-Slack concert series 10 days away it looks as though anyone without a season ticket would have to sit on the stage. Less than 100 season tickets are available, and there are no gallery or balcony seats left. Only a few boxes are left. Municipal auditorium, where concerts are held, holds 3,900.

Lawrence Tibbett opens the series on Oct. 17. Others include Kirsten Flagstad, Oct. 30; Jose Hurbi, Nov. 6; Hall, Russ, de Monte Carlo, Jan. 4; Nelson Eddy, Jan. 7; Jascha Heifetz, Mar. 9, and Nino Martini, April 16.

Prices for series run from \$4.40 for side balcony seats to \$17.75 for parquet and \$18.75 for box seats.

A. M. Oberfelder and Robt. Slack the local impresarios.

## B'way Duals

(Continued from page 7)

There was no way of knowing how much a 14-day clearance and wide-spread dualing is hurting but are certain it is causing important loss to them.

Not only are the big first run singlers up against the opposition of a flock of doublers in their front and back yards around Times Square but must compete with the better class neighborhood initial runs, all of which are now handing out two films for the price of one at attractive scales. What makes the situation worse is that many theatres, notably the RKO and Loew circuits, are coupling 'A' pictures, so much so that one distributor is beginning to try to find out who now can be the 'second feature.'

In Times Square the doublers number six, while just below the square is the Waldorf (50th street) and Loew's Ziegfeld (64th street).

From Columbus Circle up to 96th Broadway's sides are occupied by 14 houses, and just east of the square are the Waldorf (50th street) and Loew's Ziegfeld (64th street).

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## Vaude Strippers

(Continued from page 1)

in production for the new season. The underpans per unit range from solo 'fan dancers' to whole lines.

Of 38 new units on record in the eastern booking offices, 34 contain one or more strip numbers. Most of the stripping, as well as the current producing, is done in the middle west, where nudity first appeared in vaudeville theatres two years or so ago. Out there the staggers are reported as sitting up nights figuring out new ways of presenting nudity as 'artistically' as possible. As yet vaudeville has not attempted the out-and-out strip-tease known to burlesque.

'Fan dancers' being dance, 'well dance,' 'flame dance,' 'spide dance,' 'golden dance,' etc., are some of the titles by which the various strip ideas are known, but they all come under the same heading. The strip craze is not confined only to units, but has also penetrated the individual variety act field, with a flock of new flash acts produced in New York going for undressing.

Some of the strippers are voicing objections to what appears to be a stripping epidemic, but they're in the minority. They contend that vaudeville was and will be supported chiefly by family audiences, which is a large proportion of children, and that nudity may drive this element away from the remaining vaudeville theatres.

Chicago's Civic House will have a short season opening Nov. 2 and re-inaugurating Dec. 5. Mayor Edward J. Kelly is honorary president and James C. Petrillo of the Musicians' Union is honorary v.-p.

Policy is along pop lines with \$3.30 top. Seats selling for 50¢ and 75¢ cents are already sold out clean. Opera house has 3,400 seats.

Notably absent from the opera councils is the diamond thara group. New board of 13 (there used to be 40) is sprinkled with politicians an non-society prominent and includes Jacob Arvey, Leeds Mitchell, Henry C. Lyton, John C. Shaffer, Frederick H. Stock, Mrs. Charles King Corsant, Anna Fitzdu, Dr. Edgar Nelson, Mrs. John F. Cuneo, Dr. Harry Meyer, Mrs. Emanuel P. Rosenbaum, Jr., Kate Buckingham, Rudolph Ganz, Frank Luther, Carrie Pam, Ernest J. Krueger, Gwethalyn Jones, Louis C. Sudler.

Richard Egan is solo ballet, with Bentley Stone as principal dancer. Opera this year will be given on Monday, Tuesday, Wednesday and Saturday afternoon and evening.

Some of the prominent names in repertoire are: Rosa Raisa, Edith Masera (both old-time favorites in Chicago opera), Jean Tenyson, Hope Hampton, Helen Jesson, Marion Claire, Rose Glade, Sonia Sasseus, Elizabeth Lammiman, Frits Schlipa, John Charles Thomas, Marlo Chamlee and others.

Gennaro 'Papi' is directing, with Paul Longone, general manager.

Despite the lowered scale, the bargain-hunters are complaining that there will be no coupon-books, which permitted a 10% discount.

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## St. Louis Symphony's Line-Up of Soloists

St. Louis, Oct. 8.

St. Louis Symphony Orchestra will open its 36th season Friday afternoon, Nov. 8 and Saturday night, Nov. 9. Orchestra will again be under direction of Vladimir Golschmann and concerts will be given in opera house of Municipal Auditorium. Some 18 pairs of concerts will be presented during 1935-36 season. List of soloists includes Lawrence Tibbett, Dec. 15-18; Robert Casadesu, Jan. 10-11; Adolphus Guild, Feb. 28-29. Max Steinfeld will be the soloist at the concerts on Dec. 6-7. The St. Louis Symphony Chorus of 200 voices, organized last year, will be heard on two occasions this season, Dec. 20-21 and Apr. 3-4.

## Pittsburgh Looks Big

Pittsburgh, Oct. 8.

Pittsburgh Symphony Orchestra's 1935-36 season gets under way Sunday (13) with Elisabeth Reithberg as guest soloist. Biggest line-up of concert celebrities in years here slated for Sylvia Mosson series. She'll be followed by Beveridge Webster, pianist, Nov. 6; Kirsten Flagstad, soprano Dec. 1; Louis Crowder, Dec. 23; Nathan Milstein, violinist, Jan. 17; Artur Schnabel, pianist, Feb. 2; Eileen Zimbalist, violinist, March 1, and John Charles Thomas, March 27.

Webster, a former Pittsburgher, will return later in the year for a large proportion of children, and that nudity may drive this element away from the remaining vaudeville theatres.

# CULTURE SPLEENS' D.O.

## Slight Error in Moscow: They Just Advertised Stars but Meant Chorus

Moscow, Sept. 25. Ads placarded throughout Leningrad and this city announcing that Lawrence Tibbett, Richard Crooks and Claudia Muzio were solo artists appearing with the Orpheus Male Chorus of Cleveland, Ohio brought thousands of Muscovites out into rain drenched, 14-hour long ticket lines recently. Fabulous prices were paid for tickets after the six Leningrad and four Moscow concerts sold out in advance.

When the competent chorus, under Chas. D. Dave, gave its programs, the always cheerful, patient Tibbett this time slightly bewildered, Soviet audience gave them a big hand and cried for more. Perhaps the advertised American stars were singing in the ranks of the chorus? Who could tell?

But the Soviet press could and did tell! Inclined to be bitter when riled, they told Gometz (Soviet trust for vaudeville, circus and concert), plenty.

Izvestiya, official newspaper of the government, delivered a terrific blast.

This is serious for Gometz. Izvestiya's reprimand is a black mark against the entire organization and undoubtedly the people responsible for the fiasco will shortly find themselves without jobs.

It has all been a bad mistake and no harm intended. Alexander Dankman, chief of Gometz, told VARNET, "The Orpheus Chorus sent us their prospectus and our translator misread it. We printed our posters on the basis of the bad translation."

Orpheus prospectus, which this correspondent looked over, is extremely clear and frank.

In its own annual spring concert, an important musical event, the chorus has been assisted by such soloists as Lawrence Tibbett, Richard Bonelli, Claudia Muzio, Richard Crooks, Theodore Johnson and Albert Rappaport; it sets forth:

The chorus arrived in Leningrad Sept. 13, gave six concerts, at Philharmonic Hall, then came to Moscow for four programs at the Big Hall of the Conservatory of Music.

Chorus leaves here now for London, appearing at the English Speaking Union of the World on Oct. 8.

The last Moscow concert, which the correspondent attended, ranged from sea chanteuse to oratorio, and was warmly received by a crowded house.

## FREDERICK STOCK'S NOVELTY CONCERT

Chicago, Oct. 8. Directorate of the Chicago Symphony orchestra, which has put up a battle during the depression since 1930, now feels that next season will be better than in four years. And for that reason has permitted the conductor, Dr. Frederick Stock, to spend more money on extras for the Tuesday afternoon special series of concerts.

Among the extras will be a concert version of 'Tristan and Isolde', giving the entire Wagner opera without settings, costumes, or any attempt at dramatic action. Dr. Stock last season twice conducted 'Tristan' for the Chicago Opera.

## Salt Lake Campaign

Salt Lake City, Oct. 8. An intensive drive by the Salt Lake Civic Music Association for new members began Saturday, Oct. 5. Goal is 1,400 members, to be nicked \$5 for an adult membership. Students' ducaats are half price.

## Philharmonic Biz Good

Philharmonic - Symphony under direction of Otto Klemperer opening annual season at Carnegie Hall (2,750 seater), played to near capacity for its initial three performances, starting with last Thursday night's premiere (3) practically sell-out including both subscriptions and regular admissions. First night gross set at around \$5,000, with approximately the same figure for Friday afternoon's intake.

Saturday evening with student subscription prices prevailing (\$1-\$2) was around \$3,000, however, Sunday afternoon's performance (\$1-\$2.50) dropped. Management reports general opening equal to last year's at the same time.

Klemperer will conduct for 13 weeks. Scale for Thursday and Friday concerts is \$1-\$3.25.

## City Pays Deficit So Curbs Symphony Players' Outside Appearances

Baltimore, Oct. 8. In decision handed down last week by Mayor Howard W. Jackson, the Balto Symphony Orchestra cannot play at either civic or commercial functions. If the musicians get offers, can't accept 'under the Balto Symph label. Ork is maintained strictly for its local season here at the Lyric concert hall, and if deficit occurs the municipality pays up unless in other towns where the wealthy pitch in the pesos when the so-called civic outfits creep into the crimson.

Community Fund is tossing a gigantic party at the Army next Mon. (14) with a host of entertainers for 50c a head. The American Oil Co. is buying a few name radio acts and donating 'em to the fund's frolic. Others wanted symph aggregation for the date, but the boys in a unit couldn't accept the offer because of the municipal dictum covering the organization.

The musicians, however, slipped around the rules by tagging selves 'Members of the Balto Symphony,' and outfit will be virtually intact with exception of director, Ernest Shilling. For the Community Fund date, Ed will contribute the staff of WBAL, who ordinarily toots a flute in the Symph, will baton and be billed.

The musicians' move has met with no objection from the city.

## CHI DROPS \$4,000 ON OPERATIC TRY

Chicago, Oct. 8. Custodians of the public cash for the city of Chicago gave \$2,500 of it towards giving opera professionally on the public Navy Pier with tickets priced from 50c to \$1. The \$2,500 was washed up in two ragged performances by minor singers. Then, after a fortnight layoff, another \$1,500 was contributed by the same.

Despite the flop of this venture the public band and orchestra concerts in Grant Park yielded to audiences of 10,000 or so every night for SRO.

## RICHARD CROOKS' DATES

Richard Crooks opened his annual tour in St. Columbus, and then tied to Canada for a series of engagements. He's also signed for Firestone and Ford broadcasts, which will utilize much of his time. October itinerary follows: 7, Edmonton; 9, Calgary; 14, Winnipeg; 17, Lafayette; 22, Peoria; 27, Broadcast Ford program.

## LECTURE BIZ'S BIG COMEBACK

### Unusual Interest in World Economic and Social Subjects Prime Reason for Platform's Boom Season

#### RADIO'S BUILDUP

By WOLFE KAUFMAN  
Lecture business all over the United States is booming to a great extent that has not been years. At present, there is more lecturing for coin throughout the country than has been manifest since 1913 and it is becoming a serious competitor to theater management.

Profusion of topics in the public eye is given as the reason, including the vagaries of existing social and economic conditions, impending war, world-wide political reflexes, and a renewed and much more widely expressed interest in arts and sciences.

Radio chatter and buildup, plus installation of the listening habit learned from radio, is generally credited as being responsible to a considerable extent for imbuing customers with the decision to plunk down a buck or two and sit back and listen to speeches.

New York is the worst spot in the country for lecturing, but outside of the metropolis there is little to choose from in the U. S., the sticks and hamlets being just as bad to hear speeches as the bigger cities from coast to coast. Answer to New York is a puzzle to lecture bureau managers, except that it is partially explained by the presence in general life of so many people who in New York are just parts of the community while in Toledo they're celebs. Also, in New York, it is pretty easy to dig up celebs on the cuff while out-of-towners have to dig for them. Hendrick Van Loon or Rita Weisman may come to mind as being things to a group around the corner, but they insist on recompense if forced to hop a rattler.

While the volume of business, say lecture bureau, in the east, the biggest coin return is from the middle west and south. In this connection it is noted that the South-west, generally passed up by show business, were generally a definite everybody else a few years ago, is now one of the most rabid nages in a hunt for 'culture.'

All Via Mail Order  
Lecture bureau is probably the biggest mail order business around, with the exception of dry goods. Very little business is done by way of personal contacts. Almost all dates are made by mail, telephone or telegraph.

One peculiar angle of the business is that prices are always flexible. Distinct from show business methods where generally a definite price is put on an actor's or director's worth, lecturers generally vary their fees according to ability of the listeners to pay. Thus an author will get paid \$1,000 for a lecture one night, and \$25 for perhaps the same speech in another town a night or two later. Personal element has a great deal to do with this since lecturers generally (with a few notable exceptions) earn their real livelihood in other trades, and lecturing thus has a great deal of personal ego involved. Frequently, authors and artists consider the publicity value which might result. Authors' League has been waging a long campaign with its members not to accept dates for vanity or publicity alone but to get paid in payment for it (the League) feels that publicity results alone are insufficient.

Lecture bureaus also take into consideration before quoting prices whether or not the talk is to be private or public. Thus, if the speech is to be for a group or club there is a smaller charge than if tickets are sold. Meaning that the

## Met and Music Hall in Throes Of Temperament and Terpsichore

### Breaks for New Names?

New crop of concert talent is expected to land during the coming season, due to the growth of numerous class radio hours now on the air weekly. Stellar names, who divide their time between New York and Hollywood, are unavailable to handle all the offers which come their way, so concert bureaus are giving the regulation building up to a group of comparative newcomers.

Helen Oelheim, Rose Brancato, Julius Huehn, Rosemarie Brancato, Joseph Bentonelli, Myrtle Leonard and Charles Kullman are benefiting from this extra attention. They're all under the \$1,000 fee.

Fall season has General Motors, Ford, Aviator Kent, Soulb, E.C.A. Unaffiliated Gas and Kraft Music Hall all using concert talent generously, which supplies the ripe moment to those on their way up.

same person might lecture for the same amount on two different nights at considerably varying fees. This sometimes annoys clubs, who think they should pocket the diff—but that's what managers are for.

25% Cut  
And the managers don't do so bad by themselves either. Recognized minimum fees are 25% minimum for the manager. This is about the same ratio as concert bureaus get, the only two fields which nick the percentage for that high a cut. Managers also get an allowance for advertising and publicity over and above the commission, which generally comes out of the artists' or speakers' ends from Growth of the lecture field in the past two years has been constant, so much so that James B. Pond, former lecture manager, has started publishing a two-digest monthly for publishers, called Program. Besides this publishing, Pond is a lecturer on his own.

Entrance of show business methods into the lecture field recently is marked. One of the most obvious is a group of lectures billed as 'The Great Adventure Series.' Consists of 10 adventures of various fields giving apitex on 10 different nights and using films as background. Group is dated into Carnegie Hall, N. Y., to begin Oct. 10 and then heads out on the road with complete billing, advertising, posters, throwaways and a man ahead-a-louring road shows. Adventurers in this group are Admiral Byrd, Robert Edison Fulton, Jr., Ruroy Shibley, Roscoe Turner, E. C. McDonald, Bruce Batinafater, Alexander Markey, Father Bernard R. Hubbard, Baron de Cou, Amelia Earhart, Lowell Thomas and Major James Sanders. Managed by Harold Peat.

Best evidence of the varied possibilities now seen by lecturer is shown by the various names being offered and routed. For example, Beth Brown was found side by side on the Peat list. List of W. Colston Leigh has both John Spivak and Stuart Chase. William B. Feild lists, among others, Mrs. Theodora Roosevelt, Jr. and Bernard Sobel. On all lists it is notable that there are many fascists, communists, reactionaries and politicians. Also on all lists are a few notables from the theatre and a few from the literary world.

### CHALIAPIN THREE WAYS

Three-way deals for Feodor Chaliapin on stage, screen and concert circuit still being. Singer is slated to arrive here early next year for actual dates. Negotiations under way for him to appear in a Max Reinhardt production, though nothing is definite as yet. It's also understood that major studios are angling for his picture services. At present he's in Switzerland.

Things just got all fixed up during the past week in two different instances in New York. First case was backstage of the Metropolitan Opera House and second in the wings of the Radio City Music Hall. At the Met, two separate ballet troupes are battling. It started when the Metropolitan sponsors signed the American Ballet for the season. This was printed in VARNET several months ago, and gave Sol Hurok, sponsor of the Monte Carlo Ballet Russe, an idea. Before the announcement could be made public generally, or any other action taken, he rushed down and hired the Met for his imported ballet troupe for two weeks prior to opening of the Met opera season. Now his troupe is here about to open, and the Met toe slingers re-hearsing in the same place for opening a few weeks later.

Outwardly the two troupes meet in the corridors and dressing rooms with polite bows and nods. But when one troupe is ready to occupy the stage it suddenly discovers that its shoes are missing. When the other troupe is ready to practice it finds its panties missing. Important dressing rooms suddenly get locked and keys lost. Grease paint, by accident, gets stepped on and smeared only the 'It's all fun, of course. Smiles. Politeness everywhere. How did the rehearsal go? You don't mean you really mislaid the music?

At Radio City it's a mere matter of billing. The R. C. ballet has decided to go out on tour. Dates have been set, papers have gone out. But suddenly Patricia Brown got a glimpse of the paper and the billing. And she just couldn't believe it. Did they really mean that Leonard was more important than she? His only the stager; she's the ballerina. Her name, she feels, should be in bigger type.

And when Hilda Eckler found out that Patricia Bowman's name is in bigger type than hers, she was in a bigger type than she.

Meantime the Hall is pondering how much trouble it will be to call in all the four-shoos, have new ones printed, and send them out to the sticks to replace.

## TOSCANINI SMACKO PROMPTS '36 REPEAT

Both Toscanini and American Radiator are expected to be prominent in the big Bayreuth Festival in Austria next summer. Director conducted opera there this past year, and proved to be the high spot of the season, and is slated to return for similar chorus next August. U. S. firm sponsored the Vienna Philharmonic on NBC also for the first time, and is reported to be delecting in the series of Bayreuth. In advance of the next music event.

Festspielhaus (2,500-seater) was sold weeks in advance for the Toscanini dates and the Max Reinhardt production of Faust and Gwyneth. Top scale was \$10, with speculators running riot in their prices. Hotels were jammed to overflow, and resident accommodations were also high.

Toscanini shifted from the Bayreuth Wagner Festival to Salzburg, with Austria reaping the financial benefits. U. S. radio comparatively new in the Bayreuth series, which gave them extra revenue for their playing. Festival itself was a natural follow-up to the King's Jubilee in England, drawing from all the continent resulting in the land-office business.

### Buffalo Under Way

Buffalo, Oct. 8. John Charles Thomas opened concert season here tonight. Zorah B. Berry promoting. Coming attractions are Don Cosack Male Chorus, Fritz Kreisler, Lotte Lehman, Rachmaninoff, Tito Schipa, Jascha Heifetz, Helen Jepson, Dalles Franz.

Chi Trib Corr. ies in Ethiopia First American casualty of the Italian-Ethiopian war was Wilfred Barber, Chicago Tribune correspondent, who died in Addis Ababa Sunday (6) from recurrent malaria complicated by nephritis and influenza.

Barber was 31 and worked on the New York Herald, Paris edition, for a number of years before joining the Chicago Trib's foreign staff. He was the first American newspaperman to get to Ethiopia when trouble started, being rushed down there by plane from London several months ago. He was also the first American newspaperman ever to get an interview with Emperor Haile Selassie after the situation down there became tense, and was one of the few to take the field with the Ethiopian troops. He fell ill with tertian malaria while with a detachment in the Ogaden region.

Barber's wife was en route from Paris to Ethiopia to join him when the news came. His father, Wilfred Courtney Barber, is an old-time newspaperman, for many years a member of the N. Y. Sun and later a publicity specialist. His brother, H. B. Fabian, is now on the staff of the Marine News, N. Y. trade paper, and his sister, Edith Barber, is also in newspaper work.

Karl E. Harriman Dies Karl Harriman, 60, retired magazine editor, died Oct. 7 at his home in Wyncote, Pa., near Philadelphia.

Harriman's first newspaper job was on the Detroit Journal in 1895. He was the Detroit Press three years later and in 1905 was made editor of the Pilgrim. He served as managing editor of the Ladies Home Journal from 1912 to 1915, then as managing editor of the Red Book and Blue Book, a post he held until 1927, when he became vice-president of the J. H. Sears Publishing Co., New York. He retired in 1927. He is survived by his wife, he is survived by two sons, William K. Harriman, of New York City, and Lee Harriman, a senior at Yale University; by a daughter, Mrs. Henry Baker, of Greenwich, Conn., and a sister, Mrs. Martha Mason, of Bradenton, Fla.

S. & S. Still Expanding Activity at Street & Smith, begun during the warm weather, continues apace, with the firm adding consistently to its magazine output. Now getting out two more pulps, both monthlies, called Movie Action Magazine and Romance Range Stories.

Movie Action Magazine to carry fictionization of the latest Hollywood news with an added feature—a complete picture synopsis in each issue. John L. Nanovic editing, with Robert Sidman as associate. Romance Range will go for western love stories. Both 10c sellers.

Busy r. Sherman Richard Sherman, author of forthcoming Statepost serial, 'To Mary—With Love,' has been given job of writing screen play for his own story by Darryl Zanuck. Purchase of yarn by 20th-Fox ends battle of four major studios for screen rights. Yarn was Metro, Warners and Goldwyn.

Sherman leaves New York for Hollywood within 10 days. Writer evidently has ambitions to overshadow literary fortunes of Edgar Wallace. Since first of year he has sold 20 originals to national magazines.

New Good-Will New mag called Panamerica will make its initial appearance in December, designed to cement relations between this country and South and Central America. A monthly, it will sell for 50c.

Mag will use a little fiction, but for the most part will go in for articles glorifying the southern continents. Publication office in Washington, with M. Plum editing.

Australia Fashion magazines All of the 6c femme fashion mags in Sydney, Australia, are giving away weekly full-length novels. Idea is pretty costly and may be abandoned soon if circulation fails to advance.

Daily newspapers also out on a circulation boat by giving away educational books at cost.

Davi rown Quits David A. Brown has resigned as publisher of The American Hebrew, one of the oldest of the mags dealing with Jewish affairs. Brown, who also frequently contributed to the weekly, will devote himself to his private interests.

Best Sellers

Best Sellers for the week ending Oct. 5, as reported by the American News Co., Inc.

- 'Europa' (\$2.75) By Robert Brittaut
'Vein of Iron' (\$2.50) By Ellen Glasgow
'Money in the Horn' (\$2.50) By H. L. Davis
'Stars Look Down' (\$2.50) By A. J. Cronin
'Lucy Gayheart' (\$2.00) By Lloyd C. Douglas
'Green Light' (\$2.50) Non-Ficti
'Seven Pillars of Wisdom' (\$5.00) By T. E. Lawrence
'North to the Orient' (\$2.50) By Anna Morrow Lindbergh
'Mary, Queen of Scotland, and the Isles' (\$5.00) By Clara Day
'With Father' (\$2.00) By William Seabrook
'Asylum' (\$2.00) By William Seabrook
'Woman's Best Years' By W. Beran Wolfe, M. D.

Europe's Big Book Edge

Book production in U.S. was pretty low, compared with the big European countries, according to statistics for 1933 just published in Paris. World's leader, by enormous margin is Soviet Russia, where presses put out 23,779 titles during year.

Second is Germany, whose authors got published 21,601 novels in 1933. Follows France, with 15,728, and England, with 14,500. Italy came through with 12,538 books, and Poland ranks among the leaders with 10,036. United States follows, with only 8,022.

Translation figures show that in 1933, 1,620 books were translated from English, the leader; 1,252 from German, 734 from French and 659 from Russian.

The Other Ide's Viewpoint

Group of militant fundamentalists of the Presbyterian Church will publish a new religious periodical to be known as The Presbyterian Guardian. Editor will be the Rev. H. McAllister Griffiths, who until recently edited Christianity Today. Latter mag was the official organ of the group from which the Rev. Mr. Griffiths and the other of the militant fundamentalists recently broke away.

First issue of The Presbyterian Guardian will appear in a few weeks, with publication semi-monthly. Thomas R. Birch will business manager.

Pro and Con

Another one of those mags of controversial opinion making its appearance. Entitled The American Criterion, and under the editorial direction of L. L. Doniger and R. C. Raughter, Jr., it will carry the pros and cons of subjects of the day.

Similar to the recently issued Controversy, which gives both sides of any one question in the single issue.

Hodgins Now Fortune's M. E.

New managing editor of Fortune Magazine is Eric Hodgins, for the past two years in a lesser editorial post on the dollar mag. Hodgins succeeds Ralph M. Ingersoll, recently promoted to general manager of Time, Inc. Firm is the publisher of the new one.

Besides his editorial work for Fortune, Hodgins has also done some book writing. One of his recent volumes was 'Sky High,' a history of aviation.

In preparing its story on 20th Century-Fox, Fortune has sent two writers and a photographer to the studio to gather the material. Frances Horne collects the acts, and Green Fayton the studio atmosphere. Russell Alkin is the photographer. Magazine makes all its own photographic material, both candid and color, and will not accept anything made by the studio photographers.

H'wood's Lawrence Yen

Picture mood contributed heavy bulk of advance orders for 'Seven Pillars of Wisdom,' by the late T. E. Lawrence, detailing his experiences in Arabia. Tom went on sale last week, with 11 tied editions priced at \$25, and trade editions at \$5. Originally published by English government, first editions of the work sold as high as \$20.00 several years ago.

Primarily Classy

Group headed by Donald L. Miller will seek to emulate the old Smart Set with a new mag named The Passing Show. Title is the same as that of series of reviews presented by the Shuberts. The Passing Show, like the old Smart Set, will carry fiction and articles on all the arts. But with the necessary requisite of smartness.

Pegler Goes to War

Westbrook Pegler sails around Oct. 15 for Rome on a roving assignment from the Scripps-Howard syndicate and the N. Y. World-Telegram to cover the Italian-Ethiopian front. Pegler was a war correspondent for U. P. during the World War, but he will take a more analytical stance in this new assignment.

Columnist also has a radio proposition which may be consummated from an at/or behind-the-front pick-up depending on conditions, mechanical facilities and policy.

Juve Giveaway

Latest addition to the rapidly growing number of juvenile publications is Junior Safety Patrol. Will be a giveaway, with the first issues of around 20,000 each, localized in the Chicago area. Idea is to eventually spread it nationally.

F. C. Singleton publishing.

'Deaths' Behind Covers

Most widely read and published magazine has many readers to its 'Deaths' section, which appeared in the August number of Readers' Digest.

Sh... & Schuster have taken the right hand side, and is rushing a couple of companion articles to place the whole between book covers.

Launch New Daily

Third daily for Santa Barbara, Cal., was initiated Oct. 7, when the Chronicle, a weekly, went tabloid except Sun. Sheet is edited by Stanley Selover. Marshall Selover is managing editor and Ken Noble, city editor.

Old Republican title line is used.

CHATTER

Charles G. Norris to Austria. Mary Ellen Chase back to England. John Conroy going home to Missouri.

Stefan Lorant coming over in January. The J. B. Priestleys will winter in Arden.

Arnold Lund in N. Y. for brief lecture tour. Zora Hurston completing her new novel in N. Y.

C. Julius Mortimer has joined Will Hays Hollywood office. F. Yeats-Brown, Bengal Lancer fellow, has gone back to England.

Edward G. Robinson's best story, complex, back from abroad. Loyd Emerson Sberrell compiling bibliography of works of Dard Hunter.

William Seabrook's marriage to Marjorie Worthington, novelist, just announced. Brandt & Brandt is showing around Mary McMahon's new play, 'Color Blind.'

Aian Rinehart definitely giving up Washington, having taken a big apartment in N. Y.

Corey Ford and Alastair MacBain did the scribbling in England, and John Wlatach has a story, 'The Jitters Cure' in Nov. Esquire. About N. Y. man for playboys.

C. Jules Romagnol will come over to this side next spring, to visit in N. Y. and on the Coast. Real name of Charles Balieu, author of 'The Treasure of Aspen Canyon' is Charles E. Snow.

F. M. Knox resigned management of Monrovia, Cal. News Post to direct circulation for Oakland Tribune. Little, Brown has unearthed about 150 unpublished poems by Emily Dickinson and will put them between covers.

Host of big-time scribblers will lecture at Columbia U. this winter. Includes Charles E. Snow, the Institute of Arts and Science.

Hollywood's latest semi-trade and gossip weekly, fourth to come out in past few weeks, is Hollywood Wag, published by Wallace Sullivan.

Tower Mage Bankrupt Tower Magazines, publishers of six fan monthlies which are distributed by the millions through the Woolworth stores, yesterday (8) filed a petition of bankruptcy in the Federal court in Scranton, Pa. Miss Catherine McNelis, president, lists liabilities at \$400,000 and blames high printing costs for the trouble. October issues of 'Home,' 'New Movie,' 'Tower Radio,' 'Mystery,' 'Serenade' and 'Tiny Tower' failed to appear.

Broadway Reviews

Squaring the Circle. (Continued from page 82) seasoned up a bit too heavily to attract much coin from the ardent American communitistic patriots. And these folk would rather have enough to bother paying three bucks.

Fly was brought over by Eugene Flay Varney, Jr. in Russia for a number of years. He translated it and Charles Melanuth adapted. The author handles a maybe that's some very sloppy casting. Beatrice De Neergaard is badly miscast as a radical communist. Her husband and David Morris can't quite come with the other husband assignment. Albert Van Dekker stands out head and shoulders in the trick character job as a goofy poet; it's a different type part from what he usually handles and a maybe that's what he should have tried long ago. George Heller gets some laughs as a radical communist, despite an inclination to be a bit of a snob. Eric Dressler and Traye Gilbert are acceptable. Kawf.

MOST OF THE GAME

Comedy in three acts presented at the Cort Oct. 8. By the way, these were Andrius Lee, written by John Van Druten. Cast includes James Bell, Al Sessums, Dorothy Hyson, Joanna Dulken, Dorothy Hyson, Rex Henry Dolen, Lionel Hogarth, Rex Murgrave, Robert Wallsten & Walter. Johnna Logan.

Were the last two acts as brightly worked as the first, John Van Druten would have delivered another Broadway success here. Instead of the play, we have a light comedy vein that of mediocre romance. Limited segment. English author indicates his liking for America in 'Most of the Game,' judging from the humorous sallies about the United States. Hollywood Number of cracks are about the film capital, but witty, not caustic. Story edited to biographic, treating of the change in the marital status of an English novelist-playwright and the way of it, though Van Druten is supposed not to be concerned.

Invention of one character, that of Al Sessums, American secretary to Van Druten, is an excellent idea. A mid-western newspaperman who saves Collimore from the boredom of a women's club affair, then comes attached to the author's entourage. He is a sloppy guy, addicted to the bottle, but that may be alright, but having him about with a 'workin' handkerchief' dangling from a rear trouser pocket is a poor taste. Likely a directional slip.

Al is an important person in the picture, but lacks the confidence of the others; everybody seems to tell him their secrets. He learns that Collimore is bored with his ex-wife, and she's at a party with a titled wife, Lady Nona. Also that he cares for Joanna Dulken, who is a former wife of his father and staying in the same hotel. Joanna was 14 when Collimore was in college, but later Al learns she supposed dead Hugh—in a cold sort of manner.

Collimore and Nona have two children, but they do not determine in her carrying on an affair with Rex Murgrave, a Hollywood actor; she confesses it to Sessums, who occasionally comes to the club affair, but never what he says. And so when Collimore seems resigned to return to the scribbling in England, Al, who has been out collecting, but spills all the confidences. That makes it different. Nona will divorce and marry Murgrave, but she plans joining Joanna and her father in the Orient.

Collimore is not out for being a family man. His offspring are a little to his scheme of things, and he likens them to costly motore, but they are a part of his life, with always something the matter with them. He also explains to the pro-fessed 'drunkenness is not a social disgrace' in America. James Bell as the secretary, Al Sessums, tops the cast. Most of the picture, but mostly in the act one. Dorothy Hyson, daughter of Carl Hyson and Dorothy Dickson, dance team who have resided in London for a decade, makes her New York bow as Joanna. First nighters seemed to like her, though cast in a part Robert Douglas is believable. Collimore, Diana Campbell and Robert Wallsten are the secret lovers. Thee.

Book Reviews

Still Inventive

In spite of her enormous output, Kathleen Tupper is able to keep her plotting fresh instead of ringing the changes on a single theme. In her 'Shining Windows' (Doubleday, Doran; \$2), she offers a story of the recent years but yet does not lose touch with the old.

The Ballard family finds sharp change when the Ballard father is wiped out and when their comfortable home is taken over by the bank. But on an out-of-the-way ranch they find new and healthier interests; they all get married, and Joyce, who gets more attention than the others, even finds that their third hand, whom she weds, has an English title.

Little slow in starting, but once it gets underway, it has plenty of speed and interesting angles.

Dependable

Harriet Henry is a dependable author, never scaling the heights, perhaps, but on the other hand, avoiding the depths. In her 'We Walk Alone' (Harper; \$2) she has, turned out another readable yarn that does not have to rely on smut for its punch, and with a new type for one of the central figures. This is about Camilla Herendene, a young matron who dearly loves her husband, but is mentally unable to do more than to try out other men. The heroine, Vicky, is engaged as a companion to Mrs. Herendene, in the hope she'll keep the latter's mind off men, but it's no use. Two-thirds of the way through Camilla shoots herself, and with the remainder of the story given over to a murder trial from which, of course, the hero emerges victorious.

To dedicate a theme for a modern picture, though it would have worked out well in the old days.

Busy Writer

Maysie Greig, British writer who seems able to reach the American taste, apparently is very busy, writing two novels at once, using both hands. Her latest issue is 'Rich Man, Poor Girl' (Doubleday, Doran; \$2), which originally appeared in the Fall Story mag as 'Love Me, Love My Cat.'

The cat is named 'Mr. Tidworth' and Caras/loves to shock people by telling them she's living with Mr. Tidworth. That's the sort of girl she is. But it's the time-worn formula of the poor shop girl who marries 'above her station,' as they say in the Greig home town. It's a safe formula for the library trade, but it's about as high as this book will reach.

Ballet in Cartoon

First of numerous books on ballet to come out this fall is Adrian Stokes's short one, 'Tonight the Ballet' (Dutton; \$1.50), which makes a timely appearance on the stands in conjunction with the Monte Carlo's opening at the Metropolitan Opera house. Mostly studious in content, brushing over personalities, and getting more into the geometry of the ballet.

Creative history of Diaghilev's company is gone into quite thoroughly, with Col. De Basil's follow-up choreographies lauded as a worthy successor. Both classical and modern ballet are treated thus, with accent on the current companies.

U. S. is included to the extent that Walt Disney's 'Trees and Flowers' short film is reduced to ballet terms in its full discussion.

Stag Story

Usually even the western action stories have some love interest, but the only woman in 'On the Trail of the Tumbling T' (Doubleday, Doran; \$2) is in for but a couple of pages, no S. A. For the rest it's men only, though some pretty husky and interesting men.

It's one of Clarence E. Mulford's 'five J. C.' books, and is number five in the series. Deals with a detective from the Cattlemen's Association who solves a rustler problem. Gets away from the usual pattern outside of the main theme, and told in excellent style. Rather good for a picture, but good reading.

On Postal Shopping

W. B. Ziff, who publishes Popular Aviation and a number of other periodicals, adding another mag to his string. It's the Mail Order Journal, to cover the mail order biz. L. K. Jones editing.

Football

By Benny Friedman

Fordham-Purdue
Fordham seems to have come quite a long way since its opening game Basco with Franklin and Marshall.

Colgate-Iowa
Colgate is going west with another strong team. Against inferior lines, the Colgate attack functions perfectly.

Manhattan-Louisiana State
Chick Meehan appears to have an eleven this year that enjoys playing the game, an important factor. The Jaspers have been improving with every game.

Iowa-Nebraska
This is the battle that will rever-

berate for weeks to come. It should be one of the best games of the year. Nebraska is loaded, seemingly as strong as 1933, when it had one of the outstanding squads in the country.

Penn-Yale
Pennsylvania almost started its season in a blaze of glory, though Princeton eked out a one-point victory. The Bulldogs sharpened up against Princeton last year and evidently have continued where they left off.

Notre Dame-Wisconsin
Wisconsin is not the team to stop the Ramblers.

Holy Cross-Harvard
Holy Cross undoubtedly has one of the most powerful defenses in the east this season. Harvard still is in a state of expectancy, and is handicapped by backfield injuries.

N. Y. U.-Carnegie Tech
N. Y. U. made an auspicious start against a strong Bates team. Carnegie Tech has been through two hard tests.

Temple-Vanderbilt
Opponents of Temple have been finding it a little difficult to find the

ball. Temple will hide it too often for Vanderbilt, and as many teams of this city or state, it is difficult to score without the ball.

Princeton-Penn
Princeton opened its season last Saturday with a good win over the heavier Penn team. Which means that the coming Tiger-Navy fracas (Nov. 2) will be a pip, especially if it's a dry field, because the Middle through the ball all over the lot.

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NO GANG-UP

L. A. Councilman Would Penalize Mass Ogling of Femmes

Los Angeles, Oct. 8. Irritation carried on by more than one Romeo with some sweet young thing would constitute a violation of the city ordinance if council approves measure being introduced by Councilman Vernon Bennett.

Also proposed is a penalty for anyone witnessing such an "indecent" performance and not reporting it to the authorities.

CANZONERI TAKES AL ROTH; STILL A CHAMP

By JACK PULASKI

Boxing bugs virtually filled Madison Square Garden Friday (4) night to lamp Tony Canzoneri defend his lightweight honors against Al Roth, and they saw a corking show.

Roth may turn the tables the next time they meet, for he is going strong late in the match after taking it round after round.

In the third round, Tony floored Al with one of those stinging starboards. The kid took nine and in the next frame looked like he had the best of it.

There will be no fights for the balance of the month, the Garden being closed by the strike on Nov. 1 Primo Carnera is matched with Walter Neusel.

PAPERS SNIFF PUBLICITY

Newsboy in Evening Clothes Seen As San Carlos Star

George Malalika, Italian newsboy, startled the pedestrians here when hawking his newspapers attired in full evening dress and top hat.

BIRTHS

Mr. and Mrs. Douglas Tauszig, son, Oct. 1 in Hollywood, Father is an agent. Mr. and Mrs. Gene C. Loffer, daughter, Sept. 1 in Omaha. Father is production manager for Omaha studios of KOIL-KFAB.

World Series Tosses \$700,000 Into Detroit; Theatres Get Little of It

By PETE WEMHOFF

World Series victories laid a \$700,000 gold egg in the last of Detroit's hotels, niterys, eating spots and stores.

Theatres: Both downtown and nabes, took a hefty sock on the jaw but it was not a knockout blow such as delivered last year.

Wagering was the heaviest in many years. Detroit was baseball mad and activity was at a standstill during afternoons.

Detroit's first world championship in a half century brought bedlam with it Monday following the Tigers victory.

Street Arabs added autographed baseballs to their stock for the final game. One collector's item bore the name of Hank Greenberg misspelled.

The crowd was the largest of the three contests here, but scalpers got little of the gravy.

The Tigers were feted Tuesday night at a Chamber of Commerce banquet at the Book-Cadillac Hotel.

Film and radio celebrities were not as plentiful this year at the series as in 1934.

George M. Cohan, accompanied by his stage manager, Sam Faust, put himself behind the heavy dark glasses, but didn't fool many.

George Raft and William Frawley headed the Hollywood delegation. Both were on their way west after attending the Louis Armstrong fight in New York.

After a fair, opening day business, scalpers took a licking on the second game, due chiefly to threatening weather.

Ed Brown, head of the Department of Justice G-Men, came here to see the Tigers' G-Men, Gehring, Goslin and Greenberg, in action.

Al Schacht had the help of Olsen and Johnson in a comedy skit before the opening contest.

"Tiger Rag" and "Take Me Out to the Ball Game" were the favorite musical numbers of the writers.

Wherever notables gathered, there was mention of the conspicuous gap caused by the death of Will Rogers, always an enthusiastic series fan.

Joe E. Brown, who seldom misses a series, was held in Hollywood because of picture work.

Ted Husing and Graham McNamee attended the first two games and came back with 14 teams from Chicago.

Bob Woolsey here, inus Bert Wheeler. Taxi drivers enjoyed biggest biz in years.

Hot snells of the Series went to 'Diamond Jack' Jackson, veteran Toronto diamond salesman.

bracelet, a gift from her husband, Mrs. William Burgess, wife of the Cubs shortstop, was exhibiting a jeweled wrist watch.

Ted Weems took a holiday to see Tigers vs. Cubs. He was unable to see the demand for beds, turned meeting rooms into dormitories.

More than 100 of the writing gentry covered the Series. Individual honors went to Tim Regan, 77, of Springfield, Mass., who has never missed a Series.

Titto Schipa, and Regina Senz, Viennese soprano, saw the second game while here for a concert.

Hotels, which last year saw large chunks of the cash, eaten up as patrons dropped ashes on rugs and broke leaves off lobby plants.

Ohio State's Football Team Booms Columbus
Columbus, Oct. 8. As a good example of what football does to a town, big show or otherwise, take Columbus, where the Ohio State U. team, picked by experts as probable national champs this year.

Hotels are all sold out on Friday and Saturday nights up to November 2, date of Notre Dame-Ohio State contest.

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Broadway

Jumbo! 24-sheets out. Josephine Baker landed. Mildred Walsh in from the Coast. Lovetta Dennison has taken to the road.

The Don Donnellys are hoping for a hit.

Influx of push-carts on main stem after dark.

Burley houses have tilted afternoon scene.

Cafe Rene reopened the old King's Terrace site.

Charles O'Reilly moving into city from Long-Island.

Charles Wingerling now has Kentucky colonials.

Danny Simmons back from his annual European trip.

Dave Selznick is putting on a publicist in New York.

Some more pickets were arrested for molesting the Rivoli.

Harry Kalchauer is near the picture-showing page stage.

Astor hotel exterior getting scrub-down, first in years.

Bill Gosner joined Ryan & Co. Wall St. commission house.

Frederick Robelin in town and may produce play this fall.

Leonard Gallatore after doing manager of 'Remember The Day.'

Ticker news executives to Boston for premiere of atop their own.

Max Fishman has opened his own office. Is vaudeville coming back?

Mrs. John Kroyman called to Louisville on death of her father.

Rodeo occupying Madison Square Garden for next two and one-half weeks.

Charleston, S. C. delegation heading north for 'Foxy and Beas' opening.

There's a clock on West 46th street that's still running on daylight saving time.

Harold (NBC) Kemp's new top-coat is louder than some of the orchestras he books.

World's Series over and everything's back to normal, except for the second-guessing.

Jack (Fay) Oswald and the misadventure back from eight weeks' swing around country.

C. N. O'Dell, back with Hecht and MacArthur on wedding ring advance on 'Crusades' in Washington.

That horse which teases the Hunter whiskey sandwich sign around the Square is agitated by Billy Jackson.

Henry Snowden and Louis Bergen have taken over Hughie McLaughlin's bar and grill on W. 45th street.

Though summer's over, plenty of the show biz mob are still farm-conscious. Scouting nearby states for acreage.

Col. Leslie R. Nafziger, Paris and N. Y. theatrical attorney, and V. P. Dufaycolor, back to Paris today (Wednesday).

Wylie Gilbert and Frank Mitchell, after attending the Coast East anniversary of former's parents, scrambled to Coast Sunday (6).

Milton G. Bronacher, whose health is improving, has switched his residence from Falluburg, N. Y., to the Neville Club, Ellenville, N. Y., switching from the Coast East office theatre department, to a publicity post at the Radio studio, Elliston A. Vinson left Friday (4) by train.

Goldwyn's 'Barbary Coast' will be shown at the Astor hotel Oct. 20 at a Barbary Coast party for benefit of the N. Y. American's James Relief Fund.

Boris Thoma's 'Slovak's' cast side Rumanian. Village night reopens this week. Vet Yiddish tragedian claims he had the pioneer idea for a cabaret-theatre. Original dramatic sequences in a nite club.

Prunier's N. Y. modelled after the famous seasons at the Casino de Paris and London, opened under direction of Myron Colberg, who had charge of all the theatres in the Jardin de Danse, about the New York Roof, years ago.

Vienna

Alice Lach is busy on a Johann Strauss film.

Orchestra Conductor Otto Eidl has engaged by the Kassel Stadt Theatre.

Harry Horner reported engaged in America by Weissall Prod. of New York.

Grillparzer's 'Gold Fleece' is rehearsed by the Burg Theatre. Maria Eis is Medea.

Bruno Walter opened winter activities with 'Marian and Isolde' at the Vienna Opera.

Albert Basserman engaged for lead role in 'First Legend,' next novelty at the Coast East.

'Rain and Wind' at the Deutsches Volk-theatre is tempered by Frida Rindert and Edith Schaefer.

Margarete Wallman is working on a new ballet, 'Der Liebe Augustin.' Music is by Alexander Steinbuecher.

Maria Andergast, Wolf Albrecht-Retty and Lil Dagover responsible for much of the success of 'The Bird Dealer.'

Liselotte Moehring and Irene

CHASER

Russak adding interest to the deal in Theatre for Saie's at the Kammeroperie.

Josef Jarno-Niese is organizing Vienna tours for tourists in the Austrian provinces and foreign countries.

Max von Rubinstein is creating 'The Scandal' in The Concert House at the Scala. Role is that of young American girl in love Dally, with Ossy Raital as the chief encouragement. Is whooping up the audiences at Westend Variete.

Fritz Massary, now settled in Vienna, plans in the future to teach youngsters to act as well as continue acting herself.

Hubert Marischka rumored invited to play with Benca in 'The King's Nightingale' at the Admiralpalast, Berlin.

Maria Eis has the role of Elizabeth and Hans Weoster that of Essex in Maxwell Anderson's 'Elizabeth and Essex' at the Burg Theatre.

Dr. Franz Schreyer, theme of the Salsburg festival, celebrated this year's successful season by marrying Maria Horvath of the Vienna Opera.

Hilde Wagener began rehearsals of 'Perfect Ten' recently and will appear in an hour after the Berlin-Vienna airplane dropped her by the Danube.

Walter Weiss will please refrain from political demonstrations' is prolog flash on screen in Austrian kind showings of Ufa's Ethiopian celluloid reportage.

Raimund Theatre is busy on Alexander's 'An Island Discovered,' in which Max Paulsen and Nora Milner have the spotlight in a frame built by Dr. Stephen Hook.

Karl Wein, Door on Door' which inaugurates the 50th jubilee as a member of the 'Burg-Theatre' this state-owned and operated institution reviewed 'Swan' for a box-office natural.

Lily Darvas has been given important part in 'Lovers' Diary.' Male partner is Hans Krasner. Theme the adventures and fateful early death of Maria Bachkirtzer.

Carl Wein, Door on Door' will inaugurate The New Theatre in the Prater Strasse. Producer is Director Karl Wein, Director is Helmut Berners. Scenery by Walter von Hoessling.

Two new tenors debuted successfully in the Vienna Opera: Eviding Lehar, Bruno Reichsperger and Walter von Stolz and Henk Noort of Dusseldorf Opera as Raimund.

World Theater Congress is the title of an international congress of artists, producers, artists and others connected with stage life in all parts of the world, which is scheduled for June, 1936, in Vienna.

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Mexico City

By D. L. Grahame

Smart neries have abolished cabaret charge.

Dagora Remina, songstress, here for a recital series.

Jimmy Wallington, NBC announcer, vacationing here.

'Nativity,' German scientific pic, now being shown at Cine Imperial.

Walter von Stolz, director, selling a local brewery for using his pic in its publicity with permission of the state lake country, made by a native producer, a sock at Cine Olimpia.

Name house of Virginia Fabrega, Mexico's Sarah Bernhardt, playing operettas Saturdays and Sundays at the Coast East.

Fernando Soler, one of Mexico's ace dramatic actors, signed for lead of the new picture producer is to make this fall.

Grand pipe organ, biggest in Mexico, of Palace of Fine Arts, which was out of track for several months, is now okay.

Cinemas using more newspaper publicity to draw their trade than quit at any minute in view of American distributors situation.

Printers and studio employees have applied for membership in the Confederation of Workers and Peasants, Mexico's strongest labor group.

Planist Anatol Rappavort gave a gratis recital for members of labor party to the biggest studio, here, to celebrate the first anniversary of the house's inauguration (29).

Roger Rodius, new managing director of National Motion Picture Production Co., Mexico's pioneer talker maker and operator of their country's biggest studio, succeeds Gustavo Saenz de Sicilia, resigned.

Berlin

Isare Trask

Ludwig Wueller still reciting, at 77.

Ibsen's 'Pillars of Society' in Ufa studio.

Berlin now has twelve first-run film houses.

Leo Slezak screening 'Position of Loneliness.'

Henny Forten returning to pix after four years.

Lore Schuttenberg playing leads opposite stage.

Ufa making an educational of Olympic ball casting.

Fritz Fuhmann and Brigitte Helm expecting family additions.

Complete army film made at Nuremberg Party Day again.

Hilke ordered building of Saarland theatre at Saarbrucken.

Children of the River couple considered real juvenile talent.

Laurence Stallings' Ethiopian reports printed in Berlin daily.

Fritz Fuhmann, head of Reich Releaser's organization.

Only 10,000,000 records bought in 24 as against 30,000,000 in '29.

Eduard Kunneke's operetta 'The Big Sinner' accepted by Berlin opera.

Political cartoons, length 150 feet, to be added to regular film programs.

The Feilich has new year's contract from Europa to design costumes.

Deutsches Opernhaus already busying for 'Meistersinger,' opening Nov. 15.

Ernst Wigman, Mary's sister, opening a competitive school in Leipzig.

Armabella-Hans Alters pic 'Vagabonding' world premiered in Munich.

'White Horse Inn' being built, but 48 years old, only being toured here.

Frank Kameny, who succeeded Sie Lindstrom in the RKO pix exchange here.

Mrs. Chester A. Fritz, head of Shubert's formations at the Theatre, in town for a couple of weeks.

Shura Cherkassky, Russian pianist, in recording session this month. A Strok managing.

McEvoy back to Shanghai after seeing his son Dennis, now a black belt judo (Juttu) man, off to the U. S. - Japan late.

Nippon Gekijo has asked permission to operate small theatre in its basement as a new-rose house.

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London

Joe Seldeman off on a fortnight's tour of continent.

June stated for this year's title role in 'Peter Pan.'

Joe Seldeman opening four weeks' season at the Gaiety.

Mrs. Harry Roy recovering from appendicitis operation.

Donald Sutherland publicity manager for Capitol Films.

Teaching on to coast of film 'Street Singer's Serenade.'

'Two for Tonight' (Par) retained for second week at the Plaza.

New York's Central Public, seating 3,700, has just been opened.

Clifford Whitley in hospital for three weeks a minor operation.

'Yvonne Bouvier' at the Ritz restaurant for a fortnight, opening Oct. 14.

Roy Fox's back from a month's continental itinerary and back to work.

Gwen Francon-Davies replacing Flora Bayon in 'Close Quarters' at the Savoy.

Spencer Bull back working on Walter Bielefeld's new mag, 'Europa,' after a vacation at the seaside.

Circus owners' association officially protesting against application of stamp tax to contracts with performers.

Curtis Melnitz, on making speech against quotas at C. O. D. A. advisory meeting, bumping into a harem's nest.

Joe Wynn back from the south, playing the Alcazar and considering an offer for p.a. road tour here with 'Clown Bux,' in which she danced.

Jean Yonnel postponing for a month his resignation from the Comedie Francaise, promise the Minister of National Education Mario Roustan that a decree regarding the Comedie would be issued by that time.

Tokyo

By Burton Crane

Midget, only 20 inches high, but 48 years old, being toured here.

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Paris

By Bob Stern

O'Dell, baptizing his cabaret 'Le Parisien.'

Pirol Polret playing in a sketch at the actors' home benefit.

Ernestine Barba and Dorothy Farnum U. S. on tour.

Howard Irving Young watching 'em walk past Weber's terrace.

John G. Bly, who leads the lead in a film based on 'La Garconne.'

Spinelly to return to Paris in a sketch at the actors' home benefit.

Julien Duvivier to make picture of 'The Golem,' at Frague, in French.

Roger Rappavort, chief of the Faw Duka's organization for Conservatoire.

Giles de Rais' ('Bluebeard') by Albert Jean being played at the Odeon.

Morris Gilbert (NEA) spending

his time seeing pals off for Addis Ababa.

Larry Adler harmonicaist at North Williams' press party, Chez Florence.

Geo London, star court reporter, writing a serious review on local justice for Perchor.

Maurice Chevalier and 'Mist'inguet both attending the opening of the Sacha Guitay show.

Robert Murphy (consul) taking in gals opening of 'Sandra's of the River' (U.A.) at Edouard.

Shooting of 'Mayaring' commenced, with Daniele Darreux in female lead opposite Charles Boyer.

Pierre-Richard Willm to play lead in 'Money' picture to be made by Eclair. Films and megged by Pierre Billon.

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East

Donna Christiana Toronia latest to go nitery entertainer. Socialite, who's the daughter of the late Prince Marino Toronia, has sung on the radio as guest star. But she says it isn't so.

Testifying for Ellen Wenzel in her damage suit, Earl Carroll said that before the accident she had lustrous hair of fine texture, a forehead like the snow peak and eyes that made men swoon. Judge ordered it stricken from the record and made her tell it in English. She gets \$90,000.

Warner Bros. gave 1,500 tickets to the first mat of 'Dream' to the school authorities. To encourage student patronage.

Half of the 10 Brooklyn radio stations get licenses for WBBG, WARD and WVVW. Brooklyn Eagle granted a construction permit to utilize facilities of WBBG and affiliates.

Pathevue, L. I. Elks closes its doors. The Elks Club has moved its headquarters. Will dispose of the building. Decreasing membership the cause.

Two Harlem negro boys pinched for developing a new racket. Shook down Italian dealers on pretext they could offset Ethiopian resentment and hold their trade. To reformatory.

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Theatre Alliance, projected by

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.

Elmer Rice, goes into the lexicon until he fails. Not enough coin subscribed.

Lela Moore, of 'Life Begins at 8:40' divorces Dr. George Rice. Renita Kramer, of the 'Folies Parisienne', alleging theft of her 'Dance of the Doves' number in which the dancer interprets, both parties.

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Warners to present the working script of 'Midsummer Night's Dream' and a print of the film to Folger Memorial Shakespeare Library, Washington.

Wino Martin to be at the Metropolitan Opera. Walter W. Naumberg to head committee supervising music at the Town.

'Love Is Not So Simple' went into rehearsal Monday as the fourth Theatre Guild production.

Estate of the late Arnold Rothstein set at \$50 cash, \$15,000 in U. S. bonds, \$100,000 in stocks and unimproved land worth \$20,000. His liabilities are set over \$1,000,000.

Auto crash at Torrington, Conn., blamed on a bee which stung one of the drivers, Felix Hurt. Bee was a hit and runner.

WPA builds stages in five branch theatres. Others in preparation. Luigi Pirandello back to Italy for the duration of the war. Expects to return in 1937.

Walter Hampden changes date on 'Achilles Had a Heel' from Saturday to Sunday. Getting out of 'Jumbo's' way.

Josephine Baker back home after a 10-month absence. Her time she reached European stadium.

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ations nullified, \$1,000,000 on suits against four companies for unauthorized use and sale of her photograph.

Keaton granted divorce in L. A. on charges of cruelty. Dorothy McNamee, dancer, lost \$15,000 damage suit against Lou Clayton for injuries suffered in auto accident while riding in his car.

Oscar J. Taylor, concert baritone, divorced in L. A.

Pasadena will pattern its fall frecco music festival next spring after the European idea.

Shirely Temple annoyed juggled by L. A. police.

Maasoo appeal in payment of \$1250 to P. M. Willis for scrip 'The Marines Have Landed.'

A. C. Claus refused to annual marriage of Ann Fitzgerald, 16-year-old dancer, and Jimmy Basse, actor.

Tripart of Dave Allen, former Central Casting Bureau manager, on morals charge set for Dec. 9.

Charles Carter, singer, granted divorce in L. A. on grounds of cruelty.

Edward Linn ordered by court to pay \$475 boarding school expenses of daughter by former marriage.

Wango operator threatened nay-off exposer after L. A. police closed his spot.

John Barrymore's departure for the east under alias of J. Burke, likely that Dolores Costello will be his bride.

A. J. Brown, San Bernardino editor, recovering from injuries received in auto crash.

Former wife of Tom Mix sued L. S. for \$14,000 asserted tax claim.

L. A. Judge dismissed disorderly conduct charge against Rudy Wiesoff, when wife, who caused his arrest, refused to testify.

Plays Out of Town

VENUS IN SILK

(Continued from page 52)

jointed frame of his, which he overdoes. May be okay for the variety hall but in the Broadway sector it's something to fear. Anyway, humor, if any, is almost a total loss until Sheehan puts in an appearance and by that time it's almost too late.

Book is strictly formula. It's the old story of a girl who is married to a man who doesn't know the stranger, in the gates is the prince she hates because he has involved her in a mess of trouble. The girl, in love with him, believing he is the notorious Falcon bandit, but rebels when he tells her she is to be married. SHE goes through with it, however, but locks the bedroom door on him and she is left to suffer. In the end, she has a change of heart, seeks him out at the hiding place where, downcast, he has turned up, and she is forgiven. After she learns his real identity.

Although of Viennese extraction, 'Venus In Silk' is strictly modern in its costume, etc., little deriving from a portrait of the heroine. Best bits are those of the dancing. J. Harold Murray do what can and under the circumstances. Vocally they're the tops and the McGord has something that should thrill her places. She's a striking looking brunette who carries herself easily and knows what to do. Murray seems a trifle uncomfortable, but that's probably the fault of the role. Best bits are those of the dancing. Team of Cole and Dudley, 'Thumbs Up', but that's no fault of the book. They make their own breaks. Although they are members of the cast, there are no speaking lines for them and they confine themselves to the strictly special floating out from behind the chorus in act two for a ballroom routine.

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Choral ensembles are well done, but the chorus seldom stands out on each occasion. Opening night, Murray get together in the second act, striking the eye painfully. Raymont's sets are filled with his usual distinction with that prismatic scheme in the gypsy headquarters scene the better effort of the two.

Doesn't look like a cheap show, carrying almost 70 dancers and singers in the cast. The principal, flock of chorines and singers, coming from the original St. Louis production, as well as several of the leads.

Coast

L. A. Superior Court, reversed judgment of lower court awarding Eva \$175 for being hit on the nose with a can of spinach in a Fox-West Coast theatre in Bell.

L. A. County fair and show at which the woman attend and suffered admittance was by a can of vegetables.

Elmer Boseke, Jr., international pianist, filed a bankruptcy petition, listed \$900,000 in assets against assets of \$3,875, latter including polo trophies of no value.

Broken arm when horse threw him and then stepped on him while minding the stable.

Los Angeles Herald included in its list of musicians who passed on during the year. Follies, who is very much alive.

Gordon Jones said he would celebrate the silver with a term with Samuel Goldwyn by naming the Lucille Van Winkle.

Ed Tierney filed suit in Los Angeles for \$100 damages for death of his wife, Marjorie White, in an auto crash.

Ellen Beach Yaw, aged singer, granted divorce in L. A. from F. D. Cannon, N. Y. music instructor.

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Russell Wright, rock leader, sued for divorce in Los Angeles.

Victor McLaglen appealed to government for exemption allowance on gambling.

Wife of Roscoe Ates won divorce in L. A. on ground that he refused to talk to her for days.

Bryant's suit. He must stand trial in L. A. Oct. 28 for manslaughter as a result of traffic fatality.

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J. J. Schubert announced he will move his permanent offices to L. A. Carlotta Monti contracted chipmunk fever while on picture location. Disease is rare, but actress will recover.

Ketti Gallagher's negro chauffeur drove three months in the county jail for reckless driving.

Mrs. Leslie Carter's Brentwood home robbed for second time in three months. Loot valued at \$10,000.

Joseph Ince, composer, filed suit against Twentieth Century-Fox for \$25,000 for alleged unauthorized use of his music.

Mabel Stark, animal trainer, recovering from wounds received when a tiger bit her.

Edmund Love sued for \$3,695 damages by woman with whose car he collided.

Zorine Stacey, lego Exposé-

calls it the Four Seasons and will until a play or two four times a year.

N. Y. film censors viewed 1,740 pictures of the 'Follies' and 225 of these, 225 were passed with eliminations, and 13 rejected. Three of the rejections were later passed.

Receipts were \$238,613.39. Expenses were \$61,137.69. Since its organization, the bureau has turned \$1,865,160.43 into the state treasury.

State tax commission states warrants on George Jessel and \$728.

Stage Relief benefit performance of 'A Touch of Brimstone' advertised to next Sunday (11) to avoid Jewish holy days.

Bill Bradley's theatrical 'prop' sold for \$100. The ending of a Sheriff's sale, auctioned piece-meal last week. Bids ran from 10c to around \$20.

Edwin Johnson announces engagement of Rene Mason, Belgian tenor, for the Met. Also tells that they would be married in London.

'Tobacco Road' gets a new lyric for its 30th performance.

Emergency Relief Bureau says about 300 would be amateur radio performers apply to that bureau weekly for help in falling to make contacts. Asking the broadcasters to do something about it.

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New York Theatres

RADIO CITY, ROCKEFELLER CENTER MUSIC HALL 50th Street and 6th Avenue LIONEL BARRYMORE

IN "THE RETURN OF PETER GRIM" ON THE STAGE: "VARIATIONS," featuring Paul Draper, staged by Leonard Symphony Orchestra.

7th Ave. & 50th St. "LITTLE BIG SHOW" Shyll Jann - Glenda Farrell R. Armitage - G. Horton R. Armitage - G. Horton

ROXY 25c to 35c MIDWINTER SHOW TONITE

PARAMOUNT SQUARE "THE LAST OUTPOST" with Claude RAINS, GARY GRANT

THE GRAND PAUL MUNI as "DR. SOCRATES"

with ANN DYORAK, BARTON MACLANE

RKO THEATRES 86th St. 81st St. Oct. 10-11 "TOP HAT" Oct. 12-13 "HAT" Oct. 14-15 "DIAMOND" Oct. 16-17 "HAT" Oct. 18-19 "DIAMOND" Oct. 20-21 "HAT" Oct. 22-23 "DIAMOND" Oct. 24-25 "HAT" Oct. 26-27 "DIAMOND" Oct. 28-29 "HAT" Oct. 30-31 "DIAMOND"

FREE WITH PAIR GINGER BEERIES with Edward Arnold.

TOGETHER AGAIN! with BEERY & COOPER "O'Shaughnessy's Boy"

STATE THEATRE Fredric MARCH Merle OBERON "DAKOTA" Herbert MARSH

in the Stage-Box HOPE-merle OBERON with Herbert MARSH

Arthur Boran, working Phyllis Adelphe Theatre, WCAU Theatre of the Air begins Friday (11), doubling at Carman theatre and on Sunday (13) date at Steel Pier, Atlantic City.

'Jumbo'

(Continued from page 1) consultant. With at least the principals of the show participating, Rose will supervise the program. Arrangement calls for the payment to Rose of \$12,500 weekly.

First program will go on the air Oct. 22. Approximately one week after 'Jumbo' bows in the Hippodrome, Texaco estimates it will have expended \$100,000 in advance advertising on the 'Jumbo' broadcasts, largely in newspapers and billboard space.

Most of the company's 60,000 radio stations will have outdoor panels announcing the broadcasts besides 11 arranged to be handed to autoists. All NBC stations using the program will make local advance announcements three and four times daily commencing next week.

4,500 Free Ducats Texaco will have the privilege of distributing tickets for the broadcasts. And 26 weeks of the Hippodrome's 4,500 seats—the largest free radio show ever.

Last season 'The Great Waltz' was given wide three-way publicity through the RCA, RKO and NBC affiliate connections. 'Waltz' had NBC radio time coast to coast without charge, trailers in RKO theatres added to the free advertising, while NBC radio advance stations were available for billboardage. There were, however, costs entailed by radioing 'Waltz' which the show paid for—extra orchestral wages and an eight of \$10,000 salary to the players, even when broadcasting a performance. Several broadcasts of the finale alone carried that outlay but the box office reaction generally was highly favorable.

Week's gross after a two-hour program of the opera's score jumped \$7,000 just prior to last Easter. 'Jumbo' is not under Equity rules and no extra salaries are payable. The show must be assumed by the advertiser, Paul Whiteman's band will not be in the broadcasts.

Texaco is obligated to Eddie Duchin for 26 weeks on a holover contract from its Ed Wynn show. It calls for \$1,750 weekly. Agency is endeavoring to make a settlement.

'Jumbo' broadcasts, although paid for by the sponsor, will not be all profit to the producer because of the missed performances. Rose figures the show will be benefited however by the attendant publicity. Deal calls for Jimmy Durante, Donald Novis, Gloria Grant, Arthur Sinclair, A. P. Kaye, Blanche Ring, a 32-piece singing chorus and a band directed by Adolph Deutsch.

With workmen unable to complete the job of changing the interior of the Hipp until late in the week, Rose has again switched the premiere, now slated for Oct. 26.

Improvement around the Hipp has had the store rentals on Sixth Avenue, but the show management is not a participant in the shop revenues. Stores which brought \$120,000 annually are expected to rent for \$50,000 now.

A CONVENIENT Address 150 West 58th Street The Van Don

Near the theatre and uptown business district... Maid service available. 1 room, \$660 2 rooms, \$900

BRETT & WYCKOFF, INC. 400 Madison Ave., Eldorado 5-0000

HOTEL AMERICA 47th St. & Broadway

New Low Rates in Effect

OBITUARIES

FRANCIS WILSON

Francis Wilson, 81, for years one of the foremost comedians on the American comic-opera stage...

He was born in Philadelphia in 1854 and was just past his majority when he joined a minstrel troupe...

As a comic-opera comedian he enjoyed many years of success before he was able to grasp his destiny to be recognized as a dramatic star...

He was deeply interested in Equity from its formation and was its first president. He held the position for seven years...

ROBERT H. DRUI

Robert Hanna Druie, 80, known to vaudeville as Bob Girard, the first New York representative of the troupe known as the Wigwags...

WILLIAM T. GROVER

William T. Grover, 78, died Saturday in the Percy Williams home at East Islip, L. I.

The son of Leonard Grover, Sr., he was born in Elmira where his father, a prolific writer for the stage...

He resigned in 1905, and went into a short-lived partnership with Richard Pittot, dealing in European acts.

He resigned in 1905, and went into a short-lived partnership with Richard Pittot, dealing in European acts. After two years he went west and sought to develop a mining property on Potosi...

W. K. LAURIE DICKSON

W. K. Laurie Dickson, 75, died in London Sept. 28. He was prominent in the perfection of the Edison Kinetoscope and had also worked on radio development...

SAM MAURICE

Sam Maurice, 60, died of heart disease in Flower hospital, New York, Oct. 6.

He had managed Guy Bates Post, Ethel Barrymore, Walter Hampden, Grant Mitchell and others at various times; had been manager of the Fox Brooklyn theatre, Poli's Hartford, and the seven Fox theatres in Seattle.

sociated with a Toledo law firm as adviser on theatre receiverships. He is survived by his wife, Florence.

CARL GANTVOORT

Carl Gantvoort, 52, grand opera and concert baritone, died Sept. 30 in Los Angeles of injuries received in a fall...

BLANCHE WALTEBAUGH

Mrs. Blanche Waltebaugh, 61, for 11 years treasurer of the Grand Opera house, wife of T. J. Waltebaugh, for more than 25 years manager of the same...

JEAN PAUREL

Jean Paurel, 38, vaudeville and picture house stage producer, died of spinal meningitis Oct. 5 at Beth Israel hospital, New York.

MITCHELL LENETSKA

Mitchell Lenetska, in the business end of show business for many years, died at his home in New York Oct. 4 of heart disease.

SAMUEL STRAUSS

Samuel Strauss, 66, died in New York Oct. 2 of coronary thrombosis. Abandoning a fashionable dress-making business in favor of stage productions, he had dressed, among others, 'La La Lucille', 'East Is West', 'Irene', the John Cort shows and 'Her Family Tree'.

JOHN ARBOR

John Arbor, well known in the Carolinas as a restaurateur and night club impresario, was instantly killed in an auto accident in New York City last week.

ANTHONY NELLESEN

Anthony Nellesen, 61, owner of Capitol and Creighton, nabe houses in Fort Wayne, Ind., died last week of complications. He was born in Chicago, but had lived in Fort Wayne for the past 34 years.

MRS. DORIS DAZEY

Mrs. Doris Dazezy, 31, who for past eight years played title role in 'Ramonita' present at Orpheum, Cal., died Oct. 3 in Santa Monica of monoxide poisoning. Subject to fainting spells, believed that deceased inhaled fumes in garage after swimming.

ROY ALEXANDER

Roy Alexander, aerialist on the Hagenbeck-Wallace show, died of pneumonia in Oklahoma City, death occurring while his wife substituted for the act in the arena.

ETHEL WARDE

Ethel Warde, 33, who, with her sister, Margaret, formed the vaudeville team of 'The Sisters', died in Saks department store Oct. 4. She had been a buyer for that firm since abandoning vaudeville.

FRANK C. COOK

Frank C. Cook, 41, motion picture operator and producer, died in New York of heart disease. He had been chief secretary of the motion picture operators' union there, died Oct. 1 of injuries received in an automobile accident.

RENE GERBERT

Rene Gerbert, light opera singer, died Sept. 23 at his home near Toulon, France, after a long illness.

JOHN T. RENNI

John T. Rennie, 64, operating the Rennie theatre in San Francisco, died in Dallas, Tex.

Behind the Keys

sonville, N. C., architect to plan a new theatre for Kingsport.

Vaughan O'Neill, from the State, Providence, steps in to Orpheum as assistant to Arthur Touhy, manager. Replaces Ernie Gaw, resigned to enter the cleaning business.

Lloyd Miller, new manager of Neptune in U. district, reopened house after face lift. Monte Norman new assistant mgr. of 6th ave. Moved up from personnel staff, with Lloyd Miller's transfer to mgt. of Neptune.

Leon S. Shafer, former manager of the Arnett here, joins the Shine organization to manage the Strand in Seneca Falls.

Providence. Lowry Theatres has taken over the Modern theatre, Providence, a 1,400-seater and the Imperial, 1,000 seats in Pawtucket.

Pittsburgh. Annual Variety Club 'Big Top' banquet, which has come to be one of show business' biggest get-togethers in the east, will be held this year in the William Penn hotel Sunday night, Nov. 3. That's day following football games at the stadium and big weekend is being planned for visitors.

Kansas City. Jimmie Major appointed assistant manager for Loew's Midland.

Columbus, O.C.S. Grand (RKO) opened here Friday (4) following private preview to invited audience night before. The attraction was completely rebuilt, after five two years ago had reduced it to shreds. Formerly operated by J. Real Neth.

Majestic (RKO) closed Friday (4) with reason given as union squabble. Negotiations with union still going on, with card holders flabbergasted when theatre was shut down, calling their bluff.

Terry McDaniels, who came here few weeks ago from the Coast, where he operated deluxe theatres for Fox West Coast, has purchased lease of the theatre here and is operating same with straight picture policy. House was formerly owned by Willis J. Davis and W. C. Coast, who also operated. McDaniels lease has five years to run.

St. John, N. B. Harold F. Parker, manager of the Majestic, a talking picture theatre in Yarmouth, N. S., and formerly on the staff of a St. John film exchange, won a place on the Canadian Biscy shooting team, in a competition recently held at Ottawa, Ont., Canada is represented each year by a team of its best shots, at a British Empire shooting tourney held at Bielefeld, Germany. He is a member of this team four years ago. He is a member of a dance orchestra at Yarmouth, as well as managing the film house.

Newark, N. J. William Scheil, formerly of Pittsburgh, comes to manage the Regent. He used to manage this house when it belonged to Joseph Stern. Solomon J. Rosent takes the Castle, Irvington, and Nathan Mutnick of the Castle goes to the Union, Union. All Warner houses. St. John, N. B. is up the Union and is in the market for his own theatre. Munter recently married.

Syracuse. It's moving-up time in the RKO Scheine organization here. John Maciel, at the Eckel for the last six months, as house manager, under Gus W. Lampe, goes to Gloversville as manager of the Hippodrome. To succeed Manuel, Oliver Dundy, assistant to David 'Buddy' Freeman at the Paramount, is given a transfer to the Regent as house manager. Paramount staff vacancy is filled by the promotion of David Raush.

One Red 'U'

Galena, Ill., Oct. 8. Galena Fair association on the rocks with a foreclosure decree entered against the Galena fair grounds. In circuit court.

The nut to be met will be in excess of \$5,000, and spells fims for the fair.

Cal., past 12 years, died there Oct. 4. Widow and a son survive.

Jasper Winstanley, father of Bertie Winstanley, a farmhand and Comedford circuit, died Oct. 5 in Glens Falls.

Father, 69, of vaudeville, died Sept. 25 in Dallas, Tex.

DOWNIE BEATS COLE INTO DIXIE

Spartanburg, S. C., Oct. 8. Downie Bros. stole base on Cole Bros. Clyde Beatty was in first booking in this little-cotton belt. Downie's schedule October 7, day and night, with Cole-Beatty aggregation coming October 24.

Estimated plenty of coin for both, as advance hope is circuses touring Dixie this fall are cleaning up from large cotton, tobacco and Government payroll revenues. Spartanburg with 23-cotton mills in a 75-mile circle is one of best spots on the whole Carolinas itinerary.

Rubin-Cherry Shows booked for annual Spartanburg fair whole week of October 15. Annual Greenville, C., fair discontinued six years ago, resuming this year, October 15-19, with 'Krause Greater Shows on midway.

B. Ward Beatty's 'Karedevil's' current at Cleveland county (N. C.) fair full week.

Tex-Cent. Mix

Dallas, Oct. 8. Banker directors of Centennial expo declare they will get Dallas fair open by June 1936, despite, shakup they precipitated two weeks ago.

Walter Cline, 'forced out' as managing director while he was in Washington, after \$12,000 Federal aid nailed down, returned with charges that show's management committee used him as fall guy for its non-delegation-of-power policy.

Most departments have still drifted for past two weeks, and two or three weeks' loss is registered on building progress chart. Few big business men have knocked on Paul Massman's door asking exhibit space.

One More Fair

Aberdeen, Wash., Oct. 8. Robert Gray Memorial association meeting here last week, indorsed a proposal for a world's fair in the Pacific northwest in 1942. That year will mark the 150th anniversary of the discovery of Grays Harbor and the Columbia river by Captain Gray, the discovery of Puget Sound by Captain Vancouver and settlement of the Puget country.

Barnes' Route Sheet

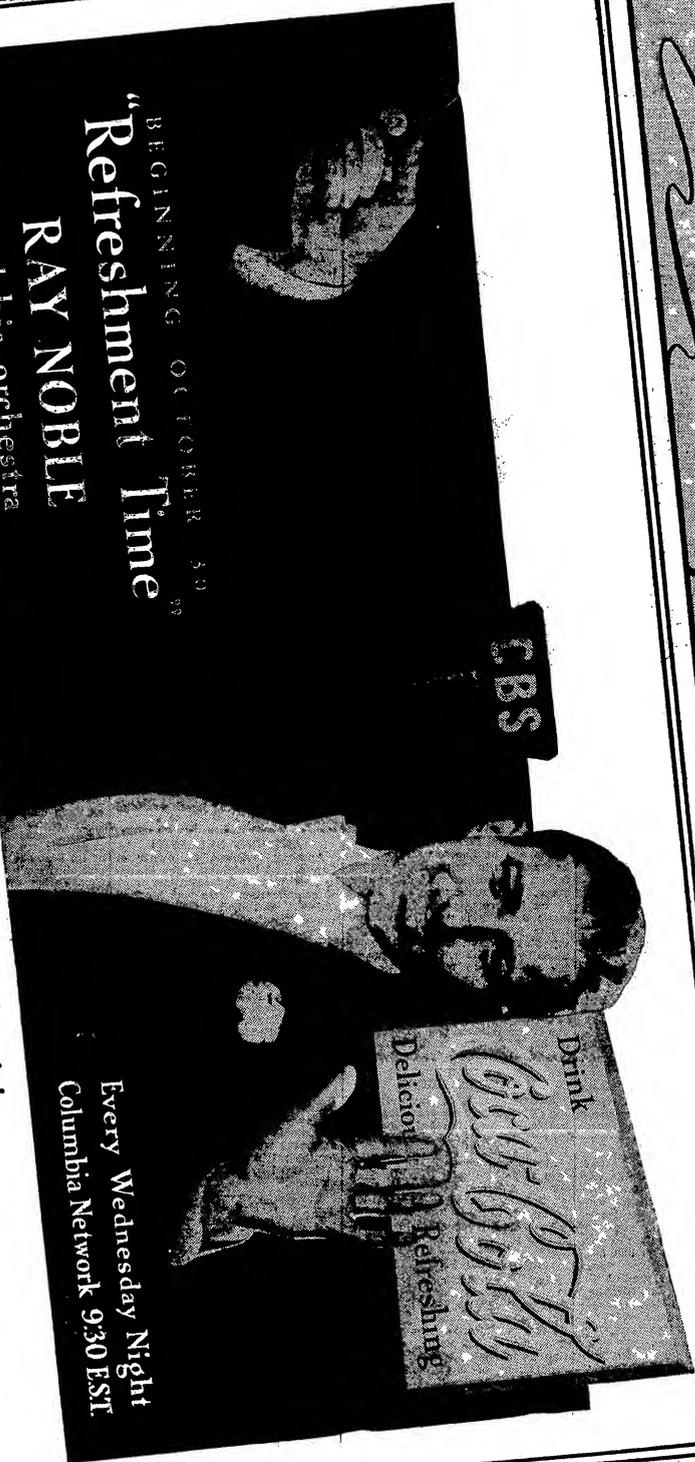
Al G. Barnes show is first in with its route sheet. 'Cover the tour from March 23 to Sept. 25, including 26 full weeks, 156 towns were played of which eight were for matinee only and four were nights only. Two lots were played in Los Angeles with another date in Hollywood. The total mileage, including the 42 mile run to winter quarters, was 18,729 miles.

Route was from San Diego to the coast to Seattle, down through Idaho and Montana, up through Canada to New Brunswick and back to the states west of the Mississippi through New Mexico and Arizona to the last stand at San Bernardino.

Still After Carnies

St. John, N. B., Oct. 8. The Women's Institute has submitted to the attorney general of New Brunswick province, a resolution recently passed at a meeting of the institute with status that 'foreign shows licensed by the province are operating extensively and that they should be further regulated with a view to limiting the duration of their operation in communities and that some share of their profits be contributed to the municipalities in which they operate.'

The resolution is at odds only.



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 "Refreshment Time"

RAY NOBLE  
 and his orchestra

*Rainbow Room, Rockefeller Center, Nightly*

Every Wednesday Night  
 Columbia Network 9:30 EST

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# VARIETY

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15¢

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72 PAGES

## MUSICALS DOMINATE B'WAY

### Nobody Wants to Go Back of the Ethiopia Front, Newsreels Dilemma

First newsreel action pictures in the Italian-Ethiopian, battles taken by cameramen with Emperor Haile Selassie's forces are expected to be scenes of actual bombing of Addis Ababa, capital city of Ethiopia. Consequently, most newsreel editors in N. Y. are counting on their first spurge of fighting pictures to come from crews operating with the Italian armies.

Reason for failure to get views of battle from Selassie's side of conflict is that thus far camera grinders have been disinclined to go along with Ethiopian troops. Have learned that most Ethiopian warriors look on all whites as Italians. One cameraman has notified his home office in N. Y. that inhabitants of Addis Ababa fear a massacre of whites in the capital city if the emperor leaves for the front.

Indicative of tense situation in Ethiopia's capital city is the resentment of natives over being photographed. One grinder was forced to confine all his shots of native troops to material he grabbed via a small camera. Popularity of Addis (Continued on page 17)

### VELOZ-YOLANDA IN CHICAGO CITY OPERA

Chicago, Oct. 15. Veloz and Yolanda, ballroom dance team, are going into opera for the Chicago City company, which is making every effort for fresh box office angles on the new season's try.

Dance pair who have had a smashing season at the Palmer House, has been signed by Paul Longone of the City Opera for appearances in 'Carmen' and 'La Rondine.'

### Strictly A. K.

Minneapolis, Oct. 15. Newest in the way of niteries is the Friendship Club, just opened here, catering to middle-aged and elderly people. No person under 28 years is admitted, and establishment's slogan is 'Remember, never too old to dance at the Friendship Club and no young folks.'

Dances run almost entirely to the old-time square type and waltzes. There also are middle-aged hostesses.

### Legit, Burly Split-Week

Reading, Pa., Oct. 15. William O. Heckman has signed for several road companies to play the Orpheum here this season, starting with 'Blossom Time' tonite (Tuesday).

For a change of diet, he has also booked burlesque for Friday and Saturday matinees and nights for an indefinite period.

### Lawyer Agents

Several Broadway lawyers of late have edged so far into agenting that they practically never handle straight legal work any longer. One of the Broadwayites, discussing this new tangent, cracked, "That guy a lawyer? He thinks Blackstone is a cigar."

### WHAT THEY LIKE IN NITE CLUB CATERING

Rockefellers' nite club, the Rainbow Room, at the 65th floor of the RCA Bldg. in Radio City, Rockefeller Center, is one of the world's swankiest niteries.

Managing Director John Roy questioned 280 of his ne plus ultra patrons for a symposium on what 'nice' people expect in a nite club, and after scientifically preparing the personal interviews (it wasn't merely a mall questionnaire, but a careful personal check-up by authorized representatives), the final tallies show that the main appeal in a niterie of the calibre of the Rainbow Room is the dance music. Exactly 85% of the replies overwhelmingly voted that as the prime consideration.

Only 4% were concerned with what the other entertainment was. This leaves 11% undetermined in their specific standards for nocturnal diversissement, being frankly vague on the requisite that everything about the place must be 'nice,' meaning service, food and atmosphere.

That none specifically voted on the cuisine is that all presumably take it for granted that the service, catering, kitchen, wine cellar, etc. must perforce be ultra, in view of the prestige of the auspices.

### THEATRE INTO CHURCH

Denver, Oct. 15. The Aladdin, in uptown Denver, is being used for church services Sunday mornings. The use of the house, owned by Harry Huffman, was offered when he heard that the Divine Science church was filled to overflowing every Sunday due to the popularity of the sermons of Rev. Harvey Hardman. Theatre is located a few blocks from the church. Aladdin matinees do not start until two o'clock, so the services do not interfere.

### BUT NO DRAMAS IN BIG MONEY

'Jubilee' and 'Porgy' Both Okay, While 'Abroad' Holds Coin Lead—Early Season Moderates Climbing Further—Last Year's Holdovers Still Doing Okay

### BIZ LOOKS BETTER

Three major musicals are the standouts of the new legit season, two having arrived last week—'Jubilee' and 'Porgy and Bess.' Together with 'At Home Abroad' those musicals are heading the procession, while Broadway still awaits a new smash drama or comedy. 'Jubilee,' which premiered at the Imperial Saturday (12) is the indicated top show. Demand for tickets in the agencies was stated to be stronger early this week than for all others. Gross may not exceed 'Abroad' (Winter Garden) however, because of the difference in house capacities. 'Porgy' was accorded unprecedented press attention and high praise at the Alvin. Show is on subscription for the first (Continued on page 61)

### Post-Mortem Confession By Bruno Worth \$50,000

News syndicates have offered Bruno Richard Hauptmann, sentenced to die in the chair in December for the kidnaping and murder of the Lindbergh baby, upward of \$50,000 for his confession, payable and printable after his demise.

Newsmen say it is indicated the odds are two to one the German will not accept, aware of his stubborn, phlegmatic character. Hauptmann sought to raise coin for a last, desperate move to save himself by selling the story of his life, as set forth in an autobiographical book. Syndicate execs, however, were cold to the story, averse to financially aiding a twice-convicted murderer.

### But Can Broadway Do Without Him?

Lynchburg, Oct. 15. One amateur who figures he can get along without Broadway is Harry Crabtree, Jr. For an imitation of 'Popeye,' with white ducks, cornob pipe and a guttural voice, Crabtree won top prize on the Paramount's final amateur program. Manager Frank Boucher offered him the choice between \$50 in cash or an all-expense trip to New York with an audition on Fred Allen's program. Crabtree grabbed the \$50.

### When the Shuberts Bar a Critic That Even Goes for Rehearsals

### Low in Woe

Cleveland, Oct. 15.

There's an exhib here who tops the country when it comes to crying over rentals. When the film exchange boys come around to quote prices he stops 'em cold by first asking: "Have you got any old clothes that would fit me?"

### SHEEHAN INTO PAR AS INDIE PRODUCER

Winfield R. Sheehan is set to go into Paramount as an independent producer with a film-making unit of his own and release through Par. Such an arrangement is authoritatively said to have been set affirmatively returned to New York of John E. Otterson, Par president.

The former Fox v.p. in charge of production is at present in Europe but is due in New York next week. Understanding is that he will make at least a half dozen films a year, the number that was discussed in offers to Sheehan from both Metro and United Artists who wanted him to come in as an associate producer. There may be more, depending on the availability of star material.

Within recent weeks sources mentioned Sheehan with Par in full charge of all production or as a v.p. and general manager at the home office. Whether or not Sheehan will finance his own pictures under the deal with Par not known.

### Cop, Announcer Argue As Mike Picks It Up

Philadelphia, Oct. 15. Listeners to WDAS' sidewalk interview program yesterday (14) got unscheduled treat when Jerry Stone, announcing show, got into argument with cop on the beat and was almost arrested. Entire tiff, including exswords by John Law, went over the air. Stone finally scrambling into the studio when pavement-pounder said, "You're under arrest." That washed up the program.

Affair started when officer on beat horned into broadcast demanding to see permit. Stone, not having one, suggested copper 'tell the audience about it.' That burned the police. (Continued on page 24)

Boston, Oct. 15. Monday night (7) dress rehearsal of 'Bright Star,' new Arthur Hopkins play with Lee Tracy and Julie Haydon, having its trial heat at the Plymouth, last week, was delayed for half an hour because of the insistence on the part of Hopkins that George Holland, Shubert-barred critic of the American, be permitted to witness the performance. Holland is barred from all Shubert operated theatres in the Hub, but he was under the impression that the ban applied only to regular performances, not rehearsals.

A. G. Munro, general manager for the Shuberts, when informed of the presence of Holland at the Plymouth, telephoned the box-office of that theatre and ordered that no rehearsal be given as long as he remained in the theatre. Hopkins termed the whole affair as 'stupid,' and Holland, not wishing to further embarrass his friend, left the theatre. Hopkins and Holland are friends of long standing.

New angle to the Shubert-Holland feud here is the promotion of Jack Malloy, city editor of the American, to the position of managing editor both the American and Sunday Advertiser. Malloy and Holland have been close chums for years, both having been reporters on the New York Daily News at the start. Report is that once Malloy is set (Continued on page 24)

### MARY GARDEN AS MG'S OPERA TALENT SCOUT

Mary Garden, operatic diva, has been signed by Metro to act as advisor on matters operatic in its features. Contract calls for her to start Jan. 1, 1936.

Miss Garden is to have no set office or headquarters but probably will be given traveling commission. This will enable her to spend some time at the M-G-M studio on the west coast, to supervise talent tests in N. Y. and to visit European capitals in search of new material and ideas.

### Plenty London Clicks

London, Oct. 15. Theatrical managers here are lurching complacently these days. Reason is there are a bunch of hits in the West End. Besides a few more 'successes,' the shows doing exceptional business at the moment include 'Tovarich' at the Lyric, 'Anything Goes' at the Palace, 'Glimmerous Night' at the Drury Lane, 'Please Teacher' at the Hippodrome, '1938 and All That' at the Strand, 'Nina,' at the Criterion, 'Night Must Fall' at the Duchess and Charlott's Revue at the Vaudeville.

# Expect Loew Boys to Combine as Producers; Dave Loew Joins Roach

Arthur and Dave Loew will venture into film producing on their own. Move is said to have been in preparation for the past few months, or since both resigned from the Loew board of directors. Both denied the move, but the first step in that direction is believed to be Dave Loew's quitting of Loew's completely to join the Hal Roach Co., as vice-president. He did so last week, and will be located on the Coast.

Arthur Loew continues as a vice-president in charge of foreign distribution for Loew and Metro. He will take no part in the Roach company plans for the present beyond having what is understood to be a financial interest.

Dave Loew starts at Roach on the Coast pronto. Company there will expand and go into heavier production. When reorganization is completed a production plan of at least eight features a year will be laid out in addition to the regular shorts.

Loew will be in charge of all financial matters at Roach. Henry Ginsberg remains a v-p but will restrict himself to the studio's general management.

Roach films are distributed by M-G on a contract which is understood having about two more years to run.

Hollywood, Oct. 15.

Installed as a vice president of Hal Roach, Inc., last week, David Loew jumped to New York immediately to confer with Metro and Loew execs over plans for expansion of Roach plans for next year which will see an increasing number of feature comedies turned out by that studio.

Under the new setup Hal Roach will retain his post as president and head of production, and, relieved of business responsibilities, will devote his entire time to the production side.

Two new stages and other buildings will be constructed on the Roach lot at Culver City within three months.

## Ford Directs Hepburn In 'Mary of Scotland'

Hollywood, Oct. 15.

'Mary of Scotland,' next Katharine Hepburn starrer at Radio, will be directed by John Ford. Dudley Nichols is working on adaptation and Pandro Berman will produce. Picture will be delayed by two-month vacation planned by actress which she finishes in her current film, 'Sylvia Scarlett.'

## SHOOTING RODEO

Ted Reed in from Coast to take rodeo 'location' shots for Paramount's 'Rhythm on the Range,' Bing Crosby starrer, while Rodeo Show is in progress at Madison Square Garden. Will work with Fred Waller of Par's eastern staff in getting interiors.

Expected to have job completed by end of this week.

## RUTH JONES' AUTO CRACKUP

Hollywood, Oct. 15.

Ruth Jones, secretary to Eddie Selzer in Warner's picture department, sustained broken legs and internal injuries and is in a critical condition following an auto crash (Sunday 13) near Victorville, Cal. Her step-father and the driver of the other car were also seriously injured.

## KALMUS' N. Y. HUDDLE

Hollywood, Oct. 15.

Dr. Herbert Kalmus, president of Technicolor, left for New York, Sunday 13, to meet U. A. L. company's chief engineer, returning from London where he conferred with Alexander Korca and associates on construction of a laboratory for Technicolor, Ltd. in Denmark. Kalmus and Ball are due here in about three weeks.

## AVERY'S 'BROWN EYES'

Hollywood, Oct. 15.

Stephen Morhouse Avery draws the screen play 'Big Brown Eyes' for Walter Wanger.

Joan Bennett tops the cast.

## Sluehly and Sexy

Hollywood, Oct. 15.

New S. S. Van Dine whodunit, 'The Garden Murder Case,' is being readied for production at Metro by Louis Hubbard and Ned Marin. Bertram Millhauser is writing screen play and Ed Marin will direct.

William Powell is out as lead, since part requires heavy romance. Studio is searching for new Philo Vance.

## MRS. LEBLANG B.R.'ING YAWITZ' B'WAY REEL

Mrs. Joe Leblang Jasie is backing Paul Yawitz' indie newsreel coverage of the Broadway niteries, showplaces, hot spots, theatres, etc. The former Broadway columnist of the N. Y. Sunday Mirror takes his camera-crew around to the various premieres, shoots the highlights of personalities among talent and patronage, and will then gag and spin his own continuity.

Reel may be a United Artists release because of Mrs. Leblang's present husband's, William Jasie, affiliation with that company, but that's still in pending completion of the first two subjects.

## Mrs. Campbell Paroled For Fatal Shooting

St. Louis, Oct.

Mrs. Stella Riddle Talbot Campbell, former featured player in silent pics, was paroled from the bench Friday 11 by Circuit Judge Williams after she had been sentenced to city Workhouse for one year for fatally shooting Albert Frankenstein in a row last Xmas. Mrs. Campbell, married since shooting, pleaded guilty and placed blame for affair on excessive drinking.

Mrs. Campbell is divorced wife of Frank E. Talbot, proprietor of the old Hippodrome here, one of best money-makers town has ever seen.

## Metro Teams Cooper, Calleja in 'Getaway'

Hollywood, Oct. 15.

Set for production this week by Harry Rapf at Metro, 'The Getaway' will use Jackie Cooper and Joseph Calleja as a team, Chester Franklin directs.

Story by Florence Ryerson and Edgar Allan Woolf is set in mountain locale and deals with friendship of a boy and his dog for a notorious public enemy in hiding. Lewis Stone, Dudley Digges, Robert Greig and Jean Hersholt and other players cast.

## Hornblow's Quintuplets

Hollywood, Oct. 15.

Five Paramount pictures are being readied by Arthur Hornblow, Jr., including an all-star musical, untitled.

Other four are 'Florida Special,' 'Concertaina,' 'The Old Maid,' and 'The Light That Failed,' the latter a remake.

## MAYER CHARITY HEAD

Hollywood, Oct. 15.

Collection of funds for local Community Chest entrusted to Louis B. Mayer, following luncheon of film executives.

Each studio will handle its own collections and execs in charge will report to Mayer at weekly luncheon over which he will preside. No quota for pictures set.

## FIELDS BACK AT REP

Hollywood, Oct. 15.

Leonard Fields, who went from Republic directing to a Par writing contract, is back at Republic this week as executive assistant to Nat Levine and editorial advisor, as move in current shake-up.

Par granted Fields release from his writing deal to accept promotion. Fields also will direct.



## WILL MAHONEY

Newcastle Mail, England, sai

'Will Mahoney, the brilliant American comedian, knows how to rouse them to cheers. 'The American Funster' had a bigger reception than ever on his return to Tyneside, last night.'

Direction  
WM. MORRIS AGENCY  
Mayfair Theatre Building  
New York City

## Goldstone Turns Indie Producer, Ends Metro Stay

Hollywood, Oct. 15.

His contract as Metro producer expiring Oct. 21, Phil Goldstone leaves the studio, returning to the Coast after a two-month vacation to make pictures independently.

Under present plans he will finance his own production, having been assured a major release. First film will have Male, the Eskimo, as the lead. Goldstone holds personal contract with the actor.

Goldstone produced five pictures for Metro, the last two, 'Last of the Pagans' and 'Tarzan's Escape,' now being completed.

## Bergerman's Indies

Hollywood, Oct. 15.

Stanley Bergerman arrived from the east Sunday 13 to negotiate for a Columbia release for a series of pictures.

Would finance himself and produce at that studio.

## Tilden Due at U

Hollywood, Oct. 15.

Bill Tilden is expected here next week to go into Universals' tennis picture, 'Amateur Rackets.'

He docks in N.Y. Oct. 23, then flies to the Coast.

## ROCHELLE IS 'RAMONA'

Hollywood, Oct. 15.

Rochelle Hudson draws the title role in 'Ramona' at Twentieth-Fox which Henry King starts Nov. 4. Loretta Young, originally set for the part was forced to withdraw on account of illness.

## WB'S BEVERLY ROBERTS

Beverly Roberts, singer and dramatic actress, was signed by Warner Bros. this week to a term through Herman Berlie's office. She leaves for Hollywood tomorrow (Thursday).

## SAILINGS

Oct. 23 (New York to London) Harry Foster (Normandie).

Oct. 17 (London to New York) Winfield Sheehan, Maria Jerizta, Fredric March, Martin Broomes, Charlotte Greenwood, Jack Walker, Walter Payne (Maajestic).

Oct. 12 (New York to Rome) Mark Barron (Berengaria).

Oct. 12 (New York to Buenos Aires) Hector Quesada (American Legion).

## ARRIVALS

Lotte Lehman, Helen Thimig, Moscow Cathedral Choir, Cleveland Male Chorus, Edith Lovand, Ariane Derveaux, Rosa Porcella, Vladimir Goltschman, La Argentina.

# 2 of Par's Broadway Shows Fold in Same Wk.; WB's 'Murder' 1st Pic Buy

## Pouring In

Hollywood, Oct. 15.

Petitions circulated for signatures are not new to the film studios, but one now making the rounds is drawing more autographs than any previous lot.

It is an appeal to the U. S. Olympic Committee to call off American participation in next year's event in Berlin.

## MAJOR PIC BACKERS TAKE COIN TO COAST

Hollywood, Oct. 15.

Standard Capital Company of New York opened offices here last week to facilitate financing of picture productions. J. Cheever Cowdin, president, will divide his time between the two coasts, assisted by Lawrence Fox.

Up to 75% of production costs will be advanced, Cowdin said, for individuals or organizations that can show a major release.

Standard's board is comprised of George Armsby, Garretton Dulin, Russell Forgan, George Brown, D. M. Schaeffer, Samuel Atkins, Harry Evans and Keith Morgan. Cowdin is interested in many aviation groups and was one of the original partners in Blair & Co.

## U Holds Lederer for 'Lead in 'Next Time'

Hollywood, Oct. 15.

With the Margaret Sullivan picture, 'Next Time We Love,' slated to go into production today at Universal, looks like Francis Lederer will be leaving for release to various holders. They plan to open exchanges were no releasing is established.

Schlaifer is east, working out the franchise deals.

## WB Shooting 'Backfire' Around Boulder Dam

Hollywood, Oct. 15.

Frank MacDonald, who directs 'Backfire,' at Warners, has taken a cameraman to Boulder Dam for preliminary location shots.

Sy Bartlett's original story, with Ralph Buck collabing on screen play, will work largely with building of dam as background. Lyle Talbot, Ross Alexander and Ann Dvorak are in cast.

## Wharton Huddles, Hies

Hollywood, Oct.

John F. Wharton, v-p. and general counsel for Pioneer, has returned to New York after sitting in on combination effected last week between the John Hay Whitney and Paramount. Ewing Scott went to Metro on loan-out. He leaves today for Gloucester, Mass., for process shots, replacing Richard Rosson, who is ill.

Scott was assistant to Admiral Byrd on 'Little America' picture.

## SCOTT SIGNS, SCRAMS

Hollywood, Oct. 15.

Immediately upon drawing five-year contract as assistant director with Paramount, Ewing Scott went to Metro on loan-out. He leaves today for Gloucester, Mass., for process shots, replacing Richard Rosson, who is ill.

Scott was assistant to Admiral Byrd on 'Little America' picture.

## WILCOX QUILTS COAST

Hollywood, Oct. 15.

Herbert Wilcox, executive assistant to John E. Otterson, Paramount president, left for New York last Friday (11).

He had been here several weeks making a checkup of production and studio operation for the company head.

Paramount took it on the chin for both of its financed legists thus far this season. 'Paths of Glory' shutters after the Wednesday night (15) performance and 'Most of the Game' will bow out after completing the current week. Former was produced by Arthur Hopkins and latter by Dwight and Aurlio Lee, with Par holding the coin bag in both instances.

Picture coin is still prominently represented on Broadway and in the incoming shows, however. 'Winter-White' has M-G backing, as has also 'Jubilee,' while 'Sweet Mystery of Life' (at the Shubert, was produced on a Warner bankroll. 'Bright Star,' which debuted last night, is personally backed by Irving Thalberg of Metro.

Picture company financing is now set also for two plays being readied by the Group Theatre. 'Paradise Lost' by Clifford Odets will be done on a Metro check and 'Weep for the Virgins,' to be presented by the same group and at about the same time, gets its financing from Warners.

Mervyn LeRoy, of Warners, has a personal bankroll behind Sidney Harmon, who has 'The Body Beautiful' in rehearsal. A first picture buy for the season was consummated last week by Warners, which laded out \$45,000 for 'A Slight Case of Murder.'

## ZEIDMAN'S 16 INDIES AT \$35,000 MINIMUM

Hollywood, Oct. 15.

Benny Zeidman returned from New York Sunday 13 to start production setup for 16 features for next year. Jack Schlaifer, one-time Universal sales head, is handling the distribution end. U may release.

Pictures are budgeted at \$35,000 minimum for release to various holders. They plan to open exchanges were no releasing is established.

Schlaifer is east, working out the franchise deals.

## Niblo's 'Hard to Get' Bows in Max Golden

Hollywood, Oct. 15.

Fred Niblo, prior to directing 'The Holy Lie' for Sol Wurtzel at 20th-Fox, will handle 'Hard to Get' for the same studio.

Latter picture will be the first for Max H. Golden as an associate producer on the Wurtzel deal and goes within two weeks.

## Stand-In Stands Out

Hollywood, Oct. 15.

Helene MacAdoo, relative of Senator William G. MacAdoo, has been upped from stand-in for Ann. Workak at Warners to featured spot in 'Celling Stars.'

Miss MacAdoo is one of several comparative unknowns set into 'Zero' by Howard Hawks, director.

## BOASBERG ON W-W PIC

Hollywood, Oct. 15.

Al Boasberg, who arrived Sunday 13 from the east, was signed by Radio to start yesterday (Monday) on dialog and comedy construction for 'Wild West,' next 'Wheeler-Woolsey' opus.

## SEEA WITH SELZNICK

Hollywood, Oct. 15.

Joe Shea has been named publicity director of Selznick International.

Recently was Gabe York's aide at Fox.

## JULIEN JOHNSON DUE IN

Hollywood, Oct. 15.

Julien Johnson, scenario editor for 20th Century-Fox on Coast, is due in New York Nov. 1 for story conferences, his first trip in a year, although he usually comes east at least twice annually.

## COBB'S PATH OUT

Hollywood, Oct. 15.

Humphrey Cobb, author of 'Paths of Glory,' who has been on the Metro writing staff is out. Studio has no material on hand to fit his talents.

# Schenck Goes to Mat with Hays' Title Sealers Over 'Snatched' Handle

Joseph M. Schenck will stage a battle with the title committee of the Hays organization for the decision of the group banning use of 'Snatched' as title of picture recently completed at 20th-Fox.

When advised of the action of the title-committee in turning down the picture handle, Schenck loosed a broadside in which he declared the picture lives up to all the rules and regulations of the production code and had been passed by the code committee without a single deletion. He further stated there was no ruling in the code's list of banned words against use of 'Snatched' either in the picture or as a title.

Picture, now waiting for a release title, was prepared under name of 'Snatched' and was designated that way all through production.

When submitted to the purity agencies for clearance certificate, it carried no title and although the sealers passed the picture, certificate could not be issued until title had been cleared by the eastern committee which passes on all title of major companies.

# H'wood Hotel Aired Mulled by Majors For Picture Opera

Los Angeles, Oct. 15.—Three major studios are interested in making a film of the Cowley-Soull's 'Hollywood Hotel' but so far no deal. Walter Wanger had the idea a year ago, but let an option lapse. Warners and Metro have been mulling the screen for a long time. Metro has Igor Gorin and Frances Langford under contract. Warners would film it as a Broadway-style starer. Latta's 'm's' the show, is also its name warbler.

Understood that no deal can be made without including Bill Bacher, production chief of the other program in the film setup. He would function on the screen play and production.

Following film names have been lined up by Luella Parsons as guests on succeeding shows: Ruby Keeler, Marx Bros., Kay Francis, Sylvia Sydney and Marlene Dietrich.

# Coogan Turns 21, May Tour with Own Show

Hollywood, Oct. 15.—Jackie Coogan is mulling idea to produce a play with himself in the lead and tour the country with the piece, hitting both key spots and one-night stands. Former kid star of pictures passes his 21st birthday Oct. 26, at which time he will get various funds which were established from his film earnings.

# MG 'Kind Lady' Set

Hollywood, Oct. 15.—Lucien Hubbard's film production of stage play, 'Kind Lady,' for Metro will have Basil Rathbone and Allene McMahon topping the cast. Yarn is from Hugh Walpole's 'Silver Mask.' George Seitz directs.

# STENOG GOES SCRIPTER

Hollywood, Oct. 15.—Third writer at Warners to be given broader scope in production of secretary to Ben Markson. She gets the continuity job on her original screen play, 'Lawyer Girl.' Dalton Trumbo and Earl Felton have been tapped from reading department to writing jobs which they past few days.

# HARRIET HILLIARD'S PIC

On call from the radio studio, Harriet Hilliard left over the weekend for Hollywood and a spot in 'Two O'Clock Courage.'

# Hecht's Mother Killed

Hollywood, Oct. 15.—Mrs. Jay Hecht, 59, mother of Ben Hecht, was struck by automobile Oct. 12 on Wilshire Boulevard and died of the resultant injuries. Writers father, Joseph Hecht, received cuts and bruises. Driver not held.

# Otterson Puts Pocket Mike to Work at Par

Hollywood, Oct. 15.—During John H. Otterson's recent stay here, he told Paramount producers and execs a few things about improving sound recording and okayed installation of latest recording equipment being used for first time on 'Anything Goes.'

Present 14-pound non-directional microphones are being tossed into discard and replaced by 12-ounce dynamic mikes, recently perfected. New mikes represent first major improvement in sound department in three years, and, so far, are only in use at Paramount.

Pocket edition mike is highly sensitized, one-eighth size of present condensers, and permits sound mixer to sit beside camera line and get better slant on action and movement of players.

Equipment eliminates use of sound mixing booths, far removed from set. Mike can also pick up sound from any direction, while heavy condensers have to be twisted and turned to follow players. Mixers are also permitted with new device to use earphones, which practice proved unsatisfactory before. Earphones also makes it possible for better recording.

Otterson also instructed execs that all prints now have to be checked two ways, to and from the lab.

# LeMaire Englandward On Arhss' New Deals

Hollywood, Oct. 15.—Rufus LeMaire, Metro casting director, hopped a plane last Thursday (10) for London to handle two picture deals for George Arhss next year. LeMaire is business manager for the English star.

Arhss has several offers from British companies, most important from Alexander Korda and Gaumont British, calling for two productions during 1936. Korda will not return to make any more pictures in this country because of the three-way income tax he would have to pay to England, U. S. and California.

During LeMaire's four weeks abroad, Bill Grady will sit in as Metro caster. Grady just returned from a scouting trip for the studio.

# Metro Testing Talent

Dave (and Dorothy) Fitzgibbon, ballroom dancer who's been seen around the N.Y. night spots, is being screen-tested by Metro. Recently took a new partner and used her in ballroom routines before camera.

Company also gave tens test to Allen Marshall, legit actor.

# Taylor Lead Ghost

Hollywood, Oct. 15.—Robert Taylor gets the lead in 'Three Live Ghosts,' Metro talker remake which Lucky Hummerstone will direct under production wing of John Considine, Jr.

Charles Butterworth is slated for one of the featured spots.

# LASTFOGEL EAST

Hollywood, Oct. 15.—Abe Lastfogel trained cast Oct. 3, returning to Coast next week. Goes to close some studio deals.

# TUTORS FOR TAPPERS

Classrooms for New Aspirants

Hollywood, Oct. 15.—Metro's training school for embryo musical talent started functioning yesterday (Monday) with Dave Gould and Chester Hale heading the faculty on dancing and Roger Edema on voice.

Next week call will go out for 200 youthful tap dancers, first class to be drawn from a stock organization planned. After this group has had its workouts and on-overs, girls will be called in.

Training course will not be limited to outsiders, many of the studio's contracts being enrolled to brush up on their versatility. Robert Montgomery and Harry Stockwell will take instruction in voice. Robert Taylor, Igor Gorin, Marion Talley, Guy Garland and Stanley Morner join the tap brigade. Jack Robbins, who hatched the idea of a school for neophytes, operates the classes with full operation of the studio and without upsetting the plant's overhead.

# GUILD VOTES ASTAIRE BEST FOR SEPTEMBER

Hollywood, Oct. 15.—Fred Astaire drew top of best performer for September in 'Top Hat,' by poll of members of the Screen Actors Guild. Honorable mention went to Merle Oberon for her work in 'Dark of the Moon,' and Robert Donat for '3 Steps.'

Best screen play of September releases went to 'The Gay Deception,' with script by Stephen Morehouse Avery and Don Hartman. Runners-up were 'The Earl and Angel,' with screen play by Lillian Hellman and Mordaunt Sharp, and 'Broadway Melody of 1936,' which credited Jack McGowan and Sid Silvers with the screen play, with dialog by Harry Conn.

# 20th-Fox Drops Lowe

Hollywood, Oct. 15.—Fox failed to pickup option on Edmund Lowe's contract. Warner, who has been working in several pic at Universal, is in line for lead opposite Carole Lombard in U's 'Spinster Dinner' which studio is pushing to start this week. 'Champagne' Charlie's lead at Twentieth-Fox goes to Paul Cavagnat, with Helen Wood opposite. Part was intended for Edmund Lowe until studio lapsed his option.

# NO SPEED BOY

Rush in Scrib when Irv Cobb Lags on Gas's Home'

Hollywood, Oct. 15.—Irvin S. Cobb couldn't be hustled into last minute writing spring on Universal's first vehicle for Edgar A. Guest, 'Home,' so Malcolm Stuart Boylan, scenario editor, subbed as pinch hitter to complete the story for submission to Detroit poet when he arrived with his family last Sunday (13). Cobb, who had checked in at Universal few days before, was to have pushed off the tale prior to collaborating on screen play with Guest and appearing with latter in the picture.

# STAUB'S FINALE AT WB

Hollywood, Oct. 15.—Ralph Staub's final picture at Warners under his producer-director contract will be 'Men of the North.' Film will be a two-reeler in technicolor from original by Joe Train.

Staub has been at Warners for two years handling all two-reel product at this end, and is stepping out to go to another studio, reportedly Metro, to direct features.

# JESSEL-BREEN TEAM

Hollywood, Oct. 15.—George Jessel will be teamed with Bobby Bruns in Jessel's original, 'Show Must Go On.' Sol Lesser produces.

# Old Time Pic Stars' Roadshow Opens Cold in Salt Lake; Material Needed

# Ruth Eiting's Dates

Hollywood, Oct. 15.—Ruth Eiting finishes her Kellogg broadcast this week with future radio deals in air. Goes to the Warfield, Frisco, next week for stage dates.

Her proposed round-world cruise with husband is off indefinitely.

# Howard's 'Hamlet' For WB-Reinhardt After B'way Run?

When Leslie Howard's scheduled legit production of 'Hamlet' concludes its run it is probable that he will do a film of same for Warner Bros., with Max Reinhardt directing. Play is announced for January premiere.

Actor is presently in California working on film version of 'Petrified Forest.' He appeared in play last season. Preparations for the forthcoming legit production are being handled by W. Herbert Adams, his attorney, and a production staff headed by John Houseman and Helen Deutsch. Stewart Chaney will create sets. Schuyler Watts editing script. Cast will be assembled next month. Ernest Theisler already cast as Polonius.

# 1st Italo-Ethiop War Scenes Hit Broadway

Race to get first newsreel pictures of Italo-Ethiopian actual war scenes into Broadway newsreel houses ended in virtual deadlock between two reels. Paramount's special hit both The Embassy and Trans-Lux on main stem early Monday (14) night while Metrotone went into former house almost at same time.

Italian general leading forces into action, shots of some actual fighting and heavy artillery fire depicted in Paramount newsreel. Metrotone views purported to have been taken at front show Capt. Barges, H-M's cameraman, being protected by rifle fire as he grinds camera.

Both the Trans-Lux and Embassy reported other reels coming in Tuesday.

# Walpole on 'Fauntleroy'

Hollywood, Oct. 15.—Hugh Walpole stays on here to collaborate with Richard Schayer on 'Little Lord Fauntleroy' screen play, the initiator for Seznick International.

The English writer was brought here by Seznick two years ago for 'David Copperfield.'

# CLIVE FOR 'LIBEL'

LONDON, Oct. 15.—Before flying to Paris last week, Leo Morrison signed Colin Clive with Gilbert Miller to play the lead in 'Libel,' Miller's next New York production.

Clive is now in Hollywood and will come east in three weeks to meet Miller on his return from London.

# RATOFF IN 'BURLESQUE'

Hollywood, Oct. 15.—Gregory Ratoff in latest addition to cast 'King of Burlesque' at 20th Century-Fox.

# By HARRY L. GUSS

Salt Lake City, Oct. 15.—With all their experience garnered after 10-15 years on the legit stage and in silent pictures, the galaxy of former screen stars which invaded Salt Lake for a week of personal appearances, have several things yet to learn. Or, perhaps, they knew once upon a time.

Stellar names of yesterday, such as Clara Kimball Young, who once got \$10,000 a week; Ben Turpin, Mildred Harris Chapin, Lee White, original 'French count' character; 'Red Lease,' and Franklyn Farnum, alumni of the horse opera, came, saw, but didn't conquer Salt Lake.

Few customers turned out. Selection of films, made house, with a policy of duals, amateur performers, a potpourri of shorts, and top admission two-bits, to be converted into a legit house overnight, with prices boosted to five, didn't jell with the type of people who are patrons of the house. Non-patrons couldn't make up their mind whether or not the bill was worth price of admission.

Second reason was the old-timers themselves. Material, songs and gags were very much dated. It needed a proper presentation.

Clara Kimball Young, a hometown girl, got some of the breaks by the p. a. She was gusted by local civic clubs, etc. Her bit included an Italian woman mimicking over 100 many languages, when her efforts could have been put to better use.

Mildred Harris Chapin, suffering (Continued on page 39)

# SWANSON MAY TOP TINTER FOR PIONEER

Hollywood, Oct. 15.—Pioneer Pictures is considering proposition that would swing Gloria Swanson into femme lead of one of its new technical features to be produced by that company.

Player's last was in 'Music in the Air' at Fox about a year ago.

# Holmes Draws 'Farmer'

Hollywood, Oct. 15.—Ben Holmes will direct 'Farmer in the Dell' starring Fred Stone at Radio. Story is from Phil Stong novel.

Robert F. Sisk is associate producer.

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# Record Publicity for 'Dream' on N. Y. Opening; W. B. Stresses Sale To Parties; Advance Sale \$11,000

Possibly a record amount of publicity for a film via newspapers, magazines and institutional periodicals was run-up for 'Midsummer Night's Dream' in advance and so far on the first week of the picture's run at the Hollywood, N. Y., where it is twice-daily at \$2.

In round figures, around 150 columns of space has been accorded the Warner picture by New York newspapers while approximately 200 stills have been used. On regular newspaper publicity, Warners hit the music, dramatic, society and other pages. The Associated Press, United Press and International News sent out stories on the opening. The A. P. putting a full column on its wire. Society pages were hit because of the notables attending.

Premiere drew such sidewalk crowds that WB publicity execs wouldn't let some of the notables leave the house after the performance. Prof. Albert Einstein, Max Reinhardt, Joan Crawford and Brancot Tote sat in one of the theatre's offices to talk it over until the mob had thinned. When Miss Crawford and she drove up the crowds broke windows in their car.

WB had 60 police on hand, largest number ever to protect a premiere, and mounted men finally found it necessary to ride up on the sidewalk to disperse the curious. The crowd so big that it stretched a half block down to the Capitol and interfered with that house, blocking traffic. No are lamps or sound equipment outside the theatre were used.

Spent \$20,000 On the campaign there were two rework broadcasts over NBC and CBS, one an hour's broadcast from Coast to Coast on the other being a hookup with Freddie Rich on CBS. Additionally, Reinhardt was on the air while in New York, and Jean Muir, Anita Louise and Jeanette MacDonald were featured.

Warners spent \$20,000 on the three weeks' advance campaign in New York on 'Dream,' with Stanley Shuford in charge of the campaign for S. C. Einfield.

Theatre parties for 'ream,' with educational and civic institutions favored, are being pushed, and this angle will be stressed in other cities where 'Dream' will be roadshow. Out of town groups have also been writing in for group buys. To date a total of 16 schools have arranged for group parties to attend the New York run.

Advance sale is around \$11,000, with first week of picture estimated to do \$17,000. House is scaled for about \$19,000.

'Dream' opened a two-a-day engagement at the Chestnut St. Opera House, Philadelphia, Monday night (14) and has been set for \$2 engagements in five other keys.

It opens tonight (16) at the Beverly, Los Angeles; at the Wilson, Detroit, Sunday eve (20); His Majesty's, Montreal, Oct. 21; Royal Alexandra, Toronto, Oct. 28, and Majestic, Boston, Nov. 11.

## MCKAY CONFERS WITH LAEMMLE ON TAX CASE

Willard McKay, Hollywood, Oct. 15. Willard McKay, Universal attorney, flew in from New York yesterday (Monday) to confer with Carl Laemmle on a tax case coming up next week in Washington for a hearing.

Also here is James Grainger, sales head, to confer on forthcoming releases. Grainger returns east Oct. 20.

## Deal on for Brady's Services in Films

William A. Brady is going Hollywood. Deal for him to start as story supervisor and work into film production is in the works.

Brady has a flock of his own produced legit plays which he would do for pictures. Yet legit entrepreneur was a film pioneer as head of World Pictures in the silent era.

## National First Runs

### COLUMBIA

'Atlantic Adventure,' Toledo: Oct. 11; 'Girl Friend,' trol, Oct. 17; 'Married Her Boss,' Cap., New London, Oct. 12; 105th St., Cleve, 25.

### METRO

'I Live My Life,' State, St. L., Oct. 18; Loew, Wilmington, 19; Loew, Canton, 18; Loew, Akron, 18; Cap. Ciney, 18; Poli, N. H., 18; Regent, Grand Rap., 20; Par. Montgomery, 20; Ellanay, El Paso, 25; 'O'Shaughnessy's Boy,' State, Boston, Oct. 18; Poli, Worcester, 18; Poli, Springfield, Mass., 18; SGrand, Binghamton, 18.

### RADI

'Last Days of Pompeii,' Center, N. Y., Oct. 16; Golden Gate, San Francisco, 15; Kettl's, Wash., 16; Hillstreet, L. A., 16; Orph. New Or., 17; 'Brandels, Omaha, 17; Orph. Mpls., 18; Orph. St. Paul, 18; Kettl's, Boston, 18; Kettl's, Syracuse, 18.

'Keth, Boston, Oct. Prov., 24.

### PARAMOUNT

'Crusades,' Par. N. Y., 18; Newman, K. C., 18; Denham, Den., 18; Metro, Houston, 18; Pal, Dallas, 19; Great Lakes, Buff., 19; Minnesota, Mpls., Nov. 1.

'Little America,' Mpls., Nov. 8.

'Harry Burns,' Denham, Oct. 14; Orph. St. L., 15.

'So Red the Rose,' Denham, Den., Nov. 21.

'The Ranch,' ham, Den., Nov. 28.

### UNITED ARTISTS

'Barbary Coast,' Loew's Grand, Atlanta, Oct. 13; Loew's State, New Or., 18; U. A. Detroit, 18; Midland, K. C., 18; Warners, Milw., 18; Roger Sherman, New Haven, 24; State, Prov., 25; Loew, Syracuse, 25; Loew, Akron, 25.

## 'DREAM' STARTS WELL IN PHIL, LONDON OFF

Philadelphia, Oct. 15. 'Midsummer Night's Dream' (WB) opened very well last night (Monday) at the Chestnut to \$150 top and looks certain to exceed its originally scheduled fortnight's engagement here at roadshow prices. Three weeks seem certain and four likely.

Besides the press encomiums today business, with no advance the opening night, indicates good trade with cultural and other group educational ticket sales a factor.

General audiences appear considerably awed but all seem to agree it's much too long.

### In London

London, Oct. 15. 'Midsummer Night's Dream' (WB) opened at the Adelphi Oct. 5, day and date with New York, and received reviews ranging from patronizing to violently bad. All dailies agreed, however, that the production is beautiful.

Business has not been good so far.

### Hollywood, Oct. 15.

Warners is spending around \$25,000 on exhibition and newspaper campaign for opening of 'Midsummer Night's Dream' at the WB Beverly Hills theatre opening tomorrow (16).

It is sold clean at \$5 flat for opening performance with 104 seats out as giveaways. Opening night take will reach \$9,000.



## EDGAR BERGEN

in "The Denbyes of Hoboken Club, Evanston, Ill."

Something new in comedy for the better Stripper Clubs. Club managers and agents communicate.

Permanent address: University Club, Evanston, Ill. Recently returned as guest artist on European cruise, including an appearance at Metropole Hotel, Moscow.

Eloven Vitaphone comedy soon to be released.

## UFACES FULL, STRIPS STAFF

Hollywood, Oct. 15.

Pink slips are being passed out at Universal this week, stripping production and studio organization down to actual current working and essential executive forces to comply with announcement of Carl Laemmle that production would for the next 60 days, at least, be geared to maximum of two pictures in work per month.

Payroll has been cut \$15,000 weekly, with 123 walking the plank, including writers John Colton, Houston Branch, Arthur Fitz-Richards, Hazel Jameson, Clarence Marks and William Meloney. Also dropped were Charles Hertzman, assistant scenario editor, several readers and three in the publicity department.

Recession, ordered to begin last Saturday (12), took first toll among the writers, half a dozen being released, and was due to penetrate other departments during next few days. Curtailment is explained on ground that January releases are completed, and that sufficient features are now in work to meet February and March releases.

## N. Y. Critical Press on 'Dream'

Excerpts from the opinions of the New York reviewers on the premiere of 'Midsummer Night's Dream' at the Hollywood. Also included are the reports from the London showing by William Boehnel of the N. Y. World-Telegram, and Eileen Creelman of the N. Y. Sun, who cable their reviews.

'It is a brave, beautiful, and interesting effort to subdue the most difficult of Shakespeare's works.'—Adel-Sennwald, Times.

'Captures to a striking degree not only the play's dreamlike mood of incoherent fantasy, but also the hearty and hilarious gusto of its Elizabethan clowning.'—Richard Watts, Jr., Herald-Tribune.

'All the gaiety and beauty of the piece have been brought idyllically to the screen.'—Regina Crewe, American.

'Max Reinhardt's 'A Midsum' Night's Dream' is a monumental motion picture—an historic one.'—Blind Johnson, Mirror.

'The director has created some unbelievably beautiful effects with his camera and his backgrounds.'—Kate Cameron, News.

'Max Reinhardt has captured all the fantasy of that sweet-summer's night.'—Eileen Creelman (from London) to N. Y. Sun.

'A spectacle and a gorgeous one—

# Sabbath Committee Quiz on Par Still On; Frank Vanderlip Surprises with Resignation

## 1st Runs on Broadway

(Subject to Change)

Week of Oct. 18

Capitol—'I Live My Life' (MG) (2d wk).

Music Hall—'Fox' (17).

Center—'Last of Pompeii' (Radio) (18).

Paramount—'Rivoli'—'Barbary Coast' (UA) (2d wk).

Roxy—'King Solomon of Broadway' (U).

Strand—'Shipmates Forever' (WB) (16).

Week of Oct. 25

Music Hall—'Three Musketeers' (Radio) (24).

Center—'Last Days of Pompeii' (Radio) (2d wk).

Paramount—'Crusades' (Par) (2d wk).

Rivoli—'Barbary Coast' (UA) (3d wk).

Roxy—'Transatlantic Tunnel' (GB).

Strand—'Shipmates Forever' (WB) (2d wk).

That the Paramount company reorganization has resulted in all the company's bondholders and the creditors of the company getting 100c on the dollar, plus back interest, has been revealed in testimony given by witnesses called before the present hearings which are being conducted on industrial reorganization by the Congressional Committee, of which Cong. A. J. Sabath, of Illinois, is chairman.

As such the Par reorganization is considered a model.

It has also been revealed that Frank A. Vanderlip has resigned from the Paramount company board because he says he is not satisfied with the way the company is being operated. Vanderlip is former president of the National City Bank and was chairman of the Par debenture holders' committee.

News of Vanderlip's resignation comes as a surprise to most of the assemblage at the Congressional Commission on Monday (15). The hearings are being held at 641 Washington St., N. Y.

Murray Garsson, investigator for the committee, has expressed an opinion that the hearing place may be shifted to a more centrally located spot in order that Par security holders who are interested in the proceedings may be able to attend with greater convenience.

Vanderlip revealed also that of the new board members he was the only director to vote against the election of John E. Otterson to head Par. Otterson's association with Erpl, with which firm Par had continuing contracts, was offered as cause for Vanderlip's objection to Otterson.

Previously Sir William Wiseman, a partner of Kuhn Loeb, bankers, had testified that he advised against the election of Otterson to certain positions because of his association with Erpl, which firm, with others, spent considerable time over a period of nearly two and one-half years helping in the reorganization of Paramount.

Various counsel engaged in Par reorganization activities was also among witnesses on Monday (15). Wiseman began his testimony on Friday (12).

Much of the committee's present effort is being spent on the question of fees which may be involved in the Paramount case. This matter has been argued already before the Federal Court and is a matter of court record, with no decision on the application for fees so far handed down.

Most of what has otherwise transpired before the committee is (Continued on page 7)

## FREEMAN, ANDERSON ON PAR PROD. BOARD

Austin C. Keough, legal head of Paramount, has gone off the board of directors of Famous Players-Lasker, Inc., picture-making subsidiary, and this vacancy plus one other that he filled on this directorate, has been expected. Election of W. Frank Freeman and R. E. Anderson.

Freeman is the theatre operating head of Paramount and a member of the board of Famous Players-Lasker, Inc., the principal holding company of the Par chain. Anderson is v.p. of Par, brought in by John E. Otterson.

In addition to being legal head, Keough is v.p. of Paramount Pictures, Lasker company which in turn controls Par Productions, inc. Par Distributing, C. Par International and other subsidiaries.

## REINHARDT HOPPING

Leaving Saturday (12) for the Coast, Max Reinhardt, his director, inside a couple weeks to stage a Jewish spectacle in New York 'Road to Progress,' for which he contracted the time ago. His attorney, A. Konig, in Boston, flew out last Thursday (10).

In addition to being on hand for the A. L. premiere of 'Dream,' Reinhardt will confer with Jack Warner on early winter production of 'Tales from Hoffman,' his next.

## ELECTRIC EYE TO STOP B.O. LEAKAGE

Perfection of an invisible light beam for use with an electric eye device is being considered by industry leaders as a means of stopping box office leakage. When placed in general use, it is estimated that it will mean a saving of \$2,500,000 to \$3,000,000 annually for theatres of the United States.

Basic idea of employing the mechanical light beam is as a scientific check on all admissions. It gives an infallible tab on the number of persons entering a picture house.

### ALTER-MITCHELL'S 'FINE'

Hollywood, Oct. 15.

Lou Alter has been signed to do the melodies for Walter Wanger's 'Trial of Socrates' on the lyrics of Sidney Mitchell is on the lyrics.

# ATLAS' \$11,000,000 IN RKO

## Odium's Faith; In On 3d Pic. Co.?

Entrance of Floyd B. Odium into RKO and reports that he has his eyes on still a third picture company, makes the Atlas Corp. chief executive look as a future figure in the industry in the opinion of Wall Street observers. His underwriting job for Paramount and fact that he of that company's board plus his new interest in RKO makes him figure currently in activities of two major companies.

Friends say that Odium's interest in picture companies was predicated on the belief that these firms would be in the van of nation's recovery.

Purchase of stock in a third picture company, identity of which has not as yet been revealed, has been in progress for some time now. Likely that official admission of this stock being in Atlas portfolio will not be made until annual statement of corporation is released at close of year.

## Money Names Are in on Selznick's New Co.; Whitney, Lehman, Giannini

Hollywood, Oct. 15. Organization of Selznick International Pictures, Inc., was completed last week with David O. Selznick as president and executive producer. Assets and contracts of the recently formed David O. Selznick Productions, Inc., have been transferred to the new concern. This includes a releasing agreement with United Artists.

Board of directors, beside Selznick, includes John Hay Whitney, chairman; C. V. (Sonny) Whitney, Robert Lehman (Lehman Bros.), Dr. A. H. Giannini, Myron Selznick and Lloyd Wright. Dave Selznick, John Hay Whitney and Dr. Giannini comprise the executive committee.

Heaviest stockholders in the new firm are the Whitney brothers, Mr. Charles S. Payson, Lehman, the Selznicks and several eastern financial institutions. No stock will be offered the public.

Maiden production will be "Little Foulentury," which is scheduled to start around Nov. 15 on the UA lot. John Cromwell directs with Freddie Bartholomew in the name role. Second star will have Ronald Colman as the topper.

Several of this year's product will be Technicolor. Likely that the first tinter will be put into production sometime in November.

## Warners Budgets 'Light Brigade' as \$1,000,000 Special

Hollywood, Oct. 15. Warners' "Charge of the Light Brigade" draws budget of over \$1,000,000, probably the heaviest expenditure set for forthcoming WB production.

Three months will be consumed in technical preparation. Location requirements call for building of garison town somewhere in California hill territory. Story by Mitchell Jacoby and Rowland Leigh is based on Tennyson poem. Script has gone from Sam Bischoff, producer, to British Foreign Office for okay and expected co-operation.

## BLUMEY'S SUIT TALK OVER FOX-20TH DEAL

Hollywood, Oct. 15. A. C. Blumenthal is returning east with Joe Schenck to confer with S. R. Kent on the merger commissions for the Fox-20th Century deal.

If he gets no satisfaction Blumey says he will start suit.

## M. C. Cooper's Junket

Hollywood, Oct. 15. Merian C. Cooper trained east with the mission of looking abroad where Pioneer Pictures executive meets with British studio heads on producing color films there. Also scouting plays and talent on trip taking him through Italy and Austria.

## Pan Berman Due East On Next Astaire Pic

Pandoro S. Berman is due east in a fortnight or so with B. B. Kahane, at which time he will, among other things, huddle with George and Ira Gershwin on the next Fred Astaire musical for Radio. Gershwins are, virtually set to do the song-writing assignment.

George Stevens, Radio director, who will have the meg assignment, also is accompanying Berman to New York.

## OTTERSON PEP TALK LAUDS ZUKOR

John E. Otterson called in all Paramount department heads for a meeting Monday afternoon (14), the first get-together of the kind he has ordered since he assumed the presidency of the company back in June. Adolph Zukor was present. Otterson, before the assembled group, expressed his appreciation of Zukor's support and the assistance the chairman of the board has rendered him. If nothing else, the address by Otterson was regarded as clearly indicating the esteem in which he holds Zukor.

Back from the Coast a week, the new Par president spoke optimistically about production and progress at the studio, adding that he would remain in New York for a while now.

## 'FLAG' CLOSES LLOYD CONTRACT AT 20-FOX

Hollywood, Oct. 15. Frank Lloyd reports back to the 20th-Fox lot Nov. 4 to finish one picture remaining on his contract. Director is slated to handle talker remake of "Under Two Flags." Lloyd has been on leave of absence at Metro for the past 22 months preparing and shooting the Irving Thalberg production of "Mutiny on the Bounty" which is now being edited.

## JOE SCHENCK EAST TO MEET SID KENT

Hollywood, Oct. 15. Joseph M. Schenck pulled out for New York Sunday (12). He's going to meet Sidney R. Kent and return here with him in two weeks. Also on the same train are A. C. Blumenthal, Al Lichtman and Al Johnson, latter going to talk over a radio deal.

## BUYS OUT RCA'S INTEREST IN CO.

Lehman Bros. Associated with Odium's Trust Company—\$5,000,000 Cash Covers 50% of RCA's Holdings in RKO—Option for Rest

### AYLESWORTH TOPS

Atlas (Floyd Odium) and Lehman Bros. bank, have purchased Radio Corp. of America's controlling interest in Radio-Kelth. Option for \$11,000,000 with a down payment of \$5,000,000 cash to cover 50% of RCA's holdings in RKO, and binding the balance of RCA's holdings in the company by a long term option of several years for an additional \$5,000,000. RCA's holdings in RKO are estimated to consist of approximately 48% of RKO's outstanding common stock and around 35% of RKO's 6% debentures. These securities with other expenditures made on behalf of RKO, are estimated to represent an aggregate investment by RCA in RKO around \$14,000,000.

Responsible principally for the success of the negotiations is M. H. Aylesworth, president of RKO, who not only started the deal by inviting Atlas to consider the matter, but for the past few months has been almost entirely engaged with David Sarnoff, RCA prexy, and the bankers consummating the deal. Aylesworth will continue to be head man in RKO. Floyd Odium, and Peter Rathvon acted for Atlas. RCA officials expect David Sarnoff to relinquish his post as chairman of the RKO board to M. H. Aylesworth but to continue as a director.

### Par and RKO Again?

Because both Atlas and Lehman Bros. own fairly substantial amounts of Paramount securities and are represented also on the Par board and the Par Executive Committee, Wall street and the trade see a possible merger of Par and RKO resulting from the present deal. But this is something which is in the future strictly.

Atlas formerly held some Fox Film stock but is understood to have disposed of these holdings. Atlas stated to own only a moderate amount of Par securities, probably not exceeding \$250,000 in bonds and certain shares.

Because of its immeasurably larger financial interest in RKO, it is felt that Atlas may withdraw from representation on the Par board, and that Floyd Odium, head of Atlas, may therefore retire from the Par directorate.

John Hertz, of Lehman Bros., play an prominent role in Par affairs through representation on the Par board and Executive Committee. Paul M. Mazur and Arthur Lehman of the Lehman Bros. firm have been directors of RKO for many years. Lehmans are on a participating basis in the Atlas-RKO deal, Atlas dominating.

### Still Under 77B

Any merger of Paramount with RKO, or vice versa, must necessarily wait, even if contemplated, until RKO shall have been reorganized as required under Sec. 77b of the Federal corporate bankruptcy act. RKO has been under the protection of the new Corporate Bankruptcy Act for more than a year. The company went into receivership early in 1933.

### McDonough East

Hollywood, Oct. 15. Herbert Yates, head of Consolidated Film Laboratories, hopped east last week, accompanied by J. R. McDonough, president of RKO Radio Pictures Corp. McDonough called to New York to sit in on confabs for possible reorganization. (Continued on page 17)

## Kelly-Buckley Setup for UA Sales Direction, in Lichtman's Place, Is Pro Tem; Chaplin, Pickford as Prez?

### 85% Nix Duals

Plaza theatre, Leo recher house at Madison Ave. and 58th street, New York, announces in its house program that it will stick to single features with a proper complement of shorts.

Cientele of the house, largely composed of socialites and the well-to-do of that section, voted emphatically against what the theatre referred to as an "endurance test." A scant 15% favored duals.

Although it may not be the eventual setup, for the time being Arthur W. Kelly will supervise domestic sales in United Artists and Harry D. Buckley administration matters. The fact that Sam Goldwyn is understood not wanting the president's title, following resignation of Al Lichtman, may lead to some permanent selection, in which even Kelly and Buckley would step back to their former roles, but this may not be for some time, according to Goldwyn sources.

Both Charlie Chaplin and Mary Pickford have been mentioned for the presidency, chiefly for prestige purposes. There is some doubt that Chaplin or Miss Pickford would accept but if either did, presumption is that the sales machine would go along as it has headed presently by Harry Gold and Paul Lazarus. Gold might be named general sales manager in such an event.

Until confirmed for the presidency, a strong possibility because of the prestige her name would lend the company, or pending election of someone else by the UA board, Miss Pickford may be named president of United. She rises to this position automatically since she is first vice-president of the company.

Miss Pickford arrived in New York Tuesday morning (Tuesday) and will be in the east about two weeks. Should the veteran UA star-producer be chosen permanently for the presidency and will accept it. (Continued on page 17)

## KORDA-MG TALK LONDON PROD. PROPOSISH

London, Oct. 15.

Alexander Korda is quietly feeling out the financial district here for the formation of a company for new productions, making a public issue of the stock. Understood a prominent underwriting company is interested in marketing the issue when and if Sir Connop Guthrie, who was with Korda in America recently, is also understood interested in the project.

Denham Studios, which Korda is now building, will comprise the nucleus of the assets of the new concern. Eddie Mannix has been having several consultations with Korda and indications here are that Metro may be interested to the extent of Korda producing some films here for it.

Metro recently negotiated with Julius Hagen to produce some pix here, but the deal fell through and company still has no one making pictures on this side.

## Par Talking New Deal with Sheldon; Not Renewing MacLean

Hollywood, Oct. 15.

Paramount is talking a new deal with E. Lloyd Sheldon, producer, whose contract expired last month. After seeing his last picture, "Hands Across the Table," studio propositioned him for another year with options.

Sheldon has been at Paramount more than 10 years and is the oldest producer in line of service on the lot.

Par's contract with Douglas MacLean, producer, expired this month and the studio is not renewing.

## PHIL BAKER'S 3-REEL SHORTS, DUAL FODDER

Phil Baker and some of his radio aids have completed the first of a series of shorts in New York, produced under working title of "Radio Nuts," with Johnny Walker directing. Three-reel short has for its basic idea the hope of cashing in on present dual-bill business. Baker is reported to have secured completely financed aid to be nearly set on releasing agency.

Besides Baker, cast of first short includes "Gothic" Henry McNamara, Gloria Cook, Arthur Auerbach, direct comic, and the Seven Gits.

## 7 PIX READY TO GRIND AT PAR

Hollywood, Oct. 15.

Late October production schedule at Paramount makes seven pictures set to go, with two in work.

Program comprises "Drift Fence," now in work, which William Lackey supervises and Otto Lovering directs. Top spots are for Buster Crabbe and Lief Erikson. "Give Us This Night," for Jan Kiepura and Gladys Swarthout, which William LeBaron supervises and Al Hall directs. Last in line is location at Laguna. Others in cast are Jack Haley and Reginald Owen. "13 Hours by Air," which Lloyd Sheldon supervises and Mitchell Leisen directs, was slated for start yesterday but cast not yet selected.

"Preview," which Eddie Cline will direct and supervise, starts Oct. 21, with cast including Ian Keith and William Frawley. Jack Cunningham's production of "Motor Boat Girl," begins same day. Randolph Scott and Gertrude Michael share leads. Harold Young will direct. "Thullery," being scripted by Tiffany Thayer, and to be directed by Al Santell, is also set for Oct. 21 start. "Queen of the Jungle," second one set for October production by Lloyd Sheldon, with Mitchell Leisen directing, begins Oct. 25. John Howard will play male lead upon his return from New York, where he has gone for part in "Sunk the Rich." Frawley lead will go to Steffi Duna. Raquel Torres.

Seven companies are either on location now or preparing to leave. All face problem of beating winter weather. First work on "Billie Bill," will entail longest location trip when Cecil De Mille leaves for Alberta, Can.

"Give Us This Night" company is at Laguna. "Coronado" troupe at Coronado near San Diego, and three, including "Trail of the Lonesome Pine," "Nocturna" and "Drift Fence," are at Big Bear region. "Motor Boat Girl" requires water-front location.



# ST. LOUIS SPEEDS UP

## U.S. MAY CURTAIL ITS 47 WITNESSES

### Anti-Trust Trial Now in Its Third Week and Fifth Witness Called—Government May Rely on One-Third Previous Number to Prove Its Case—Defense Holding Its Own

#### 83 DEGREES

By SAM X. HURST  
St. Louis, Oct. 15.

The government's anti-trust proceedings against Warner Bros., Paramount and RKO is accelerating. The fifth witness was on the stand today, the fourth called all in the same day. The government has some 47 witnesses lined up but inside dope has it that U. S. special attorney Russell Hardy, Jr., may call only a third of them, so and rely on this to prove its case.

Temperature today was 83 in St. Louis and the court, okayed removal of coats, etc., revealing an odd assortment of suits and belts on some of the principal trial figures. The accelerated trial gait is not expected to cut the anticipated six to eight weeks' trial time up. Hardy and former U. S. Senator J. A. Reed for the defense counsel engaged in some more legal skirmishes when the admissibility of certain documents came up for questioning today. This has been one of several such technical tiffs.

Today's witnesses, following Thomas N. Dyrast this morning, were M. A. Rosenthal of Strauss & Co., Chicago; David Levinson, attorney for bondholders; and Frederick Krelsmann, former mayor of St. Louis and a member of the bondholders' committee.

Rosenthal and Levinson were examined almost superficially, with nothing salient eventuating. They along with Krelsmann, as Government witnesses, all recounted the same alleged conversation with Harry M. Warner and Herman Starr of the WB organization concerning the St. Louis theatre and film product setup.

RKO's Motion to Dismiss That George Lelaure, attorney for Ned E. Depinet, president, and RKO, among defendants in anti-trust conspiracy case intends making a formal motion for dismissal of his case against his clients, probably when government concludes its entire case, was highlight of the trial Monday (14), that started its third week. At the conclusion of his cross-examination of Harry C. Arthur, Jr., head of F. & M. interests here and first witness for the Government, Lelaure, addressing the court, said:

"We have shown that Arthur entered into a contract which made it impossible for us to exhibit our films anywhere in the city until Fox had decided whether or not it wanted them. In view of this we want to ask now, or at the close of the case, that the indictment against RKO be dismissed."

No ruling was made by Judge George H. Moore and it is believed that he will make none until the motion is pressed further at the end of the Government's case.

In his examination of Arthur, Lelaure brought out that a contract made Oct. 25, 1934, between F. & M. and the operators of the Fox theatre gave Fox the right to select all first run RKO pictures it desired before F. & M. could sell them elsewhere. F. & M., the witness said, had acquired RKO exhibition rights when it took over the operation of the St. Louis theatre, through which the RKO pictures were consigned.

The trial, after two days and slow weeks of examination of Arthur, took a swifter tempo today, as Lelaure was the last of defense counsel to examine him. Attorneys for Warner and Paramount finished their cross-examination last Thursday, before the two-day adjournment.

Continuing, Arthur testified that

In February, 1934, he controlled the operation of all first-run houses in St. Louis except Loew's State, excepting them by acquiring them by lease or contract less than a year after coming here. He further testified that in the fall of 1934 he was forced to show "blough" (second rate) pictures at the Ambassador, Missouri and New Grand Central theatres because, by the terms of an agreement he had made with Fox theatre, Fox had the right to get all the first run features it desired. Earlier Arthur testified he had been driven to use second-rate films because RKO, WB and Par would not sell him feature pictures.

On redirect questioning by Russell Hardy, special assistant attorney general, Arthur testified he secured the "elegant phraseology" in advertising films at the Fox from the Fox Film press book. He told of using the following advertising when the feature "Caravan" was exhibited: "Shut your eyes and its melody will exalt you—let the full glory of its beauty sweep your soul to ecstasy." Questioned again by Lelaure, Arthur said his company never had a direct contract with RKO for the exhibition of that company's pictures here. He testified that Harry Koplar, St. Louis pioneer exhibitor, had a contract with F. & M. and that he received an assignment on Koplar's contract.

#### Gov't's Second Witness

"Witness No. 2 for the government was Thomas N. Dyrast, president of the St. Louis Chamber of Commerce and also president of the bondholders' protective committee for the Ambassador, Missouri and New Grand Central theatres. During his testimony it was revealed that the committee, at the time it had accepted the terms of Allen L. Snyder, an engineer, for leases on the properties, held a meeting with Hermann Starr, western sales manager for WB, and agreed to turn over Snyder's contract to WB on exactly the same terms.

Dyrast, in response to other questions by Hardy, said that he took up Starr's proposition to assume the lease on the properties. Starr backed down and broke up the meeting.

Then former U. S. Senator Reed started the cross-examination of Dyrast, and established the fact that the government protective committee practically reached an agreement with Warner Bros. to take over and operate the houses and that he thought so well of the deal that he and other members of the committee celebrated that night. All that remained to complete the deal, the witness testified, was the period for which organizational interest was to be granted, and control of the Federal circuit court room. The exact amount to be advanced by Warner Bros. for the reorganization costs.

Because the committee thought Warner was regarded as the logical party to operate the three theatres, Dyrast said the committee was willing to do business with it.

Dyrast said that approval of the United States District Court was necessary, although the committee had accepted Snyder's proposition and the committee still possessed the right to accept any new proposition offered by any other person, firm or corporation. Dyrast was still on the stand when court adjourned Monday.

#### Defense Plans to Show Pix

Plan of defense counsel to attempt to reduce the number of witnesses shown at Ambassador, Missouri and New Grand Central theatres in 1934, and which he termed "slough pictures," is to show some or perhaps all, of the pictures mentioned in Arthur's testimony ("Caravan," "Human Bondage," etc.) in the courtroom, in which full sound apparatus will be set up. Plans also include showing, has not been presented officially to Judge Moore.

Separate headquarters have been established in various parts of city by various interests involved in the anti-trust case here. Russell Hardy, Special Assistant Attorney General from Washington, and five of his G-men maintain headquarters at Hotel Jefferson, a few blocks from the Federal courtroom. Execs and others of Paramount are at the Coronado in midtown while Warner Bros. and RKO reps are billeted on western front at Hotel Chase and

Park Plaza in west end. Harry C. Arthur, Jr., of N. Y., and his brother, Mitt, from L. A., are stopping with friends. Other witnesses are scattered throughout town.

As the conspiracy case tediously lingers into 'tis third week, the Government's costs for witnesses and jurors rolls monthly on. Endorsed on indictment of 47 witnesses from different sections of country and two alternate jurors are in attendance daily to replace any of the regular panel who might become ill or be excused for other reasons. The U. S. pays witnesses and jurors alike, \$3 per day, and thus far approximately \$2,000 has been chalked up against Uncle Sam, and the end isn't in sight yet. This sum doesn't include mileage allowed out-of-town witnesses.

Warner Bros. was soaked the expectations of bringing witnesses for actual start of trial after it had obtained continuance when former U. S. Senator Reed, one of WB's counsel, was attending funeral of sister in Portland, Ore. This continuance was granted by Judge Moore, with understanding that

(Continued on page 7)

## SIROVICH COM. STARTS QUIZ IN N. Y.

Congressional Committee on patents yesterday (Tuesday) opened its inquiry on sound and communications patents at the Fifth Avenue hotel, New York. Among witnesses summoned for today (Wednesday) and expected to testify are George Quigley, vice-president of Vitaphone, subsidiary of Warners; M. A. Schlesinger, president of General Talking Pictures (DeForest); Edgar Bloom, chairman of Eps and Western Electric, and David Hochreich. The present hearings authorized under resolution of Congress are to determine the advisability of prohibiting patent pools and restricting cross-license agreements and means thereof as provided by a pending bill before Congress introduced by Congressman William L. Sirovich, chairman of House patents committee. Sirovich is presiding at the present hearings.

Frank B. Jewett, president of Bell Laboratories and vice-president of American Telephone and Telegraph company, and Gerard Swope, president of General Electric, were witnesses at the opening session. Each testified to the technical and financial setup of the companies they head and as to certain business phases of these enterprises.

"Is television around the corner?" Swope was asked.

"What corner?" he returned.

"Well, like prosperity?"

"Yes," Swope answered.

Members of the committee besides Sirovich include Cong. Thomas O'Malley of Wisconsin; James D. Dunn of Pennsylvania; Randolph Perkins, New Jersey; Amle of Wisconsin, and McLaughlin of Texas.

## B.&K. Ducks 'Crusades' Roadshow; WB Holds Out for 2-a-Day 'Dream'

Chicago, Oct. 15. Problem of roadshow picture is up once more in the loop after a jayoff of nearly four years. Not since "Dinner at Eight" (MG) has there been any chatter of two-a-day flicks in Chicago. Warner and Balaban & Katz haven't been able to decide about "Midsummer Night's Dream." Warner is holding out for a two-a-day try for the Shakespeare film while B. & K. is trying to convince the distributor otherwise as regards this town. Present discussion is to turn the B. & K. Apollo into a two-a-day stand for the picture, but if B. & K.

## Nov.'s Product Shortage in Midwest; Only 18 as Against Usual 26-30 Pix

### Diplomacy

Paramount has figured out what to do with "Paths of Glory" to make it a film which won't bother any foreign countries. Will shift the setting to Russia under the Czarist regime during the World War, with no possible resultant squawks from any existing governments.

### Show Biz Invited To Wash. Powwows On Nat'l Industry

Washington, Oct. 15. Come-on sign for former NRA code subscribers was seen in flock of invitations issued last week by Maj. George L. Berry, Coordinator for Industrial Cooperation, requesting presence of industrial big shots at a series of round table discussions at Washington. Conference will take place when and if recipients of the Major's letters signify approval of scheme.

Biggest and better understanding between labor, industry and the consumer to be object of the conference. Bids to participate will be extended to all industries formerly subscribing to Blue Eagle code system. Pictures, radio, legit and burlesque execs will be enticed to Capital, along with other non-amusement industry representatives. Maj. Berry's letter queries leaders as to their willingness to participate in discussions upon the advisability of developing a permanent structure comprising the furtherance of prosperity and stability in our industrial life, and asks benefit of 'experience and counsel' of former code participants.

Radio and show business hotshots asked by coordinator to participate in Washington powwows, include William A. Brady, Rowland Stebbins and Dwight D. Chairman, all of New York, to represent legit theatre; Merlin Aylesworth, president of RKO; Sidney R. Kent, Fox Films prez, and Irving Thalberg, Metro exec, for the film industry; I. H. Hark, New York, for burlesque; and a laboratory man, Phillip Barbanell; Herbert Yates and Frank Myer, from New York received invites to attend the discussions, and radio broadcasting problem will be turned over to John Shepard III, of Boston, James Baldwin, president of National Association of Broadcasters at Washington, and Harry Shaw of Waterloo, Iowa.

Trade associations will represent labor's case in the round table discussions. Maj. Berry, who is head of the Pressmen's Union, delivered an address on the subject at last week's convention of the American Federation of Labor, at Atlantic City.

and Warners fail to get together there's a remote possibility that the picture will go into the legit Broadway under straight Warner operation.

"Crusades" Grinds B. & K. most successful in convincing its distributors. Paramount, about "Crusades." Distrib at first held out for roadshowing this picture also but B. & K. talked Par into a United Artists grind run. There's a likelihood that the admission will be hiked from the present 6c at the U. A. to 9c or \$1.10 for this film. B. & K. doesn't want any roadshows.

Chicago, Oct. 15. Picture shortage is in prospect for November and has exhibitors running around in circles trying to buy up some loose product to fill in what will be a serious hole in all booking sheets in this territory. Entire major release output for November in Chicago will total only 18 pictures, in comparison with the usual 26 to 30 pictures released in ordinary months.

During November, Paramount will release four pictures, Fox four; Metro, Warners and Universal three apiece. RKO-Radio hasn't a single release until the last week. Neither Columbia nor United Artists release any pictures at all during the entire month.

### 18 Pics for 30 Days

Setup of releases for the month is as follows:

First Week: "Every Night at Eight" (Par); "Mad Love" (MG); "Steamboat Round the Bend" (Fox); "Fighting Yank" (U).

Second Week: "Here Comes Cookie" (Fox); "Woman Wanted" (MG); "Farmer Takes a Wife" (Fox); "Page Miss Glory" (WB); "Diamond Jim" (U).

Third Week: "Annapolis Farewell" (Par); "China Seas" (MG); "Dante's Inferno" (Fox); "Little Big Shot" (WB); "Powder Smoke Range" (Radio).

Fourth Week: "Big Broadcast" (Par); "Welcome Home" (Fox); "Mary Jane's Pa" (WB); "King Solomon of Broadway" (U).  
This puts theatres with three or four changes weekly in a spot, particularly theatres which have deals with only three or four companies for the entire picture supply. November shortage is forcing these exhibitors to contact exchanges for additional product and these exhibitors find themselves buying more product than they can use over the entire season. In order to get product to keep their screens alive during the single month.

## SOUND PATENTS SUIT DISMISSED IN WIL.

Wilmington, Oct. 15. Patent infringement suit of Frank L. Dyer, Atlantic City attorney, against Sound Studios of New York, Inc., over long-playing phonograph records was dismissed by Judge John P. Nields in U. S. District Court. Quoting previous patents by Lee de Forest and others to show that the long-playing principle was known before Dyer's patent, Judge Nields ruled, "there is nothing patentable in the idea of a long playing record, only in the way of accomplishing it. It was novel and rose to the dignity of patentable invention." Dyer's plan of 500 grooves per inch was never commercially successful, he found, and the successful methods used by Sound Studios are all other than mentioned in the patent.

Two other Dyer patents on incidental recording equipment were ruled invalid. "Parrot" patents were cited notwithstanding useful to the industry.

### Par's Roxy?

Paramount is interesting itself in the Roxy theatre (N. Y.) situation and may be considering the possible reorganization of that house under suitable conditions. In this possibility, the Roxy could become the firm's 'B' spot, with the Paramount theatre taking the ace product.

Colbert Pulls Top L.A. Trade for Neat \$19,000; Garbo 24C, Duled; 'Shipmates' \$15,300; 'Jim No Gem'

Los Angeles, Oct. 15. (Best Exploitation: Inese-Stats) Paramount stands way to the fore current week with 'My Married Her Boss'...

'Karemina,' the latest Garbo, did not get a world-beating start which was expected for Chinese and State. It's going along at good pace which, however, is nothing exciting.

'Shipmates Forever,' at Warner Hollywood and Downtown, heavily ballhooped, at both houses with around a combined \$15,800 in sight. Hits at both houses. 'I amond Jim,' in five-day holdover at...

'Here's to Romance' in second stanza at Four Star plenty oke with 'Barbary Coast' shifted from State to UA proving a stimulant and taking house out of rut for a week.

On exploiting 'Anna Karemina,' Chinese and State went strong on all around pull, with a heavy ad in dailies and also used billboards liberally as \$4,000 had been appropriated for the campaign...

'Four Star (Fox) (30-35); 'Here's to Romance' (Fox) (32 week); 'Martini drawing them from all over, this stanza bound to reach a \$3,400. Last week a bit below expectations, but very profitable at \$3,300.

'Grand International' (Roessler) (715; 35) - 'Empire Waltzes' (Gen.) (715; 35) - 'General revenue' trade here which will bring income to the \$11,000 mark. Last week 'Old Lady' (Roessler) hit top notch with a trade house draws, so \$1,000 oke and profit.

Hollywood (WB) (2,756; 30-35-40) - 'Shipmates Forever' (FN) Keeler-Powell combo has that strong Hollywood following which is helping toward a steady advance hold. Last week 'Special Agent' (WB) second and final week was better than that of \$4,800 and brought it just show of \$4,800.

Orpheum (Edwy) (2,270; 25-30-35-40) - 'Little Big Shot' (WB) and 'The Home Honors' (WB), apt and vaudeville. Nothing startling in screen or stage fare, so even pace of a \$5,000 week in sight.

Pantages (Fon) (2,709; 25-35-40) - 'Diamond Jim' (U) (24 week). Holdover of five days not bringing any too cheering results, will wind up with around \$15,000. Trade first for this one was bit shy of expectations with a \$7,900 finale.

Paramount (Arturo) (3,595; 30-40) - 'Married to the Mob' (Col) and stage show. Colbert still means b. o. coin and this is headed for over \$10,000. Last week 'Tonight' (Par) and 'Wings Over Ethiopia' (Par) and stage show: 'Fighting Youth' (Fox), apt and through pulling in lower bracket pick the take to \$15,700. Last week \$15,000.

UFAO (2,850; 25-35-40-55) - 'Diamond Jim' (U) (24 week). Not so sparking to warrant five-day holdover which was expected to reach \$10,000. Last week first for it here came right up to calculations with around the \$6,800 mark.

UFAO (2,850; 25-35-40-55) - 'Karemina' (MG). 'Night trade for this one fairly strong with matinees oke but not as terrific as anticipated, with around \$15,000. Last week 'Barbary Coast' (UA) plenty good and stronger than expected to a farewell of a \$13,200 income.

United Artists (Fox-UA) (2,100; 30-40-55) - 'Barbary Coast' (UA). Holding in good stead and will reach \$10,000 on the moveover with around \$4,500, which is oke for house. Last week 'Bonnie Scotland' (MG) and 'Fighting Youth' (U). Has much to offer with Oph and State, but \$8,750 should be satisfactory. Last week 'Gay Deception' (Fox) and

B'HAM BIZ UPS

'Melody' ice for \$7,250 - 'Red Salute' Moderate \$2,600. Birmingham, Oct. 15. (Best Exploitation: Pantages) Business should be up this week, if for no other reason that it was up last week. Broadway Melody' opened strong and should be the best week since 'Steamboat Round Bend' for Alabama. 'Red Salute' is just moderate, while Pantages with second week of stage shows should be about as good as opening week.

House has town plastered with sheets of various size, in addition to a Sunday morning broadcast of stage shows over radio station.

Estimates for This Week Alabama (Wilby-Kinney) (2,800; 30-35-40) - 'Broadway Melody' (MG). Nice week, \$7,250. Last week 'Karemina' (MG) week \$6,000.

Pantages (Wilby-Kinney) (2,000; 25-30-35) - 'Two Pianos and a Rhapsody in Rhythm' unit. With a break will get around \$10,000. Last week 'Gomes' (Par) and 'Er Young' unit, \$3,200, off after a dandy opening.

'Fighting Youth' (800; 25) - 'Grand International' (Roessler) (715; 35) - 'General revenue' trade here which will bring income to the \$11,000 mark. Last week 'Old Lady' (Roessler) hit top notch with a trade house draws, so \$1,000 oke and profit.

Ritz (Wilby-Kinney) (3,000; 30-35-40) - 'Red Salute' (UA). Second act at \$2,600. Last week 'Account On Youth' (Par), \$2,400, with not as much as last week. 'Empire' (Acme) (1,100; 25) - 'Married Her Boss' (Col). Should be good at \$2,800. Last week '39 Steps' (UFAO), \$2,500, little better than expected.

Film-Minded St. L. Goes for 'Romance' 10G; 'Boy' \$16,000

St. Louis, Oct. 15. (Best Exploitation: Fox) Nativity picture is becoming acutely film conscious, if not already so, with the airing of the interlocking news picture business in the conspiracy trial in the Federal court here, all of which has been given wide publicity in local newspapers.

Good b.o. was enjoyed by first-run houses last week when a storm of 'Romance' night (8) dispersed several hundred thousand persons who had gathered along routes of Broadway. Practically all first-run houses are on line of march, or within a block of it they cashed in on the big picture. Pantages on night of Thursday (10) and many of those who watched it attended picture shows first. This was particularly true downtown where Ambassador, Orpheum and Loew's State captured trade of office workers.

This week Fox, in midtown, appears to have edge in attraction 'Romance' as 'Socrates' as a sort of dual program. Fox opposition is 'Socrates' and 'Virginia Judge' at Shubert-Rialto. Competition for long run picture is 'Romance' showing Dionne Quins along with 'Shipmates Forever,' Loew's State with 'Shanghai' (Fox) and 'Bonnie Scotland,' and Ambassador giving quantity with 'King Solomon and the Queen,' 'Fighting Youth' and 'Stroes' stage.

Using considerably more newspaper space than usual, Fox also was the first to get news publicity through Schumann-Heink's entrance into the celluloid industry and fact that he should be the first to make a motion picture convention here; also on Nino Martini's film debut.

Estimates for This Week Fox (F&M) (6,038; 25-35-55) - 'Here's to Romance' (Fox) and 'Bad Boy' (Shand) (Fox) (2,000; 25-30-35) - 'Shanghai' (Fox) and 'Public Menace' (Col). Fell a bit below expectation, but closed with \$6,000. Ambassador (F&M) (3,018; 25-35-55) - 'King Solomon' (U) and 'Fighting Youth' (U). Has much to offer with Oph and State, but \$8,750 should be satisfactory. Last week 'Gay Deception' (Fox) and

'Guard the Girl' (Col) below par, as \$7,500 indicates. Shubert Rialto (WB) (1,725; 25-35-55) - 'Socrates' (F&M) and 'Virginia Judge' (Par). Only fair business, \$7,500. Last week 'Big Broadcast' (Par) closed with a fine \$10,500 week. Orpheum (WB) (1,950; 25-35-55) - 'Shipmates Forever' (WB) and Dionne Quins (Radio). Femmes go good, \$7,500. Last week 'Tonight' (Par) and 'Wings Over Ethiopia' (Par). Only fair business, \$7,500. Last week 'Big Broadcast' (Par) closed with a fine \$10,500 week.

Bob Crosby Band Aids 'Two Fisted' To \$8,500, Indpls

Indianapolis, Oct. 15. Several combinations including the state teachers' union, in addition to helping downtown grosses a bit this week. Bob Crosby and his band on the stage at the Lyric (WB) 'Two Fisted' the flicker is stimulating the Lyric nicely and the take looks good for \$3,500. 'I Live My Life' on stage with the Lyric, which is scarcely mentioned in ads—is responsible for a pace that will touch a goodly circle with \$750. 'Shipmates Forever' will probably hit a good \$7,300 at the large Indiana. 'Big Broadcast' is faring well enough. Circle with \$750 in prospect for its second week after having been moved over from the Indiana to the Lyric. Life is lagging at a \$2,300 pace at the Apollo.

Exploitation honors were not sought especially by downtown houses this week. Little activity by exploiters with breaks about evenly divided.

Estimates for This Week Apollo (Fourth Ave.) (1,100; 25-40) - 'I Live My Life' (WB) Jane Withers not strong enough to carry this one alone and results very mild at \$2,300. Last week 'Romance' (Fox) poor at \$2,300.

Circle (Katz-Feld) (2,600; 25-40) - 'Big Broadcast' (Par). Moved over from the Indiana to a second week, this one is doing nicely at \$3,700. Last week 'Peter Grimm' (Radio) broke for four days and 'Top Hat' (Radio) brought back for three days, but total gross was bad at \$2,500.

Indiana (Katz-Feld) (3,100; 25-40) - 'Shipmates Forever' (WB) Powell-Keeler duo pluggered heavily. Business in good without being big at \$7,300. Last week 'Big Broadcast' (Par) strong at \$5,100.

Loew's (WB) (2,756; 30-35-40) - 'I Live My Life' (MG) and 'Ménace' (Col), dual. Will possibly hit a very good \$9,000, due to good combination of former picture 'Ménace' (Col) and 'Lucie Ball' (MG) first dual to do good business here as the register indicates.

Lyric (Wilson) (2,000; 25-30-40) - 'Two Fisted' (Par) and Bob Crosby (WB) in long run picture. Bob Crosby's young brother has good band and is apparently liked by femmes who are attending to boost gross to a good pull. Little activity in the house out of its recent four-week slump. Last week 'I Live for Love' (WB) (WB) (WB) (WB) on stage was below average at \$6,500.

'SHIPMATES' STRONG \$7,000 IN OMAHA

Omaha, Oct. 15. (Best Exploitation: Brudis) Orpheum lights its stage this week to give the town its first vaude attraction in a couple of months. This one is a Major Bowes Amateur Hour (WB) in holding down stage which combined with the feature 'Two for Tonight' about makes it a good pull. 'Shipmates Forever' and 'Being flesh' this one has more pull than double features, but not up to the level of attractions have been doing here.

In straight pictures Brandels takes the lead in virtue of celebrating his second anniversary week, but biz at the Omaha also good which makes it okay all around. 'Shipmates Forever' and 'Being flesh' this one has more pull than double features, but not up to the level of attractions have been doing here. In straight pictures Brandels takes the lead in virtue of celebrating his second anniversary week, but biz at the Omaha also good which makes it okay all around. 'Shipmates Forever' and 'Being flesh' this one has more pull than double features, but not up to the level of attractions have been doing here.

\$8,500 for 'Jim' Top Gross in Mild Mpls.; 'B'dcast' \$8,000, 'Agent' \$6,000

run topped anything the house has had since reopening at the Omaha... Recognition on the exploitation end goes to the Brandels for the work done on the anniversary week; most of it started some time ago but this is the week that reaps. Both Orpheum and Omaha make it almost a nip and tuck week on campaigns.

imates for This Week

Orpheum (Bank - Tri - States) (2,975; 35-55) - 'Two for Tonight' (Par) and Bowes' Amateur troupe on the stage gives the town one of its infrequent vaude briefs. This one doing okay but not up to the average of past few vaude units here. Upping on the prices both mate and eyes and boosting the kids' price has helped Omaha, but hard enough to get on the top flesh attractions. Will be doing well at \$4,000 and will have to hold through the week to reach this. Last week 'Karemina' (MG) dual with 'Purault' (MG) good for the usual Garbo pull \$700 not had.

Brandels (Singer-RKO) (1,250; 25-35-40) - 'Shipmates Forever' (FN). Gets the job all to itself in Omaha. Brandels' second anniversary week. Major Bowes Amateur troupe reeler helps out, but six shows a day make for a good average of \$1,000. Practically top money in this little house. Last week 'Goose and Gals' (WB) plus 'Freddie' (Radio) sufficient between them to make it considerable over average, \$5,100.

Omaha (Blank-Tri-State) (2,100; 25-40) - 'I Live My Life' (MG) and 'Raven' (U), dual. Later just to make it look like a picture. Crawford takes the whole lot and drawing good money; likely over \$8,000, cheery. Last week was nine days on Broadway. 'Big Broadcast' (MG) which nicked \$12,000 for the tops on any picture that has played the house since last week. 'Two for Tonight' (Par) as a dual partner only cut down capacity by making the program longer.

Denver's \$18,000 House Giveaway - That's Show Biz

Denver, Oct. 15. (Best Exploitation: Huffman) 'Dark Angel' breaks any Denver record by staying four weeks and four days in first run houses; three weeks at Aladdin, balance at Broadway and in the average most of time. Still holding up but came out Monday to put in 'Barbary Coast' which already has had a week in the house.

'Broadway Melody' on end of 10 days and 'Jains' are doing better this week. 'Page Glory' and 'Here's to Romance' disappointing although average. Denham will hit average which is above 'Alice Adams' but 'Wings Over Ethiopia' took the fancy and drew them there.

Huffman has started their \$18,000 house giveaway past week and from that it is causing it to be one of, if not the biggest exploitation stunt ever pulled in Denver.

Estimates for This Week Aladdin (Huffman) (1,500; 25-35-55) - 'Dark Angel' (UA) (5th week) and 'Broadway Melody' (WB) (2nd week Broadway). Nice \$1,500 on final stanza. Last week 'Annel (UA) topped any picture in areas in Denver with \$1,500. Last week 'Two for Tonight' (Par) and 'Wings Over Ethiopia' (Par) split, \$1,000, good.

Broadway (Huffman) (1,500; 25-40) - 'Dark Angel' (UA) (5th week) and 'Broadway Melody' (WB) (2nd week Broadway). Nice \$1,500 on final stanza. Last week 'Annel (UA) topped any picture in areas in Denver with \$1,500. Last week 'Two for Tonight' (Par) and 'Wings Over Ethiopia' (Par) split, \$1,000, good.

(Best Exploitation: Oct. 15)

This week is a fine one, climax after the preceding period, which included the Major Bowes amateurs in person and married life of a cross-bred to an stunning grosser. Currently, the line-up is somewhat tame, and there's a considerable slump in takings pretty much all along the line. A week-end exodus to the Minnesota-Nebraska football game in Lincoln, Neb., didn't help any, either.

It looks like a cinch for 'Diamond Jim' to put the Orph out in the front, because, neither 'Big Broadcast' nor 'Special Agent,' at the State and Century, respect, is any sort of office worker. Judging by the initial response, however, \$8,000 will be a top figure for the week, and the average for the three weeks. A houses will not be much more than the State alone copped last week with Bowes' amateurs. '39 Steps' remains over for a third week at the World, where it has been showing a real U. B. punch. The week-end picture 'Wings Over the Wastelands,' for a change, is getting a fair play from the amateur crowd. The week-end expectations at the Century. Opposition from Steffes' drama festival, 'Behaves' holds forth currently, is no help, either.

Century (Publics) (1,600; 25-35-40) - 'Special Agent' (WB). Picture liked, but not outstanding enough; however, good in prospect. Last week, 'Warmer Takes Wife' (Fox), \$4,000, light.

Orpheum (Singer) (2,890; 25-35-55) - 'Two for Tonight' (Par). Excellent, but not outstanding enough; however, good in prospect. Last week, 'Warmer Takes Wife' (Fox), \$4,000, light.

State (Publics) (2,400; 25-35-40) - 'Big Broadcast' (Par). Too many of these radio pictures, maybe, and in their connection, impressive array of cast names doesn't mean so much. Last week, 'Warmer Takes Wife' (Fox), \$4,000, light.

World (Steffes) (2,500; 25-35-40-55) - '39 Steps' (GB) (3d wk). Got fine notices here and the customers are about as good as they can get. It has held to steady good pace. Headed for satisfactory \$2,500. Last week, 'Warmer Takes Wife' (Fox), \$4,000, light.

Time (Berkey) (290; 15-25) - 'Evelyn Down to Rio' (Radio). Revolving picture, satisfactory. Hit week 'Scarface' (WB), \$800, okeh.

Lyric (Publics) (1,300; 20-25) - 'Wanderer of Wasteland' (Par). Split, \$1,000. Excellent, but not outstanding enough; however, good in prospect. Last week, 'Warmer Takes Wife' (Fox), \$4,000, light.

Uptown (Publics) (1,800; 20-25) - 'Annapolis Farewell' (Par) and 'Miss Glory' (WB) split. About \$2,500 in the above 'Alice Adams' (WB) (Radio) and 'Annapolis Farewell' (Par), split, \$2,900, okeh.

Grand (Publics) (1,100; 25-35-55) - 'Curly Top' (Fox), loop second run. Good \$2,000 indicated. Last week 'Broadway Gondolier' (WB), second loop run, not so fair.

Ashlar (Publics) (900; 15-25) - 'Singer' (Par), second loop run, and 'Little Big Shot' (WB), first run, split, \$1,000. Last week 'Arizona' (Radio), 'Murder Man' (MG), second runs, and 'This Week in the World' (Par), first run, split, \$1,000, good.

America (Par) only \$3,500 and out at end of five days with a temporary Thursday opening.

Denver (Huffman) (2,500; 25-35-55) - 'Miss Glory' (WB) and stage show. Last week 'Barbary Coast' (UA) near record \$8,000.

Paradise (RKO) (2,600; 25-35-50) - 'Broadway Melody' (MG). Friday holdover, and 'Jains' (Radio), 3 days, split. Okay for \$6,000. Last week 'Two for Tonight' (Par) and 'Wings Over Ethiopia' (Par), split, \$1,000, good.



Italo-Ethiop Angle in Hub; Armetta Plus 'Sol' 25G, Lunceford-Met 32G

Boston, Oct. 15. (Best Exploitation: 'Keith') Peculiar twist to the Hub show situation this week is the Italian-Ethiopian angle...

'On the Met rostrum Jimmie Lunceford band heads an all-dance revue; while Henry Armetta is top-billed at the Boston...

'In the film lists, "Shipmates" is outstanding at the Met, aiming at around \$32,000 with the aid of a five-day weekend that helped all spots...

'Crusades' road show, hold over at the Majestic but it hasn't warranted it. Paramount spent so much for the campaign it's almost imperative. Originally booked in for four weeks...

'Diamond Jim' h.o. at Keith Memorial for four more days, "Pompeii" opening Wednesday at the Keith. Keith publicity office capitalized on the Armetta booking and tied in with the local convention of...

'Met. (M&P) (4,200; 25-35-65) "Shipmates Forever" (WB) and Jimmie Lunceford band featured in colored unit on stage. Herding in plenty sheetels, week's take something like \$32,000, very good. Last week the big house swerved to \$22,000 with "The King of Kings"...

'Keith Boston (RKO) (2,300; 25-35-65) "The King of Kings" (RKO) and Henry Armetta topping the stage show. Showing a b.o. strength to tune of \$25,000, etc. Last week satisfactory \$20,000 for "Storm Over Andes" (Col) and stage show headlined by Stephen Fichtel...

'Keith Memorial (RKO) (2,900; 25-35-65) "Diamond Jim" (U). Held over until Wednesday this week. Turned in an adequate \$13,000 for the same stage week. "Double Happiness" split stage. Estimate for this split week, "Jim" and "Pompeii" (Indie), latter previewing Tuesday (Indie) in the city...

'State (Loew) (3,200; 25-35-40-50) "Married Her Boss" (Col) and "Atlantic Adventure" (Col), double bill with \$16,000, mid. Last week off, second stanza of Broadway Melody" (MG), \$8,000. Orpheum (Loew) (Loew); 25-35-40-50) "Boss" (Col) and "Atlantic Adventure" (Col), dual. Looks good here for \$16,500. "Broadway Melody" (MG) h.o. last week but a satisfactory \$12,000...

'Majestic (M&P) (1,624; 55-33-12) "Crusades" (Par) with a show for another week, at least. Second week, aided by the holiday, still looks puny at \$5,000. Opening "Happened One Night" (M&P) (1,800; 25-35-65) "Here's to Romance" (Fox) and "The Little Men" (Par), dual. Limped on the opening but with the holiday spirit it will drag in around \$6,000, fair. Last week satisfactory \$5,500 for "The Shipmates Forever" (WB) and "Virginia Judge" (Par), dual. Fenway (M&P) (1,600; 25-30-40-50) "Little America" (Col) and "Here's to Romance", dual. Clicking better here than in the downtown spot, around \$4,500, etc. Last week \$4,000 for "Lucky Luke" (WB) and "Virginia Judge" (Par), double. Sealy (M&P) (2,700; 25-35-40-50) "Big Broadcast" (Loew) and "The Wasteland", dual, both second run. Headed for good \$6,000. Last week \$5,500 for "Chan in Shanghai" (Fox) and "Two for Tonight" (Par), double.

BOSS BANG-UP \$14,000 IN SPOTTY BUFFALO

Buffalo, Oct. 15. (Best Exploitation: Lafayette) Business spotty. Most box offices are experiencing a very slow week. "Barbary Coast" doing nicely at the Great Lakes. "Boss" in its first week at the Lafayette is hitting on high the first five days beating "Happened One Night"...

'Barbary Coast' and 'Here's to Romance' exploitation looked like the Rockies would get stiff necks trying to keep it with the publicity. Estimates for This Week: Buff. (Shea) (3,400; 35-40-50) "Shipmates Forever" (WB). Plenty of publicity over this with business running about even to preceding week, good for over \$11,000. Last week, "Dark Angel" (U) did very nicely, considering division of opinion, and pulled up to \$11,800, which is about average. Hipp (Shea) (2,400; 25-40-40) "Here's to Romance" (Fox) and "Virginia Judge" (Par). Another dual here, about \$7,000. Last week "Broadway Melody" (MG) (2nd week) excellent takings for this, \$8,100 on the week, making \$23,100 for the fortnight. Great Lakes (Shea) (3,400; 25-40) "Barbary Coast" (UA). Started off well and is nicely spoken of, may get \$5,500. Last week, "Special Agent" (WB) did somewhat better than expected when it came in with \$3,000. Century (Shea) (3,400; 25) "Lucky Legs" (WB) and "Thunder Mountain" (Fox). Running slightly under par for some \$4,000. Last week, "Two Plated" (Par) and "Bishop Misbehaves" (MG), average business as expected, \$5,500. Lafayette (Ind) (3,400; 25) "Married Her Boss" (Col). Hit them last night for the opening and has developed into over-capacity. Turnaways helping to swell the word of mouth, but a sure holder. "The King of Kings" (RKO) with probably \$14,000 for first stanza. Last week, "39 Steps" (GB) and "The Spite of Dancer" (Col) held down slightly after strong opening. Donat gets credit for most of draw. Very satisfactory business at \$7,800.

Baltimore, Oct. 15. (Best Exploitation: Century) The swank Stanley hops to the fore this week, with "Shipmates Forever" riding high, wide 'n' fancy. Since pic was filmed in part down in Annapolis at the Naval Academy last June, public interest in it runs high. Since it is a WB-Compos production, local theater give it a swell buildup. Started like a prairie conflagration, and on Saturday night ushers had to ride herd on first lobby looking the big house had in nearly two years. Pace and somewhat after the roaring getaway, but the \$14,000 looming is so close, and management today Tuesday is mulling 'ho, possibilities. At the Century "Bonnie Scotland" is deemed one of the best and the drawing is consequently up to No. 1. Unit of Major Bowes Amateurs, which isn't the act attraction another. Unit of the show is crowded back in August, therefore just fair \$13,500 in the office. Bowes personally came to town to play a benefit for the Community Fund last night (Monday) before the picture in the Armory. His coming was so well advertised that public that his Unit at Century got plenty attention just basking in the Major's glow. That gave the hold-over top exploitation for week, with house staff grabbing all the space and none for under expansion of presence in town of the Emhr of the Amateurs. Estimates for This Week: Century (Loew-UA) (3,000; 15-25-30-40-50-60) "Bonnie Scotland" (MG) and No. 1 Unit Bowes Amateurs. Pic a plodder, and the lure that amateurs have earlier abandoned, though the stage-show is largely the b.o. lift and show indubitably needed by Bowes coming to town. Fair \$18,500. Last week "Red Salute" (UA) and vaude, bettered mid \$17,000. Hinesdrome (Paraport) (2,300; 15-25-35-40-55-65) "Feather in Hat" (Radio) and "Holts-Baker-Bliss" (Sully) and "Gladys" on stage. Draw up to the stage side, but out look far from promising at \$15,000, about tops to be hoped for; poor considering the tenor of the show by vaude lineup that costs \$10,000. Last week "Grimm" (Radio) and vaude headed by Xavier Curjats organ and none for under expansion of winding up with n.s.g. \$13,900. Keith's (Schaberberg) (2,500; 15-25-35-65) "King Solomon" (U). Holding for nine days, though pic doesn't really warrant, since the elongated stanza will match but mediocre \$5,800. The two-day ho-noredness will be a house awaiting a print of "Hands Across Table" (Par) which left the Coast by plane yesterday (Monday) and won't be on hand for unveiling till supper show tomorrow. New (Mechanic) (1,800; 15-25-30-35-40-50) "Here's to Romance" (Fox). After dowdy start, gained some spurt on strength of word-of-mouth exploitation, looked like the debut of Nino Martini, and stoking for 11 days, which should extract \$5,100, good. Parkway (Loew-UA) (1,200; 15-25-35) "Broadway Melody" (MG). Running wild; after playing opening week to sock tight at vaudium Century, stayed so warm during second week in loop, last, at the Valencia that it will hold over there this season, plus day-and-dating at this spot. Soaring to swell \$7,000 here. Last week first run of "Bishop Misbehaves" (MG) ok. \$3,800. Stanley (WB) (3,400; 15-25-35-40-55) "Shipmates Forever" (WB). Bringing in light takings, but the clouds for topping \$14,000. Last week "Goose and Gander" (FN), hovered on the borderline, \$4,500. Valencia (Loew-UA) (1,432; 15-25-35) "Broadway Melody" (MG). Third week in the loop, second at the Valencia that it will hold over there, opposite from the northside Parkway, nevertheless still potent enough here to command a \$4,000. Last week angaged net \$5,800.

Cleveland, Oct. 15. Three money-makers giving avenue an unusually large dose of hold-overs, but holding up strong enough to warrant it. Newer product has the stuff to go over the average water-mark in grosses. For first time in a year the RKO Palace is holding over a stage attraction, "Folies Bergere". It did a grand socko last week, \$33,000, and will up to the so-so "Jalna" to round off the week. "I Live My Life" should take second place with \$21,500, making plenty of noise in Loew's State. Sullivan really doing pretty well for this week of "Broadway Melody", which will hit \$7,500. Third week of "Boss at RKO" Allen. "The Spite of Dancer" \$5,800. Third winner for tops in "Shipmates Forever", easily cracking \$18,500, very cheerful after a poor week with "Socrates". Exploitation honors go to Loew's State for heavy coverage on "Life". Stuntz ranged from a Joan-Crawford-Lux teleg with grocery stores, banners on Lux trucks up north, heralds in Liberty magazines, Crawford sundae in 5-10 stores, etc. oaks callants named after her.

2d Week of 'Folies' Sends 'Jalna' Up To \$24,000 in Cleve.

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SHIPMATES 14G, BONNIE-BOWES Ams 18 1/2 G Balt

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DERR AND SULLIVAN FORM EXCELSIOR PIX

Hollywood, Oct. Excelsior Picture has been formed here with E. B. Derr, former Pathe studio head, and Charles Sullivan. It is taking space in the Talsman studio to turn out six features, the first starting in two weeks. Distribution through a major outlet is being worked out. Development of new talent is to be emphasized in the casting. VERSCHLEISER LEAVES U Hollywood, Oct. 15. Ben Verschleiser, Universal producer, has asked to be relieved from contract to make another connection. Recently completed "Three Kids and a Queen."

Comparative Grosses for September

Total estimated grosses during as previously reported weekly week.

Table with columns for NEW YORK, Sept. 5, Sept. 12, Sept. 19, Sept. 26. Rows include CAPITOL, PALACE, UNITED ARTISTS, etc.

Table with columns for CHICAGO, Sept. 5, Sept. 12, Sept. 19, Sept. 26. Rows include CHICAGO, PALACE, UNITED ARTISTS, etc.

Table with columns for LOS ANGELES, Sept. 5, Sept. 12, Sept. 19, Sept. 26. Rows include DOWN-TOWN, HOLLYWOOD, PALACE, etc.

Table with columns for PHILADELPHIA, Sept. 5, Sept. 12, Sept. 19, Sept. 26. Rows include ALDINE, EARLE, FOX, STANLEY, etc.

Table with columns for BOSTON, Sept. 5, Sept. 12, Sept. 19, Sept. 26. Rows include KIETH-MEMORIAL, STATE, METRO-POLITAN, etc.

Table with columns for SEATTLE, Sept. 5, Sept. 12, Sept. 19, Sept. 26. Rows include FIFTH AVE., PARADE MOUNT, LIBERTY, MUCIC BOX, etc.

(Continued on page 28)



# Exploitation Ratings

VARIETY herewith presents its second tabulation of best exploitation ratings as noticed weekly in the box office reports. This covers the 15-week period from June 19 to Oct. 3, inclusive.

These ratings are made by staff correspondents from personal inspection, and with the exception of Los Angeles apply to individual exploitation. In Los Angeles where two houses play the same attraction day and date the exploitation applies to both houses.

In other cities if more than 16 credits are given it is because there have been weeks in which two campaigns were equal in merit.

Where the credits are below 16 there have been weeks when no campaign has been deemed worthy of scoring.

- BALTIMORE**
  - Century (4)
  - Hippodrome (4)
  - Keith's (3)
  - New (1)
- BIRMINGHAM**
  - Alabama (8)
  - Strand (5)
  - Ritz (2)
  - Empire (1)
- BOSTON**
  - Loew's State (5)
  - Keith's (5)
  - Metropolitan (4)
  - Scollay (4)
  - Fine Arts (1)
- BROOKLYN**
  - Paramount (4)
  - Fox (4)
- BUFFALO**
  - Buffalo (1)
  - Great Lakes (3)
  - Hippodrome (1)
  - Lafayette (1)
- CHICAGO**
  - Chicago (2)
  - Capitol (1)
  - Shubert (1)
- CINCINNATI**
  - Albee (3)
  - Palace (3)
  - Lyrice (1)
  - Capitol (1)
  - Shubert (1)
- CLEVELAND**
  - State (2)
  - Palace (1)
- COLUMBUS**
  - Ohio (4)
  - Broad (1)
  - Palace (2)
- DENVER**
  - Orpheum (5)
  - Denham (3)
  - Denver (2)
  - Aladdin (1)
- DETROIT**
  - Fox (4)
  - United Artists (2)
  - Michigan (1)
- INDIANAPOLIS**
  - Lyrice (3)
  - Palace (3)
  - Apollo (2)
  - Circle (1)
  - Indiana (1)
- KANSAS CITY**
  - Mainstreet (5)
  - Midland (5)
  - Newman (3)
  - Uptown (3)
- LINCOLN**
  - Lincoln (2)
  - Orpheum (2)
  - Stuart (1)
  - Fargo (1)
- LOS ANGELES**
  - Chinese-State (3)
  - Paramount (2)
  - Downtown (1)
- RKO-HOLLYWOOD (1)**
- UNITED ARTISTS (1)**
- LOUISVILLE**
  - (Record for 13 weeks only)
  - Rialto (3)
  - Brown (2)
  - Loew's (3)
  - State (1)
  - Strand (1)
- MINNEAPOLIS**
  - Orpheum (3)
  - Century (3)
  - State (3)
  - Montreal (1)
- NEW HAVEN**
  - Poll's (11)
  - Paramount (2)
  - Sherman (2)
- NEW YORK**
  - Strand (4)
  - Capitol (3)
  - Rivoli (3)
  - Paramount (2)
  - Art (1)
  - Musik Hall (1)

- NEWARK**
  - Proctor's (4)
  - State (4)
  - Branford (2)
  - Newark (1)
- OHAMA**
  - Orpheum (6)
  - Brandler (4)
  - Omaha (4)
- PHILADELPHIA**
  - Stanley (4)
  - Boyd (1)
  - Stanton (1)
- PITTSBURGH**
  - Penn (2)
  - Stanley (3)
  - Alvin (1)
  - Art-Cinema (1)
- PORTLAND, ORE.**
  - United Artists (10)
  - Brooklyn (7)
  - Paramount (1)
- PROVIDENCE**
  - Loew's (7)
  - Albee (5)
  - Victory (1)
  - Strand (1)
- SAN FRANCISCO**
  - Golden Gate (3)
  - Fox (1)
  - United Artists (1)
  - Warfield (1)
- SEATTLE**
  - 5th Avenue (6)
  - Orpheum (6)
  - Bank (2)
- ST. LOUIS**
  - Fox (4)
  - Missouri (4)
  - State (4)
  - Ambassador (3)
  - Rialto (1)
  - Shubert (1)
- TACOMA**
  - Rox (4)
  - Musik Box (2)
- WASHINGTON**
  - Fox (6)
  - Earle (4)
  - Keith's (3)
  - Palace (3)

## 'GLORY'-CHAN' DUAL GOOD \$8,000, MONT'L

Montreal, Oct. 15. (Best Exploitation: Palace)

Seven blk and one legit is heavy fare for Montreal's show-shoppers, and the main street grosses will be up and down, with perhaps a couple of houses doing well and the balance average or below.

His Majesty's is showing 'Life Begins at 8:40' at \$2.50 top. Palace has 'Karemina' which should about top the town at \$1,000. Capitol has 'Miss Glory' and 'Chan in Egypt' which should average out at \$8,000. Loew's is still standing up with vaude and two features, this week. 'Here Comes the Band' and 'She Gets Her Man,' above average bill with estimated gross at \$10,000.

Princess reports 'Boss' and 'After the Dance,' with Colbert backing the house, holdover may get \$7,000. Cinema Imperial is trying out French Revue and 'Aux Portes de Paris,' maybe \$3,000. Cinema Ma Paris goes into double bill with 'Dr. Knock' and 'Barcarolle' good for \$2,000. St. Denis has 'Polles Bergers' and 'Adventures d'Un Canadien a Paris,' expected to gross \$2,000. Nabes doing fair business all over town.

Geo. Rotsky trying up 'Karemina' with libraries and advertising blitz space local press.

**Estimates for This Week**

His Majesty's (CT) (1,600): 50c-\$2.50—'Life Begins at 8:40,' legit, six nites, two mats. Last week: 'Rose Marie,' not so good at \$5,500.

Palace (PE) (2,700): 50c—'Karemina' (MG), Garbo and high vaude, exploitation should top town at \$11,000. Last week: 'Big Broadway' (Par), \$8,000.

Capitol (PP) (2,700): 50c—'Miss Glory' (WB) and 'Chan in Egypt' (WB) and 'Front Page Woman' (WB). Road at \$1,000.

Loew's (MT) (3,200): 'oc'—'Here Comes Band' (MG) and 'Gits Her Man' (U) with revue should maintain high average around \$10,000. Last week: 'Dinky' (WB) and 'Right o' Live' (WB), with good vaude, \$11,000.

Princess (CT) (2,300): 50c—'Married Boss' (Col) and 'After the Dance' (Col). Last week: should gross \$7,000 after a good \$9,000 last week.

Cinema Imperial (Ind) (1,600): 50c—'Aux Portes de Paris' and 'French Revue.' New tryout may get \$2,000. Last week: 'Un Oiseau Rate,' \$2,300.

Cinema de Paris (France-Film) (600): 50c—'Dr. Knock' and 'Barcarolle' with 'Polles Bergers.' Last week: 'Third week of 'Mistress de Paris,' \$1,400.

St. Denis (France-Film) (3,300): 34c—'Polles Bergers' and 'Adventures d'un Canadien a Paris.' Expected to gross \$2,000. Last week: 'Les Yeux Noirs' and 'Paris Mot d'Amour,' \$7,000.

## 'SHIPMATES' TOPPING \$8,000 IN PORTLAND

Portland, Ore., Oct. 15. (Best Exploitation: Broadway)

Parker's Broadway went out strong to sell 'Shipmates Forever' and picking up for the articals that have taken a good deal of the edge off the Broadway angle. Last week at the Broadway skidded under 'O'Shaughnessy's Boy,' falling to set the big play excepted. Figure: The lack of 'Dark Angel' at the UA ran up the scale the other way doing a heavy biz first week and holding. It's the fifth pic the UA has held in a row and new policy for this new b.o. is being created by stronger exploitation of road product.

Bill McCune has two roadshows lined up for this burg and other northwest spots. Ballet Russe goes into the Auditorium (100 seats). San Carlos opera goes into the Paramount (Evergreen) on a long advance booking not definitely by set. It's new policy for Evergreen, which will play the opera troupe through its key pic weeks in the northwest.

**Estimates for This Week**

Broadway (Parker) (2,000): 5c-40—'Shipmates Forever' (PN). Answering to strong exploitation of getting results for this house, \$8,000, great. Last week: 'O'Shaughnessy's Boy' (MG), disappointing at only fair \$4,400.

United Artists (Parker) (1,000): 25-40—'Dark Angel' (2d week). Keeping up strong pace for okay \$4,200. First week had a heavier score than anticipated at \$7,400.

Paramount (Evergreen) (3,000): 25-40—'Socrates' (WB) and '39 Steps' (GE). Good for more than \$2,700 on 'Storm Over Andes.' This one goes out tomorrow (16) after five days to make way special night premier of 'Harmony Lane.'

Alvin sold 39 Steps' smartly, running off special night, getting a lot of written comments from patrons and then splashing couple of days before opening with extra newspapers space reprinting number of favorable comments from representative citizens. Also had streets for blocks around theater chalked with footmarks, pointing steps with '39' insert in direction of house.

## 'Shipmates' in KC Shipshape at 10G, Crawford, \$17,000

Kansas City, Oct. 15. (Best Exploitation: Mainstreet)

After a week of wondering why the customers were not coming, the managers at the Fordville-Keefer fans and they went for it from the start. Looks good for \$10,000, fine. Last week: 'Goose and Gander' (WB) and 'Frank and Ernest' had a stage show, \$12,500, good.

Midland (Loew's) (4,000): 25-40—'I Live My Life' (WB) and 'Storm Over Andes' (WB) and 'Harmony Lane' (Mascot) coming in for special night premier. Last week: 'Here's to Romance' (Fox)

Newman (Par) (1,800): 25-40—'Socrates' (WB) - olding its own against stiff opposition and is expected to show close to \$7,000, good. Last week: 'Comes Cookie' (Par). Papers were not very kind to it, and the business did not hold up. \$6,000.

Tower (2,200): 25-35—'Smart Girl' (Par) and stage show, headed by 'Frank and Ernest' had a stage show, indications are for near \$17,000; great. Last week: 'O'Shaughnessy's Boy' (MG) had a stage show, \$12,500, good.

Newman (Par) (1,800): 25-40—'Socrates' (WB) - olding its own against stiff opposition and is expected to show close to \$7,000, good. Last week: 'Comes Cookie' (Par). Papers were not very kind to it, and the business did not hold up. \$6,000.

Tower (2,200): 25-35—'Smart Girl' (Par) and stage show, headed by 'Frank and Ernest' had a stage show, indications are for near \$17,000; great. Last week: 'O'Shaughnessy's Boy' (MG) had a stage show, \$12,500, good.

Uptown (Fox) (2,600): 25-40—'This Is Love' (WB) and 'Storm Over Andes' (WB) had a stage show, indications are for near \$17,000; great. Last week: 'O'Shaughnessy's Boy' (MG) had a stage show, \$12,500, good.

## Pitt Generally OK but No Standouts, 'Live Life' Fair 13G, '39 Steps' \$7,200

Pittsburgh, Oct. 15. Generally satisfactory business tonight this week although the outlook is indicated, unless it's the Warner, where 'Broadway Melody' moved following sensational week at Penn. Switched to Pittsburgh and made at same scale on heels of great \$22,500 week at former house, musical started at whirlwind pace, returned in record-breaking single day on Saturday and looked headed for swell \$6,000. That tops anything here in several years and on average leveled five-day run, too, since 'Lucky Legs' and 'Freckles' returns Warner to regular opening day Thursday (17).

Next best looks like Alvin's '39 Steps,' getting under way slowly but building rapidly on top of great notices and well word-of-mouth. Betering 'Diamond Jim' figures by wide margin and should have little or no trouble coping \$7,000, plenty satisfactory at this site.

Pitt getting practically nowhere with 'Dealers in Death' and 'Call Me Co-Ed,' bidding time until Thursday when it switches to triple features, with 'Call Me Co-Ed' and 'The Special Giveaway' nites. Present outlook is for weak \$7,000 if that, with tickets still coming in loads of trouble. Expected big gross for 'I Live My Life' failing to materialize as '39 Steps' get around \$15,500, quite good net up to the usual Crawford take. At Stanley, 'Two for Tonight' and show giving house a slight edge over '39 Steps' sessions and should better \$14,000 while Fulton continues to find the going quite good for more than \$2,700 on 'Storm Over Andes.' This one goes out tomorrow (16) after five days to make way special night premier of 'Harmony Lane.'

Alvin sold 39 Steps' smartly, running off special night, getting a lot of written comments from patrons and then splashing couple of days before opening with extra newspapers space reprinting number of favorable comments from representative citizens. Also had streets for blocks around theater chalked with footmarks, pointing steps with '39' insert in direction of house.

**Estimates for This Week**

Alvin (Harris) (2,000): 25-30-40—'39 Steps' (GE) and 'Storm Over Andes' (WB) and 'Harmony Lane' (Mascot) coming in for special night premier. Last week: 'Here's to Romance' (Fox)

Art Cinema (Rubin) (250): 30-40—'The Sweet' (UA). Artie flicker site playing English-made version of Covard opera, several years old but shows big business. Last week, second or 'Chapayev' (Amkino) fell way after reported bullish season, \$1,000.

Fulton (Shea-Hyde) (1,750): 15-25-40—'Storm Over Andes' (U). Weak product making life pretty miserable for exhibitor and indication of current attraction isn't going to help matters any. Lucky to get \$2,000. Goes out tomorrow (16) after five days, with 'Harmony Lane' (Mascot) coming in for special night premier. Last week: 'Here's to Romance' (Fox)

yanked after five days to weakly week \$2,900.

Penn (Loew's-UA) (3,300): 25-40-40—'I Live My Life' (MG). Doing well enough \$13,000, which might be more than satisfactory with any other attraction but a trifle disappointing for a Crawford flicker, 'Life' will have to hurry, however, even to the estimated figure. Last week: 'Broadway Melody' (MG) sensational at \$23,500 and moved to Warner only because bookings have been piling up for Penn.

Pitt (Morse-Rothberg) (1,600): 10-15-20—'Dealers in Death' (Indie) and 'Call Me Co-Ed' (Indie). Later is old 'Road to Ruin' which Pa. censors refused to okay under that title. 'Weak' deal, highly booked in when house decided to drop vaude due to union difficulties, won't get anywhere at all, maybe \$1,000, but 'Boss' doubtful. Switches again Thursday (17), this time to triple features with two changes weekly. Last week: 'Scarface' (UA), 'She Had to Choose' (Indie) and five acts of vaude also out on the limb, just a bit better than \$2,000. Inability to get 'Call Me Co-Ed' will likely continue to make it tough for Indie site.

Stanley (WB) (3,600): 25-40-50—'The Special Giveaway' (WB) and 'Osborne' band. Good stage show and Crosby's name, despite weak-act, 'Weak' deal, highly booked in when house decided to drop vaude due to union difficulties, won't get anywhere at all, maybe \$1,000, but 'Boss' doubtful. Switches again Thursday (17), this time to triple features with two changes weekly. Last week: 'Scarface' (UA), 'She Had to Choose' (Indie) and five acts of vaude also out on the limb, just a bit better than \$2,000. Inability to get 'Call Me Co-Ed' will likely continue to make it tough for Indie site.

Warner (WB) (2,000): 25-35-40—'39 Steps' (GE) and 'Storm Over Andes' (WB) and 'Harmony Lane' (Mascot) coming in for special night premier. Last week: 'Here's to Romance' (Fox)

## 'ANGEL' AND 'BOSS' BOTH BIG B. O. IN TACOMA

Tacoma, Oct. 15. Plenty of vaude continues the fare for Tacoma, with the local competition keen. Last week 'Top Hat' was dualed at the Hamrick house, and this week ditto for 'Married Her Boss' at the Jensen-von Herberg theatre.

Newspaper campaign upheld 60c as its running mate.

**Estimates for This Week**

Musik Box (Hamrick) (1,400): 16-27-37—'Dark Angel' (UA) and 'Hot Ritz' (Rad). dual. Set to garner \$4,000, good. Last week: 'Top Hat' (Radio) and 'Goose and Gander' (WB) great show for great biz, around \$5,900, big.

Roxy (J-VH) (1,300): 16-27-37—'Married Her Boss' (Col) and 'Hot Ritz' (Rad). dual. Set to garner \$4,000, good. Last week: 'Karemina' (MG) held only five days, grossed good \$3,600; 'Murder Man' (MG) and 'Champagne for Breakfast' (Col) dual, only five days, grossed good for eight days, \$4,700, good.

## Inside Stuff—Pictures

(Continued from page 6)

are identified with the Darryl Zanuck picture. These include Victor Barville, musical director; Shaw and Lee, comics; Harry Welsh, Joe Barton, and Vina Delmar, author of film who once was a chorus girl in a Gerard show.

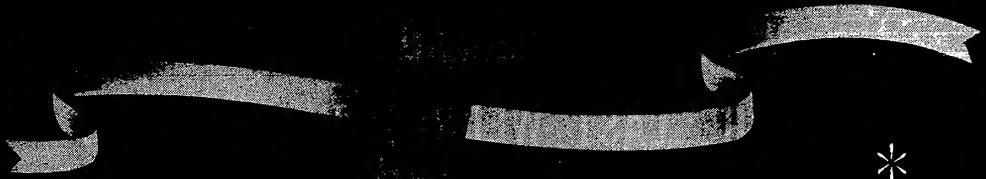
Sonotone is a new subsidiary set up by Radio Corp. of America for the purpose of marketing a new listening device for fans who are hard-of-hearing. First New York theatre to install the equipment is the Hollywood (WB), which has wired 50 seats. Radio City theatres are also planning to wire.

Sam Berkowitz, president of Far West Exchanges (Los Angeles and San Francisco) has dug down in his pocket for \$2,500 to issue his own year book covering 52 indie features he will distribute this season. Believe first such instance for a Coast indie.

Indicative of importance attached to operatic productions holding sway on major lots is report that Metro has agents in London and on the Continent looking for voices.

Special stockholders meeting went through formality Monday (14) of approving issuance of 75,000 shares of new Columbia Pictures \$2.75 preference stock. Money obtained from sale of new stock will be used to retire present \$3 preferred and other company purposes. Old preferred was traded in Over-the-Counter market.

Lovell Mason, Chicago attorney, who was counsel for the Darrow committee, was reported as being skidded for a berth in the Hays organization, with likelihood that he will headquarter in Hollywood. Hays office in N. Y. officially denies that Mason had joined or was being considered for a spot in organization.



DREAM

COMES

THRU

SCENES THAT LIVED ONLY IN  
BROADWAY'S LEGENDS BEFORE, CAME  
TRUE LAST WEDNESDAY NIGHT AT  
WARNER BROS.' \$11-A-SEAT PREMIERE OF

# A MIDS NIGHTS

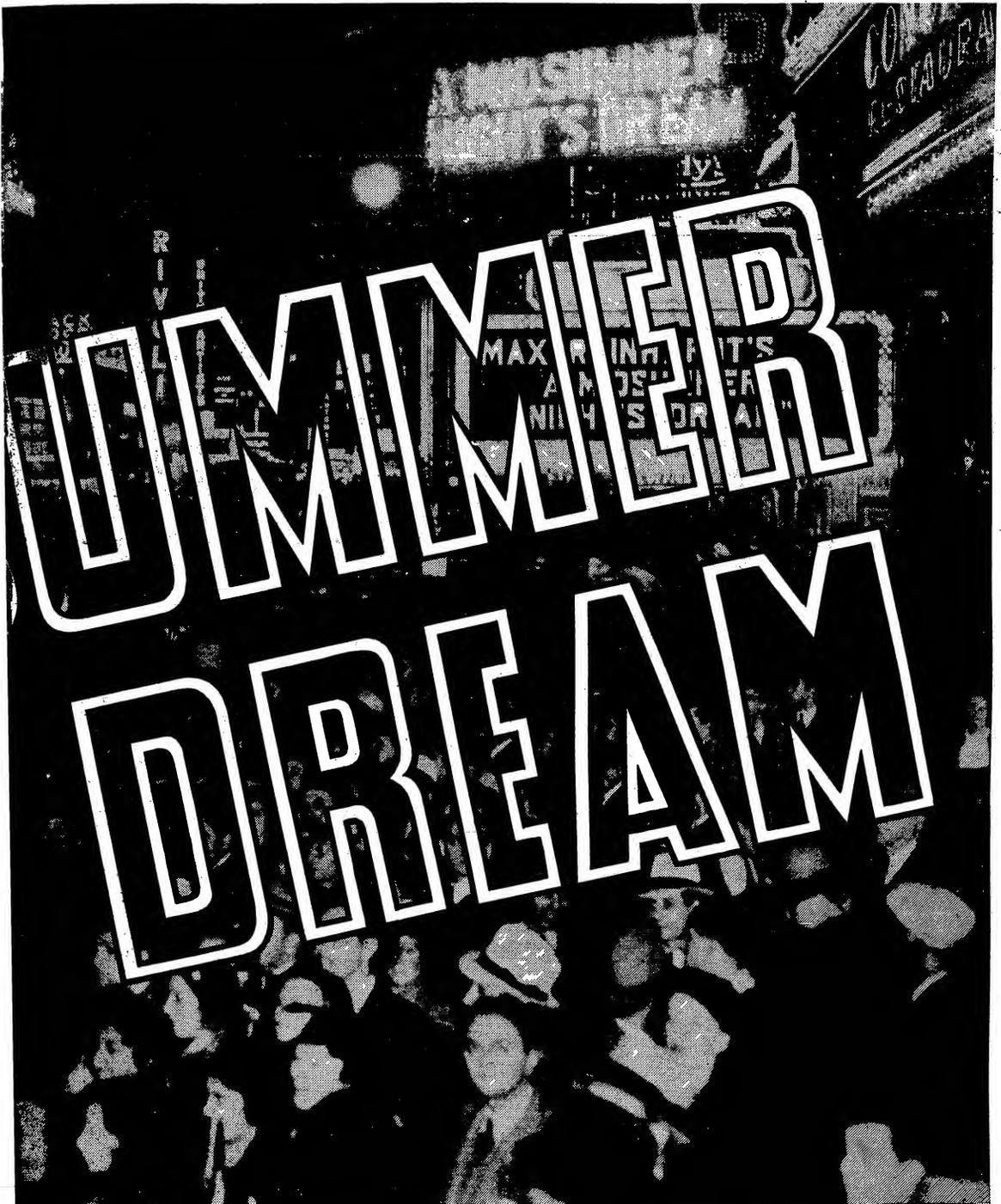
Hollywood Theatre crowds tie up Broadway traffic as police struggle to clear way for celebrities. Probably no such remarkable shot as this has ever been taken before. Three quarters of an hour prior to performance (see clock in right-hand corner) both sides of street absolutely impassable for four blocks.

## Reviews

as brilliant as  
audience that  
acclaimed it.

"A credit to Warner Bros. and to the motion picture industry."—*Times*... "Definite landmark in screen history."—*Herald-Tribune*... "Most important film since advent of sound."—*Journal*... "Fabulous magnificence. Big, im-

pressive."—*Daily Mirror*... "Nothing anywhere can be compared with it."—*World-Telegram*... "Thunderous wave of popular approval echoed through the ermined, star-strewn aisles."—*American*... "Supreme artis-



**Crowds thronging to see the most amazing group of celebrities ever gathered for a theatrical performance. Note mounted police on sidewalk (right) and dense mass across Broadway. Cables report similar scenes outside Adelphi Theatre, London, where "A Midsummer Night's Dream" had simultaneous premiere.**

tic gesture."—*Post*... "Screen has never done anything like it before."—*Morn. Telegraph*... "A thing of shining beauty, a fantasy of delight."—*Sun*... "A memorable achievement."—*London Daily Herald*... "So lovely that you

are reluctant to leave it."—*Daily Sketch*... "Dazzling, magnificent, overwhelming with moments of visionary beauty such as the screen has not seen before. It charmed and amused and astonished."— *London Daily Telegraph*

Now watch these other  
**NATION-WIDE ROADSHOWS**  
 repeat the New York and London successes

*Just a few of the big dates coming:*

PHILADELPHIA	Chestnut St. Opera House	Now
<small>All seats sold out two weeks ahead. Run already extended</small>		
LOS ANGELES	Beverly Hills Theatre	October 16
CLEVELAND	Hanna Theatre	October 18
DETROIT	Wilson Theatre	October 20
TORONTO, Ontario	Royal Alexandra Theatre	October 21
HARTFORD	Bushnell Memorial	October 24
WASHINGTON, D.C.	National Theatre	October 27
PITTSBURGH	Nixon Theatre	October 28
MONTREAL, Quebec	His Majesty's Theatre	October 28
BALTIMORE	Auditorium	November 3
BOSTON	Majestic Theatre	November 8
DALLAS	New Riata Theatre	November 8

Warner Bros. present

*Max Reinhardt's*  
 production of  
**"A MIDSUMMER NIGHT'S DREAM"**  
 Music by Mendelssohn  
 By William Shakespeare

*Starring*

JAMES CAGNEY  
 ANITA LOUISE  
 HUGH HERBERT  
 VERREE TEASDALE  
 MICKEY ROONEY

JOE E. BROWN  
 OLIVIA DE HAVILLAND  
 FRANK McHUGH  
 IAN HUNTER  
 HOBART CAVANAUGH

DICK POWELL  
 VICTOR JORY  
 ROSS ALEXANDER  
 JEAN MUIR  
 GRANT MITCHELL

DIRECTED BY MAX REINHARDT and WILLIAM DIETERLE

Arranged for the screen by Charles Kenyon and Mary C. McCall Jr. Musical arrangement by  
 Erich Wolfgang Korngold. Dances directed by Bronislava Nijinska and Nini Theilade.

Costumes by Max Ree. Photography by Hal Mohr.  
 Special photographic effects by Fred Jackman—Byron Haskin—H. F. Koenekamp.

**"Credit to WARNER BROS.**

for the courage, enterprise and vision responsible for this achievement."

—N. Y. American

## Upping of British Quota to 20% Finds Distributors Stuck for Pix

London, Oct. 6. With the English quota law now demanding 20% British product, there is plenty of trouble among the British film producers.

At the moment, two of the biggest English producer-distributors, Gaumont-British and British International, are faced with a terrific shortage of pictures to comply with the quota ruling. Each of these companies, who play dual feature programs with a weekly change, and they will need 40 British films annually to conform with the 20% ruling. Despite the fact that they are working at top speed they cannot possibly turn out that amount annually. The best goods, and enough not to hurt business. Although Britishers have taken more kindly to English pictures, they would not entirely lose their power of discrimination.

Quickie merchants, who have used, or rather abused, this law, are beginning to see the writing on the wall. There are about 20 of these who have been turning out quickies but junk, with many of their efforts being even too bad to be shown to the general public.

But these men will not give up without a determined fight, and to attain their end nearly a dozen of them have just become members of the Film Group of the Federation of British Industries, figuring that such an action will bring them together to get moral support for the continuation of their junk-making. Easiest way, it seems, is to harp on the success of British pictures, always mentioning the good ones, and leaving out the dozens of bad ones.

Idea of substituting a measure which will take in consideration of cost of production, instead of footage, as heretofore, does not seem practical at the moment, as the Board of Trade feels it would be difficult to assess the cost of the foreigners in order to arrive at the 20% and would lead to some sharp practice.

At the moment everyone concerned is in a quandary, with those in the know confident that 20% is actually too high a percentage, and even the most conservative maintain that 15% would be a much better percentage. It is not easy to move a government office, once a law has come into force.

Looks like the ins'tructors of this quota business are being choked with their own medicine, by getting a bigger dose than originally figured good for their health.

Meanwhile film studios are working at top-speed, with space at a premium.

## NO SOCKS BUT ANZAC FILM BIZ HOLDING UP

Sydney, Sept. 18. No big smash here right now, but biz in the main, is up to a pretty nice level. 'Becky Sharp' (Radio) looks like developing, although it is a little early to judge. 'Oil for Lamps of China' (WB) got away to a nice start and looks okay. 'Farmer Takes a Wife' (Fox) is not so hot, with little hurting.

Batch of new films in, with '39 Steps' (G-G), 'In Old Kentucky' (Fox) and 'Forgotten Men' (B.I.P.) leading.

Rest include 'Brewster's Millions' (B.I.), 'Weekend', 'Werewolf of London' (U), 'Don't Get an Blondie' (WB), 'David Copperfield' (M-G), 'One Night of Love' (Co) (9th month), 'Public Hero' (M-G), and 'Vagabond Lady' (MG).

Melbourne, Sept. 18. Biz is very much okay, with 'Paris in Spring' (Par) 'People Will Talk' (Par), 'David Copperfield' (M-G), 'Escape Me Never' (B.I.), 'Intuition' (Fox) and 'Buildup Jack' (G-G) leading.

## Tainted Money

Berlin, Oct. 6. Nazi trade paper, Deutsche Artistic, returned an ad and money to a Jewish firm wishing to advertise in the sheet.

Reason stated: 'No ads accepted from Jews.'

## Madrid Pix

Madrid, Oct. 5. Fall season's opening finds American films in all first-run houses except one.

List looks like this: Aventura, 'The Little Minister' (Radio); Capitol, 'Forsaking All Others' (MGM); Calalao, 'Episodio' (Austrian); Palacio de la Musica, 'The Gilded Lily' (Par); Madrid-Paris, 'Go Into Your Dance' (WB).

## CUBAN GOVT IN SHOW BIZ

Havana, Oct. 11.

As a means of stopping the fight going on between Cuban theatre and exhibitors, the Cuban government has decided to go into show business, leasing the Mari theatre and placing it under the direction of the Secretary of Education.

When the Cuban actors were requested to leave the Mari theatre the night before last, they were asked to a film company, the actors went to the government and scored their first touchdown when a decree was issued compelling all film houses to kick in with 5% percent of the gross and use actors on the stage for one hour daily minimum.

Then the exhibitors went into a huddle and decided to use space in the dailies showing how wrong the tactic was. Statistics were used to prove that by the time the 5% was large enough to build a theatre for the actors, all of them would be buried and such arguments finally got under the skin of the actors, who demanded action immediately.

Result was that the government bought the Mari theatre owners that they would take over the contract signed with the film company (a local one) and would place the theatre under the direction of the Secretary of Education.

Now a commission is busy arranging and writing the regulations which will govern the policy of the house, which will be sub-leased to Cuban theatres with the proviso that only live shows by Cuban actors are to be played there.

## Ethiop Newsreelers

(Continued from page 1)

Ababa as place of residence is further seen in recent rush of inhabitants to build their homes, and in leaving the capital for the outer world. Nearly 300 tried to crowd aboard train that was supposed to carry only 180. On return train from Djibouti, out of its 1000 seats, there were only two natives and two newspaper correspondents.

Newsreel companies have crews operating out of Addis Ababa and also with Italy's forces. Each crew has about 80,000 feet of negative, supposedly a year's supply. It's packed in double cans and then in trunks to protect it against tropical temperatures.

Expense of maintaining these camera crews is mounting daily, providing another source of worry for newsreel companies. Metroton and March of Time are reported as being particularly annoyed at expense of obtaining full coverage of this struggle. Universal and Metro already are getting additional protection via L.U.C.E., official Italian agent for their shots. In case they fall down or lose their own staff.

Newsreel companies in later days of world war were forced to depend on official army photography for their shots. In case of capture of private firms not being permitted within 50 miles or more of front.

Excessive fee asked to guarantee delivery of money to newsreel crews working in Ethiopia, as capital of Ethiopia, has forced several U. S. newsreel companies to take a chance of payrolls getting through safely. Demand \$100 to guarantee safe delivery of \$1,000 by cable, to persons in Addis Ababa. American express companies will not cover money's safe delivery by any guarantee.

Result is that newsreel executives send by usual channels, hoping that cash arrives safely.

## Atlas' RKO Buy

(Continued from page 5)

organization within the RKO ranks due to acquisition of piece of the company by Atlas-Lehman Bros. interests. Yates pulled out after getting producing forces of Republic reorganized under one headquarters at Mascot studio.

With officials admitting that a plan of reorganization of RKO will be made shortly, it was feared also a question of a few days until the reorg plan is announced. Part of this plan is expected to include the paying off in full of all of the notes held in RKO by Herbert Yates (Consolidated Film). Yates has something like \$1,175,000 in notes due him from that company.

Atlas Corp., until the last four years reorganized in the street as a holding company with having a preponderance of utilities in its portfolio, has in the last few years branched out into various business fields. The picture industry has been the picture industry. It was this company that did the underwriting job for Paramount in its reorganization, and Odium himself is member of the board of directors for Par.

If Odium should continue his connection with Paramount, the forthcoming reorganization by RKO under the leadership of the SEC, as authorized by the Securities Exchange Commission. SEC realizes the possibility of the federal government starting a closing procedure for anti-trust law violation if developments indicate too closely interlocking directorates. It is no secret that the SEC has no desire to have any such such a connection at its ability to handle such matters.

## U. A. Sales Setup

(Continued from page 5)

It is not expected that the post would be as active for her as when Lichtman directed sales and administration. As with Goldwyn, she has production to take care of. Max Silverstone, head of U. A. Ltd. in London, has not been mentioned and understood he was on the long-distance phone talking to Goldwyn three times during the past week. He is being pointed out that Silverstone isn't familiar with the domestic market and couldn't also continue to handle England, inside sources point out that he is reported to be in the States, which might deter Goldwyn in voting him the presidency.

## Mulvey

James Mulvey, Goldwyn's representative, may step in eventually, sources close to the situation point out. Mulvey himself knows of no plans to leave the States, and is concerned. Deep in production at present, Goldwyn isn't planning to come east at this time.

The Reliance group, headed by Harry Goetz and Joseph Small, which has two more pictures to deliver to U. A. is reported as the nucleus of a movement which is intended to carry A. L. Lichtman out of U. A. Lichtman meantime has been concerned in rumors of numerous possible connections, including Paramount and Metro. Regarded in well informed quarters that some kind of a deal that would involve Lichtman is on with U. Belief is that Carl Laemmle will not be bought out by U. U. could be bought into Sam Briskin is now aligned with the Reliance organization and if Joe Schenck figured in any deal with U., the Fox-Metro plan to buy U. A. is now dead. U. A. having no theatre of its own, hasn't been able to get the proper playing time for its product, it's pointed out.

Not expected that David Selznick, with Jack Whitney, A. H. Giannini, the Lehmans, and other money behind him, will pull out of U. A. on the reported ground that his deal with U. A. is the most outstanding Lichtman would direct U. A. sales. Giannini is also Goldwyn's banker, but in the final analysis, whether or not Giannini wanted to follow the policy of the distribution such as U. A. If Reliance goes in there, it would be mostly up to the banker-financier.

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Hollywood, Oct. 15. Mary Pickford and Nathan Burkan trained out Friday (11) for the east. Lichtman left here Sunday for New York. Maurice Silverstone is reported to be in the States, and was told not to call this week for New York.

## Washington Expected to Enter Fight Against New French Law; Hollywood's Talent View Helps

### Battle's On

London.

Fight for supremacy in the building of picture houses by the three big independent circuits continues without abatement.

Donald Deutch and Bernhard circuits are constantly out-bidding one another for sites throughout England.

## REPORT WOOLF, MAXWELL IN HOOKUP

London, Oct. 15.

John Maxwell and Charles M. Woolf are reported talking over a deal whereby British-International Picts. would release the Woolf pictures in process of production.

Four of Woolf's producing company units are already using floor space in the BIP studios at Elstree. At the last general meeting of the company Maxwell stated BIP is no longer training for expensive productions and his report added that BIP made money on theatres during the past year, but not on pictures.

Alliance would give Maxwell some big pictures to head his list without any production headache, while Woolf would get a fully organized distributing organization. Woolf has set no plans for distribution in America as yet, and that is another thing to be ironed out, because BIP has no regular U. S. outlet.

## ANIMAL PIC'S RECORD BUSINESS IN PARIS

Paris, Oct. 6.

Unusual record has been set by 'Malheur aux Valencus' ('Eat 'Em Alive'), animal picture, which, after grossing nearly approximately \$60,000 on the Grand Boulevard in six months, is going into the 6,000 seat Gaumont-Palace week of Oct. 8 and then will get general release in France. Pic ran two months at the Plaza Cinema in Brussels.

Picture started out by being 'Eat 'Em Alive', a jungle item made by Lew Seltzer and Harold Auerin, with American sound. Edwin Miles Padman took it for France. Film ran about 60 minutes, and Padman threw away 25 minutes and then collected clips ran other pictures and added them, to make a composite running 80 minutes. Three other American films and one French film went into the melting pot, and a French sound track with musical background was added.

Peculiar method of making French picture proved a great stunt for Padman, who opened a distributing business on the basis of this one. His Réa Film is now dubbing 'Last of the Mohicans' (Mascot), for local release.

## MANGAN BACK TO PARIS FOR HAIK STAGE SHOWS

Paris, Oct. 6.

Francis A. Mangan is coming back to Paris as producer of stage shows for Jacques Haik, who's returning to management of the Olympia. Haik will follow a film-fish policy, with most American pictures in the flicker part opening with 'Naughty Marietta' (MG).

Some possibility that Haik may also return to the Colisee and Tex, but in the theatre before bankruptcy and like the Olympia were taken over by the Gaumont chain, which also is in liquidation.

Mangan's shows were the big attraction at the Tex when Haik first opened it in 1931, and he again produced there last season.

Paris, Oct. 6.

S.O.S. to the American State Department being unofficially emitted by local U. A. interests over the current fight on the decrees by which the French government may take control of the picture business.

France - American commercial treaty is now being negotiated in Washington. Local interests consider that French action in changing the regime under which American films are admitted, and particularly in putting a quota of 30% of French films on the theatres (thus restricting purchase of American pictures after the tariff barriers have been crossed and flickers are theoretically on an equal basis with local product) would constitute a withdrawal by the Ministry of National Education and Fine Arts from its bargaining points. Such things as film admission on one side, and champagne (which is not a French product) would constitute a withdrawal by the Ministry of National Education and Fine Arts from its bargaining points. Such things as film admission on one side, and champagne (which is not a French product) would constitute a withdrawal by the Ministry of National Education and Fine Arts from its bargaining points. Such things as film admission on one side, and champagne (which is not a French product) would constitute a withdrawal by the Ministry of National Education and Fine Arts from its bargaining points.

Internal Politics. As a matter of fact, the Ministry of Commerce here, which is interested in trade with the United States, has been willing to give Yank filmers a square deal, and will undoubtedly do its bit when the proposed decrees-laws are put up to it. Difficulty is with the Ministry of National Education and Fine Arts, which has the bug of protecting French culture from invasion. And the Beaux-Arts crowd frequently outvotes the Commerce Ministry in all such matters.

That's why a pep from the State Department would come in handy. It would come through the Department of Foreign Affairs here, thus adding one more link to the lineup of the Yanks' friends, and would give the local Commerce crowd a lift. And Americans are sure the State Department will come through.

### Local Squawks

Local kicks against the decrees laws become stronger as issuance of the ukases is delayed. Exhibs and distributors are lined up solidly against them, and have received Bernstein, as an author, came out on the side of the commercial end of the trade. On the other hand, President Marshall of the Union Advertiser (Globe Equator) has made a statement for protection of local talent via the decrees law. He takes position violently against exhibitors who are accused of over-bidding for foreign films, just to make money.

It looks, however, as if the authorities were reeling in their anti-foreign policy in the newspaper which may be considered semi-official in this matter, because close to Education Ministry, recently pointed out that protection money is being granted to foreigners who are working in France and pointed out approvingly as an example the fight of Hollywood against the alien exclusion act which was proposed in Congress. So the wind seems to be shifting.

Anyway, the Cabinet is so busy with Italy and Ethiopia that it seems to have no time for indefinitely the film decision.

## BEAVERBROOK HEADS ENG. NEWSREEL CHAIN

London, Oct. 15.

Lord Beaverbrook is launching a big new company here to promote a string of newsreel theatres. With him in the line are Sir James Dunn, William Evans and an unnamed Canadian banker.

Understood that six spots are already lined up in London and 14 in provincial towns, although the locations are not yet mentioned.

MUSIC HALL, N. Y.

Nothing pretentious about this week's stage show, a rainbow creation called "Cobalt"...

Mildness of the punch again is made up by the sense of simplicity and color which puts the show across safely...

Leon Leontoff staged his show in five colors—green, red, blue, purple and brown...

Charges go green at the opening, yellow, Keaton's comedy, blue, "The Purple Night"...

Therapist dance. She isn't on the way to any, blue ribbons as an interpretive dancer...

Rockettes are in red. A sombre setting that's very simple provides background for the Rockettes...

When they are lined up and have their arms around each other's necks or necks...

Supporting film filler including a Silly Symphony that's not up to grade music...

ORIENTAL, CHI

Chicago, Oct. 12. So it goes. Week after week the menu will have been the same...

This week the gaff is Zorine and her nudists, a huge cast with men and women nudists...

Side of the tent—there are only one little Zorine who accommodates with the "dance of the sun"...

Zorine is going through her meaningless gyrations on the stage the story of the dance is being expounded through the p. a. system by a female narrator...

Zorine to educate 'em in the rites of nudism, with Joe and Jane McKenna finishing the vaude hall. The McKennas remain solid...

From the small-time field come King and King with old fashioned cross-fire. Hokey pokey throughout and needs a mighty lenient audience...

STATE, N. Y.

Judging from the constant drift out throughout the stage show, it's a riot rather than the acts the audience packs in to see...

Nothing the matter with Mile. Gauty's act, however, and she gets a fine hand. She's one of the top notchers among singers of French character songs...

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FOX, PHILADELPHIA

Philadelphia, Oct. 11. For its first show since retirement of differences...

Entertainment is generally satisfactory along unrespectable lines customary in this house. James Broderick and Howie O'Connell are going act familiar locally...

Another act well known here, Kirk and Lawrence on next with comedy patter liberally sprinkled with a few puns...

Cloer is Ganju Brothers and Juanna, adagio foursome. Troupe of four, consisting of three men and one woman...

ALHAMBRA, PARIS

Paris, Oct. 1. Larry Adler, held over from the second fortnight here, literally stopped the show, preventing Joe Bridge, m.c., from going on with his act...

Adler and his harmonica are doing something without precedent for a solo act. He has been here only two weeks and never played here before...

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CENTURY, BALTO

Baltimore, Oct. 11. Current troupe is second pack of pure variety. The show is a series of Major Bowes. No. 3 company broke in here in August and proved to be a good one...

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brought on atired as one, then promptly went into early comedy. He could easily do the act as a rider of the r.r. rods for 28 years...

IMPERIAL, TORONTO

Toronto, Oct. 12. Reclaimed as a pressing act spot after 18 months of flickers, Canada's largest theatre this week inaugurates E.P. Car's new policy...

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G. O. H., N. Y.

Not the usual Saturday p.m. of youngsters all over the place, maybe due to gridiron competition which even this sector turns out for. Kids, generally the main ones present for the four act...

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ROXY, N. Y.

The only comedy in the Roxy show this week is provided by a dog act and an acrobatic team. And the dog act is a real one...

Hardest working members of the crew. The Gao-Foster. Gao and Foster are a team that's been through it all. They're good and have worked out several interesting routines...

PARAMOUNT, L. A.

Los Angeles, Oct. 10. Better than average talent in the current Paramount stage show, even though some of the material at the opening season today was decidedly below par...

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EMASSY, N. Y.

(NEWSREELS) War-like preparations in Ethiopia and Italy and sports hold top position in the newsreels...

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# THE GREATEST MONTH IN THE HISTORY OF SHOW BUSINESS



**NOVEMBER  
1935**

**-THANKS TO**

**20<sup>th</sup>  
CENTURY  
FOX**

THE KEYSTONE OF YOUR FUTURE

*Showmanship's Triumphant Event*  
**LAWRENCE TIBBETT**  
**METROPOLITAN**  
 VIRGINIA BRUCE ALICE BRADY CESAR ROMERO  
 THURSTON HALL LUIS ALBERNI  
*Darryl F. Zanuck 20th Century Productions*  
 PRESENTED BY JOSEPH M. SCHENCK DIRECTED BY RICHARD BOLESLAWSKI

*THE GREAT AMERICAN MELODRAMA*  
*towers to new heights on the talking screen*  
**WAY DOWN EAST**  
 ROCHELLE HUDSON HENRY FONDA  
 SLIM SUMMERVILLE EDWARD TREVOR  
 MARGARET HAMILTON ANDY DEVINE  
 From the play by Lottie Blair Parker  
 DIRECTED BY HENRY KING PRODUCED BY WINFIELD SHEEHAN

*His latest and Greatest Picture*  
**WILL ROGERS**  
*in*  
**IN OLD KENTUCKY**  
 DOROTHY WILSON  
 RUSSELL HARDIE  
 CHARLES SELTON  
 LOUISE HENRY  
 ALAN DINEHART  
 BILL ROBINSON  
 DIRECTED BY GEORGE MARSHALL • PLAY BY CHARLES DAZEY

YOU'LL TELL YOUR GRANDCHILDREN ABOUT THE PROFITS YOU MADE IN **NOVEMBER**



**A MILLION DOLLARS' WORTH OF STARS**

**Thanks a Million**

Starring **DICK POWELL**

**ANN DVORAK** **FRED ALLEN**

**PATSY KELLY** · **PAUL WHITEMAN AND HIS BAND WITH**

**TAMONA RUBINOFF** · **RAYMOND WILBUR** · **YACHT CLUB BOYS**

Produced by **DARRYL F. ZANUCK** 20<sup>th</sup> Century Production

Directed by **ROY DEL RUTH**

**THE MOST AMAZING ADVENTURE IN FACT OR FICTION**

**Man WHO BROKE THE BANK AT MONTE CARLO**

**JOAN BENNETT**

**COLIN CLIVE**

**RIGEL BRUCE**

Presented by **JOSEPH M. SCHENCK**

Produced by **DARRYL F. ZANUCK** 20<sup>th</sup> Century Production

Directed by **STEPHEN ROBERTS** FROM THE PLAY BY **ILIA SURGUTCHOFF** AND **FREDRICK ALBERT SWAN**



THE KEYSTONE OF YOUR FUTURE

**1935 with 20th CENTURY-FOX**

Midsummer Night's Dream

Warner Bros. production and release of Max Reinhardt's production of Shakespeare's 'A Midsummer Night's Dream'...

The little lady from Kokomo who said she loved Shakespeare because he was full of quotations...

Whether the production is costing more than it should, will be determined commercially, is a question. It's a selling job and a big one...

Reinhardt name means something, even if it may not be so well known to film fans as to theatergoers...

Meanwhile, every classical play demands exceptionally good acting, and in this respect the film is uneven...

Jory as Oberon. His clear, distinct diction indicates what he is made by careful recitation and good recording...

On 'Comedy,' however, there is something to be said for it, except such as is offered by Joe E. Brown. 'Dream' is not Shakespeare's greatest...

Jimmy Cagney, as Bottom, in a role of importance beyond all the other parts of the play...

'Wanderer of the Wasteland' (Par). Zane Grey western and fair support material. Cast has familiar names...

'Outlawed Guns' (U). Buck Jones picture that will satisfy performance. Other standout small parts are Walter Brennan and Frank Craven...

BARBARY COAST

United Artists release of Sam Goldwyn production. Features Miriam Hopkins, Edward G. Robinson and Joe McCrea...

More than year ago Sam Goldwyn picked 'Barbary Coast' as a title and called in Ben Hecht and Charlie Chaplin for the script...

'Atmosphere of the period has been richly caught, even if the girls' rags and the gambling hall proprietor aren't so sincere...

The girl's attempt to escape from Robinson and his gun brigade is melodrama which owes its force to the direction, effective photography and her failure to get free...

Miniature Reviews

'Midsummer Night's Dream' (WB). Reinhardt production of Shakespearean fantasy and an artistic achievement...

'Barbary Coast' (UA). Good picture with Miriam Hopkins, Ed Robinson, Joe McCrea.

'A Live 'n' Life' (Metro). Standard chasins lawford picture that should ease by.

'The Gay Deception' (Fox). Cinderella theme in light-comedy vein. Stars Francis Lederer. Should do moderately.

'Here Comes Cookie' (Par). Burns and Allen in hour of wagsk light-chasing.

'Wings Over Ethiopia' (Par). Timely travelogue on the Mussolini empire. Fairly comprehensive and mostly new.

'Charlie Chan in Shanghai' (Fox). Another of the Chan Chan films. Good in line for continued h.o. strength.

'New Adventures of Tarzan' (Republic). Serial version and youngsters should like it.

'Little America' (Par). Photographic record and narration of an expedition to South Pole. Lacks a punch and seems limited.

'Wanderer of the Wasteland' (Par). Zane Grey western and fair support material. Cast has familiar names.

'Outlawed Guns' (U). Buck Jones picture that will satisfy performance. Other standout small parts are Walter Brennan and Frank Craven...

'I Live My Life' contains all the ingredients, and to good measure, for a conventional Crawford picture...

The premise, as is customary with Crawford operas, is that the rich are not as good as the poor, only in this instance Miss Crawford is on the odd side and it takes a man to trim her down...

Director Van Dyke had to stay on his toes to keep this one moving and he succeeded in admirable fashion...

Miss Crawford won't disappoint from a sartorial angle. On performance she is as good as a showgirl, eyelashes continue getting any longer her leading man will have to start wearing bumpers...

'The Gay Deception' (Fox). Smartsness of direction, plus a few comic situations, turn an ordinary Cinderella theme into pleasing light film diversion...

'Here Comes Cookie' (Par). If nothing else, 'Gay Deception,' it's Francis Lederer better than anything he's done. Here he's both a belle and a belle...

'Wings Over Ethiopia' (Par). Smartsness of direction, plus a few comic situations, turn an ordinary Cinderella theme into pleasing light film diversion...

The Gay Deception

Fox release of Jesse L. Lasky production. Directed by Francis Ford. Stars Francis Lee, Benita Hume, Alan Mowbray and Alvin Tarriff...

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'Little America' (Par). Photographic record and narration of an expedition to South Pole. Lacks a punch and seems limited.

'Wanderer of the Wasteland' (Par). Zane Grey western and fair support material. Cast has familiar names.

'Outlawed Guns' (U). Buck Jones picture that will satisfy performance. Other standout small parts are Walter Brennan and Frank Craven...

'I Live My Life' contains all the ingredients, and to good measure, for a conventional Crawford picture...

The premise, as is customary with Crawford operas, is that the rich are not as good as the poor, only in this instance Miss Crawford is on the odd side and it takes a man to trim her down...

Director Van Dyke had to stay on his toes to keep this one moving and he succeeded in admirable fashion...

Miss Crawford won't disappoint from a sartorial angle. On performance she is as good as a showgirl, eyelashes continue getting any longer her leading man will have to start wearing bumpers...

'The Gay Deception' (Fox). Smartsness of direction, plus a few comic situations, turn an ordinary Cinderella theme into pleasing light film diversion...

'Here Comes Cookie' (Par). If nothing else, 'Gay Deception,' it's Francis Lederer better than anything he's done. Here he's both a belle and a belle...

Wings Over Ethiopia

Paramount release of Frances (Zurich) production. Directed by Wesley Craven. Stars Frances Lee, Benita Hume, Alan Mowbray and Alvin Tarriff...

Relatively small amount of available material on this African empire. The British camel cavalry, in bivouac, and finally the open safari with herds of wild antelope and elephants...

Dancing 'is the great outdoor sport of the East. It is a science with a weird lung-exercise type of terpichore unlike that of any other race...

Upon the film reverting again to Addis Ababa, there are the scenes of the military maneuvers of the Ethiopian uniformed regulars...

'I Live My Life' contains all the ingredients, and to good measure, for a conventional Crawford picture...

The premise, as is customary with Crawford operas, is that the rich are not as good as the poor, only in this instance Miss Crawford is on the odd side and it takes a man to trim her down...

Director Van Dyke had to stay on his toes to keep this one moving and he succeeded in admirable fashion...

Miss Crawford won't disappoint from a sartorial angle. On performance she is as good as a showgirl, eyelashes continue getting any longer her leading man will have to start wearing bumpers...

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'Wings Over Ethiopia' (Par). Smartsness of direction, plus a few comic situations, turn an ordinary Cinderella theme into pleasing light film diversion...



Hollywood Productions

Week of Oct. 14

Iming, or about to start, are listed below alphabetically

Symbols are: D—Director, A—Author, C—Cameraman

COLUMBIA (2nd week) D—D. Ross Lederman A—Robert D. Spurr... C—G. George Nathan

Elizabeth Patterson... Albert Conti... Frank Butler... D—Norman Macdonald

James Gleason... Harold Huber... Arthur Hoyer... John Aronson

Republic has gone bullish on writers during past two weeks, with 33 screeners currently on the roster

Hollywood, Oct. 15. Republic has gone bullish on writers during past two weeks, with 33 screeners currently on the roster

Grace Moore; Joseph Von Sternberg directing; 'Clary' Col. Ann Doran 'Mary Burns, live,' Wanger.

both Patterson, 'Her Masters Voice,' Wanger.

Antonio Moreno, 'Bohemian Girl,' Hal Rosson.

Victory Jory... Sally O'Neill... George Mack... D—William Seltzer

John Errol... John Downes... Eddie Duchin... D—William Seltzer

Wallace Ford... Molly Lamont... Helen Jerome Young... D—W. Seltzer

Chicago, Oct. Pooling arrangement has been agreed upon between Balaban & Katz and Warner Bros.

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both Patterson, 'Her Masters Voice,' Wanger.

Antonio Moreno, 'Bohemian Girl,' Hal Rosson.

David Selman... Peter B. Kyne... Frances Beebe... C—Benjamin Kilgore

John Errol... John Downes... Eddie Duchin... D—William Seltzer

Wallace Ford... Molly Lamont... Helen Jerome Young... D—W. Seltzer

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Antonio Moreno, 'Bohemian Girl,' Hal Rosson.

Republic at Peak

With 33 Scribs to Speed Up 17 Yarns

Republic has gone bullish on writers during past two weeks, with 33 screeners currently on the roster working on 17 yarns for production

Pool Hammond Houses

Chicago, Oct. Pooling arrangement has been agreed upon between Balaban & Katz and Warner Bros.

Lewin to Supr 3 MG's

Irving Thalberg at Metro has turned over supervision of three pictures to Hal Rosson.

'GAMBLER' FOR HOLT

Third in Jack Holt series at Universal is 'Riverboat Gambler,' Louis Friedlander.

REG BARKER'S 1ST AT REP.

Jack R. Hollywood, Oct. 15. Reginald Barker directs the 'House of a Thousand Candles' as his first of three pictures for Republic.

TITLE CHANGES

Hollywood, Oct. 15. Columbia's 'Gun Law' will flicker as 'Cowboy Crusader.'

STORY BUYS

Hollywood, Oct. 15. Ellen Glasgow's 'Vein of Iron' acquired by Metro.

Studio Placements

Hollywood, Oct. 15.

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Boston Critic

In the new job he will attempt to mention the Shubert-Holland mess, and if it can't be done in a friendly fashion...



**THE PRODUCERS OF**

**“TOP HAT”**

**NOW GIVE YOU**

**TWO MORE**

**OF THE**

**GREATEST ATTRACTIONS**

**YOU EVER HAD!**

# MERIAN C. COOPER'S

HEROIC PRODUCTION  
OF THE HOUR THAT  
SHOOK THE WORLD!

RKO-RADIO  
PICTURE

BEGINNING AN EXTENDED RUN ENGAGEMENT TODAY (OCT. 16)  
AT THE RADIO CITY CENTER THEATRE . . . LONG RUN COMPANION  
HOUSE TO THE MUSIC HALL . . . BLAZING  
A BOX-OFFICE TRAIL ACROSS THE CONTINENT IN DOZENS OF  
KEY CITY OPENINGS NEXT WEEK AND THE WEEK FOLLOWING!

Directed by ERNEST B. SCHOEDSACK with PRESTON FOSTER . . . ALAN HALE . . . BASIL RATHBONE . . . JOHN WOOD  
. . . LOUIS CALHERN . . . DAVID HOLT . . . DOROTHY WILSON . . . WYRLEY BIRCH . . . IN A CAST OF THOUSANDS!

**THE GRANDEST ROMANCE EVER BORN FROM THE FIRE-DIPPED PEN OF DUMAS... MAGNIFICENTLY PRODUCED ON A SCALE WORTHY OF ITS GREAT TRADITION!**

Stage and screen plundered of their best... Romantic lore robbed of its richest glamour... A universe of genius tapped and drained to fittingly bring to life the world's most loved adventure story!

# THE THREE MUSKETEERS

*with*

**WALTER ABEL**, Broadway stage idol, as the audacious D'Artagnan; **PAUL LUKAS**, heart-breaking screen-lover, as Athos; **MARGOT GRAHAME**, English stage beauty, as intriguing Milady de Winter; **HEATHER ANGEL**, as Constance; **IAN KEITH**, as de Rochefort... **Moroni Olsen, Onslow Stevens, Rosamond Pincho, John Qualen, Ralph Forbes, Nigel de Bruliet** and hundreds of others!



**RKO-RADIO PICTURE**  
Directed by **ROWLAND V. LEE**  
Screenplay by Dudley Nichols & Rowland V. Lee  
Assoc. Producer, Cliff Reid. Fencing Arrangements by Fred Cavens

**WORLD PREMIERE SOON AT RADIO CITY MUSIC HALL!**

# Comparative Grosses for September

(Continued from page 10)

## BROOKLYN

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>FOX</b> (3,400; 25-35-40) High, \$46,800 Low, 5,900	Keeper Of Bees \$14,500 (Stage Show)	She Gets Her Man \$11,500	Two Sinners \$14,500	Streamline Express \$12,000
<b>ALBEE</b> (3,300; 25-35-50) High, \$45,000 Low, 2,500	Dante's Inferno and Orchids To You \$8,000	Alice Adams and Silk Hat Kid. \$15,000	Redheads and Jaina \$15,000	Top Hat \$19,000
<b>PARA-MOUNT</b> (4,000; 25-35-60) High, \$57,800 Low, 5,500	Annapolis Farewell \$9,000	Page Miss Glory \$15,700	Two For Tonight \$15,700	Big Broadcast \$15,000
<b>METRO-POLITAN</b> (2,400; 25-30-50) High, \$39,000 Low, 12,000	China Seas \$14,000 (2d wk)	Anna Karenina \$16,000	Karenina \$13,500 (2d wk)	Here Comes Band \$22,000
<b>STRAND</b> (2,000; 25-30-50) High, \$28,500 Low, 2,500	Bright Lights and Atlantic Adventure \$8,000	We're In The Money and This Woman Is Mine \$4,000	Manhattan Moon and Without Regret \$5,500	Here Comes Band \$22,000 Hollywood Revue: Block & Sully Goose and Gander and Hoosier Schoolmaster \$5,500

## PROVIDENCE

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>STATE</b> (2,200; 25-35-40) High, \$29,000 Low, 2,500	Anna Karenina \$19,500	Call of Wild \$9,000	Here Comes Band and Police Menace \$7,000	Dark Angel \$10,000
<b>MAJESTIC</b> (2,000; 25-35-40) High, \$17,500 Low, 2,500	Dante's Inferno and Welcome Home \$5,100	Steamboat and Together We Live \$5,500	Irish in Us and She Gets Her Man \$7,600	Bright Lights and Little Big Shot \$7,000
<b>STRAND</b> (2,500; 25-35-40) High, 18,000 Low, 2,000	Without Regret and Hop-Along Cassidy \$5,000	Accent on Youth and In Spite of Blingie \$5,500	Annapolis Farewell and Cheers for Growdy \$5,500	Two for Tonight and Make a New Nation \$7,000
<b>ALBEE</b> (2,300; 25-35-40) High, \$28,000 Low, 1,900	Top Hat \$17,000	Hat \$22,000 (10 days)	Sweepstakes Annie \$13,800 (Follies Bergeres)	Storm Over Andes and Peter Grimm \$5,300

## NEW HAVEN

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>PARA-MOUNT</b> (2,100; 25-30-40) High, \$21,000 Low, 2,500	Here Comes Cookie and Without Regret \$5,700	Annapolis Farewell \$5,000	Two for Tonight and Together We Live \$6,200	Big Broadcast and Dressed to Thrill \$7,400
<b>POLIS</b> (3,000; 35-50) High, \$20,000 Low, 4,200	Anna Karenina and Girl Friend \$10,100	Top Hat \$14,400	Steamboat and Superspeed \$8,800	Married Her Boss and Atlantic Adventure \$8,000
<b>SHERMAN</b> (2,000; 25-30) High, \$16,000 Low, 1,500	Page Miss Glory and Little Big Shot \$7,100	Call of Wild and She Gets Her Man \$7,100	Special Agent and Harmony Lane \$4,500	Goose and Gander \$9,800 (Sally Rand Unit)

## BIRMINGHAM

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>ALABAMA</b> (2,300; 25-30-40) High, \$29,000 Low, 3,500	Broadway Gator \$6,000	Without Regret and Shanghai \$6,750 (Major Jones Amateurs) (Split Week)	Steamboat \$7,700	Irish in Us \$6,800
<b>STRAND</b> (2,000; 25-30) High, \$5,100 Low, 800	Nit-Wits \$2,000	Silk Hat Kid \$1,900	Hopalong Cassidy \$1,700	Steamboat \$2,500
<b>EMPIRE</b> (1,600; 25-30) High, \$12,800 Low, 800	Orchids to You \$2,900	Don't Bet in Blues \$2,200	Going Blinded \$2,500	We're in the Money \$2,200

## PORTLAND, ORE.

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>BROADWAY</b> (1,600; 25-30) High, \$21,000 Low, 2,500	Bonnie Scotland and Smilin' Thru \$5,200	Diamond Jim \$8,200	Jim \$4,600	Goose and Gander and Woman Wanted \$5,700
<b>UNITED ARTISTS</b> (1,500; 25-30) High, \$13,200 Low, 1,200	China Seas \$3,600 (3d week)	Anna Karenina \$6,600	Karenina \$4,300 (2d wk)	B'way Melody \$7,800
<b>PARA-MOUNT</b> (2,500; 25-35-40) High, \$16,000 Low, 3,000	Steamboat \$3,300	Steamboat \$3,500 (3d week)	Here Comes Cookie and Annapolis Farewell \$1,300	Special Agent Old Man Rhythm \$1,700

## SAN FRANCISCO

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>PARA-MOUNT</b> (2,800; 25-35-40) High, \$7,500 Low, 5,000	Accent on Youth and Here Comes Cookie \$13,500	Every Nite at 8 and Deception \$13,800	Annapolis Farewell and Thunder in Night \$12,000	Goose and Gander and Redheads \$12,800
<b>GOLDEN GATE</b> (2,600; 25-35-40) High, \$23,000 Low, 5,400	Hot Tip \$13,800	Top Hat \$26,000 (New Record High)	Hat \$17,400 (3d wk)	Hat \$14,000 (3d wk)
<b>HELIUM</b> (2,000; 25-35-40) High, \$27,500 Low, 2,130	Diamond Jim \$7,500 (2d wk)	Jim \$4,500 (3d wk)	Married Her Boss \$11,000	Boss \$7,300 (2d wk)
<b>WARFIELD</b> (2,000; 25-30-40) High, \$57,400 Low, 8,200	Steamboat \$31,000	Anna Karenina \$23,750	Special Agent \$22,000	China Seas \$24,000

## WASHINGTON

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>EARLE</b> (2,424; 25-36-40) High, \$27,000 Low, 5,000	We're in the Money \$16,000 (Ted Weems Orch)	Accent on Youth \$18,000 (Ted Weems Orch)	Bright Lights \$15,500	Married Her Boss \$19,000 (Xavier Cugat)
<b>FOX</b> (3,434; 25-35-60) High, \$41,500 Low, 11,000	Here Comes Cookie \$21,000 (Don Dexter Orch)	Dante's Inferno \$18,000 (Art Jarrett)	Redheads \$19,000	Here Comes Band \$24,000 (Casa Loma Orch)
<b>KIETHS</b> (1,830; 25-35-60) High, \$24,500 Low, 3,000	Top Hat \$24,500 (New Record High)	Hat \$11,000 (3d wk)	Hat \$11,000 (3d wk)	Hat \$9,000 (4th wk)
<b>PALACE</b> (2,293; 25-35-60) High, \$32,000 Low, 5,000	Anna Karenina \$24,500	Anna \$12,500 (2d wk)	Steamboat \$22,000	Steamboat \$12,500 (2d wk)
<b>COLUMBIA</b> (1,263; 25-35-40) High, \$19,000 Low, 1,000	Smilin' Thru \$6,000 (Revival)	China Seas \$6,500	Sea \$4,000 (2d wk)	Karenina \$5,000

## MONTREAL

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>PALACE</b> (2,700; 50) High, \$18,000 Low, 5,000	Top Hat \$12,500	Top Hat \$8,000 (2d wk)	Escapade \$7,500	China Seas \$9,000
<b>CAPITOL</b> (2,700; 50) High, \$30,000 Low, 5,100	Accent on Youth and Smart Girl \$5,000	Steamboat and Ginger \$9,000	Every Nite at 8 and Men Without Names \$8,000	Dante's Inferno and Redheads \$7,000
<b>PRINCESS</b> (2,800; 25-35-40) High, \$25,000 Low, 3,500	Love Me Forever and \$11,000	Love Me and Bells \$8,000 (2d week)	Dark Angel and Rainbow Over Broadway \$10,000	Angel and Rainbow \$5,000 (2d week)

## KANSAS CITY

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>MIDLAND</b> (4,000; 15-35-40) High, \$35,000 Low, 5,100	Anna Karenina \$13,900	Bonnie Scotland \$7,500	Call of Wild \$11,700	Dark Angel \$9,500
<b>MAIN-STREET</b> (2,300; 25-40) High, \$35,000 Low, 3,300	Alice Adams \$8,000	Top Hat \$13,000	Hat \$11,000 (2d wk)	Hat \$5,000 (3d wk) (6 days)
<b>NEWMAN</b> (2,800; 25-40) High, \$33,000 Low, 3,500	Annapolis Farewell \$7,500	Flying Fareswell \$4,500	Accent on Youth \$7,200	Big Broadcast \$9,500
<b>UPTOWN</b> (2,400; 25-40) High, \$11,000 Low, 1,500	Steamboat \$11,000 (New Record High)	Steamboat \$7,000 (2d wk)	Steamboat \$2,000 (3d wk)	Redheads \$2,000 (5 days)

## CINCINNATI

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>ALBEE</b> (3,300; 33-42) High, \$33,500 Low, 3,500	Every Nite at 8 \$9,500	Top Hat \$24,500	Accent on Youth \$9,000	Married Her Boss \$24,500
<b>PALACE</b> (2,600; 35-42) High, \$28,100 Low, 4,500	Steamboat \$22,000 (9 days)	Anna Karenina \$10,000	Diamond Jim \$10,000	Two for Tonight \$9,000
<b>LYRIC</b> (1,400; 25-30-40) High, \$28,900 Low, 2,500	Hop-Along Cassidy \$5,000	Bonnie Scotland \$5,500	Top Hat \$9,000	Hat \$6,800 (2d wk)
<b>KEITH'S</b> (1,500; 35-42) High, \$22,100 Low, 3,000	Page Miss Glory \$6,000	Little Big Shot \$5,000	Goose and Gander \$5,000	I Live for Love \$9,000 (5 days)

## BUFFALO

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>BUFFALO</b> (3,600; 30-40-55) High, \$42,000 Low, \$2,300	Annapolis Farewell \$9,500	Page Miss Glory \$10,800	Call of Wild \$12,500	Steamboat \$11,500
<b>CENTURY</b> (3,400; 25) High, \$21,000 Low, 3,200	Here Comes Cookie and Hop-Along Cassidy \$7,300	Thunder in Night and Redheads \$6,800	Thin Man and Westward Ho \$7,500	Here Comes Band and Green Lights \$5,800
<b>HIPPO-DROME</b> (2,400; 25-40) High, \$22,000 Low, 3,600	China Seas \$9,200	Bonnie Scotland and Without Regret \$7,000	Goose and Gander \$6,200	Peter Grimm \$4,200

## MINNEAPOLIS

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>STATE</b> (2,400; 25-30-40) High, \$28,000 Low, 2,500	Annapolis Farewell \$7,500	China Seas \$13,000	Sea \$6,800 (2d wk)	Two For Tonight \$5,600
<b>ORPHEUM</b> (2,800; 25-35-40) High, \$25,000 Low, 2,000	Hot Tip \$15,000 (Olsen & Johnson) (5 Days)	Bright Lights \$13,000	Top Hat \$17,600	Hat \$10,000 (2d wk)
<b>LYRIC</b> (1,300; 20-25) High, \$17,000 Low, 1,200	Hop-Along Cassidy \$17,000	We're in the Money \$1,700	Woman Wanted \$2,500	Bonnie Scotland \$2,400

## PITTSBURGH

	Sept. 5	Sept. 12	Sept. 19	Sept. 26
<b>PENN</b> (3,300; 25-35-40) High, \$41,000 Low, 3,750	Anna Karenina \$18,000	Call of the Wild \$9,000		Top Hat \$23,000
<b>WARNER</b> (2,600; 35-40) High, \$29,000 Low, 2,900	China Seas \$7,500 (5 Days)	Murder Man and Paris \$4,400		Here Comes Band and Jaina \$4,250
<b>STANLEY</b> (2,800; 25-35-40) High, \$18,000 Low, 3,200	Bright Lights \$21,000 (Ted Weems Orch) (Lage Show)	Every Nite at 8 \$12,000 (Hollywood on Parade Unit)		Special Agent \$16,000

## Stock Market

(Continued from page 6)  
Loew's common had all earmarks of preparations for new flight also proved correct. This issue has been thoroughly shaken out, dropping to 40% previous week. During week it was placed in a category steadily ahead to reach new top at 46%. It was up 3% from preceding week's close.

In reviewing situation of group leaders previous week, 20th Century-Fox was placed in a category same category by chartists, especially since the volume had declined steadily for several weeks. The downward move. The common has been on the board about long activity, but came back to 18 1/2; 20th Cent-Fox pfd, which recently hit a new low at 24%, rallied smartly in past week to 26 1/2, up a point on the week. Radio 70%.

Several stocks were neglected in the upward swirl on Monday. Among these Pathe (new common) was regarded in the street as having possibilities for enhancement. It has been on the board about long enough to fairly well establish bounds in which it may be expected to move. Was shaken out recently to 4 1/2, but came back to 6 1/2 in last week's market.

Despite large numbers of shares outstanding, some traders believe company now has its own house in fairly good shape and carrying on in co-operative fashion with First Division picture program. Possibility of Pathe benefiting from the spread of dual bills is rated as an obvious deduction.

Most sensational performer in bond market was RKO 6s. Apparently some of the smart investors had been tipped regarding the Atlas deal because these liens jumped more than 10 points Friday (11) from 69 1/2 to 80. Despite this remarkable upward turn on comparatively small volume, the bonds again were pushed forward in Monday's trading, running up to 88 1/2. This big gain was trimmed in later dealings. RKO 5 1/2s slumped to 94 after a blow-off for a net advance of 14 points.

Strength in Keith 6s also was attributed to favorable reaction to Atlas deal. The smart investors climbed 3 1/2 points to 89 1/2. The return in General Theatre liens followed announcement of one plan of reorganization. Bonds made new high at 128 1/2, but were off fractionally at finish.

Other good performance was contributed by Warner Bros. 6s. They pushed ahead to 83, up 1 1/2 points on week.

Columbia Broadcasting's two stocks, 'A' and 'B', are in new high ground around \$4 per share on asking price. Steady improvement attributed to better earnings now that many firms are hitting big ticket in market. Considerable talk in the street of possible split-up of stock much the same as was done about 10 months ago.

Action of amusements in recent sessions has made some traders regard the group as being in much the same class as automobile stocks—that they are in the vanguard of nation's ultimate full recovery. Automotive stocks have pretty fully discounted gains expected or already in the offing, while most amusements are now beginning to do this.

Stock market was a pretty thin affair, a merer on the upside or vice versa in Monday's trading, with the usual number of issues receiving bulk of attention and others getting no place in particular. The rally continue to be a source of real dejection to market leaders concerned with the bull movement. And in a lesser degree much the same can be said of the utility group. Move alarming war clouds abroad also tend to confuse the domestic picture at the moment.

## Italians Ban Trenker's Prize German Film

Berlin, Oct. 6.  
In spite of having been unguished with a prize at the recent Biennial expo in Venice, 'Physical Sun' was prohibited from showing at Bosen, Southern Tyrol, by police. Louis Trenker is star and producer of 'Prodical', a German pic.

# EXPLOITATION

By Epes W. Sargent

### 'Dream' in Pitt

Pittsburgh. —WB city managers, 17 of them, have taken over entire house for Wednesday night (30) performance of "Midsummer Night's Dream" which comes into Nixon for road-show engagement week after next. Boys have agreed to dispose of 100 duets apiece to personal friends, which would represent capacity of house), and will be on hand at door that show to greet their paying guests.

Suggestion came from one of managers himself at district meeting and was taken up immediately by others. Series of other sponsored plays being lined up by Bob Collier, here on special exploitation, with indications both that week will be a sock-out before ticketing opens.

Warner tossed a luncheon for sponsors, most of them drafted from social register, at William Penn hotel last week. Present were: Chairman of University of Pittsburgh chairman affair with Dr. Richard Burton as the principal speaker. Other to attend were: Dr. J. H. Mendenhall, B. Iden Payne, one of sponsors and director of Shakespeare Stratford-on-Avon theatre. Here is here to stage "The Merchant of Venice" production, "Antony and Cleopatra" this year, which opens at Tech's little theatre night after "Dream" gets under way.

Class opening being modeled for most part after Hollywood and New York premieres, with possibility of Miami Club sponsoring if she gets back from England in time.

### Mickey in Canton

Canton, O. —Loews, Canton, O., is celebrating Mickey's seventh birthday anniversary a real bally when that theatre recently featured a morning all-day cartoon program for the kiddies. On this occasion a large Two-Gun Mickey doll was displayed in the lobby of the theatre. The doll in advance of the special show. The management was host to more than 100 kiddies from the "Fairmount children's home" and the conclusion of the program presented the life size doll to the home.

The stunt landed the house an excellent front page story in the Canton Repository besides a two-column and a three-column special on Mickey. An effective animated easel of Mickey Mouse in color was conspicuous in the lobby. House also promoted a sale of candy and a popicle for each kiddie. The management also mailed to each principal in the Canton school district a letter of appreciation in stimulating interest in the special cartoon show.

For a single showing, the campaign was one of the most complete attempted here in recent months.

### Nearly Upset a Raid

Lynchburg. —Trenton theatre's teaser campaign for "Special Agent" has been well attended here in recent months.

Couple of weeks before the picture came in, the management had Bagie began to run personals in the classified columns of the two dailies. They went to the "place" —lay off plans. Looked dangerous, with special agent coming to town, Phil.

Eagle didn't know it, but the police had undercover men at work, spotting 'nip joints'. Even the cops had a red head in the crowd, who somebody had gotten wise to what they were doing and was trying to warn the bootleggers.

Tiptoff came in time to prevent the bootleggers from taking cover, and the raids that followed the investigation were successful.

### Cohen's Redheads

New Haven. —on Cohen had some nifties for his campaign on "Redheads" at the College. Labor relations in picketing local restaurants in wage dispute, made the sandwich-man gag from the film, using blow-up of a sign, "Redheads & Blonde is Unfair to Blondes," a timely stunt.

Another angle gave Oakleys to first 25 redheads applying. A publicity search for the "Redheads" drew comment in the Italian quarter. A series of classified ads, asked for redheads to exploit the picture and a restaurant tie-in gave an Oakley to each patron whose check had a redhead in the window back. A redhead fashion parade was one more attention-getter.

Cohen also used the film to inaugurate a series of window displays consisting of a miniature shadow-box theatre, with redheads dancing on the stage. The display is constructed so that appropriate tie-ups for each week's film may be inserted.

### Classy

Plaza theatre, N. Y., which has garnered most of the swank patrons of the "first-while" "Little" Picture House, doing some mighty nice advertising, planned by Milton H. Chamberlain, who runs the house. Late last week, the theatre, under the leadership of 634, with a tasteful line out of the theatre. Done in brown on a heavy cream paper. On an inside page is the announcement that a house ballot shows a preference for a single feature, as opposed to doubles and announces that angles with a shorts roundup will continue to be fare. Class patronage is not looking for quantity. Inside lists the three attractions for the week, with the back given the underline.

Enclosed in a folder, the main page of which shows another cut of the theatre. Circular cutout on the front permits the show through. When enclosing the weekly program the same cutout also displays the theatre cut on the main page. The most fundamental is a standard institutional sales copy. All enclosed in an envelope to match.

House (which is in the Leo Brecher string) has seats wired for the purpose of hearing. Check rooms, physicians and service, dog kennel where pups can be checked, afternoon tea and segregated seats for smokers which appeal to the Park avenue patrons.

### If Winter Comes

This is the time of year to contact plumbers and subcontractors to arrange for prompt information as to families who are having furnace trouble. Shoot off a letter expressing your concern and suggest that the best way to offset the discomfort is to drop around to the warm and cozy theatre instead of sticking around a cold house. Best plan is to enclose a couple of dated tickets for the same evening. More than one ticket is fine, and if they all come the pass is an investment. It's an investment in good cheer and a warm fire, and if water pipes. The stunt has been in use for years by some theatres and always with good results.

Another good winter idea is to form up a snow shoveling squad to shovel sidewalks after each storm. Don't let the snow pile up to much for each 20 feet of frontage or a fraction, with something extra if the snows within the yard are also to be shoveled. Base the rate on a two-inch fall with an up for each additional inch. The work can be laid out to members of the Boy Scouts, if the latter are dependable.

In some towns where the theatres are not considered a business section, it pays to establish a bus service when it snows. Buses leave from designated points at given times and drop the patrons at the theatre if they buy tickets. Works on the principle that they would not waste if they would not waste if ever is received over the bus cost is like found money. In some sections the school buses are contracted for, as various conveyances are contracted for.

And on snowy nights have a couple of quarties in the whisky brooms ready to brush off patrons before they enter the lobby.

### Amateur Symph

Detroit. —Creation of a junior-symphony orchestra was launched this week by the British-picture Lafayette theatre, in connection with its showing of "The Unfinished Symphony" (GB). Stunt, which will be continued indefinitely, caught on and is upping ticket prices to the highest levels in several weeks.

Every ticket purchaser is entitled to an audit of one free lesson on any instrument used in a symphony orchestra.

Arrangements are in charge of Prof. William M. Bourque, who will conduct auditions every Saturday morning at the theatre. Prof. Bourque, who organized the youngest orchestra in the U. S. in 1928, drew a lot of copy from the daily prints.

### Tobacco Beats

Wilson-Salem, N. C. —Norris Hadaway, manager of the Colonial theatre here, has tied up with the eight tobacco warehouses here and is putting on a "Tobacco Festival" during the week of Oct. 21. High spot will be Wednesday night when a tobacco queen will be picked and crowned in a drawing. A drawing paid for by the warehouses.

Colonial is second-run house and carries a lot of patrons, who have received \$1,500,000 for the golden weed from warehouses here during the first week the market operated. The beauty contest is on the up and up with only rural girls allowed to enter.

### Dormrats

It takes Loew's Syracuse theatre three and a half 13-inch pages to itemize its campaign on "Broadway Melody," but nearly two pages of this details the various newspaper advertising.

Outstanding feature of the exploitation campaign is dormrats in front of dorms, made up of dorm-rats. Stenciled on roofing paper and laid flat on the sidewalk. It's a good idea if no one trips over the mats and gets hurt or damaged. A fairly small verdict will kill the profit. Where possible the mats should be put down with waterglass, which not only keeps them flat, but increases their life.

A better gag was the use of 1,000 tiny pages of the song hits for display in the music store and fiery windows.

### Pal of 'D. Jim'

Portland, Ore. —To plug "Diamond Jim" (U), Ted Gamble, of Parker's Broadway, manager of the theatre, has had Mayor 70-year-old local character and philanthropist, who was a personal friend of Brady in the old days, make an appearance. Mayor consented to write reminiscences of the days when he palled around with "Diamond Jim." Story, dubbed in local daily attracted much attention.

## BEHIND the KEYS

Toronto. —Acquisition of the Granada, Hamilton, by Empire chain and the replacing of 16 employees by a Toronto staff of Empire men has resulted in a serious strike instead of the national and international unions, with the Hamilton city fathers drawn in as unofficial referees. Ousted men were members of the International and claim they lost their jobs when they refused to surrender their membership and enroll with the national union with which Empire has a contract.

Minneapolis. —After nearly two months of negotiations, independent exhibitors and union booth operators here are still far apart on an agreement regarding the scale for a new contract. Negotiations still are being continued.

Operators ask for an increase in scale for amounts to as much as 30% for all productions, exhibitors demand the conditions of no warrant any pay boost and claim that most of the booth operators are earning more than the theatre owners.

The old contract expired Aug. 31, but the men want an agreement pending the completion or breaking off of negotiations. Any agreement reached will be retroactive.

St. Louis. —"Fompell" given private screening for local exhibitors and other RKO execs attending conspiracy trial here.

Collins circuit taken over management of DeSoto, Mo., theatre, 700 seats.

Oscar Lehr opened his Richmond, Va., theatre, 430 seats, formerly William Moran, former Springfield, Mo., and Oklahoma City, exhibitors contemplating opening several houses in this territory. New Rogers theatre, Cairo, Ill., 800 seats, opened. Carr & Burgess operating circuit in business, Mo., recently reopened.

E. D. Courter, Hamilton, Mo., re-elected to the County theatre to D. L. Lowrie.

The New Osceola theatre, Osceola, Mo., reopened by Ancell Jacy. Formerly in business, Mo., and was operated by Joe Allard.

Hall & Hart have taken over Ash Grove, all theatres, in security known as Arctarf was operated by D. E. Wilson.

Washington. —Local Warner Bros. office last week completed biggest personnel change in the U. S. in 1935. With appointment of James Root, ex-manager of Savoy, to manager of Thrill, replacing Stephen L. Ellinger, who died week before last, a total of nine employees get new executive posts.

The up-and-up finds Guy Wonders retaining his post as Eagle production chief and adding duties as manager of the Maryland theatre. New classes, ex-P.C. district manager, now head of Virginia theatre. Harry E. Johnson, ex-Battle theatre, now head of district manager; Charles Grimes, ex-Columbia, now manager of Eagle; Fred H. P. now manager of Home; Arthur Killburg from Home to York; Claude Lenz, ex-assistant manager of Central, to manager of Home; Fred McMillan,

### Eagle Kids Kids

Brooklyn. —Rory Cowan, p. of Fabian's Fox, in introducing a Saturday matinee serial, "The Eagle" for a Columbus Day theatre party. Stunt involved The Eagle sponsoring party in conjunction with the Sons of the American Legion. Some 1,500 youngsters participated in parade from Eagle's office to the theatre with music furnished by two legion bands. Theatre party was aided by arrangements committee composed of Capt. Angelo J. Circotoni, prominent legionaire; Martin Dickstein, picture ed. of The Eagle, and Howard Anderson, Kings County chairman of the Sons of the American Legion. Eagle carried daily stories before theatre party was staged and good follow-up yarn.

### For March of Time

RKO has sent to 725 Jewish rabbis a copy of the advertisement to appear in the November issue of Fortune for the tip in March of Time No. 7, to be released Oct. 18. The publicity department has asked the rabbis to look over the screen the subject for their benefit. Company further suggests that rabbis get together and obtain lists of Jewish congregations and circulate them in advance. Most secretaries are glad to supply the lists if they are most interested in the picture.

Syracuse. —Second-run policy becomes effective at Warner's Strand, now operated by RKO Schine pool, on Oct. 18. This leaves Syracuse with four first-run houses, three pool-operated, the exception being Leo's State. The picture to be shown at the Strand will be "Top Hat," and "39 Steps."

Spartanburg, S. C. —Russell B. Lentz, commander of Spartanburg American Legion post, has joined Miller C. Foster, co-owner, in planning to build a new \$77,000 stone and steel Spartanburg auditorium for vaude, concerts, etc. Contract to be let soon. City officials are planning to build a new Liberty, Darlington house, now booking frequent vaude units with new stage and elaborate wiring and lighting effects completed.

Dope is widely reported \$75,000 Pauline Lord, who has also deal cold, but no statement of denial from management.

Tacoma. —H. T. Moore's Rialto, former dual ancient run house at a dime, prettied up at a cost of \$15,000 and reopened as a first-run house. Moore, oldest Tacoma showman, is after gravy at these prices which is 10c under other first runs. Rocky and Music Box, and it looks like a battle. S. P. Dean, Rialto manager; Woodburn McDonald, publicity.

Seattle. —Warner Bros. acquired Bijou, Aberdeen, and new Hoodlum in Houma, La., from Dave Cantor, and will operate as part of their Northwest chain.

Los Angeles. —Fox West Coast now operating Tower, Pasadena, following three weeks of strike. Tower was sold out to his holdings to (Rob) & Rowley and Art Miller, latter in turn switched house with Tower, and will operate as a second run. Tower continues first run.

Loews is expected to round 12 years ago, will be completely overhauled at cost of around \$35,000. Work will be done at night, with job completed by Christmas.

San Francisco. —other - Ravenna (male) requires new interior and dark six weeks for remodeling. Harry Holman remodeling the Bobo, San Jacinto, Calif.

St. Louis. —All six houses in St. Louis area, including nabes, are now on "fill" list of RKO and M.P. ops of U.S. and Canada, last holdout Lemay Perry Theatre in St. L. County, south of St. Louis, has filed last week. (Continued on page 31)

### Too Concentrated

Too many theatres are trying to sell along the lines of least resistance. Of course they do not express it in those words. They argue that if they sell the top feature in a big way it will carry the remainder of the week's changes. Maybe so, and then again, maybe not. It is all right to have a Hat for instance, will bring in more money in five days than the weekly average, but it will not pay to ignore the fact there's another picture for the extra two days. Instead of concentrating on "Hat" spread the bet. Announce, "Of course you know we have booked 'Top Hat' for five days instead of the usual three. It is a picture that will warrant extended follow-up." Don't forget that on Monday and Tuesday we have "Caught in the Clouds." It's a small little picture with some great sky shots. Why not plan to see both? They are so entirely unexploited that if you book them you can see only one of course you'll pick "Top Hat," but if you have nothing else to do Monday or Tuesday, why not look over "The picture." You'll probably enjoy it. Give some space in the lobby to the Hat picture, but don't make it important. Do not feel that those two days are just the calm before the storm. You have sold one ticket instead of one you have sold one extra admission. And you have probably sold it on a non-percentage basis.

That goes where you have two or three features more evenly matched. Do not concentrate on one picture to sell. Concentrate on the lesser lights. Do not try to blow them up to as big as the top picture. Sell the picture, but sell it modestly and confidently. Do not permit your public to feel that you are only looking for a picture out of three that is worth talking about. It's your job to sell tickets every day and not trust to the box office.

Club Stunts Not as many theatres appear to be using the kid club stunt as promised for them during the infancy of the Mickey Mouse craze and the dancing school phase. Some were performing the stunt, but they never lacked the invention to make the club attractive by advancing new ideas. Yet the club can be made a strong constant factor in winning adult approbation and if properly run can be made to win over the parents. A good appeal to the youngsters should be changed at least once a season.

Some are going in for a "supplement" and know in for name. Regular club meeting runs from 11 to 11:30. Then comes the supplement meeting for the older one week and the boys the next. For the girls there is a cooking class, a sewing class, and a book-keeping class. The idea is to work in all the elements of good character training, the school end, the social end, and the athletic end. Alternate weeks the girls get their lessons. Here it is a lecture on tool handling (with stress on the care to be shown in using tools) and a demonstration of how to make some simple article such as a cushion. The girls are given a list of appeals are taking hold and bringing in new members. Mostly recruits come from an athletic club sponsored by the school.

In another club the members are writing a story. First meeting the scheme was outlined. Second meeting each member brought in a plot. While the show was in progress the best plot points were picked out and worked into a coherent story by a local writer. Now each week they bring in material for the next chapter. The story is written up in the previous chapter is read. Each week brings in a few good ideas and the story grows. The idea is to have a story to be run in the local paper, with the type to be saved and made into book form for the school. (Continued on page 31)

Keeping Tiptos Believing that general interest in pictures is more lasting than plugging one picture at a time, an alert manager is making a lot of new fans through a contest announced to the general public. The contest started back in September. The contest is for the best summary of a picture in not less than five nor more than ten words. Only one word is that all entries must carry a name and address and be written on a postcard. Letter is to make it easier to handle since cards are uniform and there is no envelope to be opened and disposed of.

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"I have just seen the **MARX BROS.** picture **'A NIGHT AT THE OPERA'** and believe me boys, it's the funniest picture in ten years. I haven't stopped laughing yet."



# Swell

## ENTERTAINMENT!



*Joan*

*George*

**RAFT • BENNETT**  
*in She Couldn't Take It*

*with*  
**WALTER CONNOLLY**  
**BILLIE BURKE**

DIRECTED BY TAY GARNETT • *A* B. P. SCHULBERG PRODUCTION

A COLUMBIA PICTURE



*The World's Beloved* MAY ROBSON  
*at Her Greatest!* . . . "*Lady for a Day*"  
*Becomes the Queen of Heart-throbs!*

# 3 KIDS *and a* QUEEN

*with* CHARLOTTE HENRY      BILLY BURRUD  
 FRANKIE DARRO      HENRY ARMETTA  
 John Miljan • Ferdinand Gottschalk  
 William Benedict • Henry Kolker • Tom Dugan  
*Directed by* EDWARD LUDWIG  
*Produced by* BEN VERSCHLEISER

CARL LAEMMLE PRESENTS UNIVERSAL'S BIGGEST SOULWALLOP FOR ALL HUMANITY!

CALENDAR OF CURRENT RELEASES

(Continued on page 35)

1 Gaucho. A romance of the plains of Argentine. John Carroll, Stetli Duna, Rod LaRoque, ...
2 Family Tree. Old Man Murphy comes from Ireland to visit his son only to find that the family has changed its name to Murrpoo. James Barton, Margaret Callahan, ...
3 Tip. An amusing tale of the vagaries of the race track and the unaccountable ways of the ponies. James Gleason, ZaSu Pitta, ...
4 In Person. A motion picture story that fears crowds running away to a mountain hideout. Ginger Rogers, George Brent, Alan Mowbray, ...
5 Last Days of Pompeii. A picture of the destruction of the city of Pompeii. Foster, Helen Mack, Alan Hale, ...
6 Powdermoke Range. An epic western laid in a Southern California cattle town in the late '80s. Harry Carey, Foot Glass, Bob Steele, ...
7 Rainmakers. A rich but dishonest farmer tries to stop Wheeler and Woolsey from working their rainmaking invention to help the lima bean farmers. Robert Woolsey, Bert Wheeler, Dorothy Lee, ...
8 Return of Peter Grimm. From David Warfield's hit. Lionel Barrymore, Helen Mack, Edward Ellis, ...
9 Three Musketeers. From the Dumas classic. Walter Abel, Margot Grahame, Rosamond Pinchoff, ...
10 To Beat the Band. A befuddled heir to \$50,000,000 with strings tied to it marries his girl to a disillusioned chap about to commit suicide. Hugh Herter, Helen Broderick, ...
11 Top Hat. American dancer who falls in love with a young girl, but has a hard time trying to keep her from discovering his identity. Fred Astaire, Ginger Rogers, ...
12 Forbidden Entrance. Suggestive of 'One More Spring'. Four derelicts in an abandoned London house. Chas. Farrell, Charlotte Henry, Beryl Mercer, ...
13 Lawless Range. John Wayne western. Dir. R. N. Bradbury. Re. Oct. 3.
14 Melody Trail. Western. Gene Autry, Ann Rutherford. R. Joseph Kane. 57 mins. Re. Oct. 21.
15 The New Frontier. Western. John Wayne. Dir. Carl Pierson. Re. Oct. 24.
16 A Thousand Dollars a Minute. Newspaper man makes a bet wherein he has to spend \$1,000 a minute.
17 Turning Turnbuckles. Western. Gene Autry. Dir. Jos. Kane. 57 mins. Re. Sept. 19.
18 Three Sinners. From the Warwick Deering story. Otto Kruger, Minna Gombell, Martha Sleeper. Dir. Arthur Lubin. 72 mins. Re. Oct. 10.
19 Iah Cape Mystery. The. From the novel by Ellery Queen. Helen Twelvetrees, Donald Crisp, La Verne Clabaugh, Betty Blythe. Dir. Lewis D. Collins.
20 Westward Ho. Western pioneer story. John Wayne, Sheila Mannors. Dir. R. N. Bradbury. Re. Sept. 1.
21 Studio: Fox Mills. 20th Century-Fox offices: 444 West 65th St. Hollywood, Cal.
22 Dante's Inferno. New version of an old thriller. Spencer Tracy, Claire Trevor, Henry B. Walthall. Dir. Harry Lachman. 90 mins. Re. Aug. 31.
23 Dressed to Thrill. Tutta Roy, Olive Brown. Dir. Harry Lachman. Re. Aug. 23.
24 Farmer Takes a Wife. From the stage play of the old canal days. Janet Gaynor, Henry Fonda, Chas. Bickford, Dir. Victor Fleming. 94 mins. Re. Aug. 2.
25 Gay Deception. Film. Patricia Lederer, Benita Hume, Frances Dee. R. Wm Wyler. Re. Aug. 3.
26 Here's to Romance. Story of an opera singer. Nino Martini, Genevieve Tobin. Dir. Louis King. 78 mins. Re. Oct. 4.
27 Orchids to You. John Boles, Jean Muir, Chas. Butterworth. Dir. Wm. A. Seiter. 74 mins. Re. July 12.
28 Redheads on Parade. Picture making and hair dye. John Boles, Dixie Lee. Dir. Norman Taurog. 78 mins. Re. Sept. 4.
29 Steamboat Round the Bend. Rival captains in a river row with a murder angle. Will Rogers, Irvin Cobb, Anne Shirley. Dir. John Ford. 90 mins. Re. Sept. 8.
30 This Is the Life. Runaway youngster takes a fancy to a derelict. Jean Withers, John McGuire, Billy Blaine. Dir. Marshall Nielan. 65 mins. Re. Oct. 13.
31 Thunder in the Night. Murder in Budapest. Edmund Lowe, Karen Morley, Paul Cavanagh. Dir. Geo. Archainbaud. 69 mins. Re. Sept. 20.
32 Thunder Mountain. Zane Grey Western. Geo. O'Brien, Barbara Fritchley, Francis Grant. Dir. David Howard. 6 mins. Re. Sept. 27.
33 Welcome Home. Jameson as a confidence man. James Dunn, Ariene Judge. Dir. Jas. Tinlin. 72 mins. Re. Aug. 9.
34 United Artists offices: 30 Rockefeller Center, New York, N. Y.
35 Barbary Coast. A blazing story of America's last frontier of unamed emotions. Miriam Hopkins, Edward G. Robinson, Joel McCrea. Dir. Howard Hawks. Re. Sept. 11.
36 Call of the Wild. From the famous Jack London story. Clark Gable, Loretta Young, Jack Oakie. Dir. William Wellman. 89 mins. Re. Aug. 9.
37 Dark Angel. The. A love story that will give love a new meaning. Fredric March, Merle Oberon, Herbert Marshall. Dir. Sidney Franklin. 105 mins. Re. Sept. 15.
38 Man Who Could Walk Miracles. Based on an original Young, Joan Gardner and Ralph Richardson. Roland Kibbee. Re. Dec. 11.
39 Modern Times. A dramatic comedy based on mass production in a big factory. Charlie Chaplin, Paulette Goddard. Re. Oct. 11.
40 Melody Lingers On. The. Lowell Brentano's best-seller. 'Foliant mother-love. Josephine Hutchinson, George Houston, Helen Westley. Dir. David Burton. Re. Oct. 25.
41 Moscow Nights. From an unpublished novel by Pierre Benoit. Baeur, ...
42 Red Salute. Two young lovers who find themselves tangled in a fast-moving series of amusing difficulties. Barbara Stanwyck, Robert Young, Harille Bright. Dir. Sidney Lanfield. 74 mins. Re. Sept. 15.
43 Shoot the Chutes. Eddie Cantor's first comic melodrama with songs. Eddie Cantor, Ethel Merman, Parkyakukas and the Goldenwyn Girls. Dir. Norman Taurog.
44 Things to Come. A dramatic adaptation from the H. G. Wells story. 'The Shape of Things to Come. Livorno Haines, Lida Lovandorff, Maurice Braddell. Dir. Wm. Cameron Menzies. Re. Nov. 20.
45 Studio: Universal City. 30 Rockefeller Center, New York, N. Y.
46 The Affair of Susan. Comedy. itts, Hugh O'Connell. Dir. Kurt Neumann. Re. Oct. 7.
47 I am a Jury. Drama. Edward Arnold, Jean Arthur, Binuete Darn. R. Ed Sutherland. 92 mins. Re. Sept. 2.
48 East of Java. Drama. Charles Dickford, Elizabeth Young, Leslie Fenton, Frank Albertson. Dir. George Melford. Re. Nov. 15.

Fighting Youth. Football story. Charles Farrell, June Martel, Andy Devine, J. Farrell Macdonald, Eddie Nugent. Dir. Hamilton Macfadden. Re. Sept. 30.
King Solomon of Broadway. Musical drama. Edmund Lowe, Dorothy Faye, Shirley Ann, Ed. Pawley, Louise Henry, Phillip Brooks. Dir. Alan Crosland. Re. Sept. 30.
His Night Out. Comedy. Edward Everett Horton, Irene Hervey, Lola Lane, Billie Burdette. Dir. Wm. Keighly. Re. Nov. 4.
Manhattan Moon. Drama with music. Dir. Stuart Walker. Ricardo Cortez, Dorothy Faye. Dir. Stuart Wheeler. 62 mins. Re. Aug. 5.
Raven. The. From Edgar Allan Poe's story. Karloff-Bela Lugosi. R. Louis Friedlander. 60 mins. Re. July 22.
Remembrance of My Past. Mystery drama. Edward Arnold, Sally Eilers, George Stanescu, Robert Young. Dir. James Whale. Re. Oct. 28.
She Gets Her Man. Comedy. Zasu Pitts, Hugh O'Connell. R. Wm. N. New York, N. Y. Re. Aug. 19.
Storm Over Manila. Jack Holt, Antonio Moreno, Gene Lockhart, Mona Barrie. Dir. Christy Cabanne. 82 mins. Re. Sept. 16.
Stormy, Outdoor Drama. Noah Beery, Jr. Rogers, Arizona Wranglers. Dir. Louis Friedlander. Re. Nov. 25.
Sweet Surrender. Musical. Frank Parker and Tamara. R. rice. Re. Nov. 11.
Three Kids and a Queen. Max Robison, Earl. Comedy-drama. meta, Wm. Benedict, Frankie Drake, Billy Burdett. Dir. Re. Oct. 21.
Thud Back. The. Buck Jones western.
Studio Burbank. Warner Brothers : 321 W. 44th St. New York, N. Y.
Bright Lights. Small time burlesque. Joe E. Brown, Ann Dvorak, Patricia Ellis, William Gargan. Dir. Busby Berkeley. 83 mins. Re. Aug. 31.
Broadway Melody. Radio singing star tries of the phoney atmosphere. Dick Powell, Joan Blondell, Adolphe Menjou. Dir. Lloyd Bacon. 100 mins. Re. July 27.
Dr. Scratz. Medicine and gangs in conflict. Paul Muni, Ann Dvorak, Burton Mack, Robert Barrat. Dir. William Dieterle. 70 mins. Re. Oct. 9.
Frisco Kid. Barbary Coast action story. James Cagney, Margaret Lindsay, Ricardo Cortez, Lili Damita, George E. Stone. Dir. Lloyd Bacon. Re. Nov. 30.
Going Highways. Kansas farmer suddenly rises to riches through the stock market. Ray Kibbee, ZaSu Pitta, Edward Everett Horton. Re. July 6.
Goose and the Gander. The. Kay Francis, George Brent, Genevieve Tobin, Ralph Corbell, Claire Dodd. Dir. Alfred E. Green. 72 mins. Re. Sept. 21.
Little Big Shot. Tough guys as a baby's guardian. Sybil Jason, Robert Glendon, Glenn Ford, Edward Everett Horton. Dir. Michael Curtiz. 72 mins. Re. Sept. 7.
Moonlight and Magnolias. Musical comedy western story. Richard Ford, Sheila Mannor, George E. Stone. Dir. D. Ross Lederman. 63 mins. Re. Nov. 9.
Personal Maid's Secret. Housemaid manages her employers into prosperity. Margaret Livingston, Robert Barrat, Louise, Ruth Donnelly. Dir. Arthur G. Collins. 58 mins. Re. Nov. 20.
Special Agent (Cosmopolitan). Woman G-m-n has her troubles. Belle Davis, Franklyn Taylor, Richard Dix, Ricardo Cortez, Henry O'Neill. Dir. William Keighly. 78 mins. Re. Sept. 4.
We're in the Money. Woman process workers have adventures. Joan Blondell, George E. Stone, Robert Ross Alexander. Dir. Ray Enright. 65 mins. Re. Aug. 17.
Miscellaneous Releases
Cyclone Ranger (Spectrum). Western. Bill Cody. Re. Bob Hill. 85 mins. Re. May 22.
Circle of Death (Willis Kent). Western. Monte Montana. R. Frank Glendon. 65 mins. Re. June 12.
Fighting Tom Sawyer. Rex Bell, R. Harry Campbell. Re. May 29.
Frontier Days (Spectrum). Ill Cody western. Dr. Bob Hill. 61 mins. Re. May 29.
Red Wings of Courage (Ambassador). Western. Kermit Maynard, Ann Sheridan. Dir. Jack English. 55 mins. Re. June 12.
Rustlers Paradise (Ajax). Western. Harry Carey, Gertrude Astor. Re. July 15.
Speed Devils (Huffman). Two dirt track auto racers go into the garage business. Paul Kelly, Marguerite Churchill. Dir. Jos Hennabery. Re. July 15.
Wagon Trail (Ajax). Western. Harry Carey, Gertrude Messinger. Dir. Harry Frazer. 55 mins. Re. May 23.
Foreign Language Films
Note: Because of the slow movement of foreign film this list covers one or more titles of each of the following countries.
Anema en Suel, el (Sp) (Col). Evil of gossip. Dir. Eusebio Ardayan. 80 Annermarie Braut og Kompanie (Ger). Military farce. Lucie Englisch. Dir. Carl Poesse 70 mins. Re. Dec. 1.
Aesjue A Su Mujer (Sp) (Fox). Domestic comedy. Conchita Montenegro. Dir. Luis Valdez. 70 mins. Re. March 1.
Aachenmittwoch (German). Romantic drama. Dir. Johannes Meyer. 70 mins. Re. March 1.
Avec Assurance (French) (Par). Saint Granier. Musical comedy. Dir. Roger Capell. 60 mins. Re. May 1.
Az Uj Rokon (Hung.). An American orphan among Magyar nobility. Dir. Bela Gomb. 80 mins. Re. March 1.
Bel D'Amour (French) (Kinematograph). College comedy with music. Dir. Bela Gomb. 80 mins. Re. Dec. 1.
Belden Seehunde, Die (German) (General). Comedy of a playful king. Wels. Ferdi. Dir. Fred Sauer. 70 mins. Re. March 1.
Bohemos (Sp) (Cineprosa). Love in Mexico's Greenwish Village. Dir. Rafael Portas. 70 mins. Re. Aug. 1.
Bolohe (Spanish). Cabaret hit. Dir. Francisco Elias. 80 mins. Re. May 15.
Buzatinga (Hung) (Danubia). Operaetta with romance. R. Steven Szekely. 80 mins. Re. Jan. 1.
Cantante de Naples, El (Sp) (WB). Musical romance. Enrico Caruso, Jr., Alona Maria. Dir. Howard Bretherton. 60 mins. Re. Feb. 15.
Cette Vieille Canaille (Fr) (Kinematograph). Social drama. Harry Baur. Dir. Anatole Litvak. 80 mins. Re. Jan. 1.
Chapayev (Rus) (Amkino). Historical drama. Dir. Sergol and Georgi Vosjyakov. 70 mins. Re. Jan. 1.
Chassus de la Pr. (Fr) (Paris). Musical comedy. Susy Vernon. Dir. Chas. Anton. 70 mins. Re. Feb. 1.
Chuyasikin (Russian) (Amkino). Historic record of Russ expedition to Arctic. 70 mins. Re. May 15.
Chucho El Roto (Sp) (Cineprosa). Romantic tragedy. Dir. 60 mins. Re. Dec. 1.
Ciudad de Carton, La (Sp) (Fox). Drama of marital relations. Antonio Melchior. Dir. Louis King. 70 mins. Re. Feb. 15.
Clementia (Sp). Semi-historical drama. Dir. Chano Urutego. 80 mins. Re. Aug. 15.
Cognasse (Fr) (Par). A bookkeeper with ambitions gets his chance. Tramel Azac. 60 mins. Re. April 1.
Corazon Banderole (Spanish). Action drama laid during Maximilian's reign. Dir. Raphael Sevilla. 60 mins. Re. March 1.
Criez-vous, Criez-vous (Fr) (Paris). French version of American farce, '1 Days o' Advertise'. Pauley, Saint-Granier. Dir. Karel Anton. 80 mins. Re. June 15.
Crisis (Fr) (Euronope). Backstage musical. Albert Prjeau. Dir. Robert Siodmak. 80 mins. Re. March 1.
Cruz Diablo (Sp) (Col). Mexican Robin Hood. R. Fernando de. 60 mins. Re. April 1.
Czar Wants a Sleep (Fr) (Amkino). Satire on court life of Paul I. Dir. Alexander Feinzhimmer. 70 mins. Re. Dec. 1.
Czardasfuerer, Die (Ger) (Ufa). Musical based on Emmerich Kalman's 'Die Csardasfuerer'. Dir. George Jacoby. 90 mins. Re. April 15.
Dancing, El (Sp) (Hoffberg). Comedy drama. R. Maglin. 60 mins. Re. April 15.
Delitto di Mastrovanni (It) (etropolis). Ieto Palermo. 65 mins. Re. July 15.
Dona Francisca (Sp) (Nosseck). Musical romance made in Spain. Dir. Hans Dancberg. 70 mins. Re. April 15.
(Continued on page

Par Reopening Its 4,200-Seat Minn'ta With 'Crusades,' 55c

Minneapolis, Oct. 15. Public has set date and policy for its 4,200-seat Minnesota theatre. Here, a new show that 1935 year. House will reopen in November with 'Crusades,' scale 55c to 5 p.m., and 55c, including tax, thereafter. Any night price is 15c. higher than any theatre here has been getting for straight shows in recent years. Orpheum and State last season offered stage shows plus first-run pic for 40c.

The policy will be to offer the cream of the A pictures and, from time to time, when available, outstanding stage shows, according to John J. Friedl, Public general manager. Early weeks will be devoted to straight films. 'Crusades' will be followed by 'I Live My Life,' 'Rose of the Rancho' and 'Mutiny on the Bounty.'

Publix N.W.'s Republic Deal; Adding More Vaude

Minneapolis, Oct. 15. Public has made a deal for Republic's 1935-36 product for entire circuit outside of Twin Cities. It marks the first time it has bought entire product of any but the major exchanges.

With Paramount now in complete control of the circuit and John J. Friedl, general manager, in full charge, Public has decided to invest in more out-of-town spots. The circuit now is using 'bank night' throughout most of the territory and will put it into some of its Twin City neighborhood houses shortly.

Legislation

Prior to the next session of Congress, convening the first week in January, the picture industry is watching legislative action of various states, most of which are in process of passing bills that take effect this fall. Usual troubles expected. Included is a special session in Kansas, where the legislative council is discussing a 10% sales tax which would embrace box o' ceas. According to unofficial film sources, this state may put through a sales tax but eliminate admission. A 1% tax on the box office would be an unusually stiff one calling for vigorous fight from film interests.

In Ohio a special session this fall will appoint a committee to study the tax problem there and make a report on it to the legislature. Oregon is now in regular session, having convened last week for from 20 to 30 days. Special sessions are contemplated in Michigan, Minnesota and New Jersey. Alabama and California are set on special sessions in January. Florida is also figuring on such a session but no approximate date yet.

Harrisburg, Oct. 15. Four of the nine emergency tax laws of the 1935 Legislature, including the State amusement tax, now in full effect, are producing larger sums than anticipated. The amusement, clear, extra-cent gasoline and documentary stamp tax laws all became effective during the summer. The amusement tax up to Oct. 1 had produced \$318,413 from the 4% imposed on all forms of commercial amusements. The documentary tax comes in no faster. It will produce for the present fiscal year only \$1,910,476. The estimate of the Revenue Department was that it would produce \$5,000,000 a year. However, the estimate is that it will not be made until this month, and the State's fiscal o' cera say that the October report will be larger than that of September when most of the August returns showed up on the books.

MG Wins 'Seas' Claim

pellente Division, New York, has upheld Metro in its refusal to deliver 'China Seas' under a 1933-34 contract to the Gotham, N. Y., independent house uptown. Gotham had secured the back picture to deliver this picture as a 1933-34 attraction. The picture was only recently sent out as a 1933-34 attraction. Gotham originally took matter to the Supreme Court, losing there and then appealed.

# Crowds STANDING FIVE DEEP FORCE RIVOLI TO PLAY EXTRA

An enthusiastic audience greeted the initial showing . . . A vigorous lusty story with splendid cast. . . Samuel Goldwyn has achieved a first-rate production. *Kate Cameron—News.*

Roistering, colorful, and exciting "Barbary Coast" is one love story which also will entertain the men. It is packed with melodramatic action. Miriam Hopkins is as fetching as ever in it and a splendid cast supports her. *Bland Johaneson—Mirror*

A gaudy, gripping melodrama of guns and gold holds the screen of the Rivoli, and the emotions of the patrons, in its thrall . . . thoroughly satisfying entertainment, and you'd better mark it "must"

This doesn't begin to describe with any adequacy the fascinations that await you in this exciting drama of suspense. It blazes with action and romance through every sequence, is studded with color and bespangled with the scintillance of a half-dozen stirring portrayals. . . . Howard Hawks has directed with brilliance. *Regina Crewe—N. Y. American*

Grand entertainment . . . a vivid and absorbing melodrama of gold-rush days in early San Francisco. Produced with Samuel Goldwyn's customary painstaking care . . . for taut excitement you're recommended to the episode in which Knuckles is captured by the Vigilantes. . . . You'll like "Barbary Coast."

*Rose Pelswick—N. Y. Evening Journal*

A thumping melodrama of the Gold Rush days. . . . Gusto and gaudy colorfulness . . . picture moves with vigor and considerable excitement . . . typically excellent Goldwyn production.

*Richard Watts, Jr.—Herald Tribune*

All attendance records show reaps golden harvest at Rivoli ticket buyers storm box-office on Sunday morning. And did the criti

SAMUEL GOLDWYN TRIUMPHS

Just as "The Dark Angel" everywhere now continues the Goldwyn tr

## "BARBARY

MIRIAM  
EDW. G. R.  
and JOEL

Directed by HOWARD HAWKS  
Screenplay by CHARLES MACKAY



Released thru

# AT 1<sup>30</sup> O'CLOCK IN THE MORNING UNSCHEDULED SHOW!

erred as Barbary Coast  
Theatre, N. Y. Enthusiastic  
applaud film until 3 o'clock  
rave just read the reviews!

OLDWYN  
AGAIN!  
few critical plaudits  
"Barbary Coast"  
dication of excellence.

## COAST"

OPKINS  
ROBINSON  
McGREA  
RD HAWKS  
THUR and BEN HECHT



One of Samuel Goldwyn's visually striking produc-  
tions... a merry, vigorous and delectably phrased  
tale... "Barbary Coast" has a jovial virility that  
makes it one of the show pieces of the season.

*Andre Sennwald—N. Y. Times*

A bludgeoning story of violence and love in the gold  
rush days... you cannot help but admire Samuel  
Goldwyn's production of "The Barbary Coast"...  
a tempestuous flourish, running over with vitality and  
glorified by the fascination of Miriam Hopkins' talent  
and personality... eminently successful... as enter-  
tainment "The Barbary Coast" is a thumpingly good  
picture. It runs for an hour and a half, and it is worth  
every minute of it.

*Thornton Delehanty—N. Y. Post*

A play done passionately yet tenderly and filled  
with the virility of America's most romantic city...  
It's a thrilling bit of Americana. For Charles Mac  
Arthur and Ben Hecht, the authors, carved their  
play from the authentic stuff of history... Here is  
San Francisco of the '49ers, city of dreams, violent,  
audacious, misted in fog, lifting itself from the mud  
to the stars.

*Gerald Breitigam—N. Y. World-Telegram*

Not since his memorable performance in "Little  
Caesar," has Mr. Robinson been as convincingly  
tough as he is in "Barbary Coast," a rousing dra-  
matic tale of old San Francisco in the gold rush days  
... Miriam Hopkins, lovelier than ever... a rattling  
good yarn... first-rate entertainment and blessed  
with excellent characterization... Barbary Coast  
will be very popular.

*New York Sun*

UNITED ARTISTS

CALENDAR OF CURRENT RELEASES

(Continued from page 35)

Doppelbräutigam Der (Ger.) General. Romance of a composer's marital
Miklu. Fritz Kampers. Lien. Deiers. Dir. MacFric. 60 mins. Rel.
March 15.
rei Kaiserjaeger (Ger.) Military comedy. Elise Elster. Fritz Kampers.
Dir. Robert Lind. Franz Hofler. 80 mins. Rel. March 15.
Drei von der Kavalierie (Ger.) Military farce. Fritz Kampers.
Dir. Carl Boese. 60 mins. Rel. April 1.
in Mann Will Nach Deutschland (
Paul Wegner. 80 mins. Rel.
lo Que Me Quieras (Sp.) (Par.) Romance in the theatre.
Dir. John Reinhardt. 80 mins. Rel. April 1.
l Hombre Que Se Relaja Amar (Sp.). Romance from Madrid
Perolo. 60 mins. Rel. July 15.
Gloag Gutt (Norwegian) (Scandinavian). From. Jonsson's novel. Dir.
John Brunius. 80 mins. Rel. Nov. 15.
En Nott (Sw) (Scandinavian). War and love.
mins. Rel. Jan. 15.
Fantasma del Convento, El (Sp.). In. Fernando de Puen-
tes. 80 mins. Rel. April 15.
Ferien vom Ich (Ger.) (Ufa). Romantic comedy. Dir.
16 April 1.
Inanzen des Grossherzogs, Die. (Ger.) (General).
music. Dir. Gustaf Grundgens. 60 mins.
Flickorna Fran Gambia Star. (Scandinavian).
Bauman. 80 mins. Rel. Dec. 15.
Frauenn Liselott (German) (Casino).
Dir. Johannes Guter. 80 mins. Rel. Dec. 15.
Fruehlingsmaerchen (German) (General).
100. 60 mins. Rel. May 15.
rech Euch Des Lebens (German) (Ufa). Romantic comedy.
160. Dir. Hans Stamer. 80 mins. Rel. April 15.
Fischer Wind aus Kanada (Ger.) (Ufa). Light comedy.
160. Kenter, Eric Holder. Rel. Sept. 15.
romeros del Amal. (Ufa). Musical romance. Jose Mojica, Rosita
Rorocio. Dir. Frank Strayer. 80 mins. Rel. Dec. 1.
Fuerst Woronzoff (Ger) (Ufa). Romantic drama. Bri. Hite Hei
Arthur
Robinson. 60 mins. Rel. Nov. 15.
Goldes Talpa (Ufa). Adventure in Siberia. Dir. Viadl. Ir. Schned-
ler. 80 mins. Rel. Aug. 1.
raefin Mariza (Ger.) Operetta. Dorothea Wiek.
80 mins. Rel. Feb. 15.
Gretl Zilt des grosse los (Ger.) Lottery ticket makes for comedy. Lucie
Englisch. Dir. Carl Boese. 80 mins. Rel. Feb. 1.
Grosse Chance, Die (German) (Casino). Camilla Horn. Romantic drama. Dir.
Victor Janssen. 80 mins. Rel. May 1.
Gypsy Baron (Ger) (Ufa). Johann Strauss opera. Fritz Kampers. Ir. Karl
Hartl. 100 mins. Rel. Sept. 1. Rev. Sept. 15.
Helm an Rhein (Ger.) Romantic drama. Lucie Englisch. Ir. Carl Boese.
80 mins. Rel. Dec. 1.
Hermine und die 7 Aufrechten (Ger) (Casino). Battle for peace. Heinrich
Georg. Karl Hardt. Dir. Frank Wysbar. 100 mins. Rel. Sept. 15.
Rev. Sept. 25.
Heros de Nazcazi. Railroad drama. Dir. 80 mins.
Rel. Sept. 1.
Hochzeit am Wolfgangsee (Ger). Romantic comedy. Dir. Hans Behrendt.
70 mins. Rel. Nov. 15.
Huazaren (Hung.) (Danubia). Romantic comedy with music and military
background. Dir. Steve Szelle. 60 mins. Rel. April 15.
Ich Sing Mich in Dein Herz Hinein (Ger.) (Casino). Comedy with music
Lien Dyere. Dir. Fritz Kampers. 80 mins. Rel. June 1.
Idole de La Florida (Sp.). Romantic musical. Dir. Eduardo Moreno. 80 mins.
Rel. June 15.
Iglol Diakok (Hungarian). Comedy with music. 80 mins. Rel. May 15.
n Heidekrueger (Ger.) (Germania). Romantic farce. Dir. Carl Boese. 70 mins.
Jan. 1.
Jo As Oreg a Haznal (Hung) (Danubia). Farce with music. Szoke Szakali.
Ernst Verebes. Dir. Fritz Schulz. 60 mins. Rel. Feb. 1.
Johannsbacht (Ger). Love in the Alps. Lil Dagover. Dir. Willy Reibter. 80
mins. Rel. Feb. 1.
Judas von Tirol, Der. (Ger.). Analogy to the Passion Play. Dir. Franz Oaten.
80 mins. Rel. April 15.
Julius Caspa (Ufa). (Fox). Marital drama. Catalina Barcera. Gilbert
Roland. Dir. Louis King. 80 mins. Rel. March 15.
Jungfrau Gegen Moerch (Ger.). Romantic comedy (Ufa). E. W. E.
80 mins. Rel. March 15.
Kaiserwasser (Ger.) (General). Musical with Johann Strauss tunes. Martha
Eggerth. Dir. Friedrich Zelnick. 80 mins. Rel. Jan. 1.
Katte Hamnell, Die (Ger). Comedy romance. Dir. Carl Boese.
ina. Rel.
Jan. 1.
Koesoencong Hogy Elgazott ( Musical romance.
ina. Rel.
May 1.
Konjunkturtrier (Ger.) (General). Drama of profiteering. Weiss Ferd.
Dir. Fritz Kampers. 80 mins. Rel. April 15.
Krach um Iolande (Germany) (Ufa). Rural comedy. Dir. Carl Froehlich.
100 mins. Rel. May 1. Rev. May 15.
L'Eleita dello (Ufa). Comedy. Angelo Musco. In. Amleto
Palermi. 85 mins. Rel. June 15. Rev. July 3.
Les As du Turf (French) (Paramount). Racetrack yarn. Dreaan. Ir. Serge
Le Poulain. 80 mins. Rel. May 15.
Liebe Dumme Wams (German) (Bavarian). Comedy. Ir. Carl
Reinhold. 70 mins. Rel. June 1.
Liebe, Tod und Teufel (German) (Ufa). Kaethe von Nagy. From a Robert L.
Stevenson story. Dir. H. Hilpert and R. Steinkeiler. 100 mins. Rel.
May 15. Rev. May 28.
Liebe und die Erste Eisenbahn (Ger) (Ufa). Romantic comedy. Dir. Hassa
Noy. 70 mins. Rel. May 15.
Lila Akac (Hungarian). Pre-war musical romance. Dir. Istvan Szekely. 70
mins. Rel. May 15.
Llorona, La (Sp.). Mexican melodrama. Dir. Ramon Peon. 60 mins. Rel.
June 15.
Lillom (Fr.) (Fox). Mohar's play. Charles Boyer. Dir. ritz Lang. 85
mins. Rel. March 1. Rev. March 20.
Lockvogel (Ger.) (Ufa). Mystery romance. Dir. 60 mins
Rel. Jan. 1.
rdonnance (Fr.). Love in a garrison. Marielle Char. Ir. Simon Schir-
trin. 75 mins. Rel. June 15.
Madame Bovary (Fr.) (Paramount). Faithful transcription of Flaubert epic.
Dir. Jean Renoir. 100 mins. Rel. Nov. 15. Rev. Nov. 15.
Marilyn (Pol.). Rural romance. Ir. Jan Nowina-Przybylski. 60 mins. Rel.
Dec. 1.
Meine Frau die Schuetzenkoenigin (Ger)
Dir. Carl Boese. 80 mins. Rel. Jan. 1.
Men on Wings (Rus) (Amkino). Story of Soviet aviation. Dir. J. Ralsman.
80 mins. Rel. July 15. Rev. Aug. 15.
Meryka (Pol.). Musical comedy. Dir. 80 mins.
Rel. May 15.
H. Dir. Durch Dick und Duenn (Ger) (
Franz Siltz. 40 mins. Rel. Nov. 15.
Mizel Svek (Slovak). Di cutly far
ir. Ulelha. 70
mins. Rel. June 1.
Moscow Laughs (Ufa) (Amkino). First Russ. musical. Ir. G. Alexandrov.
80 mins. Rel. March 15. Rev. March 27.
Mutter und Kind (Ger) (General). Mother-love drama. Henry Porter. Dir.
Hans Steinfell. 70 mins. Rel. Nov. 15.
Nada Mas Que Um Mulher (Sp) (Fox). Version of 'Pursued.' Harry
Lachman. 60 mins. Rel. Nov. 15.
lo (Sp.). Melodrama of life in fishing vil
70 mins.
Rel. June 15.
Page vom Dalmasse Hotel, Der (Ger.). Comedy with detective ramifications.
Dolly Haas. Dir. Victor Janson. 70 mins. Rel. March 15.
Paysajada de la Vida (Sp.). Love in a circus. Dir. Migul Zacarias.
ins
Rel. March 15.
Peasants (Rus) (Amkino). Life on the farm. Dir. Friedrich
mins. Rel. Aug. 15. Rev. Sept. 4.
Pechmarg (Ger) (Fox). Comedy about a lady with hard luck.
80. Ruyter. 82 mins. Rel. April 1. Rev. April 24.
Pater Vinogradov (Rus) (Amkino). Life on the far
mins. Rel. June 15. Rev. July 4.
Pronez Gatte in die Tauben
Ojher Bean. Simone Simon. Dir.
ins-
Aug. 15.

Fast Work

Hollywood, Oct. 15.
Fats Waller trained in from
Atlanta last Tuesday (8) to
start work in 'King of Bur-
leque' at 20th-Fox. 'Unpack-
ing his grips at 8:15 a. m. he
was on the lot 45 minutes later.
By 10 a. m. he had his three
numbers ready for recording....

Republic's RCA Sound

Hollywood, Oct. 15.
Republic Pictures has made ar-
rangements with RCA Phonophone
to use sound recording equip-
ment of the latter company on all prod-
uct to be made by the producing
organization for the coming year.
Deal puts Republic serials and
westerns on RCA sound tracks
along with the regular line of fea-
tures. Later next RCA when
first pictures were produced with
the Republic label.

Kalish's Coast Bids

Chicago, Oct. 15.
Universal screen-tested Shalinda
Kalish, local semi-pro legit actress
and radio performer.
Charlie Yates and Metro are also
interested.

Prinzessin Turandot (Ger) (Ufa). Adaptation of the opera. Koethe von
Nagy. Willy Fritsch. Dir. Gerhard Lamprecht. 60 mins. Rel. Jan. 15.
Pulpo Humano, El (Spanish) (Hoffberg). Mystery melodrama. Ir. Jorge
Bel. 60 mins. Rel. May 1.
Racco, Indulu (Hung.) Musical romance, with Paul Abraham.
music. Dir. Steven Szekely. 80 mins. Rel. April 15.
Vaka, Die (Russian) (Amkino). Sabotage in the power plants. ins.
Dir. Brodyskii and Korsch. Rel. May 1.
Reiter vom Hoch-Adel (Ger) (Casino).
1-historical drama.
Dir. Herbert Seplin. 60 mins. Rel. June 1.
Riachulo (Sp) (Hoffberg). First Argentine-made pic.
L. J. Mogile Barth. 60 mins. Rel. Dec. 1.
Rozen und der Sueden (Ger.). Romance with traus music. Ir. Walter
Janssen. 70 mins. Rel. April 15.
Sangen Till Honne (Sw) (Scandinavian). Musical romance. Ir. Ivor Johann-
son. 70 mins. Rel. Feb. 15.
Schlemihl, Der (German) (Kinematrade). Comedy. Curt
Ir. Erich
Engels. 60 mins. Rel. Nov. 1.
Schmelleiter, der (Ger) (General). Native drama on coast of Friesland.
Dir. Hans Stamer. 80 mins. Rel. Feb. 15.
Schloss Hubertus (Ger) (Ufa). Romance in the Alps. Dir. Hans Deppa. 70
mins. Rel. Feb. 1. Rev. Feb. 27.
Schwarzgeraendelmann (Ger). Nationalistic burry in Napoleonic setting.
Dir. Johannes Aeyer. 80 mins. Rel. April 1.
Senora Casaca (Sp) (Fox). Marital drama. Catalina Barcera. Antonio
reno. Dir. James Tinning. 70 mins. Rel. Feb. 1.
Siuby (Ufa) (Principal). Military comedy. Ir. M. Krawicz. 80
mins. Rel. Feb. 15.
Song of Happiness (Rus) (Amkino). A young musolan finds new life and
hope. V. R. Gardin. Dir. M. Donsov, V. Legoshin. 80 mins. Rel.
April 1.
Sonne Gieb Auf, Die (Ger). Musical romance. Charles Kleinman. Dir. Willy
Reibter. 60 mins. Rel. Feb. 15.
Soviet Journey (Rus) (Amkino). 60 mins. Rel.
Aug. 1.
Soviet Russia Today (Rus) (Amkino). Newsreel compilation. Ir. Edward
Gale. 40 mins. Rel. March 1.
Spiel Mit Dem Feuer (Ger) (Ufa). Domestic relations comedy. Dir. Raiph
Arthur Roberts. 70 mins. Rel. Nov. 15.
Stroesspurg, 1917 (Ger) (Bavaria). War film. Dir. Hans Ziebertel. 80 mins.
Rel. Jan. 1.
Sunny Youth (Rus) (Amkino). Glorifying Soviet youth. Silent. Ir. Paul
Sunya Korumotser. 70 mins. Rel. Aug. 15. Rev. Aug. 21.
Susana Tinea (Sp) (Ufa). Marital farce. Rosta Diaz. Benito
Perolo. 70 mins. Rel. June 1.
Swedenheims (Sw) (Scandinavian). Domestic drama. Tuta Rolfe, Costa
Gard. Dir. Carl Boese. 80 mins. Rel. Sept. 1. Rev. Sept. 15.
Tango Bar (Sp) (Par). Musical melodrama. Carlos Gardel, Rosta Moreno.
Dir. John Reinhardt. 85 mins. Rel. July 1. Rev. July 17.
Fango on Broadway (Sp) (Par). Musical comedy. Carlos Gardel. Dir. Louis
Gale. 70 mins. Rel. Aug. 15.
Three Songs About Lenin (Russian) (Amkino). Newsreel compilation. Dir.
D. Vertov. 65 mins. Rel. Nov. 1.
Tierra Amor y Dolor (Sp.). Domestic drama. Dir. Ramon Peon. 60 mins.
Rel. Aug. 1.
Tjocka Slakten (Swedish) (Scandinavian). Ir. Solve Cederstrand.
70 mins. Rel. Feb. 15.
Topaze (Fr) (Par). Gallic satire. Dir. Louis Gasnier. ins. Rel. Feb.
15. Rev. Feb. 20.
Tovarschi (Russian) (Amkino). Love and comradeship in the Revolution. Dir.
S. Timonenko. 70 mins. Rel. May 15. Rev. May 20.
Tres Amores (Spanish) (U). Heavy drama. Anita Campillo, Mona Maria
Dir. Mos Sachin. 80 mins. Rel. Nov. 1.
Tres Espinas, Los (Sp) (Hoffberg). Argentine comedy.
Rel
Jan. 1.
Tribu (Sp.). Mexican drama. Dir. iguel C. Torres. 70 mins.
Una Semana de Felicidad (Sp). Romantic comedy. Dir. Maxi
0. mins. Rel. June 1.
Unbekannte, Der. (Ger.) (
60 mins. Rel. June 1.
Und Wer Kuusst Mich? (Ger) (General).
Ir
Dir. Carl Boese. 80 mins. Rel. Jan. 15.
Une Etiole Disparait (Fr) (Par). 'Murder of a film star. Suzy Vernon. Cor-
stant Remy. Dir. Robert Villers. 60 mins. Rel. Feb. 1. Rev. Feb. 20.
Unschuldig vor Lande, Die (German) (Casino). Comedy of fight for stage
career. Dir. Carl Boese. 80 mins. Rel. May 1.
Vaktor und Viktorja (Ger) (Ufa). Theatrical operetta. Renate Mueller. Dir.
Reinhold Schuenzel. 70 mins. Rel. Jan 15.
Violetera, La (Ufa). Raquel Meller. Based on an old silent, with parts reshot
80 mins. Rel. Jan. 1.
Vuelo de la Muerte, El (Sp.). Mexican aviation drama. Guillermo
Calle. 70 mins. Rel. Aug. 15.
Waltz Time in Vienna (Ger) (Ufa). Musical based on Johan Strauss' li-
terature. Renate Mueller. Dir. Ludwig Berger. 80 mins. Rel.
May 15. Rev. May 20.
Wenn Herzen Sich Finden (Ger) (Germania). Romantic comedy. harlotte
Ander. Dir. Erich Engels. 80 mins. Rel. Nov. 1.
Youth of Maxim (Amkino) (Rus.). Historical drama.
Ir. Gregory Kozint-
zov, Leonid Trauberg. 80 mins. Rel. April 15.
Youth of Russia (Yiddish) (Sov-Amkino). Religious conflict. Dir. Henry Lynn
70 mins. Rel. Nov. 1.
Zygie J. Pilsudskiego (Pol) (Metropolis). History of the life of Marshal 'P'
sudski. Dir. Richard Ordynski. 60 mins. Rel. June 1.
Harold Auten, 1540 Broadway.
Amkino. 729 Seventh Ave.
Ravara Film. 729 Seventh Ave.
Casino. 240 E. 84th St.
Danubia. 729 Seventh Ave.
European Film. 229 W. 42
Garfield Films. 729 Seventh Ave.
General Foreign Sales. 729 7th Ave

Little Progress Being Made to Effect 306-Allied-Empire Merger

Stander, Howard to Help 'Soak the Rich'

Hollywood, Oct. 15.
Lionel Stander and John Howard
have gone east for roles in Hoch-
bath's 'Soak the Rich' film.
Howard planned out last Saturday
(12) and Stander trained out today
(13).
Walter Connolly, who plays lead,
left earlier.

HYAMS IN DIX PIC

Hollywood, Oct. 15.
Radio handed Lelia Hyams the
lead opposite Richard Dix in
'Mother Lode.'
'Film hits the cameras this week,
with Wallace Fox directing.

rien's Next Starer

Hollywood, Oct. 15.
Next George O'Brien starred for
Sol Lesser will be 'Whispering
Smith Speaks.'
David Howard directs from Dan
Jarrett's script.

Negligible progress is being made
toward the blending of New York
Operators (Local 306), Allied Oper-
ators and the Empire State Oper-
ators union into 'one bothmors'
organization. In addition to facing
the problem of initiation dues to be
charged Allied and Empire men on
entering 306, it is felt in neutral
union circles that Frank Tichenor is
not taking an aggressive enough
stand as the merger negotiator.
Tichenor is Mayor LaGuardia's
mediator in union labor troubles,
sensing by the mayor to try to
effect peace between the organiza-
tions unless following complaints of
theatres, but while bringing about
peace parleys, to date Tichenor has
not gone far in negotiating a per-
manent peace pact. Although un-
less conferences are being held right
along, it may be months before two
N. Y. state-chartered unions
(Allied and Empire) are absorbed
into the merger. Tichenor is the
American Federation of Labor and
the most powerful of the three.
In any event a new contract be-
tween 306 and the New York theatre
managers is expected before any
merger agreement is reached. Un-
til 306, Allied and Empire. Some-
time this week negotiations may
be opened on a scale for the class 'B'
and 'C' theatres, scales for 'A' and
de luxe, but having been set.
Meantime, de luxers are not accept-
ing the new deal worked out, pre-
ferring to remain at the old \$155
scale, which is satisfactory with 306.
A two-a-day scale also remains to
be set.
A contract for no more than two
years will be accepted by 306 when
it comes time for signing, it is said.
It may be less than that or one year
with the de luxers, whose operators
prefer to handle both matters
direct with 306 rather than through
the regular managers' committee.

No RKO-Public Accord, N. W. Fears Price War

Minneapolis, Oct. 15.
Fears here are that a big theatre
scrap is brewing and that it will
rip admission price scales wide open
and upset the appretant generally.
Situation is said to be developing
around the failure of RKO to make
a 1935-36 product deal with Public,
the only major distributor that
didn't do this.
In retaliation for the Public cir-
culation to buy at what RKO
deems 'fair prices,' the Minneapolis
and St. Paul Orpheums may lower
admission prices and begin dou-
ble featuring, thus starting a war with
Public in the Twin Cities, the terri-
tory's main spots.
Up to this time there has been
no double featuring in any of the
Twin City first runs or neighbor-
hood houses. Moreover, Public and
the two Orpheums recently got to-
gether on upping admission prices,
agreeing to a 56c top, in place of
40c, for stage shows and an earlier
hour for the change from afternoon
to night prices.

FRANCIS TREKS EAST

Hollywood, Oct. 15.
Francis Francis, western general
manager of RCA Photophone, is en
route east to confer with company
officials and visit the Camden, N. J.,
factory. Francis is going into produc-
tion Friday (18).
Ticket permits director to make
three outsiders for Walter Wanger,
first on tentative scale being 'Big
Six Eyes,' due to start around
Nov. 14.

SCOTT'S 5 AT REP.

Hollywood, Oct. 15.
Republic has signed Aubrey Scott
to direct five pictures, first 'Hitch
Hiker Lady,' going into production
Friday (18).
Ticket permits director to make
three outsiders for Walter Wanger,
first on tentative scale being 'Big
Six Eyes,' due to start around
Nov. 14.

TOM VARNON'S PAR CHORES

Tom Varnon has transferred from
the branch office to the main office
to the theatre division under Y. Frank
Freeman.
He has been assigned to theatre
real estate matters.



# MORE PUBLISHERS, SUPER-POWER DUE IN GENERAL BREAK-UP OF CHANNELS

### Looks Like Lawyers and Engineers Will Reap Harvest—New Web Likely—Status Quo Jolted on Every Side Under Expected Changes

Spurred principally by political pressure and the clamoring of newspapers throughout the country for wavelength, Communications is expected to announce within the next three months a plan for power reallocation which will make available facilities for over 100 additional stations. Not only does this plan, which has been passed on favorably by the FCC's engineering department, propose a general breakdown of clear or highpowered channels but it calls for wholesale duplication of stations on regional channels. Other added facilities will arrive from new frequencies assigned in the 1,500 k.c. to 1,600 k.c. region, which will be put to strictly local station uses.

Aside from creating furor among existing air franchise holders, the realignment is expected:

1. To force a substantial number of those now sitting on clear channels to go to 500,000 watts or accept the alternative of changing their band with whomever the FCC assigns to it.
  2. Allow high powered locals that are not broken down to go to 5,000 kilowatts and a sufficient number of these are now operating on 1,000 watts.
  3. Arrange for a station in each zone on certain regional channels.
- Because the networks to bring about a readjustment of the stations on each link. If they are unable to stop the new power handouts, NBC and Columbia are figured to put up a stiff battle for additional power for the stations they own or operate and the affiliates located at strategic points. The blue (WJZ) link was prevented from expanding because of a lack of lots of new highpowered stations available NBC would lose no time in trying to strengthen this particular network.

Stimulate business in a big way for equipment manufacturers and lawyers specializing in local law in Washington. Cost of equipping a station for 100,000 watts will come to at least \$300,000, and there are to be 25 outlets of this calibre. Legals will be kept busy trying to help grab or prevent from being grabbed, what the courts are estimated to reap from hearings and a series of the greatest court fights that the industry has known mount into the hundreds of thousands.

**Press and Politics**  
New York radio circles is of the opinion that the commission will withhold action on the plan recommended by Andrew B. Ryan, FCC engineer, until the political situation becomes ripe. Fact that there is a national campaign in the offing, it is believed, will largely influence the manner in which in making the announcement. Besides the scores of newspapers that have the past year or two been pressing the commission for facilities, there are the Senators and Congressmen who have been sponsoring the requests of deserving henchen back home. All this time there have been no frequencies to give.

One reason for the delay in New York broadcasting is that if the allocation plans goes through the creation of another national network will become inevitable. CBS, it is figured, may take advantage of the possibilities to carry out the idea of a second link which it has been nurturing the past two years, or the Mutual Network will step into the situation and extend its operations from coast to coast.

**rickson Shift**  
Chicago, Oct. 15.  
Switch in the Chicago Erickson office here brings in Clarence Meermans from the Cleveland branch to fill in the gap left by the debarking of C. H. Pangborn, who moves to the L. D. Thomas agency in New York.  
Pangborn had been handling the Ford dealer biz for McCann-Erickson.

## Visiting New York

- |                                  |                                  |
|----------------------------------|----------------------------------|
| Guy C. Los Angeles               | Harrison Holloway, San Francisco |
| Johnny Gillen, WOW, Omaha        | G. A. Richards, WJR, Detroit     |
| Leo Fitzpatrick, WJR, Detroit    | H. J. Brennan, WJAS, Pittsburgh  |
| R. M. Thompson, WJAD, Pittsburgh | C. W. St. Louis                  |
| Tom Malone, KNBC, Kansas City    | Jack Tuttle, WFBL, Syracuse      |

## SOBLE'S 500-SEAT RADIO THEATRE SET

Toronto, Oct. 15.  
Opening of the first visible-audience radio theatre in Canada is set for the end of October, with James A. Noble, Chicago grain broker and bankroller of the Black Hawks hockey team, owning the 500-seat set-up to be known as Metropolitan Broadcasting. Ken Sobie, father of the business, will manage.

Opening night program will be carried by CFRB and CKCL, Toronto, will lure either Harry Von Zell or Kenneth Roberts of CBS. New York to handle gateway.  
Sobie, 24-year-old 'boy wonder' of Canadian radio, started in the biz five years ago as bodyguard for Gordon McClain. Later opened his own broadcasting agency, is at present operating through CFRB and CKCL, Toronto, with variety, amateur shows and sport plays.

Norman Brokenshire, has rejoined NBC and will split.

## Marmola, Congoin Hearings Start

### KFRC, KNX, WTMJ Up Before Communications Commission for Discipline

Washington, Oct. 15.  
Three-day spanking for stations KFRC, San Francisco; KNX, Los Angeles; and WTMJ, Milwaukee, began Monday when hearings started before the highest division of the Federal Communications Commission on the Marmola-Congoin programs case.  
Start on the list of 21 stations, 18 of which have been scolded and let off by the Commish, the trio is in the doghouse as principal offenders against the Commission's clean-up campaign. Other stations, which were removed from the hearing docket and granted licenses for the regular period, carried only a slight Marmola program, or were charged with minor infractions, while the three now up for hearing have used banned copy more than once and also other medical programs condemned by the Federal Trade Commission.  
Sultry witness took the starch out of the first day's hearing and a jumble of testimony resulted. Commish desires to withhold its testimony until all three transmitters have been heard, as evidence applies to all.

KNX and KFRC went on the spot today, but aside from some discomfort by Harrison Holloway, manager of Don Lee's KFRC, little took place. Holloway, who was pressed on his reasons for not having made careful check of advertising continuity for his station before accepting Congoin, Marmola and Sterling accounts, passed the buck to Radio Sales, Chicago, saying that Coast station relied on its Eastern office to check credit and standing of companies offering programs.  
Holloway stated that he had no reason to personally investigate programs; that Sterling Company's

## Clark Out of WGST

Atlanta, Oct. 15.  
James W. Clark, vice-president and general manager of WGST, has resigned. His resignation takes effect as successor is chosen. Clark, the seventh manager of WGST in the last four and a half years, gave no reasons for his resignation.

## Can't Use Own Name on Air Because Sponsor's Rival Has Same Tag

Philadelphia, Oct. 15.  
Batoning orchestra on weekly series over WFIL, Alexander Schmidt has tough problem to figure how to get credit over the air. Program is sponsored by Hardwick & Magee, large rug manufacturers, and they won't let his name be used for fear it might plug rival ruggery, W. C. Schmidt. Even if leader were to change his moniker to get credit his next sponsor might find new name objectionable and his build-up would be for nothing.  
H. M. are now giving one-program trials to various local singers to find replacement for Wilbur Evans, former Atwater Kent winner who left program to make pic. Feigenbaum agency handles the account.

## A.&P.'s Free Show In Chicago Oct. 21

A. & P.'s next free-for-all Kate Smith show comes off Oct. 21 in Chicago, and will be presented in the Civic Opera House, a 3,500 seater.  
It is the fourth A. & P. good-will show. Others were in Detroit, Boston and New York.

## The Echo Bit

Gag similarity, in this case without any topical angle, was noted last week. On Wednesday (9) the Burns and Allen program contained the following poem:  
'Mary had a little lamb  
It's cheeks were white as snow  
But a little lamb has rosy cheeks  
From using Campbell's Tomato.'  
Snow and tomato were made rhyme by a bit of an effort. On Sunday (13), the Cantor show had the following:  
'Mary had a little lamb  
It's teeth were white as snow  
They got that way  
By using Pebecco.'  
Cantor also collided Sunday (13) with Jack Benny on a G-Man gag.

## CLYDE LUCAS DRAWS UNION SETBACK

Clyde Lucas has been forced by the New York Musicians Union to cancel the contract he made for his band with Life Savers. Local 802 officials issued the order against taking the program after the band had been hauled on the carpet to explain why he had as a non fulfilled member of the New York union added for a local commercial agency.

On his arrival in N. Y. last spring to play at the Hotel New Yorker Lucas and the men in his unit applied for permanent membership in Local 802. Union has a rule prohibiting such applicants from soliciting or filling any engagement locally other than the one originally contracted until the six-months trial period. Lucas and his men become eligible for full-fledged membership in Local 802 Nov. 1.  
Local deal with Life Savers provided that he be on the program in two weeks. Combination headed by Aldo Ricci is now furnishing the music for the candy company's show on NBC.

## HARRY YOUNG ZELL TO YOUNG & RUBICAM

Harry Von Zell will quit the announcer staff of Columbia to join Young & Rubicam radio department as soon as he has been relieved of the commitments which have been made in his behalf to various accounts by the network.  
His primary assignment for the agency will be to handle the programs which are broadcast from in front of an audience. These include Phil Baker-Gulf, Lawrence Tibbett-Packer, Fred Allen, Harold Myers and Isham Jones-United Cigar shows.  
Von Zell will alter a while double from announcing to production for Y & R. He has been with Columbia over five years. Previous CBS announcer to join an agency was Louis Dean, with the shift taking the latter to the New York office of Campbell-Ewald.

## FORD'S FREE SHOW

Fred Waring's 90 Mins. in Toronto—Charity Drive Item  
Toronto, Oct. 15.  
As Henry Ford's gesture to the charity drive of the Toronto Federation for Community Service, he is sponsoring Fred Waring and his Pennsylvania act in this city, where a 90-minute visible show, including the regular Tuesday night broadcast, will be held in the University of Toronto stadium on Tuesday (22). Also making the one-night visit are Stoopnagle and Budd, Rosemary and Priscilla Lane, Poley McClintock, Stuart Churchill and Waring's Glee Club.  
CBS announcers and engineers will travel up with the troupe, the program to be fed from the stadium to WABC for the usual coast-to-coast broadcast. After the Ford Hour, an additional 30 minutes will be given the visible audience, with Canadian radio artists and bands to be worked in. Stadium seats 6,000.

## REVISE PLANS FOR CROSSLY REPORTS

Three basic changes in the procedure of the Co-operative Analysis of Broadcasting (Crossley reports) are being put into effect immediately.

Instead of telephoning someone morning after, interviewers are now calling four times each day for data on programs immediately preceding the calls. Latter come at 12:15 P. M. to cover the morning program; at 5:15 P. M. to cover the afternoon programs; at 8:15 P. M. to cover the five to eight stanza; and the following morning to cover the eight to ten stanza programs.

Second change involves a new method of determining ratings. Previously this was done by matching listeners with set users. Now changed to mix listeners with set owners. CAB says this will eliminate misunderstandings in reading the ratings.

As a third alteration, four times as many calls per year will be made to coast-to-coast. Should result in a total of 400,000 for the next year of which 391,000 will be effective.

Changes, worked out by Crossley, Inc. which does the C. A. B.'s statistical work, are expected to be made demands made in the past that the method be overhauled. New method is explained to the 48 C. A. B. subscribers as incorporating a maximum of efficiency with a maximum of accuracy.

## BEEMER ON BIZ END; ASHWELL WXYZ P.D.

Detroit, Oct. 15.  
Contrary to belief that the radio staffs would be pared after station joined NBC blue web, WXYZ has maintained its previous quota and increased its production department which it was pointed out by George W. Trendle, president of Kunskey-Trendle Broadcasting Corp., which owns WXYZ and operates the Michigan Radio Network. At the same time Trendle disclosed several changes in the personnel setup.  
Joining NBC has brought no reduction in the station's schedule of programs, for WXYZ still has to feed its state web, which will maintain its local programs, which have become profitable fixtures. As a result, station's talent outlay could not be out. Several staff members who have quit payroll were all replaced. Trendle said.

Under new personnel lineup, Braco Beemer, heretofore in charge of production, moves to the executive offices in the Madison Theatre building to handle the station's general manager. Thomas Ashwell, former production man with the NBC and recently with WLW, Cincinnati, will be given complete charge of program production, which is already on job. Two continuity writers have been added to aid Ashwell and an assistant production manager will be appointed shortly.

## Frank Stanton at CBS

Dr. Frank Stanton, formerly on the teaching staff of the psychology department of Ohio State University, has joined the CBS Market Research Department.  
Stanton came to the attention of broadcasting through his studies on advertising copy presented visually versus aurally. He has also experimented with a device for recording listener habits. Stanton's contraption, attached to a receiving set, would chart on ticker paper the words the receiver tuned on and the stations heard during the day.

## Harry Smith in Charge

Harry Dwight Smith, who resigned two years ago as head of radio for McCann-Erickson, has taken charge of the U. S. Tobacco Co.'s advertising department. Despite his withdrawal from radio, Smith retained his stock interest in the agency and office space to supervise the U. S. Tobacco account.  
With his joining of the tobacco company Smith disposed of his McCann-Erickson stock.

# SANITARY CODE THEAT

## Drugs, Cosmetics Still Dominate

Drugs and cosmetics continue to dominate as sources of income for the networks, while the margin between this industry and the food group, radio's second best customer, shows sign of constant widening. So far this year NBC's ratio from the victuals industry is greater than it was for the parallel period of 1934, but in the case of Columbia the comparisons work the other way. CBS for the first nine months of 1934 garnered 22% of its income from the food packers, whereas this year the percentage of the total stands at 17%.

What in two industries particularly has been NBC's loss this year boils up in CBS' favor. Classifications involve automobiles and petroleum. NBC's billings have taken substantial cuts from either industry, while with Columbia the sale of time, as reflected in a study of revenue by industry, to auto accounts has jumped from 10.7% to 13.5%, and to the petrol refiners, from 2% to 6%.

## Industry-by-Industry Summary

NATIONAL BROADCASTING COMPANY

(For the first eight months of 1934 and 1935)

	1934	% of Total	1935	% of Total
Automotive industry	\$1,045,800	7.8	\$997,353	4.8
Building materials	65,387	0.5	163,850	0.8
Cigars, cigarettes, tobacco	716,827	4.2	867,244	4.2
Clothing and dry goods	186,094	1.6	214,960	1.0
Confectionery and soft drinks	432,302	2.4	278,115	1.4
Drugs and toilet goods	5,944,133	33.1	7,327,792	35.4
Finance and insurance	370,826	2.2	235,212	1.4
Food and food beverages	5,339,363	30.2	6,737,271	32.9
Garden	24,481	0.1	15,048	—
House furniture and furnishings	226,725	1.2	100,162	0.5
Jewelry and silversware	11,773	—	32,962	0.1
Lubricants and petroleum	—	—	—	—
— products and fuel	1,649,185	9.3	—	7.8
Machinery, farm equipment	—	—	—	—
Office equipment	—	—	—	—
Paints and hardware	50,890	0.2	3,328	—
Radios, phonographs, instruments	—	—	—	—
Schools and correspondence courses	—	—	28,117	—
Shoes and leather goods	5,950	—	—	—
Soaps and housekeepers' supplies	963,386	5.1	1,322,516	6.4
Sporting goods	—	—	—	—
Stationery and publishers	106,232	0.5	—	—
Travel and hotels	68,720	0.3	44,680	0.2
Wines, beer and liquors	194,190	1.1	193,175	0.9
Miscellaneous	47,708	0.2	125,111	0.6
<b>Total</b>	<b>\$17,738,089</b>	<b>99.8</b>	<b>\$20,667,094</b>	<b>99.6</b>

## COLUMBIA BROADCASTING SYSTEM

(First Nine Months of 1934 and 1935)

	1934	% of Total	1935	% of Total
Automotive	\$1,044,800	10.74	\$1,633,439	13.50
Building materials	17,800	0.18	12,546	0.10
Cigars, cigarettes, tobacco	1,493,932	15.37	1,405,982	11.62
Clothing and dry goods	38,429	0.40	10,111	0.08
Confectionery, soft drinks	377,027	3.88	582,473	4.81
Drugs and toilet goods	2,950,689	30.37	3,893,259	32.18
Finance, insurance	461,000	4.81	—	—
Food and food beverages	2,146,636	22.04	2,106,875	17.41
Garden	—	—	6,152	0.05
House furniture	81,504	0.84	335,258	2.77
Jewelry, silversware	—	—	—	—
Lubricants and fuel	206,091	2.12	740,006	6.22
Machinery	15,040	0.15	8,494	0.07
Office equipment	133,856	1.38	105,004	0.87
Paints	94,898	0.98	149,482	1.24
Radio	327,773	3.37	419,850	3.47
Shoes, leather goods	—	—	53,210	0.44
Soaps, household supplies	363,566	3.74	400,320	3.32
Stationery, publishers	125,533	1.29	300,548	2.48
Travel and hotels	15,697	0.16	1,470	0.01
Wines and beers	185,104	1.91	—	—
Political	733	0.01	—	—
Miscellaneous	56,787	0.58	29,594	0.24
<b>Total</b>	<b>\$9,716,198</b>	<b>99.88</b>	<b>\$12,098,925</b>	<b>99.98</b>

## CBS STOCK UP, RUMORS FLY

With Columbia stock now paying \$1.60 annually on both classes of shares, steady rise in market value of stock regarded in street as discounting possible increase in payments. Columbia was covering dividend rate early this year and with business running 25% or more ahead of last year, increase in regular rate or extra cash payment would be justified.

Although there has been some talk of another 2-for-1 split-up in present shares via a stock dividend, it is doubtful if company will take such action. Principal reason that

## TEA AT THE RITZ

Pompeian Cosmetics Invade Swank Tavern

Pompeian Cosmetics will go on the air next month with a "Tea at the Ritz" broadcast from the Oval Room of the Ritz-Carlton, New York. Audience will be invited to eavesdrop on society folks present who will be taken to mike for brief interviews by Margaret Sawyer, society editor.

Pompeian is introducing a new line of eight products. Time is now being cleared by Columbia Broadcasting for three 15-minute periods per week. Besides Miss Sawyer program will have Harold Stern's orchestra and Jerry Cooper, CBS baritone.

Idea conceived and produced by Alton Alexander for Roger White Productions. Account was placed through Topping & Lloyd.

This is regarded as unlikely is that of shares outstanding amount of 2,000,000. Columbia has paid \$1.20 a share so far this year, with another 40c quarterly due before close of the 12-month period.

## LICENSE SYSTEM FOR COSMETICS

### N. Y. Municipal Supervision of Drug Products Through Licensing and with Advertising Claims Subject to Control Comes Up

### FEAR EXAMPLE

Concerted effort by New York City advertisers, newspapers, magazines, radio and retailers on Monday (14) temporarily stalled an addition to the Municipal sanitary code which—if passed—might cost drug and cosmetic manufacturers \$100,000 in license fees the first year, and a prohibitive sum in the future in other cities. Whether the measure will eventually go into effect or be killed is now an open question. Immediate action has been shopped up to Dec. 2.

Measure aims at controlling the sale of drug and cosmetic products, and can be tacked onto the sanitary code without aldermanic vote, requiring only the sanction of the Department of Health. Originally advocated to the city by consumer groups who wanted stricter drug and cosmetic legislation, it was subsequently taken up by the Department of Accounts as a revenue raiser.

There are two parts to the proposed regulation. Part one bars the illegal sale of potentially harmful drugs, such as barbital, amido-pyrrine, thyroid, etc., the indiscriminate sale of headache remedies and pain relievers; fat remedies, thyroid reducers and laxatives, etc.; cosmetics, particularly skin bleaches and sulphide, depilatories; cold remedies and fake antiseptics; toothpaste; outright quack nostrums.

Part two proposes to license drug and cosmetic manufacturers who market in New York City. Price per licensee one is needed for each product in 1935 the year, and \$10 thereafter. Licenses can be revoked for various offenses, and are issued with the understanding that the licensee live up to truthful advertising and other requirements.

So luckily was the measure sprung on advertisers that there was a hasty scramble to frame a counter-statement before the first hearing. Opponents banded together and put on the pressure for postponement.

Resolutely, leeway has now been granted until Dec. 2, when hearings will be resumed. Opponents must file their briefs 10 days ahead of the new hearings to have their count.

Advertisers worried plenty about what might happen in New York should the measure go through, but the biggest worry of all is that it might set an example to be followed by the hinterland cities in case they are low on funds in the city treasury.

### Louis Whitten a V.P.

Two leading radio figures in Hanf-Metzger, advertising agency, have been advanced to top positions in an election of governing personnel. T. S. Buchanan, contact man on the Texaco account and previously vice-president, has been moved into the presidency to succeed Joseph A. Hart who becomes chairman of the board. Louis A. Whitten, director of radio, named a vice-president.

Other personnel shifts include that of O. D. Dunbar from secretary to executive vice-president; C. J. G. Atkinson from space buyer to secretary; V. H. Schneider to vice-president in charge of art and production. Vice-presidents S. J. Andrews and Fred M. Jordan continuing as managers of the Chicago and Los Angeles offices respectively.

## NBC Parent-Teachers Program Aimed at Local 'Reserved Time' Burns Up Affiliated Stations

### Amateur Odds Go Up

Odds against amateurs getting a break on network commercials using this type of entertainment is rapidly increasing. With some of the programs having eliminated the bell or gong entirely, the amateur must have the stuff that will entertain, or else.

No. one saw one program, Fred Allen-Bristol-Myers, has made the requirements may be added from a tryout session Benton & Bowles, agency on the account held last week. Out of close to 100 amateurs heard only three were chosen, and these on a tentative basis. No. one was considered as actually offering something worthwhile in entertainment value.

Chicago, Oct. 15. Stations and sponsors in the midwest are beginning to sizzle over what they call a putover by NBC to force a network sustaining show with NBC policy motives in the stations' own optional time. NBC has its own time on the stations protected by the new network contract, but wants to put through one of those 'must' sustaining programs in the station's time instead of using the NBC hours for this 'public service' show. This is the National Parents-Teachers Ass'n broadcasts in the afternoon at 1:30-2 p.m., which is the best of the stations' afternoon period.

Stations had already gone out and sold this time to various advertisers, chief among whom is the Folger Coffee company with its 'Judy and Jane' show. Last year Folger, along with other advertisers, was using an NBC split regional web because of its strictly midwest distribution. Under the new contracts, however, these advertisers went spot on the stations.

## AYLESWORTH STAYS AT NBC

### Entire roster of NBC officers as it now stands, including M. H. Aylesworth, is reported will be re-elected for another year when the network's board of directors meets next Oct. 26.

Rumors were rife last week that Aylesworth would resign the NBC presidency because of the increased duties created for him as head of RKO Films through the recent shift in financial partnership.

For the past two years Aylesworth has concerned himself little with the physical operations of NBC, but he has been consistently active in guiding the network along matters of policy. Aside from attending all meetings that involve policy Aylesworth still occasionally steps out to help close a radio account, untangle a stations relations situation and make the necessary contacts in Washington.

## CHURCH FIGHT ON WFIL EVAPORATES

Philadelphia, Oct. 15. Fight of several local churches and their congregations against WFIL, which had station excess and owners worried for some months, finally seems to have petered away to nothing, with station victorious. Battle started when WFIL, replacing WFII and WLIT last January (1935), began enforcing NBC ruling of April, 1934, barring religious remotes.

Church representatives allegedly went to station owners with threats of boycott. Since station is jointly owned by Strawbridge & Clothier and Lit Brothers, department stores, boycott threat by church congregations was potent talking point. Nevertheless, store owners decided to back up station excess and stick to no remote rule. Several hundred church accounts were withdrawn from the two stores.

### Palmer Buys WCHS

Charleston, W. Va., Oct. 15. Fred Palmer, mgr. of WBNB and WCOL, Columbus, O., has closed for \$25,000, local 1,000-watts, outlet A on 680 kc.

WBNB and WCOL are owned and operated by the Wolff Bros. interests.

### Stations have every right to reject the NBC sustaining show and take the commercial programs. But the questions of incurring the ill-will of the influential Parents and Teachers Association is causing hesitancy at present for both the station owners and the advertisers.

P.T.A. officials know from nothing about NBC contracts and optional time; all they know is that NBC is offering this sustaining and that such-and-such stations are taking commercial shows in its place. And the advertisers are nervous, fearing that the P.T.A. bunch will blame them for pushing out this educational program.

Ticklish angle on the entire situation is that most of the stations have already contracted for this time to various advertisers and could not get out of these commitments if they wanted to. It's strictly up to the P.T.A. organization to make the decision in this case, and they are sweating on the spot.

It has caused a wave of general resentment against what both the midwest stations and advertisers claim is an NBC squeeze play. Has burned up a couple of stations to such a pitch that they have decided to take the bull by the horns and sue the P.T.A. organizations to make themselves and explain just what the NBC deal is all about. Stations, which have been kept to the NBC contracts which placed such 'must' commercial network shows as 'Little Orphan Annie', Lowell Thomas and 'Amos 'n' Andy' in the stations' optional time, are steaming over this attempt to cram through the midwest stations on the stations' time rather than the network's. Managers are explaining that NBC has worked out a plan whereby the network can eat its cake and have it too, while the stations are left holding the bag.

### David Brown's Job

David Brown has joined Marchalk & Pratt as an account executive. He was formerly with McCann-Erickson as Beechnut Packing account exec.

### Ruth Cruise Off

Ruth Eiting has cancelled the arrangements she had made for a round-the-world cruise because of unsettled international conditions created by the Italo-Ethiopian war. She was slated to sail Jan. 1.

### Old Timers Shopping

Cluett Club, radio old timer, auditioning. Reported interested in program with Freddie Rich. National Biscuit is another lending an ear to prospective programs.

# INVOLVED LEGAL ISSUES IN CASE OF N. Y. GIANTS' PROPERTY RIGHTS CLAIM

## Courts Must Answer If Sports Events Reported Without Permission Damage the Promoters

Suit brought by the National Exhibition Co., owners of the New York Giants' baseball team, against the operators of Tele-Flash, Inc., has caused considerable discussion in broadcasting circles. If the courts affirm the argument on property rights set up by the Giants' owners throughout the country will be in a position to prevent the airing of any report on the event while it is in progress.

In the action filed in the Supreme Court in Manhattan last week the NEC asks for \$500,000 in damages and an injunction restraining Tele-Flash from serving its clients with play-by-play reports on any sports events. Also made a defendant is the New York Telephone Co., over whose wires Tele-Flash relays its material to loudspeakers located in clubs, restaurants and other rooms. The complaint states that there are 800 such subscribers, admits that the plaintiff doesn't know how the reports are obtained from the Polo Grounds and charges competitors with fraud. It says that the defendants know that the broadcasting rights to the games is the sole property of the baseball club's owners.

Lawyers who have appeared in radio law cases that the case will undoubtedly establish a precedent that will not only apply to direct-from-the-scene broadcasting in any form but to news and sports radio stations. Case, they point out, will likely be fought along two different lines, one alleging that in making unauthorized use of the NEC's property Tele-Flash has infringed with Western Union which gives that wire company the exclusive rights to the park, while the second cause will present the question of unfair competition. Western Union is expected to enter the case as "amicus curiae" (friend of the court), in which event the charge that the alleged wire intercepts have cut into the NEC's receipts will be broadened to include the unfair competition allegedly created in the relations between WU and the baseball club's owners and the rights to the Polo Ground WU is paying the members of the National League 10% of the money collected from the subscribers to the general News Ticker, a Western Union subsidiary.

Tele-Flash counsel is figured, when the case comes to trial, to make much of the fact that T-F had applied to Western Union for wire privileges to the ball park but had been turned down. Lawyer queried declared that though there is no court finding which embraces the elements in this case, he deems that "it will probably play an important part as those handed down in connection with the Associated Press vs. KVOS and AP vs. International News Service cases." Bruce Bromley, who has been retained by the owners of Tele-Flash, Inc., has on occasion served as court counsel for NEC.

### Public Information

Lawyers who take the view that the Giants' owners will have the difficulty convincing the courts that the reports of the game while in progress constitute an inviolable property right base their contention on the theory that a sports event is no standing under the copyright law. The seller of a ticket to a baseball game or prizefight cannot prevent the buyer from reporting what he sees and says at the event, an artistic, literary or dramatic creation as the law intended. It is nothing, that can, or at least is not supposed to be, rehearsed in advance, and what takes place is neither a combination of skill, ingenuity and manpower, with the result that when a contestant gets hit or a hit it's news that concerns the general public and as such cannot be controlled by the stager of the event.

Under an arrangement that Transradio Press has with Western Union the former is supposed to keep its release of its reports from coming behind the actual progress of the game. Another curious twist to the present litigation is the part that the INS plays in the relations between WU and its subside, General

**Topping and Lloyd Audition**  
Topping and Lloyd agency last week presented "Masquerade" audition for Pompano, Connecticut. The company is radio-minded.

Ira Phillips wrote the script designed as a day time quarter hour. Ed East's Radio Script Mat produced program. Same office, old Life Saver show for Topping and Lloyd.

## 5-A-WEEK FOR GUY LOMBARDO

As soon as Columbia has cleared the time the Guy Lombardo band will switch its weekly schedule for Standard Oil of New Jersey (Esso) from a single half hour to five 15-minute periods. The network has been able to block off four evening spots for the account and it expects to make it a fifth by the end of this week. This is close to a commercial record for a band.

Under its new deal with Esso the band becomes the refiner's exclusively as far as radio is concerned. Even if it should take a hit or safe spot they will be no network sustaining broadcasts.

## WFBZ'S EXCLUSIVE ANNOYS BALTIMORE

Baltimore, Oct. 15. WFBZ alluded in on the 4<sup>th</sup> recently and tied the Food Show, which will be held here at the Air-ory from Oct. 26 to Nov. 2. Inclusive, on an ironclad exclusive agreement which permits WFBZ alone to pick up any remote broadcasts from the show.

Since some 350 products will be given display space at the show, number of air advertisers who are planning exhibits went to their respective stations and suggested either direct from armory. 'Twas then the boys discovered the WFBZ exclusive and inability to crack it. Especially wrought up were the newspapers, neither of which did any biz with WFBZ. The morn and eve Suppers have a reciprocal agreement with WCAO by which rag advertising is matched by space WCAO takes in sheets. The Supper wanted to go for some co-op broadcasts with certain of their big advertisers at the food faunt, and were reported to have been chagrined to learn that deal must be made with WFBZ or go limping. And, further, station was in no mood to talk reciprocity deals; it was dough on line and full rate.

## KFSO, San Francisco, as KNX Protege

## Hollywood Super-Power Indie Will Bear Wire Costs—Build Up Campaign

Los Angeles, Oct. 15. KNX, Los Angeles, has arranged to establish an intercity hookup with KFSO, San Francisco, by Nov. 1. Alliance will create a third regional link for the Jover Pacific area and offer direct competition to the Don Lee Network. Through the connection KNX figures on developing its own conclusive market story as far as the state of California is concerned and to strengthen its position when competing with Don Lee for accounts requiring live program coverage for this region.

Entire cost of the line between the two cities is being assumed by KNX.

News Ticker. WU sells its sport service to INS, which in turn furnishes general news to the GNT, which is in competition with Tele-Flash.

## WIP-INQUIRER TRADE EVEN

\$300 Weekly in Air Time To Be Paid Off in Space

Philadelphia, Oct. 15. Deal completed last week and in effect yesterday (14) between WIP and Inquirer (morning daily), gives station tie-up with both mornings and evening dailies similar to those enjoyed by WFIL. However, WIP-Inquirer time-ad swap is most ambitious under taken by any local station-daily combine.

Terms call for station to air two spot announcements daily, give five-minute reading of lost and found ads at 8:30 a.m. and to broadcast weekly 15-minute dramatization taken from paper's Sunday novel. Total broadcast time will come to about \$300 week, which station will take out in white space to plug its programs. But WIP will get credit to pile up with paper, then spurling on a quarter-page monthly. Additional terms of deal call for Inquirer to flash station on local stories.

## ESSO OUT TO SELL PAPERS

Standard Oil of New Jersey (Esso) is slated to extend the news periods it is sponsoring over six NBC owned and operated outlets from five to 15 minutes. Date for the expansion has not been set. Stations to be affected are WJZ and WFAF, New York; WGY, Schenectady, KDKA; Pittsburgh, WEZ, WEGA, Boston; Springfield, and WMAL, Washington.

Much comment has been excited in both the radio and newspaper industry by Esso's claims that it is intentionally overcutting its flashes from being up-to-the-minute so as not to appear to be in competition with the dailies. Refiner through publicity releases has explained that it has issued instructions to NBC, which bought the United Press service used in the Esso broadcasts and edits the latter's material, to make no effort in getting the latest news material into the programs. Esso avers that it is anxious to have conveyed the idea that the broadcasts are primarily dedicated to the sale of newspapers.

## From Sec to Actress

Cincinnati, Oct. 15. Milna Belle Abbott gets the lead role in the revival of "Life of Mary Sothern" serial originating at WLW. Part was aeral last year by Linda Carlin.

Miss Abbott was secretary to John L. Clark, WLW's boss, for five years, but gave up office work and has been singing over the station for some time as Sara Wayne.

## Warning to Stations

Broadcasters who pick up remote programs by using ordinary conversational telephone facilities instead of leasing a special wire are liable to get themselves into hot water.

In a checkup by VARIETY, opinion was unanimous among the 67 "class A" phone systems (those having 10,000 or more subscribers) that a station can't shoot a program into the mouthpiece of an ordinary phone at the remote end, and then broadcast what comes out of the receiving piece of another phone at the station end. No exceptions for emergency reasons are permitted.

Telephone authorities state they have never been forced to use a radio station and would be loath to do so but company will not tolerate use of regular equipment for radio on the plugging in of outside telephone facilities. A. T. & T. facilities. Where stations have violated the rules—a warning from the phone company has always sufficed—excess—An official stated that a station persisting in such violations might be shut out from all telephone service. VARIETY was prompted to make its check-up due to various stunts pulled by regional stations involving the use of regular telephone wires.

## Rap Gordon Hittenmark

Washington, Oct. 15. Gordon Hittenmark, NBC's chief Emcior in nation's capital, has a 15-minute Vox Pop period on WJZ three times weekly for local Chevrolet dealers. Stands with microphone under marquee of Fox vaud house, thus enabling him to snare current footlight names for his program. Fox gets plug, of course, in return.

Hittenmark makes an o. k. question mark, but trouble is he also answers his own questions when one of his subjects gives wrong answer. This tendency got him into difficulties last week, when he insisted, against the better judgment of one vicl , that President Roosevelt does have a yacht and what is its name? Nobody knew. Radio ed, listening in at home, pounced on error and took quizzic sorely to task, in print, for trying to make chumps out of passerby who were being helped up with his show.

## Program Plugs Druggist As Neighbory Boy Scout

Seattle, Oct. 15. A number of drug manufacturers are kicking in with an advertising fund to get the goodwill of the 139 Allied Independent Drug stores here, with the result that the dealers are in turn buying consumer goodwill over KOMO. Believed to be the first such campaign on the Coast and means a nice chunk of coin for KOMO.

Two stanzas are scheduled per week, highlight of each offering being a dramatization of incidents in the day routine of a drug store, administering first aid, relieving suffering, etc., among the themes touched on to promote the "neighborliness" of the drug men.

## WHN'S MILKMAN'S MATINEE

Stays on Air Until 4 A. M.—Adam Hats Sponsors

WHN, New York, has a milkman's matinee session on now from 12:30 to 4:30 a. m. EST under sponsorship of Adam Hats. Contract is on for a period of 52 weeks.

Late broadcast program is labeled a variety spread, with news-flashes the main dish, interspersed with songs and request recordings. Bud Rainey is m. c. and also does some solo warbling. Ben Sennare handling the announcing.

Station used to sign off at 12:30 until this commercial came along.

## MAY FOR FORD?

Marty May is a possibility for a twirl on the Fred Waring program on Ford, but that hitopnogue and Budd are washing up.

CBS trying to interest sponsor.

esses KSD Stunt

St. Louis, Oct. 15. KSP's short wave mobile transmitter will be broadcast over NBC red network description of "Veiled Prophet" parade on Tuesday (8) was knocked askew by rain which postponed it until Thursday (10). However, the best part of radio stations here when it obtained exclusive privilege to air, for first time, description of Veiled Prophet ball at Coliseum on Monday night and exclusive and fashionable Queen's supper dance at Hotel Jefferson after ball.

KSP's fashion, and household expert, Rita Ross, aired styles at ball and supper dance.

## INDIES REAP BIZ SPURNED BY WEBS

Chicago, Oct. 15. Now that the fall radio season is under way the independent stations are figuring on a record harvest of patent medicine accounts. Since the webs and their owned stations shy away from most copy, the indies have little or no competition from radio's top stratum. NBC and CBS-owned station salesmen get the weeps every time they think of the best offer slant to refuse.

Some of the accounts currently lining the indie pockets with silver are Dr. Caldwell's Syrup, Willard's Tablets, Grove's Bromo Quinine, and Ex-Lax. There was considerable debate on the part of the network-owned stations over the Bromo Quinine account. Salesmen tout their hair trying to point out it was a cold cure. But the stations claimed it was also a laxative, and so the indies got the business.

Another clinch was the Lifebuoy soap disc schedule. CBS-owned outlets rejected this one because of the bad odor slant. Indies then gobbled up the dough.

Delighted by the flow of revenue into their coffers, the indies are nonetheless a little leery of the advertising blarney following the Washington rumpus.

## 2 Auditors, Can't Decide So Sponsor Takes Title

Washington, Oct. 15. WRC, NBC red link in capital, auditioned two quarter-hour shows for local brewery last week. Sponsor couldn't decide which he liked best. So he bought both, making a first show goes on air Oct. 23; consists of combined girls' trio and male quartet, backed up with accordion or piano and an electrical organ show to follow on Friday nights is called "Uncle Zip", and is patterned after "Uncle Ezra" formula on parent web. Sponsor now puzzling, over contest idea to tie in with two programs.

## Baker, Ulmer in B. A.

Buenos Aires, Oct. 3. Dr. W. R. C. Baker, RCA vice-president and wife, and Alfred Ulmer, technical systems and recording RCA expert, who has come down to take charge of RCA Victor Argentina's local sound recording department, are here.

Dr. Baker, who has been combining a vacation trip with an inspection of RCA branches, will give some talks locally on television.

## Ferguson at WTAM

Cleveland, Oct. 15. R. L. Ferguson, last web of WINS, New York, is established here at station WTAM, NBC-owned 50,000 watt.

Has title of general sales manager.

Earl McGill Joins CBS

Earl McGill is with the Columbia Broadcasting System as a production man. He's a former legit stage director.

Formerly Broadway.

# One Sponsor Out to Nab All of 1936's Available Baseball Broadcasts

Chicago, Oct.

General Mills has started a war chest to corral practically all the available baseball in the country and has already started a campaign to sign contracts in the more important centers. Has sent to Hotz of the Yankees web Blackett-Sumner office out on the road to make personal contacts with stations. Understood that General Mills has appropriated \$1,000,000 for baseball games for next year.

Last week General Mills planked down \$15,000 to Penn Tobacco company to get Kentucky Winners cigarettes to release their baseball contract for the Yankees web. General Mills will take baseball on at least 10 stations on the New England group. Will carry both American and National league games of the Boston clubs. Price for the season's broadcast on the web is \$75,000, with General Mills holding an option for the 1937 season at the same figure.

Hotz stopped off in Philadelphia last week and signed the Philadelphia ball games on WCAU. Also has baseball on WBEB, Chicago; KMOX, St. Louis; WGN, Det. Molins. And on the lookout for additional outlets in which to spend this half a million baseball bucks.

**CBS Outlets Gravy**  
Difficulty here, strangely enough, is probably that General Mills won't be able to find enough stations on which it will be able to buy baseball. It looked out the NBC stations since the new NBC contract gives the network the right to a chunk of time right in the midst of the afternoon broadcasts. NBC can claim this time on a 28-day notice and stations are unable to act the afternoon hours to any baseball sponsor under those conditions.

For that reason it's the Columbia outlet which is getting the baseball deals from Wheatley throughout the country. In Chicago the two NBC stations do not carry baseball because of the inability to clear, though this town has always been the best spot of baseball broadcasts due to the complete co-operation of the two baseball clubs with no charges at all for the other privileges.

New York Plum

General Mills is particularly on the outlook now for a major pickup of New York games. Has been angling around for several years now, but the three big league teams, Brooklyn Dodgers, New York Giants, New York Yankees, have steered clear of any other connections. Because of this ban the baseball broadcasts in New York have been confined to play-by-play of the Newark team in the International league. But General Mills is figuring on some angle to crash into the Brooklyn lot for play-by-play pickups.

## Rose & Drums' Program In Philly Every 2 Weeks

Philadelphia, Oct. 15

'Roses and Drums' program, Sunday nights over NBC blue network, will originate from WFLL on alternate weeks beginning in November 10. Cast of about 15 will come here for the airings, rehearsing final trials with Philly musicians shortly before going before the mike.

Harry Newman, local representative of Union Central Life Insurance Co., was instrumental in bringing the program to Philly. It's thought the program from local station may help company's business here. The move is understood to have been over the objections of NBC and J. Walter Thompson agency execs. Show will be aired from local theatre not yet selected. It will be a visual broadcast.

## May Move WKJC

Easton, Pa., Oct. 15

Station WKJC of Easton may be transferred to Easton, George H. Hill, an examiner of the communications commissions, has recommended the transfer. If materializing, it will be over by Associated Broadcasters.

Lancaster has another station that city. Nearest station to Easton is WJAN at Allentown, 18 miles away.

## Cincy Feeds Boston

Cincinnati, Oct. 15

Bob Newhall, who has been scouting a sports review on WLW here for General Mills, gets another outlet as deal with Blackett-Sumner-Hummert agency. Daily sports talk is now being piped into WNAC, Boston.

# CHARGE RADIO RUINS DISC BIZ

Buenos Aires, Sept. 20.

Sale of phonograph records in Argentina has dwindled 90% since 1929. Due to the enactment of B. Beshgetoor, head of RCA-Victor here who now threatens to take legal steps under the new Argentine copyright laws to force radio stations to pay royalties or stop using the records. Beshgetoor blames the radio stations for killing hits by constant and over-repetition. He points out that although the government permits only 60% canned music on the air many stations actually have a policy of up to 95% phonograph records.

It is stated that the sales on hits are adversely affected by from 25,000 to 75,000 records per number due to the deadly plugging-in and death policy. There are 18 radio stations and 1,250,000 receivers in the Argentine with a population of 12,500,000.

## 43 NEWS PERIODS WEEKLY ON WSYR

Syracuse, Oct. 15.

With the inauguration of a six times a week news program, WSYR's press reports jump to a total of 43 broadcasts a week. New five-minute spot each day is sponsored by the Cortland Banking Co. under the heading of 'The Cobacko News Reporter.' Program is heard at 10 o'clock each morning, with material collected from the Trans-Radio Press service.

Other news shows include the Christian Science Monitor, 'three times weekly; local 'tabloid of the air' once a week; 20 Trans-Radio Press programs; six Press Radio shows from NBC; Week-End News, with Gabriel Heatter, twice weekly, and five Lowell Thomas shows.

## Omaha Staff Changes

Omaha, Oct. 15.

Change in the set-up of the Omaha studios of KOLN as it takes the office of Commercial Manager Beryl Lottridge from Omaha to Lincoln. Florence Freer, commercial department secretary, also changes offices, and in her place in the Omaha office is Mrs. Gertrude Norquist.

Job of commercial chief in Omaha is taken over by Gene Willoughby who recently joined the commercial staff here and who was formerly connected with Free & Sleininger. Other new man on the business staff is Fred Schaefer, formerly connected with NRA work.

From the Lincoln studios Emerson Smith moves into the Omaha studios in a combined announcing and commercial job.

## Corticelli May Go Wax

Hollywood, Oct. 15.

Dickler is between Corticelli Silks and George Fischer for waxed series of latter's feature, 'Studio Whispers.' Would be spotted in 40 station. Fischer's film chatter has been KFWB feature for two years.

# Boy Who Egged His Dad Into Radio Now Manages Station WWJ, Detroit

Detroit, Oct. 15.

William J. Scripps, grandson of the founder of the Detroit News and former assistant sales director of the newspaper's radio station, was named this week acting manager of WWJ. He succeeded Jonathan B. Webb, one of Detroit's foremost civic and musical leaders, who died Sept. 29.

New station director, now 30 years old, is the son of W. E. Scripps, president of the Evening News Association, which owns and operates WWJ. Incidentally, it was William J. who was responsible for the purchase of the station.

As a boy back in 1918 he became interested in radio and ding-donged his father until he purchased a set in Washington. From then on he became so engrossed in hearing voices over the air that his father also fell in line, with the result that the News decided in 1919 to set up an amateur station for the broadcast of sport news.

The undertaking proved so successful that in August, 1920, the paper installed a 20-watt transmitter in its building and expanded its broadcasts to all news in an effort to 'build up clientele. Station was then known as 8ML. In turn it became WBL and in 1921 station obtained its present designation, WWJ.

## UNION MAKES OFFER TO STATION WFLL

Philadelphia, Oct.

Local musicians' union last week moved to settle differences with WFLL, last station to remain on hostile list. Since union sided station offer of 18-man house band as \$70 weekly rate last season, matter has been at standstill. But with union in lock-tight frame of mind since it took the rap in transfer of Atlantic Family show to New York some weeks ago, and nearly all its other battles straightened out, it is offering WFLL to make peace there also.

Counter proposal offered by union officials calls for 11 men at \$48 weekly basic rate, men to be on call from 9 to 10:30 with not more than half of that time used for commercials. Suggested terms, also included 'contractor' at \$72 weekly, to settle debts and differences with musicians. This was the payoff as far as station was concerned, execs scratching their heads over why they should pay a union man \$72 a week to represent station in deals with union.

## QUITS ON ORGAN

Charlotte, N. C., Oct. 15.

Because of a lock-out in organ music, WBT has pulled the wires it has maintained to the Carolina theatre for the past four years. For two years the station has not sold minute of time using organ music.

# Republicans Say Six-Figure Air Debt Of 1932 Campaign Reduced to \$30,000

Republican party, which got into the red for six figures with the networks during the last presidential campaign, claims that it is paying up. During the past few weeks, says the G.O.P., it has whittled the debt down to \$30,000.

Webb are mum on the matter, however, since a discussion of political debts is about as healthful as playing with nitroglycerine. Meaning the Republicans have lined up their first blast for the coming open season on presidential timber. A schedule of six programs, all speeches, has been fixed up for the NBC Blue and three for CBS, all being accepted by the webs as sustainers. Blue's quota falls at 7:45 p.m., on Oct. 31, Nov. 14 and Nov. 23. CBS's comes at 11:15 p.m., on Oct. 16 and 30, and Nov. 13. Sponsored stanzas in the form of sugar coated entertainment are still being readied and won't be released until the political matter gets into the back stretch early next year.

# N.A.B. Lawyer Joins Defense In Waring Suit to Restrain Air Use of Phonograph Discs

Philadelphia, Oct. 15.

roadsters are going to the mat for hunk tussle with National Association of Performing Artists over question of radio rights on phonograph records. That was indicated last week with N.A.B.'s retention of William A. Schneider, former State Attorney General, as associate counsel in case brought by Fred Waring against WDAS for an 'unauthorized' broadcast of his recordings.

Schneider, representing N.A.B., will co-operate with Carr & Krause, law firm retained by WDAS. Also lending their support to defendant are RCA-Victor, through its as-

sistant general counsel, David McKay, and NBC, through its general counsel, E. Stuart Sprague. Waring has made it plain in his half, is represented by Maurice Speiser. Suit, similar to previous ones against recording company, balloon and restaurant, was brought last week. Waring does not ask damages, seeking only to get injunction against further broadcasting of his recordings. Defendant must file answer to the suit by end of next week (26) but will probably do so this week.

Waring's Angle

Case, which is likely to be heard in Common Pleas Court No. 1 under Judge Harry S. McDevitt, who has Waring on his mind, probably will not be decided until after the first of the year, with both sides determined to appeal in event verdict goes against them. It is understood that Waring really wants to lose all four suits, figuring it almost impossible for performers to protect their rights under present copyright laws. If these more favorable legislation might be obtained if these suits are unsuccessful.

# WDAF 90-DAY CONTRACT CLAUSE

Kansas City, Oct. 15.

Fearing something or other, station WDAF, Kansas City, is now stamping all other contracts with a clause stating that the station has the right to change the deal on 90 days' notice.

No exact reason given for making the contract subject to change on 90 days' notice, but it appears that the basic angle is the possible arrival of inflation any day now. And in such a case WDAF wants to be in position to shift its rate structure to a new monetary situation.

## Scripps-Howard Reported Behind WSGN, Birmingham

Birmingham, Ala., Oct. 15.

WSGN has undergone a change in ownership, with the Scripps-Howard newspaper chain reported to have taken over. The Chain's local sheet is the Birmingham Post, station, which operates at 250 watts daytime and 100 watts at night, has a full time franchise on 1,210 k.c. Purchase was from Ormond O. Black.

## KSO Sells Football

Des Moines, Oct. 15.

Chevrolet dealers gobbling up sponsorship of Iowa football games over KSO here. Set by Walter Preston. Include all games played at Iowa City plus the out-of-town schedule with Purdue, Illinois, Notre Dame, and Pittsburgh.

Hi! Parker does the play-by-play spinning.

Legal defense offered by WDAS attorneys will take time that Waring's recordings are public performances and therefore public property and that he relinquishes all rights to them under contract with RCA-Victor. Present case does not come under any statute law in this state, being covered, if at all, only in common law. Therefore, decision in case is expected to have far-reaching implications for contracts for broadcasters and performers. Under contract between Waring and RCA-Victor, signed in 1928 and renewed in 1932, Waring has a recording. Defense staff will argue contract includes all rights and interests in his playing of the selection, recordings and even his name in the deal. Particular recording, even though each record sold carries statement it is 'not to be used for radio broadcasting purposes.' That last caution on records is for company's protection and is not covered in Waring's contract, firm will declare. Decision of suit may depend on question of whether records are 'publication.' If they are, broadcast of matter course will be much tougher, 'publications' getting different legal treatment.

## Arranger's Rights

An indication of how complicated the case may become is shown in one argument to be advanced by WDAS attorneys. According to them, Waring brings to recordings a certain amount of protection of his property at all, but their performing rights are bought by him from arranger. But in any case, defense will claim, Waring has no case against RCA-Victor. The broadcasting rights being solely between station and RCA-Victor. Meanwhile, previous three of Waring cases are being decided. That aging Robinson recording firm brought temporary injunction for plaintiff. However, that was an amicable agreement awaiting final judgment of cases and in no way indicated final decision.

Text of relevant portion of Waring's 1923 contract with RCA-Victor reads: 'Waring for himself and by the said Victor, assigns and transfers and all the members of the orchestra hereby grants to the Victor Co. the right at any and all times during the period of this agreement and during the term of manufacture of such titles and license to sell and to any or all these rights and powers, in all parts of the world, records of the performances of the orchestra in selection of such support of the member records during such an extension of such periods so made, and grants the further right to make use of his name and photograph and the name of the orchestra and the photographs of the members of the orchestra in connection with the manufacture, with the advertisement and the license or sale of such records, and to make and to use the likenesses and equities of himself and of the orchestra and of each of its members in and to the matrices and records upon which are at any time reproduced the performances herein referred to.'

## Foster May Quits

Lincoln, Oct. 15.

Dating his resignation the 18th, Foster May, Union Holding Co.'s newscaster, is giving himself the air after a bout of losing his salary which the KFAB-KFOR link officials refused. May is setting himself for a series of personal appearances in small town picture houses in the state where his air personality is well known.

Next move will be to the east, he says.

## Vandals Wreck CMCQ

Havans, Oct. 11.

Station CMCQ was partly destroyed by vandals last week. This station had been carrying on a campaign against some omnibus lines. However, nobody was hurt or arrested. After a bout of the air, CMCQ is back again on schedule.



# FCC's Washington Docket

## Grants and Applications

Washington, Oct. 15, 1935.  
 Requests for two power boosts and one renewal of license last week were cleared by Federal Communications Commission.  
**Application of KCRG, Enid, Okla.**, (sharing equally with KGFG, Oklahoma City) for license renewal was granted, and plea for power boost from 500 watts nights, 1 kw days to 1 kw nights, 5 kw days, by WJBA, Madison, Wis., received commission's sanction.  
**Commish sustained Examiner P. W. Sev Jr** in his recommendation that day power increase be given WJRN, Racine, Wis., from 100 to 250 watts. Station, which operates on 1570 kc, will continue to use 100 watts nights.

**Applications for five power increases, one frequency change and one new transmitter** were referred to examiners.  
 The following applications were set for hearing:  
**Station WOVW, Ft. Wayne, Ind.**, power increase from 10 kw until increased to 25 kw nights, 10 kw days; **KOOS, Marshfield, Ore.**, power boost from 100 watts nights, 250 days, to 250 watts unlimited; **KFOK, Long Beach, Calif.**, day power increase from 1 to 5 kw; **WJBC, Bloomington, Ill.**, day power boost from 100 to 250 watts; **KHSL, Chiclo, Calif.**, change from 250 watts days, to 250 watts unlimited, and frequency change from 950 to 630 kc; **Continental Radio Co., Columbus, Ohio**, new transmitter to operate on 1510 kc with 100 watts.

The following applications were received:  
**Cache Valley Broadcasting Co., Logan, Utah**, new station to operate on 1210 kc with 100 watts; **Alex F. Suss, Marysville, Calif.**, new station to operate on 1210 kc with 100 watts; **Northern Commercial Co., Fairbanks, Alaska**, new station to operate on 550 kc with 250 watts; **Waterfront Broadcasting Co., Waterson, N. Y.**, new station to operate on 1270 kc with 250 watts days; **General Broadcasters, Johnson City, Tenn.**, new station to operate on 600 kc with 250 watts days; **General Broadcasters, Rossville, Ga.**, new station to operate on 580 kc with 250 watts days; **C. G. Hill, George D. Walker and Susan H. Walker, Winston-Salem, N. C.**, new station to operate on 1250 kc with 250 watts days; **Union-Tribune Pub. Co., San Diego, Calif.**, new station to operate on 1420 kc with 100 watts nights, 250 watts days; **Ventura County Star, Ventura, Calif.**, new station to operate on 1200 kc with 250 watts days; **Tulare-Kings Counties Associates, Visalia, Calif.**, new station to operate on 1200 kc with 250 watts days.

**Station WMBR, Jacksonville, Fla.**, day power increase from 100 to 250 watts; **KGMN, Albuquerque, N. M.**, power increase from 250 watts nights, 500 watts days, to 1 kw unlimited; **WPQR, Parkersburg, W. Va.**, day power increase from 100 watts to 250 watts; **KUJ, Walla Walla, Wash.**, frequency change from 1500 to 1200 kc; **KOL, Seattle, Wash.**, frequency change from 1270 to 920 kc (contingent upon granting of application to KMGW, Seattle, for 760 kc).

Petition to the Federal Communications Commission to reconsider and grant without hearing application for new transmitter of Golden Empire Broadcasting System, Redding, Calif., was turned down. Commish also nixed petition of WTMJ, Milwaukee, Wis., to reconsider and grant renewal of license.

# Here and There

**A. W. Dannenbaum, WDA5, Philadelphia** prexy, chesty over the firecracker, **Jerome Louchein, 3d.**

**Lydia Cortese joins WJNS, New York**, as assistant to Ed Cleland, continuity director.

**Carlton Van-Taub**, who has directed WIP's "Viking" program and CBS shows, in Jewish Hospital, Philadelphia

**Freddy Marcus joins staff of KMOX, St. Louis**, to be m.c. of new variety show with Al Roth's orch called "Saturday Nite Club."

**William L. Pitts returns to WSYR, Syracuse**, each Sunday with "Humanity on Parade."

**De Vore Sisters**, harmony trio, recently of WIRE, Indianapolis, new additions to WLW, Cincy.

**Lee Shepard from WCAU, Philadelphia**, is at WCKY at WCKY, Cincinnati, where there is an announcer named Lee Goldsmith, which is Shepard's right name.

**Baughman quits WLW staff** to spliel for WCKY.

**Itts will do "Dulcy" for ux**

**Marion Parsonnet 'to aid Jack Nelson on the Cantor show**

**Guy Earl will make a career of that trip east, not returning to Hollywood until late November.**

**WLSB, Buffalo, Herbert H. Howell's 100-watter, celebrated 11th anniversary Friday (11) with an hour-and-a-half show directed by Albert Zink with 21-player cast. John Ingram conducted music.**

**Wrigley ("Canadian) now rehearsing for that debut over CFRB, Toronto.**

**Rudy Spratt returns to the ether with his new "Ranch" series over CKC, Toronto.**

**Walt Framer, who does a "man in street" commercial over WWSW, Pittsburgh, for Tucker and Tucker, but store has been signed by Home Furniture Co. in nearby town of Etadock for two weekly programs**

of same type. **Framer will be called the "Braddock Town Clerk."**

**Nels Craig has worked his sister, Aylene Harris, into "Professor" series over CRCT, Toronto.**

**Don Henshaw, late of WIOD, Miami, and now production manager of CRCT, Toronto, will wed the local Margaret Pike October 26.**

**Grace Dunn, late of the Nelson Hair, Canada's oldest commercial over CKNC, Toronto, now sofiest with Art Kassel's orch.**

**Beverly H. Furber, director of special sales, announcing staff, officiating for NBC during the past three years, resigning to handle sales promotion for two Cuban newspapers.**

**Jerry Danzig, previously a reporter on the New York Evening Journal, joining WOR, New York, to help G. W. Johnstone, director of public relations, launch a special features division.**

**Jack Paer, formerly with WJMB, Jackson, Mich., now on WIRE, Indianapolis, announcing staff. Edward Martin also new to staff.**

**ob Taplinger scheduled to handle radio publicity for the Republican National Committee.**

**C. W. Alsop, of Alsop Radio Recording, Inc., was married last month to Princess Rosalie Melanov, non-pro.**

**Joan and Jack over WNEW, New York, re Bruce Chal 'rs and Jonu Dale.**

**Spatally has a new protégé in training. She is Georgia Mason, aged 17.**

**Jack Von Valkenbor of KMOX checked v-p. of St. Louis Advertising Club last week.**

**Dan Goldenpaal is new special events chief at WJLZ, New York, succeeding H. Bard, who left recently to join NBC.**  
**John A. Cook, formerly radio operator for the New York "Avant-garde" transportation; James D. Harbert, of CBS; and Leroy S. Gardner, also with CBS, added to WOR's engineering department**

## Copy-less Commercial

Nashville, Oct. 15.  
 A program whose contents so well satisfied commercial requirements that a trace of advertising is appended, has been signed by WSM for presentation Sunday afternoon, 5:30-5:55 p.m. The Methodist Publishing House, and the program consists of Methodist singing by visiting choir.  
 Publishers feel that listeners will readily chime in with the chanting and thus boost the hymn book biz. Additionally, Methodist preachers are announcing the start of the series from their pulpits, and the publishers are making mention of it in their literature.

# SEE WOR-NBC ROMANCE ENDING

NBC may break off its friendly relations with WOR, Newark. Network's board of control, which is composed of v.p.'s and department businessmen, after discussing and mulling over the idea of withdrawing the co-operative hand NBC has extended to the Jersey-New York outlet for years, particularly when it came to technical matters and gaining support for WOR requirements in Washington.

What especially miffed the NBC execs and brought the issue to a head was the fact that WLW, Cincinnati, had aligned itself with the Mutual Network in airing Ford's broadcasts of the World Series games. With WOR now part of a network that can and in certain circumstances offer opposition to NBC, the latter's w.b.'s execs feel that the old comradery may no longer, without embarrassment, be maintained.

Several NBC v.p.'s in rush visits to Cincy tried to talk WLW out of taking Mutual's service on the games, but to no avail. NBC was not concerned so much with the loss of the billings on the account as it was with the fact that the incident would establish. It was the first time that NBC and Mutual were tied in on the same broadcast, and the fact that WLW preferred to back its lot with Mutual was regarded by NBC officials as indicating just where they would stand whenever it came to a showdown between themselves and Mutual.

Of significance in the situation was the announcement made by NBC on the heels of the series that it was making available to NBC clients a group of stations that could be used as a "blue link" in connection to WLW. Threesome is composed of WCKY, Cincinnati; WHIO, Dayton, and WIRE, Indianapolis.

# Department Store Programs, \$20 Per Disc, Aimed to Meet Newspapers' Cost Advantage

## FOOTBALL: MONOPOLY

Brewery on Four Detroit Stations  
 ith Sport Staff

Detroit, 15.  
 Goebel Brewing Co. has secured a corner on the radio football market here. In addition to sponsoring over WJZK all home games of the University of Detroit and the Detroit Lions pro eleven, local firm is backing forecasts every Friday evening and resumes every Saturday over WJR, WXYZ, and WWJ.  
 Each of the Friday and Saturday broadcasts are for 15 minutes; all are at 4:45 p.m. and each uses the leading sport announcer of the respective stations. Ad copy is held to a minimum.  
 Ty Tyson handling for WWJ. Harry Hellman gives the accounts for WXYZ, which also feeds program to its state via Jimmie Stevenson officials at WJR.  
 Brewing firm will also sponsor Red Wings hockey games this winter, giving away 200 tickets in return for beer bottle caps.

Latest development department store advertising over the air is the transcription series, "Vanities of the Air," that McGee, McGee, and Howell Co., New York merchandise buying syndicate, has placed with 24 of its store clients in various parts of the country. As one of its promotional services, the syndicate engages the talent, records the program, devises sample sales copy for interpolation by local splendors and sells the proposition to department stores on the basis of \$20 a program. Contracts are for a minimum of 13 discs, with the department store doing its own negotiating for station time.

Quoted for each of the programs are bands and warblers that have been on national hookups. Among those who have already been or are slated to be recorded in the series are Louie Armstrong, Harry Halstead, Muriel Wilson, Jerry Cooper, Jan Pearce, Ray Perkins, Don Ross, Loretta, Joy Nash and Mildred Bailey. Through the types of the series are to be proposed to produce, contends Cameron C. Stine-man, promotion mgr. for the syndicate, the users of the series will largely solve the three things his organization has found to be wrong with department store broadcasting. Syndicate's study disclosed that the cost of radio to direct sales results was far out of line, with the average percentage, being 12% as compared to 3 1/2% to 4% for news, papers; that local talent was inferior and too expensive, and even though stores have spent large sums for different types of programs they found it practically impossible to air entertainment that could compete with the network shows.

## LEFT OUT LAST YEAR, THIS YEAR 'REQUESTED'

Tulsa, Oct. 15.  
 Trying to compare a season of airing football with one in which no broadcasting is allowed, the University of Tulsa football stations KVOO and KTUL to refrain from giving the play-by-play duty this year, but in the eleventh hour.

## WNEW's Accident Blamed

On Passing Aeroplane  
 Mechanical wrench or some other piece of metal tossed from a passing plane partially smashed the 300-pound red glass beacon on top of WNEW's 454-foot tower at Carlstadt, New Jersey, last week. Quarter section of the circular cone now shines white as a result of the accident.

## WOW, Omaha, Moves

Omaha, Oct. 15.  
 Executive, technical, announcing and office staff of station WOW moved into its new suite of offices. Move was necessitated by a change in real estate properties. New suite consists of three trial room and office space.

# Radio Outsmarts Press in Cuba

## World's Series Precipitates Pitched Battle—Stations Get Special Sunday Okay

Havana, Oct. 15.  
 World's Series brought the always smouldering quarrel between newspapers and radio to one of its periodic flare-ups. Stations COCO (short wave) and CMW, CMZB and CMZD (long wave) united into a network to handle the play-by-play through Western Union, but on the morning of the first game, W. G. backed out and the stations had no news source. They promptly hired three expert engineers, who went exploring in the cosmos by radio and tapped in on a broadcast which was rewritten and sent out.

based on the eight-inning score of 5 to 3 in favor of the Tigers. When they either heard Chicago making two runs to tie the score in the ninth inning he sat down to write his resignation, but in the eleventh hour, came the winning run for the Tigers.  
 Next day radio went hot after paper by claiming that "radio only reproduces the plays, but doesn't invent them or forget the outcome." This was repeated after almost every inning and cautioned the listeners not to buy newspapers until the game was ended over the radio.

A cable was sent to Henry Ford and the next day a return message granted permission to broadcast the 1936 official version if Ford cars got 500 miles. which was shortly relayed with the stations which had no advertisers lined up to kick in \$3,000 gross, record money for Cuban radio.  
 The newspapers Advance and Pais got together to get extra baseball editions out, and on Friday Advance went out at 4:30 EST, announcing in big headlines Detroit Winner,

## Jessel Returns

Hollywood, Oct. 15.  
 Shell Chateau alder over NBC has George Jessel penciled in for Nov. 23. Fourth time in three months on the air for singer comic.

## Ask Salt Lake 100-Watter

Salt Lake City, Oct. 15.  
 Al Frank, local capitalist, representing several other Utahans, is in town to lobby for a change in the constitution from the P.C.C. for the erection of a 100-watter. Reason laid down for the necessity of a "third station" is that local merchants cannot get a time for clocking their rates on either KJVL (NBC affiliate) or KSL (CBS outlet).

Associated with Frank is Clarence Bamberger. A downtown hotel has been eyed as possible location for studio and control room. KSL is powered at 50,000 watts and KJVL is a 1,000 watts. Other radio station in Utah is at Ogden, KLO, which is KSL unit, utilizing many of latter's shows.

## RCA Show on CBS

Washington, Oct. 15.  
 RCA, parent corp. of NBC, which has two outlets in making copies, has bought time for talent on WJSL, Columbia Inc., to air "Mighty Brim" radio.  
 Program will be half-hour of "Mighty Brim" at 7 o'clock each Saturday night beginning at once. Arthur Godfrey is to run program. Sponsor stipulates that only Victor discs be played.

# Radio Reports

(Continued from page 44)

**World Series background led timeliness to a recent episode.**  
 La Tour signs on and off with a snafu of sorts. Question whether the 'Joe is on the Air' greeting is smart. On the broadcast La Tour appealed for letters and cards from listeners. Team plugged by announcer for p. dates. Jaco.

**BEN GREENBLATT**  
 'Piano Ramblings'  
 15 Mins.  
 Sustaining  
 WCAU, Philadelphia  
 Familiar performer over WCAU last few years, Greenblatt is back again for another season of keyboard tickling. He sticks to his 'Piano Ramblings' title. He does seem to ramble from one tune to another without plan or method. Wisely doing without superfluous announcements, Greenblatt never identifies his selections, offering mostly currently popular songs played in 'classic-jazz' style.  
 Unlike many pianists of similar vein, he never obscures the melody for the sake of finger gymnastics. Following regular practice, WCAU is again shifting Greenblatt about the board. He is scheduled to air at 12:15 Sunday night. He's much better suited to late night spot where he's more frequently found. Robe.

**'VARSITY CLUB'**  
 With Garry Morfit, Brent Gunts, Jean Miller, Jack Morrison, Bill Rogers, Wilbur Cook, Dean Gehring, and the Ramblers orch.  
 Variety  
 30 Mins.  
 Sustaining  
 WFBR, Baltimore.  
 Pretty good idea in this. Specifically designed for listeners of prep school age. That will limit scope, and may hurt chances of snagging a sponsor; and at the catching, impression was that few outside of adolescents would find the show particularly compelling. But for high-school-attendants it's probably ace.  
 Brent Gunts, son of local man, penned continuity and turned in nice job. Also stands in as the 'Minute Man' several times, reading off scores and news of Baltimore high school athletics. Garry Morfit is masterful M.C. for these events. Perhaps a bit close to Walter O'Keefe, but he'll

**LARGE METROPOLITAN STATION**  
 without chain affiliation requires services of program director. One capable of constructing programs with merchandising and sales idea. In answer give complete record, past experience, present connection, present earning power and any specific information having to do with programs conceived by him. Confidential. Box No. 11, Variety, New York.

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 showmanlike, locally broadcast 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-operation in The Commercial Appeal — largest daily circulation South.



# NEW YORK RADIO PARADE

By Nellie Revell

### Make Abe Lyman Responsible

In an attempt to stop the alleged practice of underscoring musicians at the Hollywood Restaurant, the union has notified Abe Lyman that he will be held responsible for musicians at the niterle. Only one ork has been actually caught in the act.

### Too Much Sponsor

Life Savers auditioned some forty-three programs before deciding on its present program, airing at NBC. Since inception of show the sponsor has repeatedly offered advice as to what and how to stage the program. Scripts have been changed at short notice. Orchestra under direction of Aldo Ricci, famous for his "Phantom Stripes," has had a brass section added. Commercial copy loaded every other line in the script. Meddling cut in Ricci resigning as ork pilot.

### Count orner Bobs Up

Count Morner, one of the Peppy Hopkins Joyce ex-hubbles, has sold a series of recordings to a local buying outfit for use on hinterland department stores.

### News Right-of-Way

Johnny Johnstone, in charge of WOR Trans-Radio News, beside supervising the press dept and special feature division, has arranged with WOR clients for okay to break in a commercial program and air any news flash that in judgment of news dept warrants immediate airing. Close editing and careful choice of break-in spots resulted in WOR soop on airing Hauptmann appeal denied during an MBS General Mills musical program. Flash aired in 10 seconds and followed the commercial plug. Heard only locally.

### rimstone Close at Hand

Pastor George A. Palmer of Haddon Heights, N. J., airs each morning at seven for a full hour over WMCA-WIP, his broadcast originating in his home. Last Thursday morn interrupted airing to tell audience he smelled smoke and was putting young sons, Bobby, aged four, and Paul, aged six, on air to recite while he investigated. Had to call fire dept. Returned to mike and as smoke-eaters worked gave a first hand run down between his spiritual uplift. As went off air announced that fire was out, no one hurt, but two rooms in home ruined.

### Hollywood Influence Seen

That film influences? Edy Best recently returned to air after making a pitx on Coast has a chair reserved for her personal use at each broadcast. Airing from stage in front of a large audience in one of the CBS Playhouses the chair carries a sign, "Reserved for Mlle. Pons." And Andre Kostelanetz also recently returned from Coast now has his lunch in the control room.

### WOR Shows on Yankee Network

WOR round robin wires with MBS stations in service for third week and already feeding member stations many WOR sustainers. Gabriel Heatter, Eddy Brown, Heywood Brown, Wallenstein's Sinfonetta and Spring Sinfonia programs, Gretta Palmer, the Little Symphony, Tex Fletcher, Biggie Dudley, Morton Gould's Music for Today and ork remotes are among shows being taken. These sustainer shows are available for and being used by members of the Yankee Network which caused a bit of squabble from CBS. All quiet on Madison avenue now though, since there is nothing they can do about it.

### CBS Controls Blue Velvet

Mark Warnow's ork under title of "Blue Velvet Ork" is being given the build-up by CBS. Warnow also airs over NBC Blue Network for Bourjois. Since ork set-up is practically the same on both broadcasts and Bourjois markets their product in a blue package they would like to use the Mark Warnow's Blue Velvet ork title. But title has been copyrighted by CBS so only way to use same is to purchase permission.

### Xavier Cugat in Mexico City

Xavier Cugat, the tango maestro, left by plane Saturday morning (12) for Mexico City to gather his all-Mexican-musicalian orchestra for the single broadcast over a Mexican outlet sponsored by Rum Bacardi. The program will air sometimes during last week of the month, exact time depending on when he has the ork in shape. Program is to be short-waved throughout the globe.

### Stoopnagle and Budd Scram

Stoopnagle and Budd leave the Waring-Ford broadcasts on Nov. 12 after what will be then be a 20-week special appearance. S&B the came on Sept. 24 but their contract carries an eight-week cancellation clause. This 20-week stretch will be tops for any guest starring turn on this program. Milton Berle, John P. Medbury, Harry Richman, Moran & Mack, George Givot and Mandy Lou have done extended guest appearance with the Waring outfit but none did better than 13 weeks.

### Scrambled Notes

Leon & Eddle's niterle will air for first time. Willie Forman ork will have NBC wire twice weekly from spot...Bertha Bralnard enlarging the commercial sales dept with all spots to be filled from within the organization whenever possible...William Mulien, Jr., enroute to London to join Erwin Wascy, Ltd., radio staff. Replacing Eugen Wascy, newlywed son of L. E. Wascy, who was shifted to radio staff of NY office...Ed King is new WMCA announcer...Lester Gottlieb joined the WOR press staff succeeding Bruce Fouché who has severed his relations with that station. Gottlieb is ex-radio editor of News-Week...With no adjustment in sight Wheatena may yank its Popeye program at end of current 13-ep. stretch. King Features disposing window display rights to Independent Grocers' Association keeps Wheatena bally under wraps in many important spot...Charles Martin is writing for March of Time program...Billy Dolly of NBC program dept is now a song plugger for Famous...Alan Leafner, the ork man, fined \$250 for working under scale while at Brass Rail Restaurant...Joe Reichman went last week and shifted from Wm. Penn Hotel in Pitts back to the Statler in Boston...Harry Tugend goes to Coast as scribbler for 20th-Fox Dec. 1. Will aid in writing Allen programs from Coast.

### Short Shots

First fistfight at CBS in many a month happened a week ago. And of all places for two people to start swinging. 'Twas during a rehearsal of World Peaceway program...Vaughan de Leath, nee Leonore von der Leath, divorced from Leon Geer at Bridgeport, Conn...Wallace West, formerly of Par-publicity and United Artist, is new member of CBS press dept...Plickens Sisters will do a week at the Rainbow Room starting the 21st of this month. Will put the rib on opera prima donnas...Roy Campbell Royalists started a new NBC sustainer on Sunday's at eight for a half hour. Along with the Leopold Spitalny ork they compete for listeners with Major Bowes and Eddle Cantor...United Cigar Co. program at MBS may also take to air at CBS...Carabundum resigns on Oct. 19 after CBS...Bob Gray returns to NY on Oct. 23...Glen Gray ork left after last Thursday's broadcast for weekend at Shawnee, Pa. Boys staged their own private golf tourney and returned yesterday morn.

## Three Air Shows Being Readied for Chain Bids

Hollywood, Oct. 15.

Fanchon & Marco is readying three other programs, with M. D. (Doc) Howe negotiating with both chains to use the shows.

They include "Flying High," comedy featuring Jimmy Dunn; "Captain Solitaire," dramatic series with Harry Carey, and "Dangerous Lives," another dramatic episode, by Jack Grant.

WLW's barn dance cast, in person, played Sunday matinee program (15) at National Dairy Show, St. Louis.

## WCAU Shows to CBS

Philadelphia, Oct. 15.

Station WCAU will pump 15 programs weekly to the CBS network. All are new and all sustaining. Biggest are three series of 45-minute revue type programs to be presented on Tuesday, Thursday and Saturday mornings from 9 to 9:45. All use local talent, much of which has never aired over a network.

Programs include "Bugle Call Revue," "As You Like It," "Bandwagon," "Dramatiques," "Del Regis orchestra," "Keyboard and Cakole" with Dan Kelly, Pete Woolery and orchestra, "Savitt Serenade," Mount and Guest, Curtis Institute of Music concert, Arlene Gordon, "Continental," "Scottish Minstrel" and Jim Pettus orchestra.

## Epidemic Entertainment

### For Kids Limited to Air

Charlotte, N. C., Oct. 15. Carolina radio stations are the principal source of entertainment for many homes these days, with an epidemic of infantile paralysis keeping children away from theatres, fairs, and other places of entertainment.

Schools are closing down to stall the epidemic and a number of cities have passed emergency legislation making it a misdemeanor to admit a child under 15 years to a place of amusement.

Meanwhile the radio stations give children and many entire homes all of entertainment that they get these days.

# POPULAR MELODIES

I N C O R P O R A T E D

PRESENTS THE FOLLOWING NEW AND COMPLETE CATALOGUE

## IT'S DANGEROUS TO LOVE LIKE THIS

by Vee Lawnhurst and Tot Seymour

## THE MILKY WAY

by Vee Lawnhurst and Tot Seymour, from Harold Lloyd's PARAMOUNT Picture, "THE MILKY WAY"

From PARAMOUNT'S Picture, "SHIP CAFE," with CARL BRISSON

## FATAL FASCINATION

by Harlan Thompson and Lewis E. Gehlser

## CHANGE YOUR MIND

by Ray Noble

## REMEMBER LAST NIGHT

by Sam Coslow from the UNIVERSAL Picture "REMEMBER LAST NIGHT"

# POPULAR MELODIES

I N C O R P O R A T E D

PHIL KORNHEISER, Manager  
1619 BROADWAY NEW YORK

# Radio Chatter

## Massachusetts

Colleen Moore, cinema star currently touring the country with her Dolls' House, interviewed on WCOB, Boston, by Stanley Schütz.

Lloyd Dennis, program director of WHDH, Boston, secretly married to schoolbays sweetheart, Marjorie Holt of Taunton, Saturday, Sept. 7.

Pulled a fast one the following Tuesday, saying he was going out to lunch. Hour later, studio personnel found out he was on his way to Bermuda on the on-orch of Bermuda.

Uncle Ray (George Grim) who reads the Worcester Gazette fancies over WTAG, Worcester, back on job after a week on business in Newark. Announcers Chesley Gaylord, Earle Clement and Clifton Wood punch hit during his absence.

Lillian Murphy, WTAG, Worcester, staff pianist, had one of toughest grinds of career last week when she accompanied more than 200 amateurs in their auditions for chance on Major Bowes unit.

Virginia Warren, Yankee Network soprano, hospitalized for a gall stone operation.

"Spuddy" Stone, chief control operator of Yankee Web, who is suffering from a nervous breakdown, is being replaced by Bob Wolfe.

Orendan Keenan, pianist, who has just returned to Boston from Europe, will probably present another series of programs over Yankee Network during the winter.

King's Chapel, oldest church in the Hub, dated 1630, now wired for daily church services, Tuesday to

Friday, Inc. from 12:15 to 12:45 noon, by WCOB, Boston.

Nona Kane, of WCOB, Boston, staff, will week-end with Joan Marsh, cinema star, on WCOB.

Mae McKim, WMEX, Boston, warbler, now with Eddie Elkins on the Brunswick Casino aired over WABC, Boston.

Strolling Players, directed by Francis Lesly, walking over WMEX, Boston for 11 months, now on an RKO New England junket.

WMEX, Boston, to observe first anniversary, to the day, Friday, (10) with the dance and at some local nightery. Press, radio editors, advertising agency reps, radio or clubs of Hub to get invites.

Helen Young, 15-year-old songstress, who, when 13 years of age, broadcasted 52 weeks over WEEB, Boston, by the John F. Squire Company, meat packers, now on WMEX, Boston.

Paul Regan and Michael Ballero, both of Medford, formerly of WMEX, Boston, currently touring on tour of Mrs. Bowes' studios in suits, selling their impersonations.

WCOB, Boston, carried a lobby interview of the Mrs. Bowes' studios, Copley Plaza Hotel, Boston. Exclusive club numbers Harvey Firestone, Alfred P. Sloan, Jr. and the cream of the city's financial, industrial, scholarly, etc. czars.

Baby girl born to Mr. and Mrs. Merrill N. Hammond, Jr. in Watertown, Mass., at the W.B.S.O. Welles Hills, and she, a former member of Equity, known as Julia (Rockefeller) Coplan, back on the air.

Merrill N. Hammond, W.B.S.O. Welles Hills, has been drafted to coach "Skin" Deep, by Ernest Casper, with the Welles Players Club at Dana Hall the 25th.

Bradley Kitchard, "mountain baltier" of WEEB, Boston, back on the air in his native Kentucky hills.

## Saskatchewan

Schedules of western Canada radio stations are being delayed until after October 14, Federal election day. Almost every available minute of time snarled up by political parties in greatest radio talk drive yet.

Bruce Hendon, formerly Trail, B. C. on staff CKCK, Regina, salesman.

Pastel Parnell, Canadian Radio Commission, former CKCK, Regina, Sunday, Oct. 13, to program from Drake Hall for Music and Arts and adds Cyril Hampshire to the organ. Panels is string group. Will continue under direction of W. Knight Wilson.

CHWC, Regina, studios being remodelled in colors Chinese red, black and "sea mist".

Al Smith's "Pianology". Radio Commission show from CKCK, Regina, left air Tuesday, Oct. 8 after 21 months. Al said needed rest.

Eddie Stock, organizer, hopped to Winnipeg and returned with report of job there. His "Freshmen Quartet" disbanded and went to Radio Commission western network then Eddie found he had no job after all. Now "Freshmen" trying for piece.

Dmitri and his Violin in new tri-weekly luncheon hour program at C.I.E.M. Moose Jaw. Reilly Willie Wladuchuk, formerly CJGX, Yorkton, Sask.

"Hear the Mystic" platter for Mason Remedies, on CHWC, Regina, Ws., Thurs. Fri's, a.m.

Bca Metcalfe on CJRM with blues song recital. Wednesday at 9:30 p.m. plus "Two Bills", Bill Bae, banjolin, and Bill Peacock, clarinet.

Freshmen Quartette back on western net Oct. 16. Will originate from CHWC, Regina, instead of CKCK.

Dixie Memories, 15-minute platter, Sundays beginning Oct. 20 over CKCK. Sponsored by Staber's Permanent Wave shop.

Gentleman Jim, (Doc Guy) Canadian from Winnipeg, feat. studio with Regina artists of Canadian Radio Comish in delectable food program this Christmas.

Robert Simpson (veit. store and mail order house) hour-long foreign language Sunday program opening Oct. 13 set back a week owing to Federal elections Oct. 14.

Radio Cor. H plans Saturday night show starting Oct. 6. Start at 9:30 M.S.T. to 11. Open with Claude Turner's orchestra from Port Regina hotel, Winnipeg; next, Dave Mills' orch. from Saskatoon, Ont. Gagny; next, Jascha Galtner, Palisher hotel, Calgary; John Bowman, McDonald hotel, Edmonton; Mark Kenny's Western Gentlemen, Vancouver.

Regina, S. Y. m p h o n y Orchestra, direction W. Knicht Wilson, to pre-

sent four concerts 1935-36 season, opening Oct. 24 in Drake Hall with Gertrude Newton, Winnipeg, Man., soprano, guest artist. Sunday concert to be given by the Saskatoon, Sask. orchestra from Hotel Saskatchewan exclusively on CHWC, Regina.

Harry Daine Johns CJRM, Moose Jaw and Regina. Len Cosine signed as operator.

Mrs. Wif Woodill, wife CJRM, asst. engineer-sub-announcer on net afternoon hour-long women's program directed by Betty Warren.

## Michigan

Ruth F. Crane, commercial editor of WJW, Detroit, will contact instructor last week at the University of Michigan extension school; her subject being "Writing for Radio".

Bill McCullough, WABC, announcer, was married Oct. 5 to Esma Bernice Dalton, Wayne University graduate.

WOOD-WASH, Grand Rapids, started its second annual talent quest Monday (14), with contest to be held every Monday on stage of B. F. Kelth theatre and broadcast over station. Last year's event, which drew over 200 amateur entertainers, was won by the Appurlee Twins, harmony team, who were given a \$100 prize.

"The Girl Friends", vocal trio over WXYZ, Detroit, and the Michigan Radio Club, are making a personal appearance at the Book Cadillac hotel.

Angus Pratt has been promoted to chief announcer at WJW, Detroit.

Joachim Chasams, of WJW, Detroit, has a baby boy.

Fred Ziegler, Detroit's dramatic director, has taken up glass-blowing as a hobby.

Tess Sheehan, of WJW's Players, appears in recent Grande Pointe High School assembly.

By popular demand, C. C. Bradner,

WJW newscaster, has returned to the air in the evening. Also has a noonday broadcast.

The wedding of Roma Davis, WXYZ blues singer, to Karl Spaeth, until recently an orchestra conductor of the same station, was dissolved to make room for her marriage to Toledo last summer.

Thomas Ashwell, former production manager of WXYZ, has been joined the staff of WXYZ. He comes from WLW, Cincinnati. John Slagle, formerly with WBSN, Columbus, O., has been added to the announcing staff, while Richard Osgood, former dramatic director of the Yankee net and lately of WXYZ, has been obtained as production man at the station.

WMDC, daily Children Hour, which has been floundering for many months, has taken a new turn on life under the direction of "Uncle Gordon" Highman.

After five years of separation, Bill Sawyer and Harry Brooks have returned to WABC, Detroit, to renew their skit, "The Rough Riders".

## Nebraska

Jettabee Ann Hopkins, scripter for Union Holding Co., has 12 character show which is being put on by three people now. Besides the authoring, she is all the women, regardless of age.

Arby Buffum, who went to WROL, in Tennessee, is back in Lincoln.

Two Florences are on the Lincoln end of KFAB now, with transfer of Edna and Mabel to the Omaha studios. Other one is Florence Anderson, who says hello first when you buzz the set.

John and Beth Langford, KFAB's "Miss Hoile Wood", and CHF Conaway, KFOR staff announcer, are between.

Lincoln Theatre Corp houses, six of 'em, are now off the radio as far as account. All dough goes to feed the presses now.

## Minnesota

Jimmy Joy ork in at the Casino for four weeks and airing nightly over KSTP.

Jack Gardner's back from Chicago trip which included world series besides biz.

Jack "Prof" Norton, principal of Monroe Junior High in St. Paul, and Roille Johnson, the school's athletic instructor, driving football gabbig duties over WCCO. Norton also noted pigskin for Dartmouth slashes up real stuff for the fans.

Russell C. Comery, head of the Kansas City ad agency which created and produces the Jimmy Allen shows, in a WCCO for a one-day looksee.

Tex Taylor, formerly WDBM's Lone Star Philosopher, now with WDGY's RCP Mountaineers, patent medicine show.

Mildred Johnson, WCCO employee for four years, and latterly a member of the Gould Banjo band, drowned in Medicine Lake, near Minneapolis, Sunday (6).

Lynn Smeby in from WXYZ, Detroit, for a visit at WDGY.

Hilbing, reputed richest village in the world, getting itself on the radio map with new municipal broadcasting station, authority for which was recently granted by F.C.C.

Conrad Rice, formerly of WTMJ, now on WDGY's production staff.

Permanent line established between WCCO and KSTP whereby the former will pipe its local programs to the Rochester 100-watter, without any tag-line tipping the listener that the stuff emanates from the parent station.

Milt Hoffman getting beaucoup mail in his "Spotlight on Sports" program over WCCO.

Charley Senjr going into his sixtieth year as announcer over WDGY.

# CRAGIE BARRIE

OPENING IN  
NEW "GEORGE WHITE'S SCANDALS"

Sole Direction, HERMAN BERNIE,  
1019 Broadway, New York

# "LITTLE" JACKIE HELLER

The Ole Maestro's Rudio Sensation

NBC NETWORKS  
Mon., Tues., Wed., Fri. and Sat.

October  
RKO COLONIAL,  
DAYTON, OHIO

Direction HERMAN BERNIE, in  
association with NBC Artist Bureau

# LEON DELASCO

And His ORCHESTRA

LOWEY HOTEL,  
St. Paul, Minn.

Sole Direction, HERMAN BERNIE,  
1019 Broadway, New York

second year  
french casino  
new york

# carl hoff

and his orchestra

chs-wabo-sun, 11-11:30 p.m.  
mbs-wor-fri, 11:15-11:45 p.m.

# THE VIRGALS

Radio's Best All-Around Colored Quartet

MUTUAL NETWORK  
Thursdays, 11:15 P.M. EST

Management MAIT L. SHANK

W.L.W. CINCINNATI  
Thursdays, 10:30 A.M. EST  
Saturdays, 10:30 A.M. EST

## Inside Stuff—Radio

Cream of Hadley Cantril and Gordon Allport's new book "The Psychology of Radio" has already been scooped off by its appearance by CBS. We got the two doctors (from Harvard) and Merton E. Carver, a collaborator from the University of Richmond, to give out their findings on the eye vs. ear during the radio-magazine fare-up last winter. One of the most important chapters in the new book is consequently of study.

Rest of the book covers the radio setup in the U. S., plus results of experiments on such subjects as 'voice and personality', 'sex differences in radio voices', 'speaker versus loudspeaker', and 'effective conditions for broadcasting.' Finish to the book is a series of 'practical interpretations' of the experimental stuff, the professors frequently admitting that broadcasters already practice perfectly what they have now confirmed in the lab.

Unusual case of a program going out over a regional web, with sponsorship on several stations yet remaining sheer sustaining on the rest, is the daily "Five Star Line" of news re-enactments which is concocted at WMCA, N. Y., and spurted over the seven other broadcasters which are linked up as the Inter-City network.

A clothier sponsors the program on WMCA and WIP, Philly, only. Rest of the regional, WCEM, Baltor; WDEL, Wilmington; WOL, Washington; WMEX, Boston; WLNH, Lebanon, N. H. The stations are fed the periods strictly as sustainers. Commercial copy so laid out there and aft programs that no apparent break in flow of activity possible to be detected when listening in on one of the stations on which programs are sustainers. Local announcers simply step up and fill in brief moments with spot announcements or whatever else lies to hand.

Life Saver program (NBC) has become one of those examples of continuous disagreement between sponsor and everybody else. Latest stunt followed a visit of the sponsor to the hotel New Yorker where the music score of the Lucas boys' doubling on instruments, with each man handling several, impressed the manufacturer who forgot that a radio audience can't see the changes. An immediate desire to put Lucas on the program resulted in upsetting the status quo, already an uncertain situation with the agency, Topping and Loyd; the program builder, Radio Script Mart; the director, Walter Carey, and the network, NBC. The Lucas incident blew up when Musicians' Union pointed out Lucas boys weren't full-fledged members of the New York local as yet.

Technical research committee of the proposed Bureau of Station Measurements at meeting Monday (14) approved the steering committee's plan for getting the project under way. Plan's next objective is the sub-committee of seven and after that it will have to go to the central committee of 15 which is composed of representatives from the National Association of Broadcasters, the American Association of Advertising Agencies, the Association of National Advertisers, NBC and CBS.

Purpose of the BSM is to establish standard measurements for determining a station's potential listening circulation. Proposition will be co-financed by broadcasting, agencies and advertisers but with the major portion of the contributions coming from broadcasting's ranks.

Don Lee Coast chain loaded up with talent against slotting of Al Pearce Gang for Pepsi-cod in afternoon groove long tenanted by HappyGo-Lucky hour. When it dawned on KHJ-KFRC toppers that the rival web had intruded on its period, orders went out to recruit all talent available, splitting up the program between the two sequences.

Pearce was one of the mainstays with HappyGo-Lucky crew five years ago, later building his own unit. Observers are watching to see which show takes a new period 'due to popular demand'.

Columbia o ce in Chicago figured that it cost WBBM about \$4,000 to run the singers concert given by Vivian Della Chiesa. As for the station, it still is in the red on the contest but figures to get out if lass della Chiesa continues building.

Girl is now on two commercials and several sustainings. Is carrying a \$100 weekly contract for 52 weeks under terms of contract.

Advertising agencies with annual network time billings in excess of \$200,000 were recently listed in VARIETY. Not included in this list was Bee & Schillin, New York advertising agency exclusively devoted to radio and with a current weekly billing that figures out around \$400,000 a year. Some 60 regional and retail accounts are placed by this agency in New York, Boston, Philadelphia, and Baltimore.

# CHARLES PREVIN

Conductor

REALSILK'S  
SILKEN STRING CONCERT

SECOND YEAR

N.B.C.—SUNDAYS  
8-8:30 P.M. EST-10:04 P.M. FCT  
10-10:30 P.M. MT

Personal Representative  
W. BIGGIE LEVIN  
612 No. Michigan Ave., Chicago

# BENAY VENUTTO

EVERY TUES. 6:15-8:30 P.M.  
AND FRIDAY 10:04-11:04 P.M.  
EST—WABC

And Entire Chicago Network  
New Appointment Book  
46th St. Theatre, New York  
Management CBS Artists Bureau  
Personal Management  
JULES ALBERT, 516 Madison Ave.,  
New York City

# AL SHAYNE

Radio's Ambassador of Songs  
EVERY SUNDAY  
WOR  
12:30 to 1 P.M.

ANSONIA SHOES  
Foot Fashion for Footlight Females

# EASY ACES

FOR ANACIN

TUES.-WED.-THURS.  
7 P.M. EST  
NBC-WJZ

# ALEX HYDE

musical director

WHN new york

New Business

RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

**ST. LOUIS**  
**Aeolian Co. of Missouri**, St. Louis, 15 announcements, each Sunday, for 13 weeks, started Oct. 13, 1935. Placed direct. KWVK.  
**Grand City Station Co.**, St. Louis, 15 announcements, Sunday only, starting Oct. 22, 1935. Placed direct. KWVK.  
**Southern Fried Chicken Co.**, St. Louis, series of 52 announcements, started Oct. 29, 1935. Placed direct. KWVK.  
**Beaumont Laboratories**, St. Louis, five announcements per week, started Oct. 7, 1935. Placed by W. H. Kantor & Sons, KWVK.  
**Radio Express Agencies**, 15-minute electrical transcriptions each Thursday, started Oct. 3, 1935. Placed by Caples Co. KWVK.  
**Popendick Bakery Co.**, St. Louis, series of announcements and five-minute program, started Oct. 4, 1935. Placed by Mortimer W. Mearns, Inc. KWVK.  
**RCA Radiator**, three announcements per week started Oct. 9, 1935. Placed by Lord & Thomas Co. KWVK.  
**Mid-Continent Petroleum Co.**, St. Louis, series of daytime and evening announcements, started Oct. 7, 1935. Placed by R. J. Potts & Co. KWVK.  
**John Woodbury Co.**, "Dangerous Parades," transcriptions, three times weekly. Placed by Lennen & Mitchell, Inc. KWVK.  
**Father Coughlin**, 15-minute program starting Nov. 3, 1935. Placed by E. W. Hellwig, Inc. KWVK.  
**Bay State Plating Co.**, extended contract for 24 weeks for 72 minutes transcriptions, one time per week, evening time. Placed by Street & Finley, KWVK.  
**Gordon Credit Clothing Co.**, St. Louis, six 15-minute programs weekly, featuring "Lionel, Bill and Jack" broadcasts and all bulletins, 52 weeks, started Sept. 30, 1935. Placed direct. KWVK.  
**Group Laboratories, Inc.**, St. Louis, five announcements per week, started Oct. 7, 1935. Placed by W. H. Kantor & Sons, KWVK.

**ROCHESTER**  
**American Radiator Corp.**, five-minute Dale Cole program, five days a week for two weeks by transcription. Through Marschalk & Pratt, Inc. KWVK.  
**Dr. Miles Laboratories**, 15-minute dramatic transcription Comedy Stars in two weekly programs three days a week indefinitely. Through Wade Advertising Co. WHAM.  
**American Blossoms Co.**, minute announcements by day, five days a week, five times. Through Charles W. Hoyt Co., New York. WHAM.  
**General Electric Gasoline Oil Co.**, 15-minute studio news broadcast twice a day six days a week indefinitely. Through Hart-Conway, Rochester. WHAM.  
**General Baking Co.**, 15-minute dramatic transcription "Terry & Ted," five days a week for 65 times. Through Batten, Barton, Durstine & Osborne, New York. WHAM.  
**Giola & Bros. Macaroni Co.**, 30 minutes, Italian music, one day a week for 13 weeks. WHAM.  
**W. H. F. T. Enterprises**, 15-minute announcements three days a week for eight weeks. Through McKee & Ceburne, New York. WHAM.  
**Maryland Pharmaceutical Co.**, minute weather reports, seven days a week for 52 weeks. Through New York State Bureau of Milk Publicity, minute announcements six days a week for 72 times. Through R. W. Mating, Inc., New York. WHAM.  
**Paine Drug Co., Rochester**, 15-minute radio program, one day a week for six months. Through Stewart, Hanford & Frohman, Inc., Rochester. WHAM.  
**Sterling Products**, 15-minute dramatic transcriptions, "Backstage Wings" program, one day a week for 12 months. Through Blackett, Sample & Hummert, Inc. WHAM.  
**Three Water Oil Co.**, 15-minute dramatic transcription program, one day three days a week for three months. Through Russell C. Comer, Kansas City, WHAM.  
**United Drug Co.**, 15-minute magic hour transcription five days a week. Through W. Spence Broadcasting, Inc., New York. WHAM.  
**Woodbury Co.**, 15-minute dramatic transcriptions, "Dangerous Parades," three times weekly for 13 weeks. Through Lennen & Mitchell, New York. WHAM.

**CLEVELAND**  
**California Pig Syrup Co.**, recordings of kid programs four times weekly, four weeks. Placed by Slack-Globe agency, WHK.  
**Cleveland Co-operative Stove Co.**, musical recordings, half hour daily, indefinitely. Direct. WHK.  
**Christian Science Publications**, quarter-hour talks daily for one week. Direct. WHK.  
**Es-Laz Co.**, "Strange As It Seems" series with John Hix, originator, 15-minute recordings twice weekly for 26 weeks. Placed by Joseph Katz agency, WHK.  
**Stetson Radio Radios** (George Worthington, distrib.), one-half hour recordings twice weekly for 26 weeks. Direct. WHK.  
**Street Menial Park**, studio program twice weekly for one year. Direct. WHK.  
**Bensch-Federman Furniture Co.**, one hour hour and soloists program on Sunday mornings. Direct. WHK.  
**Yorpk** (Soviet Trading Bureau), quarter-hour program, five times weekly. Placed by Advertisers Broadcasters Co. WHK.

**KANSAS CITY**  
**American Radiator Co.**, five-minute transcription daily, Dale Carnegie, 15-minute program, five times weekly. Placed through Marschalk & Pratt, Inc. KMBC.  
**W. H. F. T. Enterprises**, transcription, Sundays, "Melodies of Soviet Russia," Placed through Advertisers Broadcasting Agency, KMBC.  
**California Pig Syrup Co.**, 15-minute transcription, Mondays through Thursdays, "Dick Tracy," Placed through Joseph Katz, KMBC.  
**Es-Laz**, 15-minute transcription Sundays and Thursdays, "Strange as it Seems," Placed through Joseph Katz, KMBC.  
**Margall U. S. Auto Stores**, 15-minute character profile of Stars', Placed direct. KMBC.  
**Bagowash Laundrys**, 30-minute musical "Happiness Ahead" by studio transcription, five times weekly. Placed direct. KMBC.

**FORT WORTH**  
**Bennett Optical Co.**, used cars, Fort Worth, 300 spot announcements. Direct. KTAT.  
**Speight & Spig. Co.**, spices, etc., Fort Worth. Three five minute programs weekly for 52 weeks. Direct. KTAT.  
**Keller Jewelry Co.**, Fort Worth, 300 spot announcements. Direct. KTAT.  
**Dr. H. T. Gregory**, dentist, Fort Worth. 150 15 minute transcriptions, twice weekly (renewal). Direct. KTAT.  
**Shur-Fly Optical Co.**, Fort Worth, 150 15 minute programs in 52 weeks. Direct. KTAT.  
**Bestyett Foods Co.**, Salad dressings, etc., Fort Worth. Three 15 minute programs weekly for 52 weeks. Direct. KTAT.  
**Crown**, nitery bar, Fort Worth, 300 15 minute programs nightly by remote control free club. Direct. KTAT.  
**Kyle B. Smith**, Earth-tron tonic, Minutemen, 300 spot announcements. Direct. KTAT.  
**Elison Furniture Co.**, Fort Worth, one 15 minute program weekly for 52 weeks. One "Old Fashioned Spelling Bee," live and open to public. Direct. KTAT.  
**A. C. Rogers**, G-E refrigerators, Fort Worth. 15 minute program daily for 52 weeks. Direct. KTAT.

**LOS ANGELES**  
**Locov's State**, one 15-minute transcription on "Anna Karenina," placed through Hill, Hill & Co., Los Angeles.  
**Marcy and Eaton**, realtors, one 15-minute program, The Grenadiers. Placed through Allied Advertising, KHJ.  
**Hemphills Diesel Schools**, three five-minute programs weekly. Placed through R. H. Alber, KHJ.  
**Jeez**, patent medicine, three 15-minute recordings weekly, indefinitely. Placed through Volney James & Associates, KFVB.  
**Sunset News**, Liberty Magazine, one five-minute review of contents weekly, indefinite. Placed direct. KFVB.  
**O. G. O'Leary & Merritt**, refrigerators, one one-minute transcription weekly, four times. Placed through Emil Eischel, KFVB.  
**Hamilton Jewelry**, two spots daily for three months. Placed through Adolph Weinberg, KFVB.  
**Franklin Outfitting Co.**, six one-minute spots weekly for one month. Placed through Campbell-Ewald KFVB.  
**Carlsbad Batts**, four 15-minute transcriptions weekly for 17 weeks. Placed through Free & Steingard, KFVB.  
**Lisemwaller & Gough**, Kelvinator, three 15-minute Charlie Chan transcriptions weekly, indefinitely. Placed through Milton Weinberg, KFVB.  
**Railway Express Agency**, one 15-minute transcription weekly for 13 weeks. Placed through The Cuples Co., KNX.  
**W. H. F. T. Enterprises**, "Little Orphan Annie," five 15-minute transcriptions weekly for one year. Placed through Blackett-Sample-Hummert, KNX.  
**Campbell Cereal Co.**, six 15-minute talks weekly for 52 weeks. Placed through Mitchell-Faust, KNX.

**SCHENECTADY, N. Y.**  
**General Milk** transcription program entitled "Betty and Bob," 15-minute broadcast three times weekly, Monday, Thursday and Friday, for

ire Laddies  
**KNX**, always on the alert for a clivic tie-in, scored again with its novel idea of "radio alarms" during Fire Prevention Week. Every time the department made a run, KNX was the first to be notified in advance, where a gong and siren were installed.  
 Regardless of the program, siren screamed every time a call came in from headquarters. Even commercial were interrupted to sound the alarm. When time awaited, Inspector O. J. Emory of the department came on the air, interpreted the warnings, giving location and character of blaze and passing out other info such as type of apparatus making the run and significant statistics dealing with fires in general.  
 Fire Chief Scott heartily approved the tie-up and called it an invaluable adjunct to the campaign for lessening fire hazards. He has asked Guy Earl to make a permanent feature of Fire Prevention Weeks to come.  
 Arising from its serious side, alarming fires over radio has its lighter moment, that of tipping off Guy Earl to make a permanent feature of Fire Prevention Weeks to come.  
 Chief Scott's hearty approval of the tie-up and called it an invaluable adjunct to the campaign for lessening fire hazards. He has asked Guy Earl to make a permanent feature of Fire Prevention Weeks to come.

**Cheer Leaders Program**  
 New York City.  
 Stunt program presented at WJVE by a cheer-leader's session, using the popular selection from N.Y.U., Columbia, Fordham and C.C.N.Y., all giving their personal views on a subject, with grand-stand atmosphere behind them.  
 The crew and the crews down for an hour beforehand to train them to air correctly. No particular damage was put on the amount of lung-power on the part of the cheer-leader problem had to be considered. Bill Farren handled.

**'Hollywood Opening' Twist**  
 Syracuse.  
 R-K-O Schine Keltis' managed for the Syracuse post by William J. Tubbert, gave a new dress to the Hollywood opening gap for 'Big Brother' on Oct. 13.  
 Tying in with Hearst's Journal-American for a 30-minute broadcast over WSTB, the twist in the Syracuse mimics to impersonate the picture's stars, putting the limitations of the picture to rest of the believers get cash prizes.  
 'Annie' Tie-Up  
 Lawrence, Kan.  
 Bing Smith of WREN has effected a deal with the Kansas City Journal-American to regularize the 'Little Orphan Annie' comic strip, with the newspaper running a syndicate on a Saturday evening period, offering the same service—sponsor—with a new angle. This time the program will be carried by a former sister as well as a Saturday night quarter-back.  
 WREN is carrying 'Annie' as a regular network outlet.

**Sponsor as Football Guesser**  
 Buffalo.  
 KOIL the past two years has presented a program of football scores for fans on a Saturday evening period, and now is offering the same service—sponsor—with a new angle. This time the program will be carried by a former sister as well as a Saturday night quarter-back.  
 The task of calling them in advance the studio picked an ex-right out of the office of the sponsor—Faxon & Gallagher Co. He's Jim McCormick, a former all-American at Princeton and captain of the squad in 1908.

**Nominating President—A Game**  
 St. Louis.  
 Harry Flannery, of KNX, is asking listeners: 'if you were to select the Republican candidate for President in 1936, what man would you select?'  
 American Packing Co. will award five combination bread and carving knives every week to those sending in the best answers.  
**WBEN's Portable Challenge**  
 Buffalo.  
 News style news covers up of wins, disasters, civic and sports events to sent success of 13 one-minute transmitter used to describe parade here Saturday (12).  
 Short-waver WJXD (7.3) trucked along beside parade of 10,000 Buffalo

52 weeks, Sept. 30, 1935 to Sept. 24, 1936. Placed by Blackett, Sample & Hummert, KNX.  
**Standard Oil Co. of New Jersey**, four five-minute United Iress news reports each except Sunday, 52 weeks, from Oct. 7 to Jan. 4, 1936. Placed by Marschalk & Pratt, WGY.  
**Shor-waver WJXD** (7.3) trucked along beside parade of 10,000 Buffalo 52 weeks, Sept. 30, 1935 to Sept. 24, 1936. Placed by Blackett, Sample & Hummert, KNX.  
**M. J. Brillenbach** (Gado's Pepto Manton), series of 13 one-minute announcements, from Sept. 30 to Nov. 28, Monday and Thursday at 12:30 p.m. Direct. WGY.

falo Evening News Junior Firemen while Spielers Louis Katsner and Merwin Morrison took turns. Halted in front of judges' and to let aid police commissioners, other dignitaries, get in their hurbs.  
 All related to WBEN, N. B. C. affiliate. Technical operators in charge of Ralph Kingsley, chief engineer, and Ernest H. Roy, short-wave technician. Broadcast clear and practically flawless throughout.  
 Same stunt was tried last year with good success. Roy attributes improved reception largely to new antenna, 70 feet above roof of Hotel Statler, which houses WBEN. WJXD first brought into service in 1932 for Buffalo Centennial with but middling success. Later used in plans for Ballo Night over Niagara Falls and last year sports announcer followed stars of the P. G. A. tourney around with a putt-by-putt description.  
 Local staff has done all developing, improving circuits, receivers, transmitters. Many of new ideas have been borrowed by broadcasters in other cities, and one-g-wub in England keeps in touch. Roy sees unlimited possibilities of the improved apparatus for spot news broadcasts.

**Improved Sidewalk Technique**  
 Syracuse.  
 To eliminate cold and embarrassed answers on the 'Sidewalk News Exchange' a mid-street stunt conducted by WFBL, Syracuse sheets of paper giving the question and the basis for discussion are handed out among prospective interviewees before airing.  
 This also tends to make the discussion a more intelligent and thoughtful quality.

COLUMBIA ARTISTS BUREAU

Presenting  
**LITTLE JACK LITTLE**  
 and his  
**ORCHESTRA**  
 Appearing Nightly in the  
**CONTINENTAL GRILL**  
 of the  
**ST. MORITZ HOTEL**  
 -on the Park-  
 New York City

ABE LYMAN

AND HIS  
**CALIFORNIA ORCHESTRA**  
**COAST-TO-COAST**  
 WABC—Tuesday, 8:30 to 9 P.M., EST (Phillips Broadcast)  
 WFAF—Friday, 9 to 9:30 P.M., EST (Phillips Broadcast)

**RATONOBLE**  
 Rainbow Radio City New York  
 WFAF 10:30-11 P.M., EST  
 WJXD 12:30-1:00 P.M., EST  
 WJXD 12:30-1:00 P.M., EST  
 AND HIS ORCHESTRA  
 EXCLUSIVE MANAGEMENT  
 ROCKWELL O. KEEFE INC.  
 WILLIAM MORRIS AGENCY

**Victrol Young**  
**SHELL OIL**  
**SATURDAYS**  
 WFAF  
 10:30-10:50 P.M. EST  
 EXCLUSIVE MANAGEMENT  
 ROCKWELL O. KEEFE INC.

The  
 best American  
 Tourist  
**PHIL BAKER**  
 Gulf Refining Company  
 Sundays, 7:30-8 P.M. EST  
 WABC-CBS  
 Direction  
 A. & S. Lyons

**JOHNNY AUGUSTINE**  
 + His Music  
 Featured on  
**"MARTY-MAY-TIME"**  
 SATURDAYS 9:30-10 P.M. EST  
 Coast-to-Coast Columbia, New York

**AL GOODMAN**  
 And His ORCHESTRA  
**PALMOLIVE BEAUTY BOX**  
 EVERY FRIDAY, WJZ  
 9 P.M. EST, 7:30 P.M., PST, NBO  
**LUDEN'S PROGRAM**  
 Sundays, 5:45 P.M., WFAF  
 COAST-TO-COAST

**EMERSON GILL**  
 AND HIS ORCHESTRA  
**HOTEL WEBSTER HALL**  
 DETROIT, MICH.  
 MCA Direction

**DON MARIO**  
 Star of  
**"Penthouse Serenade"**  
 NRO  
 Count to Coast Sunday Afternoons  
 New York City, WJXD  
 Radio City, New York



# George Gerwyn Thinks You Can Write Opera and Make It Tuneful

By CECELIA AGER

He was plugging songs at Remick's a few days ago, George Gerwyn remembered as he received, gracefully and attentively, the plaudits of the first New York audience come to hear his American folk opera, "Porgy and Bess". Plugging songs, and then, in the few years that intervened, moving in a straight ascending line from song pluggers to pop tune writer to musical comedy composer, through "Rhapsodie in Blue" to composer of ballets and concertos—until there opened Thursday night at the Alvin Theatre the first Gerwyn opera, opening with a rousing, elegant, and musical, and both music and dramatic critics racing neck and neck for the distinction of writing its warmest welcome.

Gerwyn himself describes those "historic" years more simply. "I am a songwriter who's learned to write opera," he said, and when he said it, he smiled.

There are songs in "Porgy and Bess," and even song hits. Though some people look down on tunes because they're popular, because they sell copies, and because they are so "lousy," Gerwyn says he is not ashamed of song hits any time, anyplace. If songs are good, he doesn't consider them undignified. In fact, it is his belief that the various musical forms Gerwyn has learned that the hardest thing to write is a good original melody. The quality that distinguishes a good composer, Gerwyn says, is that the good composer is capable of writing a good tune. Furthermore, he believes that songs are always an integral part of any kind of opera, of folk opera. The Italian opera is stacked full of them—tunes that the hurdy-gurdy plays. Carmen, one of Gerwyn's favorite operas, has itself at least 40 tunes.

### Songs Essential

Songs are particularly essential to an American opera, he feels. America is young and the people youthfully usually. They prefer opera with songs. Songs are simple to understand because their appeal is emotional. Indeed, Gerwyn doesn't think an American folk opera without songs could be successful. "If you're writing about folk, you must have something that folk sing. An American opera about sky-scrapers, for instance, wouldn't need songs. Sky-scrapers are not a certain thing expressed in intellectual music. People, folk, are emotional. They express themselves in song."

Gerwyn and Bess are the American folk opera, Gerwyn believes. It could only have been written in America, by Americans. Its whole conception is American, its change of mood, its feelings, its tempo, its "wholly original" but the spirit and original. Gerwyn used no old material because he didn't want to mix styles. Old things bring up old ideas and Gerwyn would never avoid any interruption of the mood, any break in the musical line.

### His Scoring

To this end he spent the last nine months of the two years it took him to write "Porgy and Bess" in orchestrating it, scoring every note, marking every line himself. He had no assistant, not even to rule off the pages in measures, for in some spots in order to save space, he had to combine different scoring systems on the same page, and he alone knew where those spots would be. John Alden Carpenter and Robert Russell Bennett's score and complimented him upon it, and so, when Gerwyn hears that some of the boys at Lindy's are skeptical that he did all the orchestrating of "Porgy and Bess" because they recall that Ferde Grofe orchestrated "Rhapsodie in Blue"—Gerwyn is naturally a little chagrined. "Why shouldn't I be able to orchestrate," he asks, "when every dance band has a couple of arrangers doing the same thing?"

Gerwyn's experience has taught him that if you write something with real interest, it's possible to play it six times a season, if it can entertain the multitudes. An American opera, to entertain American multitudes, he believes, must have no

(Continued on page 71)

### For Music Pluggers

Marion Carley, on the 16th floor at CBS, New York, saves herself useful speech by summarizing the answer to the questions song-pluggers ask and posting a daily bulletin. It reads something like this: (To Publishers Representatives) Ray Block is too busy to see you. Mr. Stevens is also busy. Mr. Brldorf will be enchanted to see you. Miss Renee cannot see you unless you have something very important. Mr. Simone is not here today. I shall be glad to take any music and distribute it for you. Thank you, gentlemen.

## CALL IN MPPA ON AT&T QUIZ

Music Publishers' Protective Association has been drawn into the investigation by the House Patents Committee of the American Telephone & Telegraph Co.'s operations in the sound equipment field, which opened at the 21th Avenue hotel, New York, yesterday (Tuesday). As chairman of the MPPA, John G. Paine was served with a subpoena, calling on him to appear at the hearing this Friday (18) with whatever contracts the association has made or now holds with Electrical Research Products, Inc.

Inquiry is being conducted under House Resolution 164, with Dr. William R. Sivorch, chairman of the patents committee, in charge. Recently when a rep from Sivorch's office sought this information Paine declared that he as trustee and agent for the publishers could not produce the contracts without an official citation.

### Thomas Dunn Draws Suspended Sentence

Troy, N. Y., Oct. 15. The drawn-out feud between city police and Thomas Dunn, proprietor of the former Echo Tavern in Lansingburgh (north Troy), over the female impersonators' show staged in the night spot, has been ended with the imposition by Police Justice James J. Trotter of a suspended sentence on Dunn, who was charged with giving a Sunday entertainment.

Following two previous raids, Dunn and 11 members of the line were arrested on July 23. Bail was posted. Later suspended sentence was given to the femme imp on agreement that they leave the county.

Due to the trouble Dunn has been denied a liquor license.

### Music Notes

John McLaughlin has shifted from Chappell to Sam Fox Music.

Bobby Meeker's orchestra broadcasting from De Witt Clinton Hotel, Albany, over WGTV.

Albert Kavelin orchestra opens Oct. 25 extended winter engagement at the Blackstone hotel, Chicago.

Louis Prima shopping around for a Coast night spot.

Gene Autrey waxing for runswick on the Coast.

Arthur Kaye directing music for "Thrills of A Century" for Academy.

Ernest Toch from Vienna doing the tunes for Paramount's "Peter Ibbotson."

Al Jacobs, Coast rep for Sherman & Clay, goes east to head firm's publishing house, replacing H. A. Marple. Jacobs opens new branches in Portland, Cincinnati, Philadelphia and Boston. Ric Ricca new Coast rep.

### Taps' Contract

Jonie Taps, head of the radio and orchestra department of Shapiro, Bernstein & Co., last week was given a three-year's contract along with an interest in the firm.

One of the youngest professional men in the business, Taps, joined the organization about four years ago. He stepped into the radio assignment when Addy Brittt quit S-B about a year ago to join Witmark.

### Stage Dates Sought For Hylton Despite Labor Dept.'s Ban

Chicago, Oct. 15. Standard Oil of Indiana, which is bringing Jack Hylton over from England for some midwest broadcasts, is angling to dovetail the air shows with theatre appearances for Hylton. Hylton's agent, Music Corporation of America, has been in contact with all the major midwest theatres to start by Nov. 1, one week after Hylton arrives in Chi. Practically set in a deal for a date at the Balaban & Katz Chicago to start the fall selling.

Hylton is coming over a 26-week broadcast contract, of which 24 will originate in Chicago. First broadcast will hit from the St. George Hotel in London on a grand sendoff. Will be 4.30 a. m. in London, but 9.30 p. m. here. Second broadcast will come from the S. S. Normandie en voyage. Hylton is expected to start New York Oct. 22 and start his first Chicago broadcast on Oct. 27.

McCann-Erickson agency is handling the radio commercial with A. N. Stee, advertising manager of S. O. of Indiana, who has just returned from a hurried trip abroad to huddle with Hylton. Stee figures that a theatre route for Hylton will serve as additional ballyhoo.

Per it which has been granted by the U. S. Department of Labor restricts him to the air engagement for Standard Oil, specifically stating that "employment in cafes, night clubs and hotels will be a violation of the conditions of admission."

### FTC TALKS TO PUBS ABOUT CODE OF ETHICS

Several New York publishers have been summoned to appear before the Federal Trade Commission in Washington for individual talks preliminary to the FTC's setting of a date for the general conference of the music industry. Commission was petitioned by the pop end of the industry several weeks ago for a hearing at which the proposition of adopting a code of fair trade practices would be discussed.

General conference will likely be held in New York as requested in the petition.

### Larry Semon in B. A.

Buenos Aires, Oct. 3. Larry Semon has returned from the United States to join a local orchestra being formed by Eduardo Armani, who will go over the air on El Mundo broadcasting station, which will be opening shortly.

Semon has been here before.

## ASCAP Cuts Up \$800,500, Largest

## Summer Music Divvy on Record

Largest summer plum, amounting to \$800,500, in the history of the organization was cut by the American Society of Composers, Authors & Publishers last week. Divvy for the past July-September stretch brought the publishers from 30% to 49% more than they had received for the parallel quarter of 1934, while for the writers the boost ranged between 25% to 35%. But compared to the split for the second quarter of this year (April-June), last week's distribution represented a drop of about \$60,000.

Some of the Class AA writers got as high as \$8,000, or a boost of \$2,000 over the same period last

## MPPA Members Reserve Right to Set Own Disc Fees; Figure Change in Policy to Remove Gov't Objections

### Satepost on ASCAP

Current issue of the Satepost has a story, "Trouble in Tin Pan Alley," by Alva Johnston, which shouldn't displease anybody in the music biz.

It's a very forceful pro-Tin Pan Alley exposition, chiding the big interests (radio, theatres, miteries) for wanting to utilize the songwriter's efforts and works without any compensation.

Weekly commissioned a special staff photo for some t.p.a. pictures to illustrate.

Music Publishers' Protective Association will continue to grant its present for of licenses to transcription manufacturers for another six months, ending June 30, 1936, but individual members will reserve the right to set their own prices on their wares. This policy, which in part represents a radical departure for the music industry, was agreed upon at a meeting called last week by John G. Paine.

Under the arrangement which now exists there are two set prices applying to the making of radio discs. Sustaining programs call for a fee of 45¢ per unrestricted number and 50¢ per restricted number, according to each master, while the charge on commercial recordings is 25¢ for an unrestricted tune and 50¢ for a restricted tune, with these fees applying to either the master or the inscribed composition.

Decision to get away from the fixed fee idea has been prompted primarily by two things. One has to do with the recent government litigation against MPPA and the other derives from the realization that the transcription business has reached the point where it can afford to pay more for its musical rights.

### Gov't's Complaint

In the government's complaint stress is laid upon the allegation that prices now prevailing for transcription were fixed by a joint meeting of members of the MPPA. Publishers feel that this government objection can easily be removed, and to the advantage of the music trade.

Fees for transcription now existing, the publishers point out, were set at a time when radio disc making was in the throes of experimentation and the manufacturers nor the copyright owners knew where the business was heading or the traffic it could bear, and the publishers agreed on what they considered a low scale of fees.

Paine is of the opinion that eventually the music industry will have to cease making the fee on transcription an entity in itself and establish a system of musical rights selling which will combine the recording right with the performing rights and collect for the rights jointly through a central bureau. It should be noted that the music transcription makers, advertisers and station users would be willing to pay more for the recording rights if they knew what the limit on fees will be for those on the percing leg end.

Number of the major publishers queried last week said they had no intention of upping their fees for transcriptions during the six months' extension of the present contract, which expires Dec. 31, 1935. They declared that they preferred to wait and see what course the disc-making business took during the first half of next year.

### Oriole's Names

Detroit, Oct. 15. Vincent Lopez comes into the Oriole Terrace Friday (18) to inaugurate a new act. The name, which is under new management, He will replace Russ Lyons' ork.

Joseph W. Becker and J. R. Gardner, new managers, take over the act from Samuel Frazer and will feature "name" bands and acts.

Current at the Penthouse, swanky club at the Park Avenue hotel here, is Paul Nielsen's ork and Alice Dewey's act. On the mezzanine Spanish-American Rumba band is at the Monticello. Bee Sarchie, singer; the Phelps Twins, dancers, and the Three Internationals, male singers, are current at the Foxtan.

### Connie Sets Show

Opening date for Connie's Inn, New York, is Oct. 24, with the show comprising Louis Armstrong, the orchestra and Ted Halls, Fred Duke, Chuck and Chuckles, and Snakehips Tucker.

Sammy Cahn and Saul Chaplin are doing the music. Ted Blacklin producing.

## U.S. SONGSMITHS ACTIVE ABROAD

London, Oct. 15. Harry Woods and the song writing combination of Al Hoffman, Al Goodheart and Maurice Sigler, imported by Campbell-Connelly, are proficently engaged on British charts. Woods is writing the songs for "Street Singer's Serenade" (C. M. Woolf production) which features the American "Street Singer" Arthur Tracy, and Goodheart and Sigler are also doing the tunes for the forthcoming Jessie Matthews film, "Say When."

Sigler-Hoffman-Goodheart have completed the songs for the Jack Buchanan film, "When Knights Were Bold," and are starting on "Nippy," Betty Balfour's next for Gaumont-British. Also just finished the score for the Jack Hylton-GB film, "She Shall Have Music."

The American songsmithing trio is also set for another year's contract to Cinephonic Music, a subsidiary of the British Writers who first do the music for a West End musical (stage) to star Buchanan, then return to America for a six weeks' vaueh before starting on their second year's term for Cinephonic.

Campbell-Connelly (Cinephonic) has previously imported Woods on three or four different occasions bringing hits to London to fashion a flock of ditties which gives C-C the world's copyright ownership, and thereafter the U. S. and other regional rights are sub-contracted.

### Congress Drops Min.

Congress, New York, has removed cover and minimum charges, being one of the first large Broadway spots to take this step. Dinner check also clipped.

Don Edman and Allan Small's orchestras current, Dick Buckley as m.c. Francols and Florette, Hilda Elfonte, Sybil Kane and Mortie White in the show.

"Chasing Shadows" brought its writers \$625 each last week as top prize in the third quarterly bonus split up by the writers classification committee of the American Society of Composers, Authors and Publishers.

# PICTURE SONGS DOMINATE FOR SEPT.

New York, Oct. 15. Sheet music jobbers in the New York area found the going below normal during September. After a big first week, business took a stiff dive. There was no single tune on the market strong enough to stimulate the general list. Five of September's six leaders were picture songs. Few numbers outside of this class received any substantial attention at the counters.

'Cheek to Cheek' (Berlin) and 'I'm in the Mood for Love' (Robbins) were still maintaining a neat pace with the turn into October. Others that showed lively tendencies toward the close of September were 'Top Hat' (Witmark), 'Truckin'' (Mills), 'Every Now and Then' (T. B. Harms), 'That's What You Think' (Berlin), and 'Treasure Island' (Morris).

Sheet sales runners-up for September were 'East of the Sun' (Santolo), 'Rose in Her Hair' (Witmark), 'I Wished on the Moon' (Famous), 'You Are My Lucky Star' (Robbins), 'When the Leaves Big' (Famous), 'Every Now and Then' (T. B. Harms), 'That's What You Think' (Berlin), and 'Treasure Island' (Morris).

Fred Astaire with the Leo Reisman band topped 'Truckin'' in last September for the second consecutive month, with Astaire holding down also the second and third ratings. Fats Waller drew ace call on Victor's output, while Bing Crosby topped Decca's melody with the first three best sellers. Phil Ohman did best for Columbia.

### Chi Better

Chicago, Oct. 15. Business throughout the music field felt the surge of the cooler thermometer and shot up into one of the best growth months in its history. Both in sheet music and disc the take was hearty throughout September. Sheets could have been seen everywhere with a comparative line-up of hit songs.

As it was the month had to depend on 'Cheek to Cheek', 'Mood for Love' and 'Accent on Youth' for any freshness in the best seller line-up. The rest of the top tunes were holdovers, particularly 'Gypsy Tea Room', which has been riding the head line for several months now. It will probably drop entirely out of the six-strong list this month. It figures as almost a standard tune in the big money class for at least four or five more months.

Dives were swelled by the 'Top Hat' records in the pop field; the Astaire picture adding health to the phonograph discs.

### Coast Spurts

Los Angeles, Oct. 15. Trade showed marked improvement in September, with many of the sheet music and record counters putting on additional help. Flatters were heavily in demand, excepting for Columbia, which was a drag on the local market.

Two numbers from picture 'Top Hat', 'Cheek to Cheek' by Leo Reisman, and 'Top Hat', played by Johnny Green orch., with Fred Astaire warbling and toying, led the Brunswick field.

Ambrose orch. split honors with Bing Crosby on Decca release, the crooner numbers hitting the local market around middle of month with demand break from the Benny Goodman renditions topped for Victor.

Sheet music showed exceptional briskness, with both jobbers and retailers chuckling. Toppers were all new ones, excepting 'Little Gypsy Tea Room', which dropped from first place after two months in spot to sixth on list.

'Numbers from 'Broadway Melody' and 'Top Hat' started moving late in month and should be way up for October.

Stella Unger did the lyrics and Jean Deletre the melodies for 'I Found a Bit of Paris in the Heart of New York' and 'A Kiss of Romance', which Lucienne Boyer debuted at the Versailles, New York niterie, last week. Jack Mills publishing.

Mickey Addy has quit E. B. Marks to join Chappell Co.

'Frank Parker's Memory Book of 10 Songs' is the latest folio turned out by Mills Music.

# SEPTEMBER MUSIC SURVEY

THIS TABLE SHOWS THE LEAD OF SALES MADE DURING

## 6 Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1	'I'm in the Mood for Love'	'In a Little Gypsy Tea Room'	'I'm in the Mood for Love'
Song—No. 2	'Cheek to Cheek'	'Cheek to Cheek'	'Cheek to Cheek'
Song—No. 3	'You're All I Need'	'I'm in the Mood for Love'	'I'm on a See-Saw'
Song—No. 4	'Accent on Youth'	'Accent on Youth'	'Rose in Her Hair'
Song—No. 5	'In a Little Gypsy Tea Room'	'East of the Sun'	'You Are My Lucky Star'
Song—No. 6	'I'm on a See-Saw'	'When I Grow Too Old to Dream'	'In a Little Gypsy Tea Room'

## 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' and 'No Strings' (Fred Astaire, Leo Reisman Orch.)	'I'm on a See-Saw' (Anson Weeks Orch.)	'Cheek to Cheek' (Leo Reisman Orch.)
BRUNSWICK—No. 2	'Isn't This a Lovely Day' and 'Top Hat' (Fred Astaire and Johnny Green Orch.)	'Cheek to Cheek' (Fred Astaire, Leo Reisman Orch.)	'Top Hat' (Fred Astaire and Johnny Green Orch.)
BRUNSWICK—No. 3	'The Piccolino' and 'Tapping Along with You' (Fred Astaire and Leo Reisman Orch.)	'Accent on Youth' (Duke Ellington Orch.)	'Accent on Youth' (Duke Ellington Orch.)
BRUNSWICK—No. 4	'Me and Marie' and 'A Picture of Me' (Johnny Green Orch.)	'I'm in the Mood for Love' (Leo Reisman Orch.)	'What a Little Moonlight Can Do' (Teddy Wilson Orch.)
BRUNSWICK—No. 5	'Why Shouldn't I?' and 'When Love Comes Your Way' (Johnny Green Orch.)	'Top Hat' (Fred Astaire, Johnny Green Orch.)	'I Wished on the Moon' (Teddy Wilson Orch.)
BRUNSWICK—No. 6	'Accent on Youth' and 'Truckin'' (Duke Ellington Orch.)	'You're So Darn Charming' (Hal Kemp Orch.)	'Puppchen' (Freddie Martin Orch.)
COLUMBIA—No. 1	'Cheek to Cheek' and 'Top Hat' (Phil Ohman Orch.)	'Accent on Youth' (Paul Pendavis Orch.)	'Dixieland Band' (Benny Goodman Orch.)
COLUMBIA—No. 2	'Isn't This a Lovely Day' and 'No Strings' (Phil Ohman Orch.)	'Dinah Lou' (Mills Blue Rhythm Band)	'Doggie' a Divorcee' (Reginald Forsythe Orch.)
COLUMBIA—No. 3	'Accent on Youth' and 'Page Miss Glory' (Paul Pendavis Orch.)	'What You Think' (Will Osborne Orch.)	'I'm in the Mood for Love' (Little Jack Little Orch.)
COLUMBIA—No. 4	'Without a Word of Warning' and 'I Wish I Were Aladdin' (Will Osborne Orch.)	'Without a Word of Warning' (Will Osborne Orch.)	'In a Little Gypsy Tea Room' (Russ Morgan Orch.)
COLUMBIA—No. 5	'Gotton' and 'Truckin'' (Mills Bros. Blue Rhythm Band)	'Island Melody' (Andy Long Orch.)	'Music Hall Rag' (Benny Goodman Orch.)
COLUMBIA—No. 6	'I'm in the Mood for Love' and 'Speak-Ing Confidentially' (Little Jack Little Orch.)	'I'm in the Mood for Love' (Little Jack Little Orch.)	'Devils Kitchen' (Vic Burton Orch.)
DECCA—No. 1	'I Wished on the Moon' and 'Two for Tonight' (Bing Crosby)	'I Wished on the Moon' (Bing Crosby)	'I'm on a See-Saw' (Ambrose Orch.)
DECCA—No. 2	'I Wish I Were Aladdin' and 'From the Top of Your Head' (Bing Crosby)	'Cocktails for Two' (Slim Green Orch.)	'Hors d'Oeuvres' (Ambrose Orch.)
DECCA—No. 3	'Without a Word of Warning' and 'Takes Two to Make a Bargain' (Bing Crosby)	'Without a Word of Warning' (Bing Crosby)	'I Wished on the Moon' (Bing Crosby)
DECCA—No. 4	'Cheek to Cheek' and 'B'way Rhythm' (Guy Lombardo Orch.)	'I Wish I Were Aladdin' (Bing Crosby)	'I Wish I Were Aladdin' (Bing Crosby)
DECCA—No. 5	'Isn't This a Lovely Day' and 'Weather Man' (Guy Lombardo Orch.)	'Cheek to Cheek' (Guy Lombardo Orch.)	'Takes Two to Make a Bargain' (Bing Crosby)
DECCA—No. 6	'Without a Word of Warning' and 'Takes Two to Make a Bargain' (Casa Loma Orch.)	'I'm on a See-Saw' (Bert Ambrose Orch.)	'Embassy Stomp' (Ambrose Orch.)
VICTOR—No. 1	'Truckin'' and 'Girl I Left Behind Me' (Fats Waller Orch.)	'Top Hat' (Ray Noble Orch.)	'Body and Soul' (Benny Goodman Orch.)
VICTOR—No. 2	'Cheek to Cheek' and 'Isn't It a Lovely Day?' (Eddie Duchin and Orch.)	'Truckin'' (Fats Waller Orch.)	'Sometimes I'm Happy' (Benny Goodman Orch.)
VICTOR—No. 3	'Ridin' Up the River Road' and 'Accent on Youth' (Jan Garber Orch.)	'I'm on a See-Saw' (Fats Waller Orch.)	'Why Dream?' (Ray Noble Orch.)
VICTOR—No. 4	'Top Hat' and 'Piccolino' (Ray Noble Orch.)	'Cheek to Cheek' (Eddy Duchin Orch.)	'Cheek to Cheek' (Eddy Duchin Orch.)
VICTOR—No. 5	'I Wished on the Moon' and 'Why Dream?' (Ray Noble Orch.)	'Accent on Youth' (Jan Garber Orch.)	'Top H' t' (Ray Noble Orch.)
VICTOR—No. 6	'I Feel a Song Coming On' and 'I'm in the Mood for Love' (Paul Whiteman Orch.)	'Bit Right Down and Write Myself a Letter' (Fats Waller Orch.)	'Why Stars Come Out at Night' (Ray Noble Orch.)

## Inside Stuff—Music

Guy Lombardo's quick fadeout from the new and swank Cafe de l'Opera on East 57th street, New York (former Embassy club), bankrolled by Jimmy Thompson is an object lesson to name bands. Lombardo went in against his personal judgment, feeling he's not for an intimate room such as the Opera.

Similarly, now booked into one of the better New York hotels, is a name band which doesn't belong there. At the opening, a regular patron, startledly commented that it's his first time she ever heard 'Tiger Rag' played in this hotel room.

Lombardo, on the other hand, knows how to dispense dansapport for the bigger hotels and is lost in an inlume cafe. Just as the other band is okay in a popular restaurant but misses out with its corny routines in a smart hotel.

With Lombardo's Cafe de l'Opera departure, GH

Rocco Vocco will receive around \$10,000 from Bobby Crawford for his (Vocco's) 25% interest in Crawford Music Corp., from which Vocco resigned to realign with Leo Felst, Inc., under the about to be consummated agents of Metro which is buying the Felst firm.

Crawford was paid \$2,000 by Famous Music for release of Mack Gordon and Harry Revel, which sum Crawford immediately transferred to the songwriters, this being the amount due them for back royalties. Famous (a Par subd) henceforth controls Gordon and Revel instead of Crawford Music. Deal runs until next September.

Without a word has decided not to sell out but will stick to his music business exclusively and not concern himself with outside interests.

John C. Paine, chairman of the Music Publishers' Protective Association, met with execs from the Ticker News Co. yesterday (Tuesday) to work out a permanent agreement covering the right to manufacture

musical recordings for use over its wired radio system. Contract devised will be submitted to the music industry for approval.

Whatever the license that is granted TNC the same terms will be made available to Tele-Flash, Inc., operators of a similar private news and entertainment service. Basis suggested by the MPPA for the fee phase of the agreement with these outfits is the payment of a stipulated sum for each installation of a loudspeaker.

United Artists has given Harry Engel, publishing rights to the song of the same name written for 'Barbary Coast'. Engel firm got an unexpected break from a prior UA picture, 'Frankie and Johnnie', although picture was never released.

When first made 'Frankie' had a song entitled 'Give Me a Heart to Sing to'. Engel published it. Months later, when UA was preparing to remake 'Frankie', it thought 'Heart' worn out so had another written, 'Get Rhythm in Your Feet'. Engel also put this into sheet music form and it sold. 'Frankie' still remains unreleased.

Irving Casbeer recalls that Dec. 4 next will be the 20th anniversary of his sailing with Henry Ford on the 'Peace Ship'. Among the newspaper and show-affiliated people on the same Ford expedition were Elmer Davis, playwright; William O'Neal, old N. Y. World newspaperman; Bertou Breyer, poet; Lloyd Bingham, wife of the dramatic author and who died on the trip, and Caesar, since turned songwriter and producer.

### POMEROY'S CAFE SHIFTS

Nixon ace, Pittsburgh, opened with new Jack Pomeroy revue Oct. 12, featuring Art Bennett, Rodrigo and Francine, Marcelle Wellington, Bebe Clyde, John Thayne, Dorothy Villard, Marjorie Galt, Mary Ray, Pat Dixon, Claire White and Blanche Delmar. Show booked by Phil Berle for four weeks with an option of four more; staged by Pomeroy and Josephine Earle. Additions to casts of Pomeroy revue includes Dolores Farris, Terry Green and Brian MacDonald to the Kenmore Hotel, Albany, and Marino and Mona replacing Santino and Fairchild in the new Brown Derby in Boston.

Night Club Reviews

PARADISE (NEW YORK)

New York's night life being what it is these days... actually it's a small tootsie but they play the throw around her feet in the ballroom burlesque they look over-promoted... In sequence, the show tees off with a pair of intro numbers... from California come Byrnes and Farney, a cute pair of steppers... In the end for Love... Treasure Island... Top Hat, White Ties, Tails... Broadway Rhythm... I Found a Dream... Double Trouble... It Never Dawned on Rose in Her Hair... I'm on a See-Saw... I Wished on the Moon... Tender Is the Night... I Wish I Were Aladdin... Frances Maddux with her pert songs at the Ivories and Ramon and Renita, that they elicited as they do today... Ramon (ex-Rosita) with his new partner, Renita... Brady, who sings like Crosby but in fact his voice into one of the best spots like the Paradise, Hollywood...

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Most Played on Air

- To familiarize the trade with the new disc... New York, the following is the listing of the songs most played on the cross-country networks... In the end for Love... Treasure Island... Top Hat, White Ties, Tails... Broadway Rhythm... I Found a Dream... Double Trouble... It Never Dawned on Rose in Her Hair... I'm on a See-Saw... I Wished on the Moon... Tender Is the Night... I Wish I Were Aladdin... Frances Maddux with her pert songs at the Ivories and Ramon and Renita, that they elicited as they do today... Ramon (ex-Rosita) with his new partner, Renita... Brady, who sings like Crosby but in fact his voice into one of the best spots like the Paradise, Hollywood...

Frances Maddux with her pert songs at the Ivories and Ramon and Renita, that they elicited as they do today... Ramon (ex-Rosita) with his new partner, Renita... Brady, who sings like Crosby but in fact his voice into one of the best spots like the Paradise, Hollywood... Next, the Four Modernists with Jean and Gloria... Moore and Revel, among the most outstanding... Moore and Revel, among the most outstanding... Moore and Revel, among the most outstanding...

VERSAILLES (NEW YORK)

One of those phenomena of New York's nocturnal howl... Nick Pronnis and Arnold Resfield... Lucienne Boyer has now been back in the city... Nick Pronnis and Arnold Resfield... Lucienne Boyer has now been back in the city... Nick Pronnis and Arnold Resfield...

Disc Reviews

By Abel Green

Disc recording sales being what they are, it's to the credit of most recording artists that they apply themselves as diligently as they do to the chores of fashioning worthy wavings of the current song market... As for the recording artists, apparently most of them regard their records merely as worthy advance agents for their talents... Still that doesn't deter a Hal Kemp as on Brunswick 7503 and... On the subject of Foresythe, that Earl of the Blue... Geographically shifting to the West Coast, Anson Weeks gives out a froxy version of the waltz song... Rhythm stuff: continues unabated... Horace Henderson's heated instrument... Louis Prima's New Orleans Gang in good stead for one of their charming... Decca's California entry is Orville Knapp's smooth 'Girl I Left Behind'... Rhythm stuff: continues unabated... Horace Henderson's heated instrument... Louis Prima's New Orleans Gang in good stead for one of their charming... Decca's California entry is Orville Knapp's smooth 'Girl I Left Behind'...

Dorsey, on Decca 559, are coupled 'Sunday Afternoon' and 'Lucky Star'.

Bob Eberle and Kay Weber on the vocals... Ozzie Nelson cuts up with 'Tiger Rag'... 'Whisper' Song; Brunswick 7523... 'Lucky Milliner'—maestroing Mills Blue Rhythm... 'Lucky Milliner'—maestroing Mills Blue Rhythm...

RAINBOW ROOM (NEW YORK)

This being the Rockefeller's nite club, perhaps the idea of class, as interpreted by the staff and every-night... 'A dress suit as a 'must' for a 'niter' has never been known to be a deterrent... 'A dress suit as a 'must' for a 'niter' has never been known to be a deterrent...

ROBBIN'S CHATS

Here's the song you've been hearing everywhere... 'I've Got a Feel'... 'You're Fool'... 'I'm in Mood for Love'... 'Trench Is the Night'... 'Roll Me Right'... 'You're Fool'... 'I'm in Mood for Love'... 'Trench Is the Night'... 'Roll Me Right'... 'You're Fool'...

ROBBIN'S MUSIC CORPORATION 109 FIFTH AVENUE - NEW YORK

# Pitt's Pitt Shelves Vode After 1st Wk's Headaches and Goes Triple-Feature

Pittsburgh, Oct. 15. Unable to keep going with vaude under non-union set-up, Morse & Rothenberg have dropped stage shows at the Pitt after a single week, reverting to straight pictures. Marathon aspects of house operation won't end, however, for instead of two features and five acts, house is going into triple feature policy at same scale, 10 and 15c. in afternoon and 15 and 25c. at night. Two-for-ones common locally, but this is the first three-for-one on record.

Pitt had its hands full keeping a stage show going all of last week. One act, Roy, Kent and Tiny, walked out after first day upon learning house was non-union, but gave laryngitis as an excuse. They were replaced by Those Three Girls, local harmony trio from KDKA. By middle of week, musicians were tossing in the sponge one by one until there were only two men in pit for last half. House had announced a new vaude bill headed by Harry Gribbon, film comic, to open Friday (11), but show was cancelled at the last minute with arrival here from New York of Louis Rothenberg, one of operators.

Pickets patrolled the theatre all week and when two men were arrested for tossing a brick through a front window and fined \$5. Mayor McNair visited the management to get lowered. It was understood that Rothenberg was about to settle fifth union for operators on straight picture policy when a stink bomb

was exploded in house during an evening performance and negotiations were promptly terminated.

Opening week, with 'Scarface' and 'She Had To Choose' and five acts of vaude headed by Jack Osterman, got off to flying start, but labor trouble began to tell after first couple of days and business fell way off. House, booked by Godfrey & Linder out of New York, crossed only \$1,600.

Under all-film policy, Bill Stowell replaces Lou Weiner as house manager, latter going on road with Nat Fleisher's sex picture, 'Tomorrow's Children.'

## London Agency Opening Office in New York

Charles Clore, booker for the Whitcomb Variety Agency in London, arrived in New York yesterday (Tuesday) to open offices here. He will be assisted by Eddie Collins, of Frank Belmont's office. Whitcomb owns the Prince of Wales and Piccadilly theatres in London. Four Skating Macks and Hayes, Hag and Howe are at sea now booked last week for the Piccadilly, opening Oct. 21 for four weeks. From there they go to Paris. When quarters have been established, Clore will return abroad leaving Collins here in charge.

## 2 Indie Spots Planning To Resume Vode in Pitt.

Pittsburgh, Oct. 15. At least two more vaude sites are expected here before end of month. Mort Shea's Fulton is finding the going plenty rough because of film shortage, and is pointing towards production of flesh in another fortnight. Fulton has been strictly film since present operator took it over five years ago.

Alvin, almost next door to Fulton, also also planning to resume vaude after one week. Stanley at moment is only downtown first-run site with flesh.

## N.T.G.'S 1-NITERS FOR SKOURAS

In a deal with Skouras Bros., Nis F. Granlund (N.T.G.) is playing three shows weekly in that many theatres in New York and the Bronx with a 'Radio Additions' unit that also connects up with his weekly radio commercial over WJZ. It's his first plunge back into the amateur biz in theatres since he's low p.a. days, though he's not designating the talent as simonpure, this time. Troupe is playing the Park Plaza, Bronx, Monday nights; Crotona, Bronx, Wednesday nights, and the Academy, N. Y., Thursday nights, giving only one show in each spot. Granlund m.c.'s, picking talent for the Bronco-Seltzer program and also paying the acts for the theatre appearances. Contract in the theatres is to run indef.

Cost to each theatre for the show is around \$200 for the night, plus another \$100 each for musicians and stage crew.

## Saranac Lake

By Chris Hagedorn

Ford Raymond and Bob Farley are going in for photography. Boys can be seen in lounge room nitely, with plenty of subjects. Toni Temple is in General hospital for major operation. Mrs. Dorothy Kruse is a new arrival at the lodge. Mr. Kruse, who is with the Decca Co., accompanied his wife here. Tony Anderson, manager of Pontiac theatre here, brought the Baer-Louis fight picture out for the NVA gang to see. Doris Gascolgne and Hazel Gladstone arranged their third weekly bridge party in the San's lounge room. High score prize to Bill Kasansky, now to Eddie (Shuffie) Feet) Ross. Max Pfeffer moved upstairs to the Infirmary. William Lee visited with Dr. George Wilson, medical director. Margaret Newell, Betty Huntington, Bob Farley, Bob Merrick, Doris Gascolgne and Joseph (WB) Dabrowski are now indoor horticulturists. Patients wish to thank Mrs. A. Heimlick, of N. Y., for books just received. Milton (WB) Polock and his new radio keeping steady company. Milton is now up for two meals in dining room. E. W. Campbell sent patients a large package of candies. Mr. and Mrs. Leonard Grotte here for a month's vacation. He is manager of Loew's Prospect, Flushing. Freddie Rith back at the San to continue the cure. Write to those you know at Saranac.

## Downey's Tour

Morton Downey's unit left New York yesterday (Tuesday) to open Friday (18) in Akron for a half week and then proceed to Youngstown to fill other half. Next jump is Louisville, Ky., week of Oct. 25. Morris office arranged.

## ONE MORE AGENT

Nathan Newman, for 25 years stenographer and notary for vaude agents, is entering the agency field on his own. His activities will be confined to indie stands, faire and clubs.

# If Relatives Wrote Press Notices

By Joe Laurie, Jr.

## 15 YEARS AGO

(From VARIETY and Clipper)

Equity ruled that an actor on a run-of-play contract got salary to the end of the run. No chance to close for recasting before coming into N. Y.

ridgport priest was backing a morality play produced as a musical comedy, 'The Temptations of Eve.' Pretty screwy and it didn't last.

There had been 44 shows to date, of which seven were assured successes. Four, 'Lightnin',' 'Gold Diggers,' 'Night Boat' and 'Irene' were holding over from the previous season, making 11 capacity shows.

Harry Mountford and James Fitzpatrick were in Chicago trying to pullmotor the White Rats Society. Too dead.

Harry Segal, in Chicago, was preparing to supply prologs and stage shows to picture houses. Never a real business.

Five prints of 'Way Down East' were bringing D. W. Griffith \$90,000 weekly. Regarded as colossal then. Before the day of \$100,000 grosses in a single house, because, houses were smaller.

William S. (Two Gun) Hart had five suits current seeking to prevent release of his old films. Didn't like the old Triangle stuff floating around.

Vaude actor was suing Goldwyn, holding that a pic called 'Dollars and Sense' infringed. U. S. court held the title not to be exclusive.

Headline had N. Y. schools instilling film courses. There will be a few courses this year for the first time.

Public was not taking kindly to upped legit prices and it was knocking the agencies for a loss. Tops were \$3.50 and \$4.

Union M. E. Church in W. 48th street put out probably the first electric sign to compete with the theatres. Had a clock and a cross that went on and off.

With the two actors' Republican leagues, Actor Democrats were belatedly lining up a league for Al Smith. Running for Gov.

Vaude acts beefing because vaude writers were upping prices for material. But everything on the elevator and going up.

Booking conditions straightening out with enough acts for all houses. Just a temporary pinch every fall.

Irish and Dutch comics were getting down to a dime a dozen. Hebrew comedians having it all their own way.

Poor road conditions already affecting Ewaby's supply of new material.

## 50 YEARS AGO

(from Clipper)

Circus acts were advertising for winter dates. Other circuses were just starting up, playing the south.

Dockhill, circus man, took space to advertise that all performers must have new high knee patent leather boots. No leggins or last season's boots. Winter show for Central America.

Rosina Vokes made her American reappearance in Boston, using an adaptation of Asteys' 'Tinted Venus.' She saved the show single-handed. One of her dances was 'almost sensational,' but they hadn't heard of Sally Rand then.

J. C. Duff, who had won a suit brought by D'Oyly Carte in New York, now sued an injunction restraining the English manager from

My husband certainly takes himself seriously. He's always bragging about all the big people he knows, and when ~~she~~ happen to be out together and meet them, I notice he talks to them first. They just say 'Hello!' and skip it from there on.

He is also always telling me a lot of gags that he has heard somewhere, and that I have read in the papers, and wants me to believe he makes 'em up himself. He says he is very busy, and I know all he does is go down to his club to gab with the layoffs. He comes home with mysterious stories about something big in the air for him. 'I don't want to talk to you about it, 'cause it may be hard luck.' When he pulls that I know it's a load of 'No's.' The only time he gets another's job is when he's broke. Then he hangs around me and 'honey's' me to death. He knows I always manage to stick away a few dollars.

By the time he gets another's job he has borrowed it all and forgets about paying back. When I try to put the bite on him for a new dress he has more excuses than a kid whose father has a new car.

His press notices about his home life sure hand me a laugh. He just uses a home to throw his laundry around. When I tell him that he'd be better off with a steady job instead of trying to be an actor the battle starts. I wouldn't mind if he had any talent, but the guy holds nothing but nerve. I like him best when he's mad at himself, so seldom that when he does get down to earth I think it's another guy.

I guess I'll stick it through, though, because I have already given him the best years of my life. When he forgets to act he is a real nice guy. And that makes up for the other things he does. Yours, His Wife.

bringing suit in other states, claiming he selected his own tribunal and should abide by the result. Duff was planning a Boston run.

Kabowls, a Frenchman on the Forpaugh show, was working on a fake bullfight to be done on the Hippodrome track. Was going to Paris to try it out at the Hippodrome there.

John Robinson circus train wrecked at Fergus Falls, Minn. Apparently the first section, since only four roustabouts were killed. Train was recommended to splinters.

McCormack and Kelly, battery for the Chicago ball team, were residents of Paterson, N. J. People stayed out to talk baseball instead of going to the shows, and business was down.

Bartley Campbell, who had written scores of successful plays, had taken the 14th Street theatre for stock. Through with management, as business had been terrible.

Judic, French opera comique, made her American bow at Wall-lacks Oct. 1 in 'Nitouche.' Same play Lotta had flopped in the year before at Daly's as Mile Nitouche. Judic suffered from overbooking.

Thalia reopened after putting in a brick proscenium wall.

Five more theatres were told to put in brick prosceniums as brick. That brought the total to seven, the Thalia already having complied. A crusade.

Globe theatre, Boston, opened its new \$20,000 box. Opened on the auditorium and no post-out checks required. Important drama house.

Boston all set up over refusal of E. E. Rice to switch 'Adonis' to Boston. Pointed out, Boston had been the first to boom Henry E. Dick. But 'Adonis' had done 400 performances in N. Y. and still drawing. Ran it up to 700 before quitting.

## RKO ROUTES SISSE

Chicago, Oct. 15. Noble Sisse band set for at least four weeks of vaude time by RKO (Starting Nov. 1, band goes to Karas City, Minneapolis, Milwaukee and Cleveland. Price reported at \$3,000 for th rock.

**1-2-3-4-5  
6TH WEEK  
NOW  
RKO-PALACE  
CHICAGO  
THAT PERSONALITY  
EDDIE  
PEABODY  
THE UNIVERSAL ENTERTAINER  
RKO-PALACE, CINCINNATI, - OCTOBER 18  
FOX-DETROIT, - - OCTOBER 25**

My idea of a REAL Agent  
**FERD SIMON**  
RKO Building Radio City, New York

**BOOKED SOLID TO JUNE  
1936**

# AFSA WANTS CLOSED SHOP'

## Moss Agrees to Fortnight's Truce While Agents Decide on Licensing

License Commissioner Paul Moss of New York and the city's theatrical reps have declared a two weeks' armistice while the latter ponder Moss' latest drive to bring them under the employment agency law's provisions. Agents will call a mass meeting to discuss Moss' ultimatum and their own ideas on licensing.

In line with the fortnight's truce, Moss' complaint against Alex. Hanlon, booker of the Grand Opera House, N. Y., and Loew-franchised agent, scheduled to come up in Magistrates court Monday (14), was postponed until the meeting. Hanlon and other agents will receive summonses.

According to I. Robert Broder, counsel for the Loew, RKO and indie agents' associations, the agents will pass a resolution at the meeting agreeing to licensing, but only if a law is first passed which will relate solely to their business. They will refuse, according to Broder, to accept licensing without a fight under the existing General Business Law, which exempts personal reps whose employment activities are only incidental to other managerial duties.

Moss has already been apprised of the agents' intended stand, and in turn stated he will not accept those terms, but go ahead in his drive with the existing law. If the agents don't accept the licensing, he threatened last week, he'll ask licensed booking offices to refuse to do business with unlicensed agents.

Moss on Thursday (10) met with Broder and the three presidents of the agents' associations, Maurice Rose (RKO), Joe Flaum (Loew's) and Phil Coscia (indie), plus Alex Hanlon; with the armistice then decided upon. When the agents told him of their own idea of licensing, Moss replied that they would have to come in, under the present law or else he would continue 'sipping' meaning he would continue taking them to court until he was victorious, or until he had exhausted the agents' panel.

Agents last week started collections for a war chest to pay the expenses of court litigation in Moss' licensing drive. Last year a fund of \$1,000 was collected, which Maurice Goodman was paid for successfully defending Charles Allen (Curtis & Allen) on a license department charge.

## McQueens Sue N.O. Hotel For \$27,000; Wife Hurt By a Falling Transom

New Orleans, Oct. 15. Suit for \$27,500 damages against the New Orleans Roosevelt, proprietors of the Roosevelt hotel, and the Aetna Life Insurance Co., was filed Friday (11) by George McQueen, master of ceremonies in the hotel, and Mary Lee, his wife. Miss Lee is a dancer.

Basis of the suit is Mrs. McQueen's allegation of facial injuries suffered in October, 1934, when a transom she was attempting to adjust in her room in the hotel fell upon her. The scars left by the accident, she claims, made it impossible for her to continue her dancing. Her demand is for \$25,000.

The remaining \$2,000 is asked by McQueen for physicians' services and loss of earnings.

## Zit's Eclipse

Zit's Theatrical Weekly failed to appear last week, its second suspension of publication. C. F. Zittel is the publisher.

Suspension, like the previous one, reported temporary.

## Agents Meet

Mass meeting of the RKO, Loew and independent agents associations is scheduled for Tuesday-night (22) at Unity Hall on W. 48th street, New York.

Besides formulating their own ideas on the licensing of N. Y. theatrical reps, as employment agencies, the three associations plan to combine into one to combat the present drive by License Commissioner Paul Moss.

## LEWIS AT \$7,500, COAST VAUDE SPLURGE

Los Angeles, Oct. 15.

First real vaude splash here in years will be made by Orpheus with booking of Ted Lewis for the next five weeks at \$7,500. House for long spell has been playing to sidewalk trade with double features and seven acts, with overhead seldom hitting \$4,000.

House is operated by Sherrill and Lawrence Cohen in association with Mike Rosenberg. They figure on at least 12 name shows a year.

Lewis also goes into Ambassador Hotel's Coconut Grove for four weeks on guarantee and cover.

## Foster Returns Oct. 23 From U. S. Talent Hunt

Harry Foster sails back to London, Oct. 23, following his Coast-to-Coast U. S. one-over-of the talent market.

Foster scouted a flock of people for the British varieties and also English film production. He came over with Val Parrnell, booking head of the Palladium, London, and other General Theatres, latter returning to London last week.

## Thurston Improved

Charleston, W. Va., Oct. 15.

Mrs. Thurston and the magician's daughter, Jane, are remaining here with the entertainer, who is in St. Francis Hospital.

Hospital attendants predict Thurston's recovery, but it was indicated it might be several weeks before he would be able to return to the stage.

Howard Thurston's troupe, booked by Morris office for a tour of the south, had to cancel its route when the magician was stricken (11) while playing Charleston, W. Va., last week. Company, in charge of Abe Finegold, returned to New York to await convalescence of Thurston.

## One Less Native

Benny Rubin, ow at Loew's State, New York, will not return to the Coast for awhile.

He has about six more weeks of personnel in the east.

## SPIITALNY REPEATS

Paramount will quick-repeat Phil Spitalny's girl band in the mid-west, where the aggregation played less than three months ago.

Orchestra goes into Minneapolis Dec. 27, with Detroit and Chicago following. Ned Dolson agented.

## ASKS OTHER AFL UNIONS TO HELP

## Starting in Nite Club Field —Vaudeville Later— Setting Up Own Bureau for Club Bookings with No Charge for Acts

## FRANCHISES?

American Federation of Actors is paving the way for an attempt to force the nightery and private entertainment field, and eventually the existing vaude theatres, into closed shops for union (AFA) performers. Opening gun in this drive was sounded last week when Ralph Whitehead, executive secretary of AFA, requested the cooperation of the Central Trades and Labor Council of New York, which involves all the unions in the city affiliated with the American Federation of Actors.

Whitehead asked the union's council to seek the employment of union (AFA) actors only in any club and private entertainments they may be involved in. To gain that end, the AFA is establishing itself as an agency from which the unions can obtain union actors at the AFA's established minimum-wage scale. AFA's agency service is to be free, with acts getting their salaries net.

Minimum Scale  
Eventually, Whitehead believes the agencies will feel the pinch of the free competition and will get in-line with the AFA's closed-shop demands. If they should come into the fold, Whitehead added, the AFA will first ask that they adopt the minimum wage scale and a code of ethics, and then the AFA will give them franchises to sell AFA actors only.

AFA's wage scale establishes a minimum of \$10 nightly per person in each act for a club or private entertainment. There's no scale for theatre dates.

Request sent the New York labor council will also be sent to the councils in every key city in the country in the near future, according to Whitehead. With pressure brought by the unions, especially the stagehands and musicians, on nightery, clubs and their own entertainment committees, Whitehead feels that the closed shop drive will be successful.

With the majority of vaude acts now also working nightery from time to time, the closed shop plan will eventually seep into theatres should the agents have to accept the AFA's franchise terms.

## Girl Musician Sues For Stage Injuries

Injuries sustained in a fall at the Broadhurst theatre, Columbus, O., have prompted Pat Williams, femme musician with Phil Spitalny's aggregation, to start suit in Supreme Court, New York, against the house for \$75,000. Girl claimed she suffered severe back and arm injuries.

While playing the theatre, girls were propped with a box to be used as a step to assist them off hand platform. It is alleged that the lights backstage were out after the curtain dropped and in getting off platform, Miss Williams slipped and tumbled, tripped and fell against a piano. Louis P. Randall represents Miss Williams.

## Bands for Interstate

Two bands, have been booked to follow one another less than a month apart over the Interstate Texas, time which Charles J. Freeman books out of New York.

Willard Robison opens Oct. 25 in Houston on the four-week route, while Ina Itay Ituton's girl band opens in the same town Nov. 15.

## Boris Morros to Coast on Par Music Production; N. Y. Par Stays Vaudless

## Relief News

Eddie Dowling has been named head of the government relief division for vaudeville, musical comedy and circus. There will be considerable expansion in activities. Detailed news on this will be found in the legal department of this issue.

## Ridder to Also Study 'Family' Relief Matter

The new Public Works Administration head, Victor Ridder, who officially succeeded Gen. Hugh S. Johnson in New York yesterday (Tuesday) will seek some interpretation of the relief laws under which it will be possible to take care of persons in show business who are parts of families. Family acts, sister team and the like have been locked out of relief, due to the fact that only one member of a family is permitted relief rates, yet their only means of livelihood is through such family entertainment ties.

This is particularly true in the vaude and the circus fields, and Ridder is anxious to meet the situation in some manner or other. During the past week, before he officially became the PWA boss in New York, Ridder held conferences to discuss the problem and possible means of meeting it as soon as he had the power.

While the question of relief for others in show business, such as press agents, legit managers, advance men, etc., many hundreds of whom are in need of help, has been raised, Ridder faces the necessity of administering to larger professional and non-professional groups at the start. He also may consider unemployed newspapermen and women, himself being a publisher of foreign-language newspapers.

## Ted Lewis Opens Coast Tour in Frisco, Nov. 2

Los Angeles, Oct. 15.

Ted Lewis opens new Pacific coast tour with his band Nov. 2 at the Warfield, San Francisco. After dates in Oakland, Sacramento, San Jose, Stockton and other California points for Fox-West Coast, combo comes here for a week at the Orpheus.

Original plan to play the Lewis outfit in Loew's State here was called off when circuit heads decided against breaking straight sound policy for single vaude booking.

## V.&Y. Into Unit

Chicago, Oct. 15. Vezol and Yolanda will likely hit vaude in a unit following the date at the Palmer House and their two contracted engagements in two weeks. Will use the Shep Fields orchestra plus three additional acts.

Understood asking price will be \$5,500 and percentage.

## BERNIE BROS. LOSE

Suit, pending three years, in which the 3 Bernie Bros. sought \$1,350 from White and Manning vaude team for alleged breach of contract, was won by the defendants in Common Pleas Court, Jersey City, Oct. 4. Bernie Bros., who sued after being denied a raise by White and Manning, lost their case. They are hanger in show biz. Franklin E. Goldner attorney for White and Manning.

Boris Morros leaves for the Coast Saturday (19) to step into Paramount's film end in an advisory capacity on film musicals. His departure will be almost a year from the first report that he was stepping out as head of Par's stage production department for the picture side of the company. He starts in Hollywood Nov. 1.

Robert Weitman, many years with Paramount and managing director of the Broadway Par for over two years, is favored to succeed Morros. Likelihood is that Weitman would continue to manage the theatre as well as labor duties superior to his present post which have fallen to Morros.

With Morros' transfer to the Coast, the plan to play stage shows at the Par Nov. 1 was dropped. Morros, as well as other stage shows while others in Par were not so enthusiastic, most excess in the theatre and distribution department preferring to go along with straight films and figuring, with what is coming up for release, that stage talent wouldn't be needed. There was no difficulty with the operators, stagehands or musicians unions, as reported.

Morros' contract with Par, at \$450 a week, runs into 1936. He will work on 'Carmen' as his first picture on reaching Hollywood.

First stage show into the Par was to have been the Casa Loma ork, but that contract will probably not be switched to take in the Par houses in Chicago and Detroit instead.

Paramount theatre on Broadway will now come directly under the supervision of Frank Freeman, circuit's operating head, while the booking office will continue functioning as is, with Freeman also supervising here. Bookers are Harry Kalchein, who buys for the Paramount, and Boston, Detroit, Chicago and Minneapolis, and Charles J. Freeman (no relation to Y. Frank Freeman) who books the interstate houses.

The plan to resume stage shows at the Brooklyn Paramount is now also in abeyance. House planned to reinaugurate a combo policy in the event that the completion of the double feature with Boston, Detroit, Albee, Loew's Metropolitan and the Fox proved too strong for its single-feature setup, but so far the Brooklyn Par's grosses have been holding up. House is operated by S. Fabian.

## D.A.'S QUIZ ON 'AUDITION' GYP

As a result of a flock of complaints from acts, the New York District Attorney's office has started an investigation of conditions in the club booking field. Complaints allege plenty of gyping.

According to information received by the D. A., the biggest current evil is the 'audition' racket as practiced by some of the Times Square shoe-strinkers. Act are placed for out-living sign dates, with the engagements represented to them as 'auditions,' for which the agent receives \$5, \$10 or \$20 and the acts nothing. If evidence turned in so far stands up, the D. A.'s office expects to make a pinch momentarily.

## Lombardo's Loew Wins.

Guy Lo hardy's orchestra is set for two weeks of personals, first at the Metropolitan, Boston, for Paramount, and second in Washington for Loew.

Low also gets Duke Ellington's band for the State, N. Y., week of Oct. 25. Theatres will add acts to both orks.

# NEW ACTS

## GAYLENE SISTERS (6)

Dancing 12 Mins. Full (Special) State, N. Y.

Two girls, evidently sisters, with two brothers in set solos. Leaders are control and acro dancers, opening in long skirts for a preclown duo. Followed by a little too dancer who gets by but does not raise the temperature, and the other girl in a conventional tap. Sisters back in white hula costumes for a little hula weaving, then strip to straps and braes for individual contortion and control, both doing excellent work and winding up with dual forward somersaults without hands. Trick line done three times. Closest to the audience views from the front, back and sideways.

Work in a special rather gaudy drop with butterfly motif. Nicely routine, showy, and with the knock-out trick for the mop up. Closed here and held them.

## CLAIRE and SANA SISTERS (3)

Skating 8 Mins., Full State, N. Y.

Short turn which pumps action every minute. Not many tricks, but all of them toppers, including swings with the girls' face not more than an inch or two from the floor. Big trick is a double carry of the two girls, but three of the stunts could be used to close most spots.

Act is staged on a slightly raised circular platform against dark drapes, the trio being costumed in white. The women wear voluminous divided skirts, but plenty of display from the whirls. Act gains much from dressing in dark costumes, and from the discarding of routine stuff. Opened here but can close in smaller places. *Chic.*

## BROADWAY BREVITIES (5)

15 Mins. Full G.O.H., New York

Dance flash pushed into opening spot on a four-act array at this mid-theatre. Three fellows in double-breasted linen jackets, white shoes and dark trousers, first on for standard mass hooping, Choice offering is as the leader announces beforehand, "a dance which they saw presented at the Hollywood niterie," being a slow-motion burlesqued routine, embellished with much wrist-clapping and cheek pinching.

The girls, both brunet, are acrobatic performers, one a half-pinter and the other just escaping that stature. Their work is similar in delivery and registers about equal as far as the house is concerned. Finale has the boys back in the same garb, and the girls decked out in abbreviated rumba outfits.

Fivepiece is young and energetic, and should polish up as the act matures.

hotcha vocals, and Dan Drisson on ballads.

Hazel Scott sells her song plenty tops. Also does a duet with Willie Smith that gets a swell reception. These two on a bench, cut into through a number while the 16 girls slink around in white satin gowns and platinum wigs, scouted by boys from the band who sport mammoth prop ears. A tricky line number, routine by Betty Friedman, that clicks with its satiric theme.

Smith, on his own, socks earlier in the unit with his "Rhythm in Nursery Rhyme" vocal, with the band. Unique angle on Smith's selling is his mike technique. Handles the thing like a musical instrument—practically carries it around with him in a most casual way. Drisson, for smooth songs, is easy to listen to.

Four Gobs, on the hoof, are sock of the show. Little Bits and Yo Yo, snickly act, get important attention with their comedy hooping. Bits is a half-pint gal with plenty verve, while partner is normal size. Four act is a Harmony look like just another male quartet until their calico impression starts to unfold. This takes them off in a shower of applause.

To complete the Harlem picture there's a generous amount of grind and bumps, with Louise Warner leading this in a specialty. In the finale, the entire company goes to the band.

Band has two sets of new and standard pops. Action takes place in a simple room and Willie Smith on comedy and

off-stage announcer is that Luncford plays a 100 to 1 shot at a track and with his winning buys a Harlem club.

Opening scene, which serves only to plant the theme, features a ventriloquist whose dummy is a jockey on a poney horse. When accused of planning to bet on the race, the dummy cracks and so does the horse. Gals and boys in holiday outfits lead to the atmosphere of this opening from which the act gets its start. The night club set after the off-stage man makes a description of the race.

## Nite Club Reviews

(Continued from page 53)

with her Gogues Andre Martin, who makes purple dance, utilizing his fingers for the hot game. Martin is a bespectacled, roly-poly gen. novelty by now but different for a niter, and with the foreign flavor takes on added value to the act.

Rosalee and Seville, who've been terping heretofore, click again with the show. She's a girl on a perch to put the Versailles back on the map as a class ham.

Billie and Dick Herbert and the other expert caters remain omnipotent at the door for the personal service. Johnny Borgiani is the financial man. Joe Smith's orchestra per usual and Brito's combo for the tangos.

There's a party for supper. Dinner is \$2 drinks usual 75c tariff. Supper about \$1.50 and \$2, and with one of the better must-see spots in town. *Abel.*

## HOTEL ST. MORITZ (NEW YORK)

S. Gregory Taylor already decided to keep the Sic Gardens (roof) open the year around to capitalize on the panoramic beauty of Central Park below in winter cloak, as well as in its seasonal summer verandah when the roof is thrown open. But at last moment he decided to redecorate the Continental Grill and install Little Jack Little and his orchestra. The roof idea went cold because of fear of heating problem 31 stories up.

The newly done-over grill, besides being a lofty fetching interior, is in line with Taylor's idea of "popularizing" this season. That is, the grill will be a homey, comfortable and a more popular dance band in Little's relied upon to draw. It's a good idea, but the homey, comfortable and a more popular dance band in Little's relied upon to draw. It's a good idea, but the homey, comfortable and a more popular dance band in Little's relied upon to draw.

Little, before coming to the St. Moritz and since leaving his last N. Y. dance engagement at the Hotel Lexington, has been barnstorming the one-nighters for six months. Those six months have made him into a real dance band. What's more, it's converted a versatile pianistic maestro into a personable, well-to-do, with ease and poise of manner in standing up and batoning rather than presiding decorously at the front. The act alternates between the two and makes his piano-vocal specialties the more telling a factor in the act.

Other than Little, there's a strolling accordion-troubadour, Pat Casey, to break the act up. If the head is more, so the usual dance team and vocalist are out. If the kids like to dance at pop tariffs, the 25-cent grill shouldn't be wanting for patronage under Little, Abel.

# Inside Stuff-Vaude

Beside the mix of the British Labor Ministry, another impediment stood in the way of Borrah Minevitch fulfilling his engagement at the Piccadilly theatre, London. Temporary setback was internal trouble with Johnny Fusco, act's comic.

Disruption came about nearly two weeks ago when comic attempted leaving the act to do some film shorts for Walter Putter. Lawyers Monroe Goldstein and Harold M. Goldblatt, representing pair, agreed that controversy should be viewed before a board of arbitrators. To this purpose outsiders, Louis P. Randell, attorney; Judge Lou Reels and Samuel Newberger (Newberger & Loeb) were requested to sit in on the matter.

Fusco preferred the film chore to continuing with Minevitch. Borrah sought to restrain funster from breaking contract and also wanted to compel him to remain working for him. Outcomes, favoring Minevitch, was that while Fusco could not break his contract and go to Putter, he could not be compelled to work for present boss. Catch was, however, that decision also prohibited Fusco from working for anyone else, so he was left with no alternative but to continue as was.

With vaudeville or stage shows now almost a novelty, New York theatre-going them are advertising this item extensively. Loew's State has started billing itself as the nation's leading vaudeville theatre. With the Palace dropping vaude Sept. 28 the only houses in New York with regular vaude policies are the State and the Indie Grand Opera House.

Manhattan presentation stage show policies are also at an all time minimum, only the Music Hall and Roxy not being straight pictures.

Last season Marvin Schenck booked Johnny Burke over the Loew circuit with the provision that he appear in civies instead of uniform. Last week, when appearing at a benefit in Atlantic City, he was asked to use the uniform but found he couldn't button the tunic.

## Ben Blue Unit

Ben Blue and Helen Compton's girl-band has a new 30-people unit, produced by Charles Yates. Show, however, is still untitled.

Break-in date is set at RKO's Capitol, Trenton, N. J., four days beginning Oct. 25.

## Nick Lucas' Band

Nick Lucas, former single, is surrounding himself with a new band. He's breaking it in via a tour of one-nighters.

## Marcus Show Booked

Loew's has booked A. B. Marcus' show for a full week at the Palace, Hartford, Polk house, week of Nov. 8.

Troupe goes in on a 50-50 split of the gross less the theatre's expenses for pit and stage crews.

Any person having knowledge of the present whereabouts of LIONEL E. MEREDITH Please communicate with MR. M. B. FOX 712 Lafayette Bldg. Fifth and Chestnut Streets Philadelphia, Pa.

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## Unit Review

### Derby Day in Dixie

(MET, BOSTON)

Oct. 12.

Harry Gourfain had a load of experience with colored talent at the Regal, Chicago, and whenever he builds a septa production here that experience serves him and the customers well. "Derby Day" unit, which brings back Jimmie Lunceford's orchestra, is no exception.

Gourfain has a feel and flair for the Harlem spirit and in this idea he has woven in a simple way in which some well talent has its findings. Sent best in "Derby" are the band, the Four Gobs, Mabel Scott and Willie Smith on comedy and

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## BOULEVARD CAFE (PITTSBURGH)

Pittsburgh, Oct. 11.

Some real imagination has gone into conversion of Motor Square Garden from a barnlike sports arena to an intimate niterie that has ever been getting over. Only front part of Garden has been used and it's separated from rest of interior with series of painted sets fashioned after exteriors of Parisian boulevard cafes. Spot can seat 500 comfortably and setup is such that on big week-end nights, back of setting can be spread out to come in with two-sided terrace gardens in rear. That utilizes Garden's entire space, shifts orchestra to a balcony at far end and increases capacity to 2,000. But it's the small section, with big, attractive square bar at one side, that's going to get the attention.

Everything is portable but doesn't look it. Boxing shows are still held in that section, and the entire cafe outfittings can be removed in three hours for sports occasions. That's quite a stunt since Boulevard Cafe looks particularly permanent.

Featured is Maurice Spitalny's band which is a major high point in this spot's favor. That and town's lowest minimum, 75c on week nights and 50c on Saturday, with drinks and food reasonably priced. Spitalny has assembled a crackerjack

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# Porgy and Bess' Sidelights

Kay Swift and Conde Nast's party for Gershwin after the opening was a riot. Nast's penthouse has 40 seats. Taylor made the presentation of a silver platter which Jules Glazer designed with 146 signatures of many of Gershwin's intimate friends ennobled thereon.

Nast party rated opposit to the class interites which figured on the premiere for "ade, not knowing of the private shindig with Emic Madrigrues's orchestra engaged. Later Paul Whiteman brought his gang over just for fun. Lucienne

Gershwin spent nine months on the orchestrations. He scored every note himself, both for orchestra and vocally. He started last winter at Pal each on the arrangements.

Work of composition in toto consumed two years of labor

First time who has scored for vocal arrangements.

Composer tutored with the famed Russian musical scientist, Josef Shillinger, studying the mathematics of music, counterpoint, etc. The crap game figure, for example, at the end of Scene 1, Act 1, has nine different vocal harmonics scored for proper blending.

Vet vaude team of Buck and Bubbles is dignified under Theatre Guild auspices as Ford L. Buck and John W. Bubbles. It's said to be legally John W. Washington but the "Bubbles" trade-name value was thus preserved by the Guild.

"Porgy and Bess" is called "An American Folk Opera". The Metropolitan opera house wanted it but the Gershwins and DuBoise Heyward threw their lot with the Guild. Under the Met's new idea of popularized and "popularized" opera, "Porgy" may yet go into the opera precincts at a future date.

Paul Robeson wanted to sing "Porgy" and asked that the score be shipped him to London where he was engaged. But Gershwin, who had "spotted" Todd Duncan as "Porgy" more than a year ago, stuck to his original intention.

Casting started 16 months ago and all looked forward to remaining with "Porgy" at such future time as it opened. The cast regarded its time accordingly. As regards Anne Brown ("Bess"), Gershwin, with time hanging heavy, sent her over to Lew Leslie for his "Blackbirds" in London to tutor on stage presence.

Georgette Harvey is the lone principal from the original production to be reengaged for the musicalization.

J. Rosamond Johnson, of the cast, wrote the idea of the company in saying, "Mr. Gershwin is a musical Abe Lincoln."

"Porgy and Bess" has an alternative cast for every principal on the theory that eight singing performances might be too much. Possible that at matinees some of the principals may be vocally relieved.

George Gershwin Music Corp., is a new subuid which Henry Spitzer, g.m. of the newly organized, Chapin & Co., of America, set up for the composer. Gershwin's own company, similar to the New World Music Co. which Max Dreyfus had set up for Gershwin as a Har-... subsidiary. Gershwin, having switched over to the Chapin banner, is publishing the "Porgy" music and all were caught short during the Boston engagement by selling out on copies of "I Got Plenty o' Nuttin'" and "A Woman Is a Somewhat Thing". So did the Boston Music Co. store next door.

All the song hits is an odd cry in a Theatre Guild lobby.

Random House (Bennett Cerf) got out a limited special \$25 edition of the score, and the 250 copies went clean.

Premiere, advertised for 8:10 (but it didn't say "positively") set off at 8:25. Final curtain 11:20. Hope to get it going from 8:30 to 11:10 through ellusion of 10 minutes to include the "Buzards" reprise of seven minutes. First night intermissions, of course, unusually long. Show out 2 minutes since Boston.

## New Out

Actor was introduced to a manager with the suggestion the player was the type needed in a new play now in rehearsal. Showman said he remembers the actor, knew his work and that he'd probably be okay—but: "You are not architecturally allied."

## PLAYS OUT OF TOWN

### BRIGHT STAR

Boston, Oct. 11. Dramatic play in three acts, presented by Arthur Hopkins, written by Philip Barry, settings by Raymond Sover, first performance Oct. 10 at the Plymouth Theatre, although previously tried out in New Haven and withdrawn for revision and recasting.

It took nerve to put Lee Tracy in an actionless Barry drama set in a New England front parlor, but it looks as if Arthur Hopkins has again produced a winner. Film fans will probably find it rather thin fodder and the box office appeal will be confined to those whose literary tastes are beyond the tabloid and pulpwood publication zones of mental limitation.

Play itself is a drama of conversation and argumentative expositions of the inner workings of the soul of a successful man who is not capable of real love for any person except himself. His futile struggles against the forces of fate, his wife, Barry's handling of the comedy lines and sustained interest to the final curtain constitutes what may turn out to be one of the seasons few outstanding bits of playwrighting.

Plot concerns a dynamic labor agitator, born on the wrong side of the railroad track in a New England mill town, reared in a brutal orphanage, and finally returning to his home town to participate in a labor uprising. He shifts his sympathies, settles the uprising, contests own election for town mayor, marries the sweetest and wealthiest girl in town and receives from her as a wedding present full ownership of a daily newspaper. He cannot bring himself out of his ego sufficiently to permit love to enter his life. Wife knows this, but battles to win him over.

He backs an incompetent political aspirant to raise money and elect him. He drinks heavily and loses his friends. The baby that might have altered his slant on life dies and he finally decides to fade out of the picture and go to Ireland. Just before the final curtain the wife drops dead and the husband tries to waken her, and realizes that he has always loved her.

Hopeless and amateurish as the outline would seem to indicate, Barry has turned out a gem of a play with keenly participated in lines and a leisurely development of story that does not ever hit a high spot or a low spot.

Arthur Tracy, both in casting and staging, has not missed a bet and the real surprise is not Tracy's well-balanced interpretation of the man who could not love, but Julie Hayden's performance as the sweet and innocent wife. In appearance and in playing, Miss Hayden has hit a high spot in sweetness which is not cloaking portaying a convincing, femininely charming character. She gets the old girls in the balcony weeping softly. The overnight clik that Miss Hayden achieved in pictures should be duplicated in her present role of the almost saintly wife in "Bright Star".

Character lines and punch lines which Barry has scattered through his dialog are fortunately falling all into the hands of Jean Dixon, and she is such a natural for putting a little backspin on the author's wit that there is a strong probability that Barry will fatten the part for her. Libby.

Boyer's premiere, same night at the Versailles, picked up the night owls who straggled in after the Nast affair.

Gershwin figure that "Porgy and Bess" will be the beginning of a new era in the typical American proletarian point of view in its fundamental, regardless of race or color, and for that reason the road tour is expected to be bullish. Orchestrations and cast go general as to be susceptible to pruning for a road tour so that the nut needn't become too burdensome.

## MEET THE CHAMP

en' Understudy Wanted for 'Body,' With WB Financing

New champ understudy on Broadway has been identified as the result of two managements, both with picture coin backing fighting for his services. Garson Kanin, who was playing a bit in "Three Men on a Horse" Playhouse, N. Y., is the "ch". He is understudy for the three tough guys in the play, also the lead and at times has played all four parts.

Sidney Harmon sought Kanin for "Body Beautiful" and found there were obstacles. "Body" now in rehearsal, is backed by Mervyn Le Roy of Warners and Warners own half of "Three Men." Barney Kiavwan handled the picture and with both shows and insisted that Kanin stick with the horse-race play because of his general utility there.

When Kiavwan made up the budget for "Body," it was found that the salary for the part Harmon wanted Kanin for was so low that the actor would be forced to stick with "Three Men." Harmon, however, got a large man, agreeing to make up the salary difference out of his own pocket.

## SHUBERT PLAN FOR L. A. LEGIT

Hollywood, Oct. 15. J. J. Shubert will make Los Angeles a legit production center and his negotiating for leases of the Mayan. Name will change to Shubert. Has three or four plays he wants to give Coast premiers.

Shubert has bought production rights to "Comma" film stage play produced by James Timony at the Hollywood, and is sending it on tour with entire professional cast after which he will give it a New York production.

Shubert is producing Charles Wakefield Cadman's "Splendid Hour" as the only outsider in the operetta revival at the Shrine Auditorium. Original goes in the week of Dec. 23.

## Fog Over Script Halts Coast 'Sunshine' Drill

Hollywood, Oct. 15. Rehearsals for the Arch Selwyn-George Jessel legit production of "Golden Sunshine," by Sam Hellman and Leo G. Carroll, have halted for a script change.

Place is set for opening at the Biltmore downtown late this month.

## NO. 2. 'PARNELL' OUT

Hunt and Miller Drop Show When Unable to Cast it

Carl (Doc) Hunt and George L. Miller have definitely shelved their drama "Parnell," because unable to cast it as planned. They leave the originally announced drama of the same title alone in the field. Robinson Smith and Fred Ayer, new legit managerial team, have placed their "Parnell" into rehearsal.

Phillip Merivale and Gladys Cooper, who closed last Saturday on Broadway in "Macbeth" were approached by Hunt to play the leads. Former answered he not interested in any play about the Irish patriot.

Miss Cooper and Merivale were slated for a tour in "Othello" and "Macbeth" but the disappointing New York date was followed by cancellation of the out-of-town time.

## Keith's Bard Fling

Minneapolis, Oct. When W. A. Steffes offers 'let' next week as the fourth play in his Alvin theatre drama festival, part of the First Gravedigger will be portrayed by William Kent, Broadway comedian who had the principal comedy role in "Anything Goes" last week.

Keith will be the first excursion into Shakespeare of Kent seen in New York last season in "Revenge With Music." Ian Keith will be featured in the title part.

## 'Secret' Cutting

Several new shows on Broadway being partially cut-rated, but not listed that way at Lobenz's. However, attention is called to the unnamed attractions by a sign reading, "See clerk for special service." Ticket sellers around the entrance mart refer to the idea as "secret service."

Regardless, the clerks lustily call out the names of the unlisted shows, this plugging more than making up for the lack of billing.

## 'Nellie' Is Back

Los Angeles, Oct. 15. 'Nellie the Beautiful' Cloak Model will open at Wilshire Ebell theatre here Oct. 31. Meller will be produced by Bill Keefe, and newspaper man.

## Dowling Yanks 'Agatha,' 3d Out-of-Town Foldee

Third show to be yanked after being scheduled for Broadway this season is "Agatha Calling," which Title Dowling announced to open Thursday (17) at the St. James, N. Y. Play was originally dated to arrive last week. Following a tepid reception in Philadelphia, some one-nighters were hastily booked so that script changes could be made.

Withdrawal is another unfortunate break for Rosemary Casar, Pittsburgh authoress. Last season "The Saint's Husband," which she wrote with B. Eden Payne, evaporated during rehearsal.

## News Gal Clicks

Pittsburgh, Oct. 15. Aileen Weinstein, daily columnist for Scripps-Howard Press, grabbed off the \$50 prize offered by experimental Theatre here for best three-act drama in amateur playwrighting contest. Judges were George Selbit, Sun-Tele critic, Harriet Galt, playwright, and Chester Wallace, instructor at Carnegie Tech drama school. Play will be produced by the group later in season.

## Mears Likes Coast Test For Broadway Legit

Hollywood, Oct. 15. John Henry Mears is the latest Broadway producer to get the bug of opening legit shows here in hope of getting a hit worthy of swinging to Broadway.

Former manager for Flo Ziegfeld, will work on his plan to produce "Brothers" and "First Legion," has been vacationing here, and is now looking for plays.

## Brice East for 'Follies' After 'Ziegfeld' Filming

Hollywood, Oct. 15. As soon as she finishes in "The Great Ziegfeld," at Metro, Fanny Brice goes east for the new "Ziegfeld Follies," which opens around Jan. 1.

Harriet Hoctor is also set for "Follies" when she completes her part in the same picture.

## Keith's Accident

Robert Keith, who has been appearing in "The Children's Hour," Elliott theatre, N. Y., was felled by a Madison avenue bus while going to the performance Monday (14) night. Shoulder was fractured. Harry Cook, stage manager and understudy, replaced him. Keith, who plays the part of a doctor in the show, announced his intention of going on last night with his arm in a sling.

## Another One Goes

St. Louis, Oct. 15. The Pershing theatre, which once housed a show, been condemned as unsafe by Building Commissioner and will be torn down by the St. Louis Amusement Co. present owners. Theatre has been dark for several years. Initial cost was between \$100,000 and \$150,000 when the theatre was constructed in 1913.

# L.N.Y.T. SPANKS EQUITY ON SUNDAYS

At the League of New York Theatres' annual meeting Monday (14) the highlights of the past legit year were discussed. Principal shafts of criticism directed against Equity's rules, which bar Sunday legit performances by making the cost prohibitive through double pay, a requirement which led the stage hands to make the same rule.

League has asked its members not to play Sundays under any conditions. Two premiers have been held so far in order to avoid conflict of other openings. Both plays were excellently attended but not profitable because of the additional operating expense and the dropping of Monday night's performance to come within in the law which calls for shows to be played not more than six days per week.

The demise of the NRA was noted. Consensus of opinion was that the legit got little benefit from the code which was framed out, however, that the code held the various factions in show business together and therefore the theatre was benefited by induction, there being no arbitrary demand for boosted wage scales and the like.

Officers of the League were re-elected: Marcus Helman, Lee Shubert, Brock Pemberton, Gilbert Miller and Herman Shumlin.

## HAGUE NOT ON NEW SLATE AT THE LAMBS

Robert L. Hague, Standard Oil of New Jersey magnate, is winding up years of angling the Lambs Club, N. Y., where he is affectionately called "the stage struck sailor." Ballot for the election to be held Thursday (17) has the name of J. C. Cuppla as candidate for treasurer, a post long occupied by Hague.

Last fall, when he wished to decline the nomination, the whole membership signed a petition that he reconsider and he did. This season he insisted on being relieved of office on the board of directors. Cuppla is a wealthy downtowner who recently became interested in the Lambs affairs. The Committee is up for re-election as Shepherd, balance of the ticket being: William Gaxton, boy; Donald Brian, corresponding secretary; Dr. M. S. Taylor, recording secretary; Raymond W. Peck, librarian. Directors nominated in addition to Hague: Arthur Hurley, Phil Baker, Fred Warfield and Edward C. Lilley. There is no known opposition ballot.

Hague, who recently returned from London, is reported stating that ex-mayor Jimmy Walker of New York would be the honor guest at the Lambs dinner to be held at the Waldorf Astoria, Dec. 7. Walker is due back in New York about the middle of Nov.

## PITTS DOZES ON Will It or Won't It Get Legi When?

Pittsburgh, Oct. 15. Another dark week is current for the Nixon, second in succession following the opening of the legit season with "Venus in Silk." Hearings Monday (21) with "Blossom Time," paying what has come to be an annual visit, but future bookings show an inconsistency that may play havoc with business again, just as it did last year when series were an off-again, on-again proposition.

Follow-up "Blossom Time" comes a road-show engagement of "Midsummer Night's Dream," (WB) billed for only one week. First show after that is "Old Maid," week of Nov. 11, and then "Anything Goes," a fortnight after that. No announcement yet from ATS as to the opening action in its city-play series, which isn't helping subscription, says this season, although the society insists the full quota will come in. Last year, the ATS printed only five plays, this year was forced to refund money for the sixth to its subscribers.

# M.G. IN O SHOW REEL

## Met Stage Is Better for Leaping, But There's Some as Don't Like It

By CECILIA AGER

Giddy with the 'bravos' and 'bises' that used to charge through the St. James theatre on its past appearance and also mindful of the prestige a New York showing at the Met would give it on the road, this season the Ballet Russe moved downtown to the opera house, where some folks like it better and some folks don't.

While the disapprovers admit the larger Met stage is better for leaping, and the faster gill and red plush of the auditorium sort of suits the Ballet's etefte flourish, they can't bear the way the Met's class system separates the audience sheep from the goats.

Half the malcontents' joy at the St. James used to come from studying the ballet-lovers in the foyer during intermissions. There they all—box-holders and groundlings alike, displaying the individuality of gab and demeanor in a corresponding scale—would swirl about in one absorbing mass. It was possible, at the St. James, to savor them all. But at the Met, with its corridors for every class, it is necessary for a student of the ballet audience to cover miles of foyers, dart up and down hundreds of steps, and become exhausted in order to get the composite picture. So, at the Met they've got to give all their attention to the performance on the stage, which, at the opening program, repaid them richly, and with one interesting surprise.

It is the Ballet Russe's version of 'Scheherazade,' which makes a sassy out of every 'Scheherazade' heretofore presented. None of the Music Hall's pretty concern with the romance of The Young Prince and The Young Princess. Oh, no. The Ballet Russe version has no more respect for marital fidelity than a Shubert black-out. In fact, the Ballet Russe 'Scheherazade' is a black-out, and in the biggest way. Its locale is a harem, with not one, but three closets, and it's got a lover for every female one of the Sultan's wives. And what must be still more painful to the Music Hall—chocolate lovers, vigorous and determined.

At the Met, too, the gents of the Ballet Russe still spend a lot of time doing their make-up, giving lush moist red curves to their lips and romantic black lashes to their eyes, and they dance mostly when they know their costumes are becoming. When they dance with femme partners, they busy themselves during those intervals that do not count as they get a slant in executing beautiful and attention-compelling steps on their own. Not too many of the ballet ladies legs are firmly muscular, and most of them are young and graceful.

Lots of Broadway's stellar dancers came to the opening looking very chic and blonde though earnest students of the dance, but the spectacular manner of the audience was Antoine, the dresser, whose clothes are made by Lanvin. M. Antoine's trousers were not just pleated—they were shirred, and his evening waistcoat of an enormous waffle pique, which also fashioned his shirt, collar, and white tie, was draped at a high waistline in full, graceful swags.

## Thumbs' Stars to Join 'Vanities' for Road Tour

Road 'Vanities,' which is being headed by Earl Carroll, will star Clark and McCullough and probably Ray Dooley. Trio was with Thumbs Up! last season and that revue's skits and numbers will supply the basis of the Carroll attraction.

'Vanities' will tour the south, starting at Wilmington, Del., Nov. 2. Route calls for midwestern lands around the holidays. Show has no connection with managers' 'Sketch Book,' now current at the Majestic, N. Y.

## She Should Know

London, Oct. 5. On filling out immigration papers for her forthcoming appearance as Mrs. O'Shea in the play on Parnell's life, in New York, Margaret Rawlings found the question: 'For what purpose are you visiting the U. S.?' She answered: 'To electrify them.'

## LABOR STAGE GETS STARTED

William Green, president of the American Federation of Labor, has received the endorsement of the member unions of a plan for the establishment of a labor theatre at the A.F.L. convention at Atlantic City early this week. Idea, which was first suggested early in the summer, would promote the presentation of propaganda plays addressing the aims of organized labor plus 'labor's social aspirations.'

Labor Stage, Inc., with offices on East 16th street, New York, will encourage non-professional groups within the unions in the presentation of plays in various centers and to provide facilities 'to meet the needs of large-scale labor pageants, celebrations, mass gatherings in collaboration with existing trade unions.'

Understood that 'Let Freedom Ring,' which is now in rehearsal in N. Y., has received moral support and endorsement from the A.F.L. head.

Managers expressed no special interest in labor's stage program, although they welcome an influx from that source which proved a hit.

## 'Jumbo' Finally Starts Rehearsing at the Hipp

With the interior of the Hippodrome virtually completed, Billy Rose switched the cast rehearsal over to the week-end and by Saturday (19) all sections of 'Jumbo' will be polishing off there. Ticket sale will probably not start until next Monday, show being dated to Oct. 26.

Wild animals will be shipped to the Hipp Thursday (17) and installed in cages built in the basement. It is planned to give one or more dress rehearsals of 'Jumbo' during the coming week, previews to be sold to organizations.

## Getting Hunk

Springfield, O., Oct. 15. Ethel Barrymore was booked to appear in "The Constant Wife" at the Fairbanks theatre here later this month, but public disapproval of the management to cancel the booking.

Several years ago Miss Barrymore appeared at the local Memorial Hall. Attendance was small, so she cut her act short and afterward, spoke disparagingly of Springfield audiences, the city in general and the stage and dressing room facilities of the hall.

## Koch on WPA

Charlotte, N. C., Oct. 15. Frederick H. Koch, of Chapel Hill, director of the Carolina Playmakers, state university little theatre group, has been appointed director of the WPA Theatre Projects in the district mad up of Virginia and the Carolinas.

## GOV'T GOIN' FOR LEGIT TRYOUTS

Elmer Rice Heading Theatre End—Eddie Dowling in Charge of Vaude—National Regional Buildup

## MOSAIC TYPE PLAN

Federal project for the relief of the people of the theatre and other arts is something of a mosaic, with the managers wanting in—just in case.

At first, when Washington announced the \$4,000,000 relief program and the allocation of more than \$27,000,000 for white collar workers such as actors, playwrights, stage hands, musicians, artists and so on, the managers sought backing for road revivals. They were turned down. Last week, when it became known that the project included the trying out of new plays and the occurrence of dance, jazz, vaudeville, showmen started to perk up. It was a chance to get some sort of rent and possibly dig up a hit in the writer of expected try-outs.

As a matter of fact, managers are not so hot for the plan as a whole, but they have designated the League of New York Theatres as the official participant in the governmental activity. Road is the manager who forestalled a tie-up between the federal project and any specific group within the managerial field.

Hallie Flanagan, former instructor of drama at Vassar College, a friend of the president's daughter, who is in charge of the entire arts and stage project, issued a statement from Washington after being advised that the press was impatient for her secrecy attitude. Mrs. Flanagan has been conferring with showmen and Equity for months and wished to hold back the results. It is understood that the entire stage relief project would come under one department, with several branch heads.

## Top Men

Elmer Rice, who has at various times advanced new ideas about presenting plays, was placed at the head of the drama project in New York. Eddie Dowling, who had refused to advocate various assorted plans to revive legit, is named as head of the vaudeville division—also he will have last say in final decisions on the whole project. Relief show set-up as heretofore functioning for more than 18 months. The vaudeville division, participating, is under Mrs. Flanagan's direction.

Earle Boothe is out. He directed the 27-odd legit and vaudeville shows which have played school auditoriums, halls, parks (portable stages) and Civilian Conservation Camps. Understood that before General Hugh Johnson retired as head of the relief administration in the east, he fired Boothe, then made it a suspension. Report of a revolving fund not fully earmarked is the cause of Boothe's dejection. This money erroneously stated to total \$10,000, never amounted to more than \$1,900. Coin came from camp commandants to defray the board bills for any female members of the units, when and if they occurred. They lodged in hotels or rooming houses which had no provision for them in the camps. It was \$13.50 for each show, and checks from the commandants often were delayed. Some of the money was expended in securing second-hand cars for use of supervisors, it is understood. Boothe declared that no money was so spent without his approval. Supervisors, but the Johnson ouster stuck.

Trying out of plays under the federal project looks possible for managers. Actors, stage hands and others will get relief wages of approximately \$25 weekly paid by the government. Total may be from (Continued on page 66)

## Wash'ton Outlines Regional List Of Directors for Relief Shows

## Just an Idea

Buffalo, Oct. 15. Some idea as to the state of the drama in this town may be gained from the fact that examination of the current telephone directory reveals no listing whatever for the Erlanger, Buffalo's sole legit theatre.

House has been dark since spring, and telephone listing has been discontinued. 'Tobacco Road' advertised the phone number in a large type as the name of the house.

Washington, Oct. 15. Regional directors to plan work for so-called 'cultural program' of the War Relocation Administration last week were announced by Jacob Baker, assistant WPA administrator, with Eddie Dowling, comedian, made National Advisor for Music Comedy, Vaudeville and Circus.

Elmer Rice, playwright and producer, was appointed regional director for New York City. He will be assisted by John Asklung. Much groaning and travail was necessary before WPA after a three-day session could issue its announcement and question of coin to be assigned to the actor relief and other projects still remains somewhat of an open question. Rice did not get around to any definite statement on salaries, in accordance with Mrs. Hallie Flanagan's salary idea, though news that 'workers' and 'circles' will be a big part of the New York plan, and the WPA legit director are putting their heads together on a cooperative plan with the WPA music project, in which dance bands, together with vaude acts, will offer entertainment in halls or parks.

New York, Los Angeles, and Chicago will get first crack at the theatre projects to be put in operation. Program's immediate aim is to put back to work people in all branches of show biz who have been on the relief rolls, but Miss Flanagan points out that one of the more far-reaching purposes is to create theatre enterprises of lasting value.

## Theatre

New York—Elmer Rice. New England—to be appointed. Pennsylvania—New Jersey—Jaeger Meador, founder and director of the Hedgerow theatre, Moylan, Rose Valley, Pa. Ohio Region, including Ohio, Kentucky and West Virginia—Frederic Meador, founder and director of many years director of the Cleveland Playhouse. Carolina—Virginia—Prof. F. H. Koch, Kenan Professor of dramatic literature at the University of North Carolina.

Southern Region, including Tennessee, Mississippi, Alabama, Georgia, Louisiana and Florida—John Meador, founder of the Birmingham Little Theatre.

Central Region, including Wisconsin, Michigan, Illinois, Indiana—T. W. Stevens, formerly head of the School of Drama, Delaware, District of Columbia, Pennsylvania, Rhode Island, Virginia, West Virginia, North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri—Prof. E. C. Mable, director of the University theatre, Iowa City.

Southwestern region, including Texas, Oklahoma and Arkansas—Charles Meredith, director of the Dallas Little theatre. Region V, including Washington, Oregon, Idaho, Montana and Wyoming—Prof. Glenn Arthur Hughes, head of the drama division, University of Washington.

Western Region, including California, Nevada, Colorado, Arizona, New Mexico—Glimor BROWN, director of the Pasadena Playhouse.

## Music

Region I, New York City—Chalmers Clifton, who formed the American Orchestra Society in New York.

Region II, to be appointed—Maine, New Hampshire, Massachusetts, Rhode Island.

Region III, New York State, Connecticut—Lee Pattison, pianist, ensemble player and educator.

Region IV, Pennsylvania, New Jersey, Virginia, North Carolina, Georgia, Alabama, Florida—Lamar (Continued on page 62)

## CHI'S 6 HOUSES EXPECT LEGIT BOOM

Chicago, Oct. 15. Relighting of the old Great Northern, legit house, has Chicago waiting with open arms for what promises to be the healthiest legit season to hit these parts in five years. Civic, Selwyn, Harris, Great Northern, Erlanger and Shubert's Grand Opera House are all being readied for the anticipated boom, also.

Dave Russell's light opera productions will go into the Civic. Sam Gordon will relight the Great Northern with a musical. Understood that Shuberts are interested here. The Harris will be tenanted by 'Personal Appearance' when 'Three Men on a Horse' goes off the boards Oct. 26, after a 30-week run. The Erlanger theatre already has 'Dodsworth' and is understood to be assured of further incumbents because of a tie-up with Guild and several indie producers. Shubert's Grand Opera House has 'Romeo and Juliet' set for a run and will probably house Katharine Cornell's road troupe of 'Romeo and Juliet.'

Of six available houses here all are now skedded for occupancy.

## SCHWAB CLOSES 'VENUS' WITH CRIMSON \$60,000

Costliest closing of the young season is 'Venus in Silk,' which Laurence Schwab ordered to the storehouse after playing two out of town weeks. Operetta, also called 'The Beloved Rogue,' which he tried out at St. Louis with the Municipal Opera company last summer, folded in Washington Saturday (12). Manager wired New York dailies that 'Venus' belongs in the Louvre, thereby tossing off about \$60,000 with a laugh and without presenting it on Broadway.

Show was due into the Adelphi, N. Y., this week. Schwab first stated 'Venus' would be postponed for further rehearsals, then changed his mind. House was under a rental to Schwab, who guaranteed a minimum of four weeks which he upped the 'Venus' red. Although Pittsburgh dailies panned the show, the notices in the capital were promising, which added to the cast's disappointment over the withdrawal. Schwab will immediately start reading 'May Wine,' an operetta by Sigmund Romberg and Oscar Hammerstein, II. It will mark the reuniting of Schwab and Frank Mandel as a producing team.

## 'Nother Year for Schwab

St. Louis, Oct. 15. Laurence Schwab, who served as producing director in charge of the 1933 Municipal Opera production, will continue in that capacity for another year.



# Three Musicals Stand Out, 'Jubilee,' 'Porgy' Both Click, but No Dramas

(Continued from page 1)

five weeks but there are 200 seats available on the floor for general sale. Agencies reported only moderate demand for these.

Opening last Wednesday was "Burr's Star" (Arthur Hopkins), with Lee Tracy and Julie Haydon, highly touted from out-of-town. Last week also won the debut of "Sweet Mystery of Life," which got a mixed reception at the Shubert and a status is yet to be definitely set a Friday (11) start.

"Macbeth," second Shakespearean try with Gladys Cooper and Philip Barlow, was yanked Saturday and the co-starring Bard season abruptly terminated. Sunday's (13) second premiere was "Achilles Had a Heel," but it looks doubtful at the 4th Street.

The previous arrivals which started moderately and looked best in the straight show field bettered their standings last week. "Night of January 15" (Winters) got around \$10,000 and "Remember the Day" climbed close to \$9,000.

Press on the weak press looked up again last week and such hold-overs as "Anything Goes," "Three Men on a Horse" (C-1,375-\$3.30) and "Personal Appearance" benefited, all standing up excellently against the incoming cards. First of the football season, "The Game," exceptional big all along the line. Two new ones dropping from the line last week were "The Shrew" (Plymouth, and "Most of the Game," Cort.

Due next week: "Jumbo" (dated Sunday, 26) Hippodrome; "Eden End, Masque; 'Mullato; Vanderbilt; 'Good Men and True; 'Biltmore; "The March of the Furies" (dated Saturday for Murder, Barrymore, and "Play, Genius, Play," house to be named.

for revue, with takings last week estimated around \$13,000.

"Slight Case of Murder," 48th St. (25th week) (C-1,357-\$3.00). Picture highly reported and for \$15,000; show making some profit weekly; estimated over \$7,000.

"Singing Circle," Lyceum (3d week) (C-1,357-\$3.00). Mild start, but got by with \$3,000 last week; with number of theatre parties scheduled, may stick for time and build.

"Strip Girl," Longacre (1st week) (C-1,019-\$2.50). Presented by L. Lawrence Weber; written by Henry Rosendahl; comedy about burlesque stripper opens tonight (16).

"Sweet Mystery of Life," Shubert (2d week) (CD-1,337-\$3.30). Opened late last week; notices mixed; \$3,000 doud.

"Taming of the Shrew," Guild (3d week) (CD-941-\$3.30). Expected to last through winter; burlesquing of original attracting capacity; \$15,000 quoted.

"Three Men on a Horse," Plymouth (5th week) (C-1,375-\$3.30). This comedy holdover so far; last week up and estimated over \$13,000.

"Tobacco Road," Forrest (97th week) (C-1,017-\$1.65). Long run drama has good chance into winter; leaves next week; \$15,000 last week; modest scale; around \$8,000 last week.

"Triumph," Fulton (1st week) (CD-913-\$3.00). Presented by Ethel Brier; music by George Austin; opened Monday (14).

"Tobacco Road," Martin Beck (4th week) (D-1,214-\$3.30). Started last week well and figures to climb further; estimated over \$10,500.

## 'Road' \$8,500, Buffalo

Buffalo, Oct. 15. "Tobacco Road" (No. 3 company) with James Kirkwood leading, did approximately over \$8,500 at the Erlanger here last week.

Show opened with only three weeks of rehearsing and with Kirkwood suffering from laryngitis. Jean Bedline is stage manager.

# Plenty of Coin in Tanks; No. 3 'Men' \$6,129, Two Days, Huston, Barrymore \$1,200, One Show, E. Liverpool, Ohio

## Stock 'Anything Goes' Poor \$9,000 in Mpls.

Minneapolis, Minn., Oct. 15. "Anything Goes" presented by W. A. Steffes as the second offering of his Alvin theatre drama festival, grossed approximately a disappointing \$9,000, which left the attraction, scaled at \$3.30 top, in the red.

First week's strike, "There's Always Juliet," with Violet Hering and Rex O'Malley, did nearly as much, around \$8,000, yielding a profit, since it is a four-character play, while "Anything Goes" had a cast of 50 and an eight-piece orchestra.

Houston, Oct. 15. "Three Men on a Horse," which played the Majestic here last Tuesday and Wednesday (8-9) grossed approximately \$6,129. That gross established a new record for a drama here, with the exception of last season's appearance of Helen Hayes in "Mary Scotland." However, latter was scaled at \$3.30 while "Men" asked only \$2.20.

This is the number three company of "Men," which played the coast during the summer and has been touring the far west. Without names, it indicates that there is a heavy market in this territory for well-known attractions.

# 'WALTZ' SOCK \$32,000 IN BOSTON

Boston, Oct. 15. "Great Waltz" is the big show in this town, hitting capacity nearly every day. Socked last week with \$32,000.

"Bright Star" opening last Tuesday, starring Lee Tracy and Julie Haydon, gave a good account of itself and grossed a good \$9,000 in its first week at the Plymouth.

"Jubilee" polished off at the Shubert last week with a four-show hot run, netting a pretty good \$6,000. Hefy b.o. on this one all during the run.

"Old Maid," with Judith Anderson and Helen Menken, opened at the Plymouth, Monday (14) for a three-week stand.

"Life Begins at 8:40" will be received at the Shubert next Monday (21). Show off inally opened here. Road company will play this line. "There's Wisdom in Women," featuring Ruth Weston, Walter Pidgeon, Glenn Anders, and others including Jack Bancroft and a blue-blood, will take over the Colonial for one week, starting Oct. 21.

"The Copley will do 'Kind Lady,' starting tonight (15).

# \$100,000 Is L. A. 'Give for Goes'; 'Sweet' \$6,500

Los Angeles, Oct. 15. J. J. Shubert invaded Pacific coast production last week, launching a series of 12 weeks of musical and operetta revivals at the Shrine Auditorium, his first direct Los Angeles production activity. Opening with "Anything Goes" on Friday (11) is Noel Coward's "Bitter Sweet," with Evelyn Laye portraying the same role she handled in New York and London.

Venture got away to a fair start, aided by heavy plugging over the radio channels and extra newspaper space.

Henry Duffy wound up six weeks with "Anything Goes" at the El Capitan and moves the musical to the Curran, San Francisco, for a week. The heat is strong right to the finish, and opus might have stuck around another week or two.

"Estimates for Last Week" "Anything Goes" (El Capitan, 6th week). Drew a net \$12,000 on final stanza which brought total take of run close to \$100,000 net, a nifty gross for any attraction in these parts these days. House is doing temporarily.

"Bitter Sweet" (Shrine Aug. 1st week—3 perfs.). Remote locality of play—house makes it, probably. It is the only musical operatic revival will do. Advance sale light, but interest picked up on eve of opening so that first night performance and Saturday matinee drew around \$6,500.

East Liverpool, O., Oct. 15. Ethel Barrymore opened her season on the road in this town of 25,000 population last Wednesday (9), appearing in "The Constant Wife" and virtually sold out at the Ceramic theatre, gross approximating \$10,000.

Steve Cochran, who is presenting the star, stated the second night's stand at Zanesville, Thursday (12) was assured of capacity attendance also.

# CORNELL \$20,000, BALTO RECORD

Baltimore, Md., Oct. 15. Four performances of the company at the Lyric last half, last week, got Katherine Cornell in "Romeo and Juliet" a smashing estimate of \$20,000; \$3.30 top obtained even for the Saturday mat. Capacity at all performances in the 2,700-seat Lyric. "Romeo and Juliet" (10,000), but last rows on the lower floor went begging for each show. Incidentally, the matinee was the best and the Saturday night bit surprised by being the lightest of the lot.

Twenty-one performances easily establishes a record high for any legit show in Baltimore history, considering the number of performances played.

Next touring legit due in is the No. 4 company of "Three Men on a Horse," which will at once break in and run up the curtain for first time this season at the UBO house, Ford's. "Horse" comes in Friday (25) at a \$2.75 top and will gallop nine nights, plus three mats. Also scheduled for the UBO house is a repertoire, for four performances in three days, starting Nov. 7. Will be the star's season road start, and will spend the next week in Baltimore running through three dress rehearsals.

# 'Road' Ups to Best Chi Week at 15G; 'Men' Fine \$11,000

Chicago, Oct. 15. Loop continues its upward swing after five years in the gutter. Legit list of the town yesterday boosted to a high session as "Tobacco Road" (Dodge) at the Erlanger and "Three Men on a Horse" (Cort) at the Opera House get under way in its season's list Oct. 25 with the coming of the musical "Rose-Mary" (Primo) operetta is dated to stay until Nov. 25, when it's figured to be replaced by Katharine Cornell in "Romeo and Juliet."

Over on the boulevard, the Studebaker returns to the legit fold after a long absence as concert house. On Nov. 4 it will light up with "Her Master's Voice," a local production featuring James Cagney.

All this represents activity, which is something new for the loop. It is really a sign of new business. When a "Three Men on a Horse" has ground out a 30-week run and when a "Tobacco Road" can sell tickets six weeks in advance in its seventh week in the loop, that's a genuine sign of prosperity is right around the corner.

Also in the legit fight currently is the Auditorium with the opening of "Carlo company has become a local fave and will smatch plenty of coin.

Dixiana Showboat is going into its second winter parked on the upper branch of the Chicago river and is anxious to play to profits on party biz.

Estimates for Last Week "Great Waltz," Opera House (2nd week) (C-1,375-\$3.30). Extended one week beyond originally announced two. Last week a small profit.

"Bright Star" (Plymouth, 2.20). Played one short week (seven shows) but \$9,000 net. "Jubilee" (Shubert, 3.30). Ended two and a half-week engagement last Wednesday (9) and attracted about \$11,000 for four shows, very good.

## IN DIXIE

Birmingham, S. C., Oct. 15. Earl Carroll's "Vanities" are booked at the Plaza, Public-Barnford house in Asheville, Oct. 21, on a Dixie one-night stand tour.

Prexy Carl Bamford is booking other road shows for fall and winter runs.

# 'Old Maid' Sock \$18,500, 2d Week, Philly; Odets Duo Good at \$10,000

Philadelphia, Oct. 15. Philly's legit biz is still very much in the category of the remarkable. Last week's record, in fact, was as amazing as any yet.

The Clifford Trade's upping its first week's trade to the Forrest night, hit \$18,500 on the week, and that was something to write home about.

Odets' new Odets comes "Presented" will be continued this week and next.

Harris trout, "Country Wife," skidded, to follow. Merivale-Cooper Shakespearean rep. having folded, has cancelled.

Dope for the Broad is now that the Group Theatre outfit will stay long in the city with "The White Man" (nigger seen here) at the end of this month, then going away to return to the new "Paradise Lost" new Odets comes "Presented" will be continued this week and next.

Garlick drops out of the picture for a couple of weeks while the house is used for political purposes.

Erlanger opened last night (14th) with a special production of "Ah Wilderness," which proved to be way above expectations in class. House will, like the Broad, net \$2 top, and is figured for quota of bookings.

Meanwhile Raymond Moore bows into the Maryland with "The Constant Wife" company tonight (Tuesday). Opening bill is "Tly Away Home," with the "Tobacco Road" company. Moore is J. C. Nugent in "Big-Hearted Herbert." Resident troupe will play on seven performances weekly at the UBO house.

Garlick devoted to dress rehearsing. Moore is in the Maryland on a "Tobacco Road" repertory. Lot of interest in the company is being expressed in Baltimore, and the audience is promising.

## Mpls. Undecided

Minneapolis, Oct. 15. Metropolitan, local roadshow house, finally has announced bookings of a number of current stage shows, but no definite date for the probable opening attraction, "Three Men on a Horse."

Mrs. L. N. Scott, vice-director, also states that tentative arrangements have been made for other attractions, including Ethel Barrymore in "The Constant Wife," revivals of "The March" and "Fitter Street," "Life Begins at 8:40," Eva Fike's "The White Man," and "The Old Maid."

Also in the legit fight currently is the Auditorium with the opening of "Carlo company has become a local fave and will smatch plenty of coin.

Dixiana Showboat is going into its second winter parked on the upper branch of the Chicago river and is anxious to play to profits on party biz.

Estimates for Last Week "Tobacco Road," Erlanger (1,300-\$2.75) (7th week). Opened last night (Monday) to capacity. Walter Huston name a strong factor in heavy attendance.

"Three Men on a Horse," Harris (1,000-\$2.75) (29th week). Within six weeks of closing now; general finish notice is bringing in extra customers. Around \$11,000 again last week; powerful.

"Tobacco Road," Selwyn (1,000-\$2.75) (7th week). Holding above \$15,000 last week. Norman Markowitz stringing new publicity campaigns now, which is keeping fresh fire pumped into what looks like a run.

Other Attractions. San Carlo Opera, Auditorium. Dollar ton classics almost a cliché here. "The Student Prince" (1,000-\$2.75) (1st week). "Showboat Dixiana, Ten Nights in a Barroom." Going alone at a steady clip on low but not party play.

## Vera Van in 'Wi'

Hollywood, Oct. 15. "My Wine," which will be put in rehearsal by Lawrence Schwab for Broadway his week, will have Vera Van as lead spot.

Book is being done up by Stumund Romberg and Oscar Hammerstein, 3d.

"Personal Appearance," C-944-\$3.30. Climbed back to top of list last week; good Saturday night principal factor; passes year's mark Thursday (17).

"Porgy and Bess," Alvin (2d week) (M-1,355-\$4.40). Opened last mid-week and according to highest press plaudits in the legit, score this opera should run through season.

"Remember the Day," National (4th week) (CD-1,717-\$3.30). Opened early entrant which started mildly and has been building slowly; looks like a run; nearly \$9,000 last week.

"Sketch Book," Majestic. (20th week) (R-1,770-\$3.30). Date here indefinite, with regular notices claimed erroneous; doing fairly well



# RCA AUSPICES ON STOKOWSKI TOUR

RCA-Victor's sponsorship of Leopold Stokowski and the Philadelphia Symphony as a touring attraction during the month of April, regarded as highly important in concert circles, as it's the first time such calibre entertainment has been sent out under a commercial banner. A total of 38 concerts will be given during the five-week period, with Stokowski conducting about 25. The conductor himself has been working on this idea for some time, and together with NBS sold the sponsor RCA a deal. Plug for RCA records is the idea.

Full orchestra plus a staff, numbering 110 persons, will tour. Cities to be visited, and for which are being negotiated now, include: Hartford, Montreal, Toronto, Chicago, St. Louis, Atlanta, Birmingham, New Orleans, Dallas, Seattle, Portland, Denver, Salt Lake City, Kansas City, Des Moines, Minneapolis, Milwaukee, Los Angeles and Ann Arbor.

Standard Oil sent Guy Lombardo standard orchestra out on the road last week to free up the RCA-Victor RCA's program does not include free concerts, but will be presented as a regular bio. concert. Several weeks before start of tour considering the fact that the RCA will be in the air and through other mediums to herald the dates.

## Carmela Ponselle Sees Touring Tabloid Opera As Money-Making Idea

Carmela Ponselle is dickering with the Charles Morrison opera on a deal to produce tabloid versions of well-known operas to be sent out as vaudeville units. Condensed versions of Ponselle's operas from concert, stage and radio.

Miss Ponselle just back from a personal appearance tour is convinced that the public is ready for this type of entertainment and that the clipped presentations would answer the problem.

Both Ponselles started in vaudeville several years ago.

## Delay Radio City Opera

Radio City Music Hall's presentation of 'Cavalleria Rusticana' (as it's never been produced before with revolving stages stem curtain and sliding sets) has been postponed back to November as film bookings conflict for the next few weeks. 'Cavalleria' was planned for the week of Oct. 24, and was to usher in Sergei Soudzhinski's initial efforts as a designer for a M.H. show, but as Lawrence Tibbett's film, 'Metropolitan' (20th Cent.) is expected to go two weeks, management thinks the two would offer the best of opera. 'Metropolitan' opens Thursday (17) with a holdover.

## Flagstad St. Louis' 1st

St. Louis, Oct. 15. Kirsten Flagstad, Norwegian soprano, will be first artist at concerts of Civic Music League which get under way at Municipal Auditorium on Nov. 19. Second in series is the Moscow Cathedral Choir, with Nicholas Afonsky, as conductor and M. Zupovets, singing actor, as soloist on Dec. 19. The team of Emanuel Feuermann, cellist, and Mischa Levitski joins for joint recital on Jan. 14, the Joos European ballet on Feb. 11 and Poldi Milstner, pianist, comes in March 10.

## Ft. Wayne's 5 Concerts

Fort Wayne, Oct. 15. Annual membership campaign for community Concerts is being conducted this week. Course is \$5 per year for five artist attractions.

Those to appear this season include: Lawrence Tibbett, Rosemarie Brancato, Toscha Seidel, Leonard Shure and Carola Goza. Community Concerts organization has been in effect here for four years.

## Admiral Byrd's Out

Philadelphia, Oct. 15. Admiral Richard E. Byrd, here last week (8) to lecture before Philadelphia Forum on his second Antarctic expedition, revealed he has not completely recovered from severe attack of pomatine poisoning suffered while in Little America. Taking utmost precautions to safeguard his health, he declined to see more than handful of close friends before or after his appearance.

This is a perfect 'out' for a lecturer. One of the horrors is the local celebrity—chasers who insist on showing off the local sewerage plant and junior high school.

## Cuffo Vodka, Caviar as Cultural Showmanship Goes Publicity Ga-Ga

High hat attractions are competing for press attention in New York via vodka, champagne and buffet tappers. Sol Hurok started it by offering a supper party for the mob in the Sert room at the Waldorf-Astoria following the Monte Carlo premiere at the Metropolitan Opera house last Wednesday (8). When the party was in full swing, the ballerinas, Danilova, Baronova, Toumanova, etc. were paraded in by the publicity department, and they stood around the various tables to meet the right people were photographed in nonchalant positions, and then escorted back to their tables and given one cup of tea to those who were invited.

Thursday night (10) Conde Nast celebrated the Theatre Guild's 'Porgy and Bess' opening with a mixed gathering at his apartment. Josephine Baker (over for the new 'Ziegfeld Follies') came in Parisian chic, jewels and a sveit continental manner. All of the other Porgys and Besses faded.

Then the American Ballet (Edward M. Warburg) not to be outdone, got the smart idea to get in the swim by throwing a farewell party for its troupe (28) on the eve of departure of its first U.S. tour. It was held Saturday night (12) at the Beethoven club, unique with paneled walls, stained glass and striking ceiling, a good frame. The Company departed Tuesday (15) by bus.

## Arts of Musical Russia Will Troupe 100 Singers

Arts of Musical Russia will probably tie-up again with Cleveland Symphony for an operatic innovation similar to last year's 'Lady Macbeth of Mzensk' for a late winter performance. Deal is still being negotiated but looks promising.

Russian organization will tour 100 artists for two weeks next winter, and start in the middle west. On Dec. 23, they will appear in Philadelphia together with the Philadelphia Symphony under the direction of Alexander Smolenski.

Actual dates for N. Y. season of Russian native opera has not been decided upon definitely, however it's known that management is angling for a legit house instead of presenting it in the Temple of Music.

First performance of 'Mzensk' will be in Cleveland with a N. Y. performance following at the Metropolitan Opera.

## Barbizon-Plaza Series

Barbizon-Plaza hotel will present its new Sunday Nights at Nine series starting Nov. 3 to continue throughout the winter season. Show starts in the form of being written, will be a typical mixture of concert and revue offerings, at the regular \$2 top scale, the same as last season.

Catherine Zammon in charge of concert bookings at the hotel, with Gerald Hanchett assisting. Those already signed include Forman Brown, Hilarid Woodall and Jimmy Shelton for the music end, and also Alvin Hall and Joe Moon for duo-piano which will be used for most of the entertainment. Holdovers from last year's personnel include Nina Tarasova, Shirley Booth, also Betty Pappeteros, directed by Forman.

## JERITZA IN ST. LOUIS

New Hall Has 56-Box Golden Horseshoe Arrangement

St. Louis, Oct. 15. New convention hall of Municipal Auditorium will be dedicated Oct. 31 at opening of the grand opera season with Lucia, directed by Marla Jeritza and Giuseppe Benettoni.

Main floor seating arrangements is a golden horseshoe of 56 boxes surrounding the orchestra hall. Half way back on the main floor the ramps begin which will elevate the rear most chairs to a height of 7 feet above front chairs.

## Philadelphia on Upbeat

Philadelphia, Oct. 15. Philadelphia Forum, intellectual-artistic entertainment organization beginning its 15th season, has best subscription sale in its history. Like other forms of show biz it has depressed, Forum is snapping out of it with fine attendance at first two attractions—Admiral Byrd (9) and Dr. George Earle Ralguel, current event lecturer (14).

List of future attractions (they average slightly more than one a week) includes Choir of Russian Cathedral in Paris, Andre LaVare, Pearl Buck, Olive Downes, John Charles Thomas, Etem Zimbalist, Harvard Glee Club, Harold Bauer, Sidney Shurcliff, Dr. Horace W. Haggard, Monte Carlo Ballet Russe, Col. Roscoe Turner, William Lyon Phelps, Rev. Bernard R. Hubbard, Sir Norman Angell, Kirsten Flagstad, Capt. C. W. R. Knight, Boston Symphony Orchestra, Arthur Pillsbury, Fredric Spang, Philip F. La Follette, Harlow Shafely, Capt. Bruce Balnstrather, Josef Hofmann, Ted Shawn and his dancers, Edward Tomlinson, several plays, to be chosen by various outside lectures. Season tickets are priced at \$30, \$35 and \$40. Curtis Bok is president of the Forum, and William K. Huff is executive director.

## Concert Notes

Viadimir Golschmann, who begins fifth year as conductor of St. Louis Symphony Orchestra next month, does three guest conductor jobs during winter schedule for Philadelphia week of Nov. 18, Rochester week of Dec. 5 and Detroit week of Jan. 27.

Ballet Russe de Monte Carlo plays St. Louis during Christmas holidays for third time under St. Louis Symphony Orchestra. Performances will be given at Municipal Auditorium on Friday night, Dec. 27, afternoons and evening of Dec. 28 and afternoon of Dec. 29.

Dr. Herbert Graf, stage director of Philadelphia Orchestra starts last season and previously stage director of operas at Frankfurt, Germany, has been engaged to stage new production of Wagner's 'Die Meistersinger' under Arturo Toscanini at the Salzburg Music Festival next year. He will also stage a new production of Wagner's 'Tannhauser' at the State Opera in Vienna for conductor Wilhelm Furtwaengler.

Doris Humphrey, Charles Weidman and their group give recital at the Metropolitan New York, Oct. 27. Wallingford Riegger and Jerome Moross on the music end.

Lucienne Delforge, pianist, starts a European tour in London, Nov. 8.

Anatole Viazak, imported premier dancer for the American Ballet is conducting daily classes at New York studios.

Leon Levine at Town Hall

Leon Levine who formerly handled the Forum on character building at New York, has joined Town Hall to direct continuity and program chores on its new American's Town Hall Meeting of the Air program which starts on Oct. 31, over WJZ and network.

He's taking over the work formerly handled by Sidney Howell who will devote his time to assisting George V. Denny, Jr., managing director.

Starting date for the air series was first planned to begin on the 17th, but due to some conflicting programs at NBC, the opening has to be postponed about two weeks. Levine joined Town Hall last week.

# Chicago Concert Bookings Pick Up; Best Business Prospects in 6 Years

## Macon 100% Sold Out

Macon, Ga., Oct. 15. Macon's Community Concert Service subscription drive a big success story last week. Campaign for membership tips was closed Thursday afternoon when 900 seats, all that were available, were sold out for the season. Saturday had been announced as the closing day.

This year La Argentina will open the season on Nov. 30. Other artists are now being selected. There will be four concerts. J. D. Crump, 10-city business man, is president of association, R. H. Williams, secretary.

## By FRED DONAGHEY

Chicago, Oct. 15. If the expressed belief of Chicago's concert managers be dependable indication, there will be far more musical activity in and about the Loop for 1935-'36 than there has been in any year since 1930-'31. It took 20 years from 1910 until the city began to feel the tightening up of the money-supply, Chicago was far and away the most prolific spot for the high-price music-makers next to New York. Then, just as the economic strain kept players away from the theatres, the musical events of the highest grade became less and less a matter of ticket-buying activity. Kreisler, Gail-Curl, John McCormack, Rachmaninoff, and one or two others who had been good for from two to four Auditorium sell-outs per season, moved to the smaller Orchestra Hall and were happy to do well for a single visit per year.

Now, the real body of the musical season will be provided by the Chicago Symphony Orchestra, with its 68 subscription concerts and its variety of extra activities, such as the 'pops', etc. The Chicago Opera is scheduled for but five weeks, starting Nov. 2, with five performances a week. There is no indication that the Chicago Opera of Karelson, Hackett, president of the organization, will lead to any change of plan. Meanwhile, Fortuna Gallo, with his dollar-top St. Louis Opera, is expected to give two weeks of opera in the Auditorium; and there are all the reasons to expect that he will take at least as much per hour from the visit as he took a year ago.

Ott's Dates

Of the bookings already made, the following are listed by Bertha Ott for either Orchestra Hall or the Studabaker theatre:

Myra Hess, Josef Hofmann, Mela Leitner, Hans Knipfer, Rachmaninoff, pianists; Fritz Kreisler and Mischa Elman, violinists; the St. Louis Symphony orchestra, Edith Lorand and her Hungarian orchestra (20 players), and Trudi Schoop, the Swiss dancer and her ballet.

Stokowski and the Philadelphia orchestra have a date in the Auditorium, where the Monte Carlo Ballet will give its usual crop of acts. Max Gordon will put 'The Great Waltz' in there at Christmas time for an indefinite engagement. Leland Hays and Richard Crooks are tenors not put off by the circumstance that the Auditorium seats for 3,800. An educational course of music fostered by North-Haven will give its usual crop of time in the big theatre; and these will be miscellaneous musical activities by local choral bodies.

Orchestra Hall 'ians'

Harry Vogel, whose business it is to book Orchestra Hall for the Chicago Opera, has as yet got no word on many contracts apart from the commitments made by other concert-managers needing the hall. Lauritz Melchior and Kirsten Flagstad are to share a program there; and both Milstein and Helfetz are booked for recitals. However, much of the open time in the hall will be taken up as plans are perfected by resident musical organizations, as has been the case for many years past.

The Civic Opera House, apart from the five weeks of operation, will be in use for more concerts and recitals than in any previous season since the huge place was dedicated in 1929. The American Ballet will make its Chicago debut there next month, and will give at least one performance in conjunction with the Chicago Opera. La Argentina will give a program of Spanish vocalists, and the Chicago Opera, one made up of Russian choral numbers; the Minneapolis Symphony orchestra will be there; the Jooss Ballet, one of the talked-about troupes from Europe, will give a special bill; and Lily Pons, Toot Schipa, Paul Robeson, and Neison Eddy will each have a recital.

# SUBSCRIPTION 'SEASON' AT \$3 PER

Columbia Concerts Corp. has organized a new Co-Operative Concert Association, serving platform attractions at \$3 seats, new low for this type of booking business, and aimed at the hamlets, small towns and scattered areas of approximately 20,000 population and under. Ward French, division manager, is now on a business trip through the west, visiting a large number of the spots where the service is to go into effect. So far 45 small towns, such as Alexandria, Bowling Green, Ky., and Brownwood, Texas, are to get stellar concert attractions regularly for the first time, all under this new plan. Average is from four to five attractions per season.

Co-Op movement is similar in operation and function to the adult series sponsored by both Columbia Concerts and NBC's Civic Concert, which handles the larger towns on a \$5 subscription basis.

French returns next week from the swing circuit.

## Detroit Season

Detroit, Oct. 15. Ted Shawn and his men dancers will open the Town Hall series at the Fisher Theatre, Wednesday (16). Cornelius Ott Skinner will open the Friday series at the Cass theatre this week.

Top attractions lined up for both series include: Rodolfo Dreiser, Jacques Cartier, Harold Loken, Walter B. Pitkin, Gen. Smedley D. Butler, John Erakine, John Goss and his London Singers, Mrs. Theodosia Karpis, Jr., and Dorothy Chapman, prima donna of the Stan Carlo and Chicago opera companies. Both series, which drew capacity crowds last year at virtually every performance, will end next March.

## Routes

EDITH LORAND GYPSY BAND	
(October)	24-26-New York City
27-28	27-Montreal
29-30	28-Toronto
31	29-Baltimore
1	30-Whelton, W. Va.
2	30-Toronto
(November)	
3	2-Milwaukee
4	3-Chicago
5	4-Cincinnati
6	5-Sixth City
7	6-Louisville
8	7-Indianapolis
9	8-Youngstown
10	9-Cleveland
11	10-Columbus
12	11-Porter
13	12-Terre Haute
14	13-Indianapolis
15	14-Grand Rapids
16	15-Ann Arbor
17	16-Youngstown
18	17-Chicago
19	18-Tolledo

## RACHMANINOFF

(October)	15-18-St. Louis
19-20	16-Montreal
21	17-Poughkeepsie
22	18-New York
23	19-New York
24	20-New York
25	21-New York
26	22-New York
27	23-New York
28	24-New York
29	25-New York
30	26-New York
31	27-New York
1	28-New York
2	29-New York
3	30-New York
4	31-New York
5	1-Philadelphia
RIA GINSTER	
(October)	21-New York
22	22-Montreal
23	23-Toronto
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# Circulation of New York Dailies

Circulation reports by all New York daily publications to the New York Post Office, as of October, 1935, as required by postal law. Comparison with figures of one year ago are:

	Oct. 1, 1935	Oct. 1, 1934
Daily Mirror	668,718	662,751
Daily News	1,616,111	1,497,477
Daily News Record	1,129,259	1,125,379
M.-P. Daily	5,319	5,284
Film Daily	5,484	5,447
Journal of Commerce	19,392	19,376
American	428,087	438,896
Evening Journal	655,638	672,584
Evening Post	132,963	87,030
Herald Tribune	346,888	338,841
World-Telegram	392,233	406,557
Times	496,172	502,723
Sun	301,115	304,882
Women's Wear	29,315	28,619

**Chi Trib Can't Get L. A. Times**  
Offer of \$15,000,000 for the Los Angeles Times by Max Annenberg, representing the Chicago Tribune publishers, Joseph P. McElhatton and Robert H. McCormick, was last week flatly rejected by Harry Chandler.

Chicago crowd has been trying to break into the Coast daily field during several years, having at different times attempted to acquire going sheets. Sentimental attachment by the family of Gen. Harrison Grey Otis, founder of the Chicago Tribune, has balked at the deal. Also frustrating the sale were the various tax bites on transfer of the property.

Tribune negotiator let it be known that the Times' child had not cooled the publishers' ardor for a Coast rag, and that surveys have been undertaken looking to the erection of a plant at Long Beach, Calif., that a tabloid, fashioned after their N. Y. Daily News, would be on the streets within six months.

It would be a morning sheet, competing against *Chandler, Hearst* and the independent tab, *Illustrated Daily News*. Hearst has the afternoon *Herald-Express*, which boasts heaviest circulation in town and long money margin.

**A.P. Extends War Coverage**  
Mark Barron, former Theatre Guild p.a., has left his city editor assignment at the Associated Press in order to join the Associated Press staff covering the Italo-Ethiopian war. He will be attached to the forces in Italian Somaliland.

George McCoy takes over the city editorship in New York, while further switching has Ben Robertson leaving N. Y. office to join the London staff, and George Jordan going over to report from Rome. Allen Wilson, from the service's London office, joins the war coverage group, joining the troops in French Somaliland. Means that the staff will now have direct coverage on the war from at least five correspondents.

**Reviving Chicagoan**  
Appeared for a time as if Chicago would be without a daily city life mag, but the *Chicagoan*, having found a new publisher, is resuming. Rival mag, *Chicago City Life*, not so fortunate, and will be per itted to cease.

Unlike The New Yorker, and some other city life mags elsewhere, those in Chi never caught on. A most pretentious of Chi's has been the *Chicagoan*, and Milton S. Mayer and his associates will give the magazine a build-up in another try to woo favor.

**Paradise Found**  
Only show paper in all of the three Scandinavian countries, Denmark, Sweden and Norway, is the *Artist Blade* of Copenhagen, established 40 years ago. Paper comes out once every three months and does well.

So does editor of sheet, who with only four issues in the year, goes on a ten weeks' vacation every time the paper is out.

**George Rees Doubling**  
George Ross, New York World-Telegram Broadway columnist, now has a double assignment from the Scripps-Howard outfit. He gets the N.Y. syndicated pillar, *Believing*, Paul Harrison, who goes to Los Angeles to do Coast column.

Dan Thomas previously handled the California assignment.

**Paris Rags Spending**  
Paris papers, since the rise of competition in the evening field, are spending more money on big news items than ever before, and a galaxy of local correspondents covering the Ethiopian affair.

Intransigent has bought Floyd Gibbons' stuff, and uses his dispatch for report of first hostilities. He has also bought French feature Jean d'Esme, at Addis and star local reporter Emmanuel Bourcier with the Italians.

Paris Solfr, specializing in pictures, advertises seven photographers at the front, with an airplane to transport their plates from Addis Ababa to Djibouti and wirephoto stations at Athens and Budapest, on the way to Paris. On the writing staff, Paris has Henry de Montfer, African adventurer and author of books on Abyssinia, on the Italian side, and Jerome and Jean Tharaud and Jean Aloucherie with the Ethiopians.

Paris Solr claims impartiality, but the Intran is distinctly pro-Italian.

**Fawcett Pubs Oving**  
Fawcett Publications, Inc., moves back, stock and barrel to Greenwich, Conn., effective Nov. 1. Home offices since 1931 have been in Minneapolis.

Two Fawcett mags, *Screen Play* and *Hollywood*, currently being edited by Murphy McHenry and Ted Magee, respectively, in Hollywood, stay put. *Motion Picture*, edited by Larry Reid; *Movie Classic*, by James Reid; *Screen Book*, by Carl A. Schroeder, and *Romantic Movie Stories*, by Ralph Daigh, will, as heretofore, stay in New York.

Only one Fawcett mag remains in Minneapolis, *the Golfer* and *Sportsman*, class mag of the northwest, was sold last week to Virginia Stafford, who has handled it as general manager since its inception in 1927.

**Juve Paper Folds**  
*Boys and Girls' Newspaper*, which came in with that recent rash of new publications for juvenile readers, has suspended publication. *Minute* newspaper was issued twice a month.

Newspaper for juveniles was sponsored by the publishers of *Parents' Magazine*.

**Fem. Songwriter Contest**  
Contest sponsored by Pictorial Review, in conjunction with Dodd, Mead, for a best novel for a \$10,000 prize, closed yesterday (Tuesday) and the mag is already undertaking another. This one offers a prize of \$1,000 for the best song written by a woman.

Edited out by Herbert Mayes, Pictorial Review editor, that there are very few women songwriters, although they substantially go for music in other ways. Hence the contest, by the mag to encourage women with Deems Taylor, Rudy Vallee, Paul Whiteman, Nathaniel Shilkret and George Marks as judges.

**Floreys' Pi History**  
Robert Florey, Paramount director of *Curly* is writing a complete history of the picture industry in United States.

Tomie will be published in French and will not have an English edition unless success is sensational.

**George Beale East**  
Ronald Wagener replaces George Beale as head of the Los Angeles United Press Bureau Oct. 17. Beale goes into the New York office. Wagener has been UP bureau manager in San Francisco for past two years.

## Publ Hold Back New Books

General high quality of the fall season's new books and the fact, that so many are selling very well, has caused publishers to postpone until late winter and spring the publication of important books on their lists. Felt that the chances of the prospective good seller would be improved if brought out now as scheduled.

**Ylking 'Press' laying 'over'** three of the most important new books on its list until mid-winter. They are *Leon and the Greeks* (The World of Rome), and works by Rebecca West and Ferdinand Malzner. At least four books on the Scribner list have been postponed until the spring, among them a life of John Galsworthy.

James Gould Cozzens, one of the best-selling scribblers on the Harcourt, Brace list, was to have had his new novel, *Men and Brothers*, published last week. That firm also decided the competition is too keen just now, and made a last-minute postponement of the novel's publication until early next year.

**Reliefers' Mag**  
Faculty of Teachers College, Columbia University, co-operating with a number of scribblers and photos in the workers' division of the City Relief Administration in getting out a new monthly pictorial mag, called *Building America*.

Mag will cover contemporary life in America, mostly in pictures. Dr. James E. Mendenhall, of Teachers College, editing.

**New Outlook Delayed**  
New Outlook, which was to have resumed publication at the beginning of this month, has not made an appearance as yet, but it's not out. Future to come to an agreement with a prominent figure to take the editorship of the mag reputedly the reason for its delayed reappearance.

Mag, which was a monthly, ceased publication with the June issue. Planned by Frank Tichener, its publisher, to resume as a weekly. First editor of the New Outlook under the Tichener auspices was ex-Governor Alfred E. Smith.

## CHATTER

Mazo de la Roche in London.

Francis Hackett in from England. The novelist M. J. Farrell is a femme.

Seumas MacManus to the Coast by water.

Emil Ludwig in N. Y. again after three years.

Faith Baldwin has gone to a camp in upstate N. Y.

Paul de Kruif here, but not hunting for microbes.

Geoffrey Marks into association with Grace Morse, authors.

Pearl Buck doing a series of short stories for *Cosmopolitan* mag.

Book Union, the new book club, got started with a dinner the other night.

John L. Spivak has gone abroad to gimme the foreign situation for a new book.

Real name of Neil Bell, author of *The Days Dividing*, is Stephen Southwood.

Benamy Dobree, here from England for a short stay, parted by Ruth Alely.

Dodd, Mead publishing Maxwell Anderson play, *Winterse!* late this month.

The Frederick Wight novel, *'South'*, supposed to be largely autobiographical.

Lincoln Kirstein, former mag editor, has written a book which he calls *'Dance'*.

Beritta Harding, the biogger, has written her first novel, which she calls *'Royal Purs'*.

When not writing novels, James Lafayette Hutchison is advertising manager for a drug company.

Dorothy Thompson will start off Eugene Peterson's lecture series on *'The Employment of Literature'*.

Dwight Strickland, conductor of *'Today's Poets'*, radio program on WNEV, is authoring new book, his fourth in the series.

Metro has taken the film rights to Sinclair Lewis' new novel, *'It Can't Happen Here'*, in advance of publication.

Coningsby Dawson, British novelist, pulled into Hollywood for a winter stay, but with no picture deals set.

Walter Fleischman, New York publicist, has written a screen original titled *'Press Agent'* in collaboration with Mack Gordon of the song-writing team of Gordon and Benay.

## Best Sellers

'Vein of Iron' (\$2.50)	By Ellen Glasgow
'Europe' (\$2.75)	By Robert Briffault
'Honey in the Horn' (\$2.50)	By L. Davis
Shining Underwood (\$2.00)	By Kathleen Norris
'Love Gayheart' (\$2.00)	By Willis Cather
'Stars Look Down' (\$2.50)	By A. J. Cronin
Non-Fiction	
'Seven Pillars of Wisdom' (\$5.00)	By T. E. Lawrence
'North to the Orient' (\$2.50)	By Anne Morrow Lindbergh
'The Isles' (\$2.00)	By Stefan Zweig
'Lift With Father' (\$2.00)	By Clarence Day
'Asylum' (\$2.00)	By William Seabrook
'Woman's Best Years' (\$2.50)	By W. Bern Wolf, M. D.

## Fiction and Films

WOLFE KAUFMAN

Callaghan Arrives

There is a good film boxoffice title, at least, in Elizabeth Corbett's recent novel, *Men and Brothers*. And there's a bit more if the object be light comedy.

Lughan Possi

Line in 10 of all the men and women who write fiction, knowing that the big rewards of success today lie in filming the tales that take the popular fancy, write with the films in view: indeed, some of them actually venture with a technique which they seem to regard as having some relation to the story telling processes of the motion picture. Doing that, they are doing only what writers of stage plays have been doing for more than two decades, or since Elmer Rice and Arthur Hopkins made good "On Trial," first of the successful stage plays to undertake the trick of the expository cut-back.

And, in writing with mind and eye on the films, the novelists have merely shifted their objective; for through the two decades directly following the notable success of "The Prisoner of Zenda" as a foot-light novel, the action writers were thinking of the ultimate returns from the theatre. The late Charles Frohman for years maintained an office play-smith, Edward E. Rose, whose business it was to rush through stage versions of all the new American novels as fast as they came from the press. The percentage of success in this process was high, for when their novels were turned into such box office satisfaction as "Zenda."

This line of thought had its start the other night in hunting through some of the tales in Maughan's short stories in search for some sentences of censure he once wrote about the kind of persons who are forever tagging themselves as authors.

Maughan, himself, not only an expert man of the theatre, but is also the beneficiary of royalties from the screen, which so far shadows his list of "Thomson" (as "Rain") and "Of Human Bondage", to mention two. I may be wrong in thinking that "Our Betters", one of the best of his numerous plays, did not catch the public as a film.

An example of what may be done on the screen with one of his closely-packed short tales was "The Letter", not a real success on the stage despite the fact that it was the head of the cast of Katharine Cornell, but prominent in the first engrossing and uncertain years of the dialog pictures. The late Jeanne Eagels was star of that screen version, which made use of material in the printed tale that defied successful translation to the stage.

For a comedy for the screen there is Maughan's "The Round Dozen", one of the six shorts in the collection published under the name of "First Person Singular". The tale is not a scenario as it is printed; it is a comedy, and it carries a map of case-tapping to all attention to himself, but in all its appeal of what is human in true comedy, "The Round Dozen" is the repository of a film.

Morley Callaghan has been a long time developing. He started, five novels ago, to be the best of the post-Hemingway group, but it lied by that appellation. He's been slow at breaking away from it, but now, with his sixth novel, "They Shall Inherit the Earth" (Random House, \$2.50), he's in.

Book is far and away the best Callaghan has written, but more than that, it is a splendid piece of writing and a fine portrait of modern Americana. Story of a father's groping for the love of his son is sensitively and intelligently treated, not omitting a stinging-by-contrast of current life and its struggles among the constantly enlarging social breeches.

Not basically a film yarn, but could be used thus if wanted.

Script-Doctering

Clayton Hamilton, who should know, hands out a lot of sane advice on playwrighting in "So You're Writing a Play" (Little-Brown; \$1.75). It's not just a textbook; it's rather an interesting and wideawake series of anecdotes by an old-timer who knows his job.

For anyone who is worried about that thing act, or who has relegated his growing piles of scripts to the bottom of the trunk, the book should be a must.

Cartoons

C. W. Anderson is one of the more nimble of the current cartoonists and has himself a lot of sly fun with modern rhythm. His collection of drawings "And So to Bed" (Loring & Muessey; \$2) will shock the Lady Aunt from Dubuque, but no one else. Several pretty hearty laughs are included.

By EPES W. SARGENT

In Florida

Departing from the usual pattern, Marjorie Kinnan Rawlings in "Golden Apples" (Scribner's; \$2.50), lifts the veil from a little known section of Florida in a story in which the love interest is soft pedaled in favor of a yarn of the winning of the land. It's interesting in a slow, rather plodding fashion.

Luke and Allie Brimley, young orphans, take to a presumably deserted building in the Florida interior when they are left alone. They improve the deserted hut, grow their simple necessities and are content. Luke and Allie, the original owner comes to take residence. Helpless and rather hopeless, he lets the squatters stay on. He marries the girl; but she dies in childbirth. Luke and Allie carry on the land into orange bearing.

A number of well-drawn accessory characters serve to give contrast, though not importance, to the main picture material unless liberally edited.

Small Town

There seems to be a cycle of small town reminiscences, to which Rose Wilder Lane adds "Old Home Place" (Doubleday; \$2) a set of nine stories of her childhood home. Rather tame, compared with some of the others, but nicely written and nicely depicts local characters and content. Book carries a map of the town with the houses labeled.

Won't appeal to the flappers, and not enough for a picture, but more sedate readers will enjoy the excellent style and the close observation.

East

Two detectives, placed in the Ritz theatre, Newark, to prevent a robbery, killed, without being advised, summoned the police.

In a speech to 1,500 radio dealers at the Waldorf-Astoria last week, David Sarnoff declared the increased gains in radio reflected general prosperity.

Nat. Exhibition Co. operating the Polo Grounds, selling Teleflash, Inc., Morning Telegraph, Inc., and Morning Telegraph Sports News, Inc., for asserted bookkeeping of sports news from its premises. Has an exclusive contract with A. T. & T., which it claims has been invaded.

Earl Carroll picking girls for his 11th 'Vanities.' Three evening papers last Thursday carried two reviews of 'Midsummer Night's Dream,' Sun and World-Telegram used cabled reviews from London in addition to local criticisms.

Cops pinching sellers of tickets to Grand National Treasure Hunt sponsored by Mrs. Oliver Harriman. Call it a lottery.

Gilbert Miller takes out an English flying license. Qualified as pilot just before he sailed.

John Golden teams with Joseph Schildkraut to produce 'Tomorrow Is a Holiday.'

Empty whiskey bottles, with the names of big distillers blown in worth as much as \$4 a dozen. Law requires they be sealed.

Leon Leonoff, producer for Radio Music Hall, was first person arrested under the new 'quiet night' crusade. Nicked \$5 in traffic court last week. Got into an argument with a taxi driver the first night the rule was on.

Federal Alcohol Administration considering a ban on Sunday advertising of liquor.

Judgment for \$326 in favor of Hill Bros. of London, filed in the Westchester county court against Ethel Barrymore. She made her appearance in court May 23, but offered no defense.

Harry Bannister to tackle 'B'way with 'Ben Franklin's Boys,' a comedy of high pressure advertising espionage.

Phil Dunning offers photos of any star of the authors to the first 25 who mail orders for tickets to 'Remember the Day.'

'The Old Ladies' switched to 'Night in the House.' Helen Arthur promises to give 'B'way a look presently.

Frederust Ing' spotted for the Broadhurst Stars pealing Nov. 6.

Harry E. Nelmis is treasurer of

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.

the Hollywood, with Arthur Nicholl, Charles E. Murphy and Frank J. Farley to assist. Nelmis is Prexy of the Treasurers' club.

S. M. Chartock has bought 'Rachel's' arm from Barbara Foster. Dr. Frank J. Tone, of Niagara Falls, gets the Acheson medal and the medal award from the Electrochemical society. Franchot Tone's dad.

Howard Thurston, suffering from paralysis, turns his show over to his daughter, Jane. He's improving, but it will be months before his left arm will be useful.

Fire in the home of Rev. George A. Palmer, Haddon Heights, N. J., did not interrupt his broadcast over WIP, Thursday. Kept right on talking while the smoke eaters fought 'Rachel's' arm will be useful.

Alabama W. C. T. U. women take the ate to a new cocktail apron in the stores. Front printed with 50 cocktail recipes and they are anguished.

Goldenrod Brewery, Brooklyn, sued by N. Y. restaurateur. Letter told the court he went to tap a keg of the beer when it exploded, partly because the cap and giving him cuts from which he still suffers.

Mervale-Cooper Shaksperean revival cancels road tour and shortens N. Y. run.

J. B. Priestly has written 'Bees on the Boat Deck.' Early production to London will decide its N. Y. chances.

N. Y. Supreme court gets the suit of James Whitaker against Columbia Pictures and Victor Schertzinger, who wrote 'Love Me Forever.' Whitaker asserts that Miss Moore picture was made from his own 'The Dove,' which had been submitted to Metro and probably seen by Schertzinger, then employed by that company. Says he has already been damaged to the extent of \$50,000.

Intended to have Clark McCullough and others play minor parts in the Stage Relief benefit performance of 'A Touch of Stone' last Sunday. Idea out because the comedy additions made the regular actors laugh too much.

Mayor La Guardia issued a permit for Donald McLoughlin to do his roping at the rodeo, though he's brother, Eugene, Eye is out. Mayor says he rode when he was the same age.

Elmer Rice, recently appointed

local administrator of the WPA theatre. News reports the scheme - will be underway by the end of the month. To give employment to thousands of actors, managers, press agents, musicians and stage hands. Looks to build a new and presently paying audience for the legit theatre.

Scientists studying fading of high frequency radio signals, first observed last March and since recurring. Blame on the sun until the real reason is discovered.

Leopold Stokowski signs to head the Philadelphia Sypm. on a five week transcontinental trip playing 25 concerts.

Elaine Barry gets soaked by the customs for \$3,200 on the ring given to her by the Duke of Windsor in Havana and not declared on her return, so she is assessed double the value of the ring. Barry's Barrymore paid the fine. Tells she was advised not to declare it.

Reviled talk of producing 'White Horse' and 'The Reports' at the Center with Metro backing.

Second playwrighting contest for best religious one-acter opened in N. Y. Association of Churches. Top prize is \$50.

Sophie Kerr and Ernest Howard Culbertson have done one of Miss Kerr's sketches for 'The Clock.' Hoping for another 'Big Hearted Herbert.'

Bridgeport court last week awarded \$100 to the estate of Dorothy Glin and Vaughan de Leath. Radio singer alleges desertion. Miss Glin complains the estate James Renie talked all night.

Ethiopian Emperor turns down offer of a London circus man for the lions.

Chegodoff, Latvian lawyer, suing Metro in London, claiming 'Rasputin' film trampled his reputation.

John J. Schenck, in the film, though it's not presumed to mean him.

Gene Crowl to be first lady in 'The First Lady' by Sam Harris.

Franklin T. Tons announced his marriage to Joan Crawford at Englewood Cliffs, N. J., last Friday (11).

Marie Van Gelder, formerly of the Dutch operative stage, collapsed during mass at St. Patrick Cathedral last Sunday. Died before the ambulance arrived.

New Theatre Magazine will throw a feed the Edison Hotel, Oct. 23. Martha Graham, dancers, will meet.

Government figures show 33,980 died in auto accidents in 1934. More than 10,000 above the '33 figure.

American Federation of Labor to encourage formation of stage groups to put over labor propaganda plays. Known as Labor Stage, Inc. Not so announced.

'Mother,' Theatre Union play, set back to Nov. 19. Had been done several times since dates, Oct. 15 and then Oct. 23.

J. B. Priestly will go to Arizona to write a novel. First in several years. He has been recently playwrighting of late.

Gennaro Papi added to the staff of Met. conductors. He was there 14 years before quitting for Ch. O.

Frederick Murray Gibson, theatrical producer, held without bail in Huntington, L. I., on a second degree manslaughter charge. His car alleged to have been the one which struck and killed a traffic cop last Sunday night.

Broadway Temple staged a condensed version of the Passion Play. Used only two characters, Jesus and Rest of the cast from the Epworth League of the church.

Rodeo riders at the Garden went to Seltzer to entertain the child patients yesterday (Tuesday).

Atlanta police chief orders radio car cops to quit taking pretty stenographers to bed.

Interstate conference on crime prevention, held last week in Trenton, urges sound films as more positive method of crime prevention.

Eddie Rio not only puts in a response to his first wife's divorce suit, claiming she had known of the Chicago divorce he obtained, but also institutes a new suit alleging her dalliance with a w. iter. First Mrs. Rio also starts alienation suit against the second wife, alleging it was she who engineered the Chicago decree.

Jed Harris a witness for John Ryland, who has been given a 13-week ticket as solo organist at the Center. N. Y. Organist will be broadcast every Monday, Wednesday and Friday from theatre over WJZ at 8:30 a.m.

B. A. Rolfe's variety band shows continue as a life's

forced to walk down from the 21st floor. Declin serves.

'Venus in Silk' the fabled drama slated for Broadway this season that motion to be obtained by the Mr. President and 'The Ascending Dragon' Number form was 'Agatha Callings' which closed Sat. in Binghamton.

Norman Bel Geddes will spot his 'Dead End' into the Belasco, ousting the Group.

Bellingham theatre, Batavia, N. Y., burned. Low water pressure threatened the dest cation of the entire business center.

Appellate division of N. Y. supreme court gives William Procter until November to answer his wife's separation suit. Also denied his motion to have ordered by the former picture player, Dorothy Stokes Procter.

Sunday night's Stage Relief performance will 'Remember the Day' at the National.

Tax appeal of John and Dolores Barrymore up before board in Washington yesterday. He owes at least \$19,900. Mrs. Barrymore thinks her bill is \$23,555 too high.

Only six spectators in court when Maude Adams appeared to answer the \$200,000 \$200,000 damage suit Monday, sum claimed because he alleges he was instrumental in getting her back to the stage. She retorts he had nothing to do with her actual return.

Morris Gest will present only 'Lady Precious Stream' in U. S. Has arranged with Herman Feinler to do 'The King and the Diamond' at the New World Belasco in London. May later bring it to the N. Y.

Escudero recital at Town Hall Monday called off. He was pinned back in a taxi accident Saturday. Will play it later.

Dr. Henry Moskowitz, counsel to League of Theatres, in his annual report to the board, announced Equity's stand on Sunday shows. Says it makes profit impossible.

Supreme Court Justice Dore on Monday ruled against application of Allied ops to prevent projectionists of other unions from filling in. Will hear arguments Oct. 21.

Cole Porter to Bermuda next Saturday with the Mrs. For two or three weeks.

Coast

Los Angeles will hold its Grand Opera Festival in Philharmonic Auditorium from Oct. 14 to 28.

Henry R. Luce, publisher of Time and Fortune, is expected to have objected to a petty cash fund of \$11,000 used by the unit for various expenses in a manner regarded as in violation of regulations.

L. A. judge takes issue with states' attorney general on legal status of agents engaged in wire tapping. Will hear arguments Oct. 21.

Fathers and sons of filmland broke bread together at Uplifters Ranch. Paters then gave the young squirts a lesson on the ball diamond.

L. A. police judge Joyce Baker, fan dancer, three time for being too canny with her feathers.

Thelma Smith, actress, took poison in L. A., but will recover. Magdalene Schaffer, former actress, awarded \$300 damages from Edmund Lowe for injuries received in auto crash.

Court okayed adoption of William Brock, three, by William Ferber, Columbia casting director.

Dolores Costello Barrymore signed film contract with Selznick International same day she received divorce.

Fire caused \$8,000 damage to L. A. Criterion theatre.

Alden Chaso, picture actor, granted a divorce.

Victor McLaglen faced with third damage suit on charge of assault and battery. Victim asking \$20,850.

Claiming that auto accident interrupted her career, Mary Donovan filed \$11,075 damage suit in L. A.

Eusby Berkeley goes to trial Nov. 18 in L. A. on charge of second degree murder growing out of traffic crash which cost two lives.

Timothy Whelan sued by wife, for 20% of earnings as picture director.

L. A. city fathers slapped \$10 license fee on fan dancers.

Gigi Parrish, former Wampas star, seeking divorce, ground that her husband was jealous of her studio associates.

Despite repeated denials by Frank Taylor Barbara Stanwyck admitted that she had moved from their Brentwood home and that property settlement had been made. She is undecided about divorce.

Relief Program

(Continued from page 59)

\$750 to \$1,100 weekly. Government is to pay the showman 10% of the total payroll and, as a show will rehearse upwards of three weeks, the managers would receive \$300 and upward. There is no rehearsal if it mentioned and new plays may rehearse five weeks or more—actors and other boys paid from the start and other boys paid from the start of rehearsals. Coin paid to managers is figured to reimburse them for transfer expense in getting sets and props from the store house and properly to the location.

Will Name Houses

Managers will name the theatres to be used within the metropolitan district. Equity will insist that none on the island of Manhattan be used, otherwise minimum wage and other requirements would be enforced.

Reliefs, who quit the theatre last season when piqued at the critics, is now back with a bigger assignment to be undertaken by the idea of presenting new plays was announced without much detail. But he says it will be a 'politically and morally uncensored stage' with a lot of new experiments and ideas in writing, acting and direction.

Mrs. Flanagan said that under the Works Progress Administration there are three branches of the theatre, the Dramatists Guild for the trying out of plays, with the authors retaining full rights to the ownership. Second branch the managers' unit, with the latter supplying the sets and scenery so that they may try out plays without expense to themselves—but there is to be no profit to the manager. The third branch, there are to be two theatres established in Harlem under the relief project, with Negro actors entirely. That branch may be extended to the South.

There will be an admission charge under the new relief program from 25c to \$1, according to latest advice. Such money is to be used only to pay for the light and any surplus is to be turned over into the general fund.

Stage hands, musicians, press agents, managers, ushers and other connected with the theatre are eligible to employment under the project. There are 2,000 actors registered for the federal relief shows and Mrs. Flanagan would like to delete the word relief from the program.

Because it was charged that Boothe instructed his mail to be re-directed to his home from the Post Authority headquarters, reports were made to Gen. Johnson. Boothe had earlier explained that all mail was being opened by secretaries and that retarded the efficiency of the department. Johnson is reported to have objected to a petty cash fund of \$11,000 used by the unit for various expenses in a manner regarded as in violation of regulations.

Understood most of the coin in question was still on hand and ordered turned over to the government before Johnson retired.

The new drama project will start operating first in New York, Los Angeles and Chicago, but will be rapidly extended to smaller centers.

New Melbourne Show

Melbourne, Sept. 17. Ernest C. Rola, after a successful revue season, introduces 'So This is Hollywood' at the Apollo.

Includes the Robert Capron, Thelma Scott, Katie Powers, Harvey Adams, Trilby Clarke, Gwen Munro, Lou Vernon, Leal Douglas, Helene Jacoby, Gaston Mervale, George Moon and Leslie Woods.

YODLERS TO LONDON

Berlin, Oct. 6. Troupe of 28 Bavarian and Tyrolean yodlers and dancers are leaving for London.

Booked for Grosvenor House cabaret.

CONVENIENT Address

150 West 58th Street The Van Don

Near theater and uptown Broadway. Full of maid service available.

1 room, \$660 2 rooms, \$900

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New York Theatres

86th St. 81st St. Warner Bros. present Maz Reinhardt's A MIDSUMMER NIGHT'S DREAM

Twice daily 2:30 and 8:30 Even. 55c-42.20-Mat. 55c-\$1.10 Reserved seats 8 weeks in advance

HOLLYWOOD Theatre 51st Street-Circle 7-5000

7th Ave. 50th St. CHARLIE CHAN ROXY IN SHANGHAI

25c, 35c with WARNER OLAND BIG STAGE SHOW

PARAMOUNT TIMES SQUARE

Extrenal 'WINGS OVER ETHIOPIA' Not a Novelty but a Feature Production

George BURMAN and Gene ALLEN in 'HERE COMES COCKIE'

PHOTO First Time at 'THE CRUSADES'

STATE Broadway Melody of 1936

Jack BENNY, E. F. POWER, Benny Rubin, Clara HOWE

Samuel Goldwyn presents 'BARBARY COAST'

UNITED ARTISTS RIVOLI

Benny Rubin, Clara Howe Starts Friday 'BIG SWORD OF 1630'

JOAN CRAWFORD 'I LIVE MY LIFE'

LEW WHITE'S BERTH

Lew White has been given a 13-week ticket as solo organist at the Center. N. Y. Organist will be broadcast every Monday, Wednesday and Friday from theatre over WJZ at 8:30 a.m.

B. A. Rolfe's variety band shows continue as a life's



Broadway

Grid fever gettin' the kiddies. More and more nitery openings. The Arthur Wills celebrated their 15th anni.

Does Michel and Taube snipped out Irene Hanlon's tonsils. Jack Davison trained to the Coast reversion (Tuesday).

David Burton eager to see his family and the new plays. Charles Ford back from flying trip to Detroit in Chicago.

Jack Dempsey will take personal charge of the Friars Club gym. Burke Symon directing Raymond Moore's stock at Baltimore, Maryland.

William McBride campaigning for reelection as one of Westchester's supervisors. Sophie Tucker left Tuesday (15) for Coast to open at the Trocadero, n'try, Oct. 21.

Warders kept Max Reinhardt up day and night on publicity and exploitation stunts. Excavation completed at New York theatre site and actual construction beginning.

Jack Manning back and footloose after handling advance on 'Crusade' in Pittsburgh. Natalie Napp placed in charge of the William Morris office's short subjects department.

Ray Norvo, formerly with Paul Whiteman's org, has gone into the Famous Dore, n'try. Eddie Hanley replied: 'It's makeup poisoning—think God!'

Muste Box's Bill Newton's daughter, Natalie, wed to Charles S. Schwalbe, a Buffalo lad. Duke Eunston and ork, formerly at the Embassy Row, has shifted to the Edison Green Room.

Paul Yawitz is shooting his Broadway newsreel and is dubbing in the chatter himself. Josephine Baker is being billed for 'Furry and Blue' at the Casino.

Charlie Washburn is writing pieces about 'Remember the Day' in addition to p.a.'ing 'Venus in Silk.' 'All of the sidewalk cafes in the city side were closed this past week, when the cool breeze hit town.

Doyle and Donnelly claim that the artist died from Major Bowes because they've lost their amateur standing. At the it had been one month, the Lobster remembered to housewarm its downstairs 'cave'. Happened Monday.

Thomas boys burn up a lot of taxi dough getting over to Broadway and back from Park avenue apartments. Mrs. Clark (Josephine Dillon) Gable, in N. Y. the past two months coaching talent for Sidney Sheinman, Coastward on a biz trip.

With Pat Paree at the Paradise and Gypsy Rose Lee rehearsing in a new show, the city strippers seem to be stepping out. Paradise restaurant now has a special program for the city throwaway tied up with its catering-to-tourists entertainment.

The former chanteuse St. Henry was followed Della Fox de Wolf Hopper's leading woman, Mrs. Grace Kergood, of Troy, N. Y. to the Lieber hotel in New York yesterday (Tuesday) from Coast, where Lieber made a picture each for Sidney Sheinman.

Bernhard Sobel, ex-Miror dramatic critic, with Ed Wynn on his future legit play productions. Sobel is cutting regularly for King Features.

Max Reinhardt wanted George Dore of WB to go to the Coast with him to the Coast, but George begged off until the next trip in December. Map pitchmen now doing okay with a spiel about Ethiopia and selling the African cartography in a new style on the strength of the topical news values.

Six years since Dora and Arthur Caesar back to the Coast, but the making up of it by taking in all the joints. Caesar was one of the more nitery players in the city.

Lester Crawford from the Coast for the premiere of 'Sweet Mystery of Life' at the New York and Broderick (Hieten) son, Broderick Crawford, is appearing.

Ester Warwick (Mrs. Tom Welton) assistant to Sidney Sheinman at Universal, resigned to devote time to household, Liliu Sherwood, an exploitation force, takes her place.

It's Richard Harding Davis Mark Barron now—the A.P. man called Barron the day he was in the news in French Somoliland last Friday. Willard Keefe holding down the cash desk.

Gig Boag out of Place de l'Opera; Jimmy Thompson, of course, continuing. Ramon and Remmie may appear in the coming season, says Henry King's band vice Bob Grant, who in turn replaced Guy Lombardo.

Initial fall meeting of the eastern section of the Society of Motion Picture Engineers at the New York Hotel, Oct. 15. S. K. Wolf, director of the acoustic division of Electrical Research Products, Inc., talk on recent advances in acoustics.

Paris

By Bob Stern

Isaac Carrosson due. Jacquelin Ford at Le Perchoir. Town full of auto show visitors. Mousssa' back from Ste. Maxime. Sam Wagener leaving for Amsterdam.

New mob reopening 'iro's, once chic nitery. Herbert Haseltine back in Paris from South. Andre de Fouquieres' back from Switzerland.

Joan Warner broadcasting from Chez Florence. Andre Randall doubling at the Alhambra and Folies Bergere.

Giady Randall running the line at the Carriani Mayol, burley. Charles E. Cochran in town to see the Bouffes Parisiens operetta.

Challapin returning to Paris, playing at Opera Comique later in Oct. Serge Lifar back to prepare the new Opera ballet, after a resort town.

Mistinguet getting an ovation on appearance out front in European magazine. Benny Carter stopped by labor authorities from playing in Willie L. Blue.

Film tenants in N.Y. Herald building freezing for lack of mid-season heating. Reddy will go to London after vacation, then back to Paris, before U. S. trip.

Least favorite elected president of the French Union of the Universal Theatre Society. Josephine Baker is autographing her book at Flamarion's, before leaving for the U. S.

Madeleine Soria taking Bernard's part in 'Furry and Blue' Dame Aux Camelias, in legit. Shooting of 'Mayerling' rushed so the Charles' body was caught the boat Oct. 17 for the U. S.

He-de-France Films buying rights to Staircase of 'Armed Forces' and 'Armed France's Red Lily'. Tristan, Bernard, whiskers and all, to break into vaude at A.B.C., on same bill with comic Fernand.

Jules Romains making a speech in honor of Emile Zola at pilgrimage of the October 10th. Jim Witterled is the original one-armed paperhanger, with Francis Mangan back in town and Victor a quartet.

Comedie Francaise to use first matinee in remodeled quarters as a benefit performance for workmen who did the remodeling. Franz Lehar coming to Paris to work with the October 10th opening of his 'Song of Happiness' operetta at Gaite Lyrique.

Lydia Bouchova, Czech actress, going to the Coast for her work in Bruno Frank's 'Nina' at the Comedie des Champs Elysees. Tom Laiter and Richard Richel are giving a cocktail party for the press to celebrate the opening of her theater, now called the Renaissance.

Georges Duhamel, doctor-writer who penned U. S. civilization in 'Scene of a Life', getting the job as director of Mercure de France, mag.

Madrid

Legit season opening up. Juan Belmonte definitely retiring this year. Estola Diaz Jimeno back from the U. S.

Chicot's spick and span after re-decoration. United Press newscast from short wave station EAQ now in its third year.

Picre Clavel a'd Jose Baviera in '20,000 Dollars' directed by Willy Rorer.

Manolitos Leal and Salvador Soler Marl getting set to premiere at the Benavente.

Antonio Gassano, former manager of the Romea theatre, killed in automobile accident. Christian O'Connell, Havana rep, transferred to Adonis Ababa. Successor unnamed so far.

Domingo Ortega, prominent matador, out for four months on tectonic goring suffered at Salamanca. Valeriano Leon and Mary del Carmen starred in Benito Peroy's pie, 'Es Mi Hombre' (Ho's My Man).

Juan de Landa starring in 'I Crimen del Expresso de Andalucia' ('Crime of the Andalusian Express'). Nicolaou Martori Stock Co. getting \$2,000 subsidy from Catalan government for presenting a season of Catalan shows.

Fernando Delgado in Sevilla doing a terrors for Curro de Cruz before an enormous bullfighting unit. E.C.E. producing.

Chuvito Leonis, Castrito and Roberto, out for four months in Spain. Manlobras ('Love Maneuvers'), with Mariano Lapeyra meggins. Leon Artola finishing 'Rosario in Cortez' involving by Ernesto Gonzalez with Estrellita Calvo.

Nino de Utrera, flamenco warblers, featured. Eugenia Zuffoli-Rafael Rivelles sketch-outfit—ready to open a sketch-outfit with a play by the Marquis Luca de Tena, prominent newspaper publisher.

Jose Neville to direct Carlos Arniches' 'La Senorita de Trevezes' for Atlantic Films at Ballesteros Studios with Antonio Vico, prominent No. 10, Colome starred.

'No Me Mates' ('Don't Kill Me!') first pic turned-out production. Cinegrafos Graficas Espanolas, new outfit. James Bauer megged with Conchita Ballesteros, Mary Cortes, Pierre Clavel and Modesto Gil cast.

Jose Santugini meggins 'Una Mujer en Peligro' ('Woman in Danger') at Ballesteros Studios for Atlantic Film. Enrique del Campo, Antonio Colome, Alberto Romea, Santiago Orduna and Castrito featured.

'Las Pupilas del Senor Rector' ('Pupils of the Rector') latest Portu. Charles E. Cochran in town to see the Bouffes Parisiens operetta.

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Vienna

'Anna Karoline', by Jenoc von Hahn, staged for the Vienna Opera. Dr. Merton Hodge's 'Rain and Wind' into the Deutsches Volks-theater am Gaslermarkt in Munich.

Karl Ginzky's 'Prince Turck' for the Vienna Opera. Dr. Merton Hodge's 'Rain and Wind' into the Deutsches Volks-theater am Gaslermarkt in Munich.

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Rome

By George Byrne

Styria Film of Austria has located at Venice to shoot 'Love Whispers on the Lido' starring Elma Blua. Geza von Bolvary directing.

Carlo Ludis is directing, Conzorio Autori's Bertoldo Bertoldino and Caccagnino. Story taken from E. de la Croix's humorous poem.

'Lobengrin', produced by Ventura Film at Caesar Studios, in the cutting room, Nunzio Malasomma directed.

Italian version of Deika Film's 'The Two Kings' being produced. The film is directed by Umit Janinings. Hans Stelhorn directing.

'Un Bacio a Fero d'Acqua' (A Kiss on the Water's Surface) is grinding at Film Attualita's own studios. Giuseppe Scattola at helm.

Genaro Righelli has begun making 'Aria del Continente' (A Whirl of the Continent) at Plesno Studios for Capitani Film. From a story by Nino Martoglio.

Confagration at studios of Stella Film in Via Solferino caused several days' delay in production. Result in destruction of films and heavy damages generally.

'The Great Silence' expected to be ready for release around mid-November. Giovanni Zannini is shooting interiors for 'New Veritas Film' (The Water's Surface).

Instigated by Paolucci di Calboli Barone, prez of outfit, Luca will produce Righelli's new composition of reproductions of graphs with relation to Italy and her present adversary, Ethiopia.

'Interior Shots' is directing and starring in German and Italian versions of 'Condottieri' for Rotha Film. The film is being done in Italy. He will direct two-version production of 'Stradivarius'.

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London

Henry Sherkoff out to Berlin. Dave Bader has a poisoned finger. Steven & Linnet in a new suite of offices.

Richard Tauber to Salzburg to see his mother. Kathleen Hayden sailing shortly; going to Hollywood.

Citrus Lopham 'that placed his music with the Pampeloni. Herbert Wilcox dickered wit Ramon Novarro for a picture.

Charles Bickford is getting a belated spring cleaning. 'The Dominant Sex' principals on a 25% cut, which may be lifted.

Genevieve's head-ache headache in spare time at the Palladium. Ralph Lynn, returning to the stage, is a new P. G. Wodehouse comedy.

The Jack Hylton-Julius Hagen picture is a fortnight late on the schedule. Manny Kahn, of the Barney Jacobs office, back from New York.

Water Hackett's production of his latest play, 'Espionage' set for Oct. 21. John Wood's picture, 'Conrad Zoulo' asked to recut 'Zoulo' up; Josephine Baker pic, but gives up after several tries.

John Wood has contract with Warner Brothers (London) for a series of musical shorts. Pictures in the film in present will receive close to \$500,000 or their current picture jobs.

Paramount theatres here ready to bid for the picture rights to the second act of Mrs. Belloc-Lowndes' play at the Arts Theatre Club.

Seymour Hicks replacing Midge Kean in 'The Great Impostor'. Hail, home of rest for aged stage stars.

Percy Athos and his cabaret show playing three weeks at the Prince of Wales restaurant, on return after six years.

John Wood's picture, 'Conrad Zoulo' asked to recut 'Zoulo' up; Josephine Baker pic, but gives up after several tries.

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Bombay

By E. Marston

'Black Eyes' Perstan detective drama. 'Kit Carson' serial thriller at the Edward.

'Sudaraman' talker in Kanarese has over 20 songs. 'Painted Sign' has a western tinge for eastern application.

Hilda Franklyn (Hayman and Franklyn) fractured her spine while walking in the Clayton Hill picture. It is her only picture in University College hospital.

Virginia Vaughan, former tapper at the Hollywood restaurant, giving an audition before Charles Cochran and landing a fortnight at Piccadilly.

Ever Lister, appearing in Cochran's 'Jubilation' supper show at the Trocadero, married Hu-Hu. He is the son of the Prince of Wales theatre show.

Charles Raymond elected honorary member of the Hollywood restaurant, giving which is for highbrow authors and publishers. Louis Golding gets membership at the same time.

It is the husband of the Drury Lane, Lord Lurgan, chairman, confirmed that accepts for the New Theatre. Perry Astoroff plays instead of diminished, after its first flush of success.

Arceneus and John Gielgud to alternate the roles of Romeo and Mercutio in the latter's production of 'Romeo and Juliet' at the New Theatre. Perry Astoroff plays Juliet and Edith Evans the nurse.

The Hague

By G. M. M. Ely-Leal

Nat Bonella and band touring Holland. The Hague has a new cabaret, 'The Rock'.

The Hague now also has a Cineac newreel house. The Hague is lecturing in Holland on war problems.

'Laughing Corner' revue at Scala, into the Hague. The Hague is lecturing in Holland on war problems.





# St. Louis Trial

(Continued from page 7)

Witnesses would pay for bringing witnesses back, but as it is said to have been between \$4,000 and \$5,000. Time of witnesses from their business is not taken into account when figuring cost.

### Legal Pyrotechnics

Feeling of intense bitterness between counsel for Gov't, the main witness thus far, Harry C. Arthur, Jr., head of F&M interests, and counsel for defense, that has been smoldering since inception of conspiracy trial broke out in fury during the tenth day of hearing on Thursday (10). Nor was Judge Moore, who has been very lenient with everyone, immune from caustic comments. During cross-examination of Arthur by Wood, counsel for WB, counsel shouted angrily at witness, 'Shut up!' after accusing Arthur of giving unresponsive answers, of wise cracking, and trying to conduct examination himself.

Addressing the court, Arthur heatedly retorted that Wood 'is trying to put words in my mouth and I must defend myself. Earlier in day Judge Moore told James A. Reed, another WB attorney, clashed when the court said, 'Gentlemen, we are moving in a circle. We seem to be getting nowhere and are wasting entirely too much time on this evidence. I cannot see the value of much of this cross-examination. Two days have been spent examining this witness (Arthur) and more than half the time on cross-examination. We are going too far into collateral matters. As far as I can see, some of this evidence is not material in this case.' Reed was on his feet with Arthur. Addressing the court he said, 'I regret that I must object to remarks of the court as prejudicial. I do not understand the theory of the court that we cannot show that a crime has been committed by some one else. We are entirely within the rules. The situation here is that while we can show that an innocent act has influenced the conduct of the defendants, we cannot show that the commission of a crime has influenced their conduct. That is nonsense.'

Judge Moore soothed the ruffled feathers of the eminent red by stating, 'I made no such ruling. I will proper cross-examination, and proper cross-examination for proper purposes is permitted. If a crime has been committed by some one else. We are entirely within the rules. The situation here is that while we can show that an innocent act has influenced the conduct of the defendants, we cannot show that the commission of a crime has influenced their conduct. That is nonsense.'

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man act and he might be called on to face the consequences.'

Defense counsel started on Wednesday (9) its announced attempts to prove that Warner allegedly duped Ambassador, Missouri and New Grand Central. "F&M" films last year only because F&M interests and Harry Koplar, local movie exhibitor, forced them to do so by monopolizing first run theatres here and threatening to run WB out of St. Louis.

Harry Arthur, frat. of witnesses for Government to be examined, who had testified Warner decided to ruin operators of local houses so defendants could obtain grilling by Frederick H. Wood, counsel for defendants.

Court will be held Friday or Saturday (12). On Friday, James A. Reed, of defense counsel battery and others will attend unweaving of monument to the late U. S. Senator William Clark at Nevada, Mo.

### Defense's Technical Victory

Defense scored a technical victory on Tuesday (8). Judge Moore excluded alleged harmful evidence and interrupted testimony of Attorney General Cummings' office last March at which, it is charged, Warner agreed to peace in the St. Louis 'war' on condition and tested indictment against them, RKO, Par, et al. be dismissed.

Following Judge Moore's ruling, Harry C. Arthur, Jr., New York, head of F&M interests, who operate theatres in various cities and first witness for Gov't concluded his direct testimony. He has related how WB excess told him 18 months ago would duped Ambassador, Missouri and New Grand Central houses here of first run pix.

Since its inception, trial has been marked by frequent objections of opposing counsel, heated arguments on points of law as to admissibility of evidence and personal oral clashes between two sets of attorneys.

When Arthur finished direct examination of alleged conspiracy, Frederick H. Wood, attorney for WB, began cross-examination and he and witness engaged in heated exchanges. Wood asked an Arthur asked by various written instruments pertaining to business of St. Louis houses controlled by F&M during 1933-34. At one point Hardy, addressing court said, 'We'll never get through this case if I am interrupted so much.' Judge Moore said he had allowed Hardy considerable latitude on asking leading questions but there was a limit to this manner of examination.

Additional records of Paramount are desired by the U. S. Government in its trial against Par, Warner Bros., and other defendants, which resumes this week in St. Louis.

Subpoenas duces tecum were served on Austin C. Keough, Par's head, for selling for production, the records of contracts and other papers. Lucius Phillips, Par attorney in charge of the case for Par, and his assistant, Irving Cohen, left for St. Louis Sunday (19).

## Gershwin

(Continued from page 41)

long dull spots. It must have continued pace. It must have strong contrasts; tragedy and comedy, loud and soft, high and low, light and shade. It must have light songs and a few really beautiful ones. It must have, above all, a popular libretto.

'Wagner used to say,' said Mr. Gershwin, 'when operatic composers would like to hear their new scores, 'Send me the book first, and then I'll tell you if I want to hear the music.'

Gershwin read the book, 'Porgy and Bess', and knew that it had qualifications thrilling for opera, began to plan then, even before the book had been dramatized into a play, toward 'Porgy and Bess'. While its success as a play has not yet been heard of, Gershwin was grateful to have had his judgment of its dramatic material verified.

'Porgy and Bess' background of colored people, its cast of colored people, are, he appreciates, 'terrific hell'. Colored people are natural actors and natural singers, and they can be assembled for a reasonable salary. Who could afford a cast of

white people in an ability, and could they sing eight times a week?'

But, there is talk of doing 'Porgy and Bess' eventually, with whites, perhaps at the Met, perhaps with white principals as Belasco did in 'Lulu Belle', and there are already several picture offers. Meanwhile Gershwin agreed to make a suite of 'Porgy and Bess' and play it, along with his concerto, on Feb. 4 with the Philadelphia Orchestra. Alexander Smallen who conducts show will conduct.

And now, his work of the past two years, Mr. Gershwin turns out to be the first of the present generation musical comedy composers who said he'd take time out one day and write an American opera and did it completely with duets, trios, choral work, did it successfully the first time he essayed these forms. Next, Gershwin said—and will be soon, for he can not be idle for long—is to write something light and gay and sexy. Meanwhile he'll return to his painting.

## Sabbath Quiz

(Continued from page 4)

Par reorganization is being repeated here.

Testimony at yesterday's (15) session of the Congressional committee's investigation of reaty bond reorganizations brought out strong hints, the American Telephone & Telegraph sought to control Paramount Pictures, Inc., when commercialized television becomes a reality. It was alluded to that the installation of Otterson, new prez of Paramount, was to be the end when he relinquished a \$50,000 a year post with Electrical Research Products, Inc., an A. T. & T. subsidiary. When queried on this by Representative Everett M. Dirksen, Otterson denied that this was the intent of the parent organization. Presidency of Par nets him \$156,000 annually.

When interrogated Otterson replied that he does have to worry about that, that the future of television is too remote. There is some question whether it will be commercially practical for a good many years.

His answer when asked 'If television becomes a commercial medium of entertainment both A. T. & T. and ERPI will play a large part in its development. Question by the rep on whether theatres would be needed when that time arrived was ignored by Otterson. Otterson's testimony included the fact that the recently reorganized Paramount company has \$4,000,000 with which to defray expenses incurred by law batteries, accountants and financial doctors. He also said that his five year paper with Paramount provides that he receive a participation in profits if a profit sharing plan be offered.

Another witness, H. A. Fortington, former financial secretary of the former reorganization pool group of Insurance Companies, testified that Otterson was designated for the Par presidency because he was 'the best man available'. Fortington was questioned at length by Meyer Kraus, chief of the committee, regarding the banker's group which represented nearly \$8,000,000 worth of Paramount-Public bonds before it went to court for an order permitting reorganization.

Attorney Samuel Zirn was the witness on Thursday (10) when the hearings were begun. Zirn has been counsel to certain small bondholders of the company since the reorganization period, he had tried unsuccessfully to represent the Fortington group in the matter.

Attorneys Alfred Cook and Thomas D. Thacher were among witnesses on Friday. Cook formerly was counsel to the stockholders' committee and later for the debtor company. Thacher is special counsel for the Federal Reserve Bank of Simpson, Thacher & Bartlett and argued the company's objections against allowing some of the fees which have been applied for under Federal law. Thacher, C. C. Cox, Thacher, himself, is a former U. S. District Court judge.

Neither the committee nor its counsel succeeded in adding any new facts to the story from questioning of either of the two lawyers. The same went for Adolph Zukor, who followed.

Zukor was questioned about his salary and bonus by the committee. Zukor explained were matters which had been subject to contract and that bonuses he had received were from surplus after all other costs had been charged off, including \$12 dividends to stockholders.

# First Circus Unit of Federal Shows Opens in Brooklyn; Four More Planned

### Hoss Sense

Cedar Rapids, Ia., Oct. 15. What's a horse show without any hosses? That's what Cedar Rapids horse enthusiasts wanted to know when they made the 60-mile trip to Waterloo to view the annual horse show which is always held in connection with the Dairy Cattle Congress, which this year broke all attendance records.

Arriving at the pavilion the Cedar Rapids delegation saw plenty of fancy steppers cavorting around outside. But so many people had crowded inside there was no room left for the ponies. The ticket sale had gone New Deal. So the spectators were compelled to sit through an impromptu vaudeville show. Not satisfied with the antics of a hard working clown the local citizens stormed the box office and demanded their money back—which they got. 'Come back tomorrow night and we'll have the horse show,' announced the excited m.c. 'But don't all of you come back.'

## N. C. INFANTILE SCARE DENTS COLE-BEATTY

Charlotte, N. C., Oct. 15. North Carolina showmen are suffering from infantile paralysis epidemic in this section.

Several municipalities have adopted emergency legislation making it a misdemeanor for any proprietor of an amusement enterprise to admit children under 15. Unless such law Salisbury officials recently prosecuted J. W. Fincher, Carolina manager for Crazy 'Uter Crystals, for staging a performance there with his travelling hillbilly show, and admitting children. Cole Bros and Clyde Beatty Circus hurt some the day show played Charlotte; the Elizabeth schools, largest units in the city's primary school system, were closed down when two cases of paralysis developed. Children not on the circus lot in the same proportion as usual.

## Tacoma Cycle Races

Tacoma, Oct. 15. Speedway Royale, new dirt track motorcycle sport located in old baseball park, is getting good play on Sunday shows.

Featuring acrobatics on the two-wheelers as well as fast short track racing. Grosses have been growing and grandstand and bleachers some time nearly full. Expects to operate the plant all of this month or until colder weather sets in and resumes next April or May with 60-day meet with national figures on the bills.

## Bets on Downbeat

Portland, Ore., Oct. 15. State's forecast from the dog and horse races operated in Oregon the past year fell to the lowest point in three years that pari-mutuel wagering has been legalized. The total reported for the state was \$71,209, which represents 2 1/2% of the total amount which went through the betting windows. Last year the state received \$88,000, while the first year of operating a total of \$78,945 was received.

## Sheesley Nicked

Lynchburg, Oct. 15. Mighty Sheesley Midway settled with Mrs. C. in McShee Elliott, 68, who broke a leg on the fair's merry-go-round here. The woman had boarded train to be her grandson off a lobby hand. She called the merry-go-round 'sheesley', plopping her to the platform. She sued for \$5,000, and the court attached four Sheesley films. The carnival paid off for an amount sum out of court.

Circus activities of the PWA's relief for actors gets under way. Thursday at the armory of the 2d Naval Battalion in Bay Ridge, Brooklyn, N. Y. It's a phase of the relief administration's scheme to afford employment for actors, and will, when complete, have five circus companies included in its listings of free entertainment for the New York area.

Charles Mosconi is in charge of both this and the vaudeville units being planned to add to the already established legit programs. Total of 310 people, exclusive of heads and advance men, will eventually receive Federal payoff through this arm of entertainment. Same was first mentioned in 'Amier' last spring when circus folk got together.

This is the first of the scheduled five, and, in addition to playing dates through all local armories or other auditoriums that can accommodate them, will include in its program suburban parts of New York. Dates in nearby New Jersey, Pennsylvania and Westchester are figured to be included. All will be housed indoors.

Type of shows differ from average run of vaudeville in that they contain no freaks or animals other than familiar giant and dwarf. There will be 62 persons on each show. Average showing time will approximate two hours. Acts offered are bicycle turns, stilt walkers, contortionists, balancers, dogs, aerial acts, acrobats, pyramid builders, muscle exhibitions and bar acts.

Each performer gets a monthly stipend of \$103.40 from government fund, regardless of standing or performance. Total of 310 people is split between 150 actors, 50 musicians, 20 vaudeville acts, and 30 maintenance men. Each show carries its own manager and advance men to arrange bookings. Average will be four shows to a stand, one mat included.

Manager of the separate troupes, associated with Mosconi are: Burns O'Sullivan, Arthur Diggs, Walter Diggs (Mosconi's assistant), Fred Smythe, Frank Lynch and Bill Stearns. Ben Franklin, head of the arm of American Legion, also interested.

Shows promoted by American Federation of Actors and Mayor La Guardia. Both have been campaigning to have circuses included as a unit of the program mapped out for actor employment.

After the Brooklyn stand show will proceed Oct. 24 to Armory of the 102d Medical Regiment on West 56th street, Manhattan, where it remains until the 26th. Subsequent date will be 212th Coast Artillery, at 62d street and Ninth avenue, where show held rehearsal. Time here from Oct. 31 to Nov 2. Next tentative stand is headquarters of 101st Cavalry, on Madison avenue.

## Lincoln Pay-Off

Lincoln, Oct. 15. The prizes lured \$53,969 from hiding in the State Fair's 8-day racing meet here in Sept., according to the Fair Board, which looked over the balance sheet late this week and announced the show was \$13,038 in the profit column.

This is the first time finances have been out of the red in six years. In an audit of the grandstand receipts, which were kept separate since they go for interest to the holders of \$260,000 in GCS bonds, were \$12,986, \$488 in excess of the total reported for the state was \$71,209, which represents 2 1/2% of the total amount which went through the betting windows. Last year the state received \$88,000, while the first year of operating a total of \$78,945 was received.

## At This Late Day

Des Moines, Oct. 15. Five hula-hula dancers (two men, managers of the concession at Electric park, adjoining the Dairy Cattle Congress, Waterloo, were arrested and held for investigation on charges the hula hulaing was indecent.

## Races in Ohio

Akron, O., Oct. 15. With 500 horses quartered at the track and many more expected, a 19-day racing program inaugurated Saturday at Northampton oval here. Biggest race, a total of \$100,000, with the seventh race being the feature.

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## WALL STREET'S PIPE DREAM

### A Hearst Letter

(Following letter is in answer to stories printed in VARIETY'S Coast Daily Sept. 30, and VARIETY issue of Oct. 2, which reported W. R. Hearst contemplating personal and permanent residence in New York; Both stories mentioned that decision was expected in two weeks.)

Editor Variety Daily, Hollywood, Calif.

Dear Sir: I have read your article of Sept. 30 stating that I am leaving California. I hope still to be able to spend some time in California, but I am compelled to close my places and live almost entirely in New York. Heaven knows I do not want to leave California. No one does, least of all a native son whose father was a pioneer; but it is utterly impossible for me to remain here and to occupy a place like Sam Simeon, on account of the federal and state tax laws.

The California income tax law goes to 15%. Add this to the federal income taxes, and the New York taxes, plus many other taxes, and I find that over 80% of my income will go in taxes—in fact, it may be nearer 90%.

Under these circumstances, it is absolutely necessary for me to eliminate the high income tax of California.

What I do, however, is of little consequence; but I fear that a great number of people with considerable incomes are planning to reside elsewhere, and that a great many who had in mind to come to California, and to remain here for at least half of their time, are realizing the utter impossibility of doing so.

The California law contains the peculiar provision that if anyone, even though a citizen of another state, remains in California six months of any year, he thereby becomes for that year a citizen of California, and is subject to California income taxes in addition to the taxes he has to pay in the state where he has his actual and legal residence.

This, of course, will prevent many well-to-do people from being even part-time residents of the state.

It would seem also that a number of moving picture people who earn considerable salaries are unwilling to pay the high income taxation of California, and are accepting engagements in the east or abroad.

I am inclined to think that if some alert moving picture company should establish studios in Florida or Delaware or New York city, or some suitable eastern place, they could get many of the most valuable stars away from California.

This would be better for the nation than allowing them and many leading directors to go abroad, to build up English pictures and foreign pictures generally.

The California income tax was an unhappy move—very unhappy for us who are compelled to leave the state, but also somewhat unfortunate for the state, which may lose some useful people and enterprises.

However, the state is so great and so rich that it will easily sustain the loss. The great misfortune falls upon those who have to leave it.

Sincerely,  
(Signed) W. R. Hearst.

**Minne. AFA Branch Puts on Free Show To Lure Signatures**

Minneapolis, Oct. 22. Local branch of the American Federation of Actors, in conjunction with parent org., is conducting a drive here to induce theaters to resume live attractions to their stages. A loop booth has been opened and petitions for the return of vaudeville are being circulated there and throughout the city, with the public asked to sign. The petitions will be presented to the Public and Sincer Circuits.

To lure the public to the petition booth, members of the AFA are providing free entertainment there.

**Fla's Early Tee-Off**

Miami, Oct. 22. Florida expects to get started earlier this year than ever before. One of the early birds is Fred Bowers, who has taken over Aubrey's Lagoon at Miami Beach for a Thanksgiving Day opening.

**Hearst East, Indef**

Hollywood, Oct. 22. William Randolph Hearst heads east the end of this week for an indefinite stay. He was to have left Sunday (20), but was held by the arrival of Harry Bittner and Tom White for a conference. They go back with Hearst.

Ed Hatrick, general manager of Cosmopolitan Productions, also goes with Hearst. Hatrick has been here for five weeks and set Nov. 20 as the starting date of the next Marion Davies film, 'Glorious,' at Warners. Frank Borzage is coming over from Paramount, where he's directing 'Destiny,' which task held up the 'Glorious' start.

**Now It's Junior G-Men**

Philadelphia, Oct. 22. 'Junior G-Men' is title of new series airing over KYW beginning this week. Scripted by Morrell Massey, local novelist, programs are aimed to sock the youngsters, being timed at 8:30 Tuesdays, Thursdays and Saturdays.

Leading parts are taken by Bettise Austin and Bernie Pollack, high school students.

### 'REGIMENTATION' OF ALL PIC BIZ

**The Boys Who Do Things with the Adding Machines Have Been Doing Some 'Hot Stove League' Skull Practice**

PAR, M-G, 20TH, RKO

By SAM SHAI

Wall Street is again becoming imaginative about the film business. Downtown reports have unidentified interests who are close to Atlas Corp., as desirous of purchasing Chase Bank's stock control of 20th Century-Fox.

Talk of any merger possibility between Paramount and RKO now, is cold. Bankers, instead, envision the birth of a new industrial control system for the film business. In this system the bankers would regiment the industry's units under a coordinate and over-all financial control, but permit the operation of each company to remain independent and competitive. This financial control would be chiefed by Atlas Corp., according to the idea.

The regimentation scheme would include Loew's, in addition to 20th (Continued on page 59)

### MAE MAY TOUR AT \$15,000 WK.

Los Angeles, Oct. 22. Mae West is reported to have been talked out of doing an outside picture, which her contract with Paramount permits, after completing 'Klondike Lou.' Studio said to have shown her that too many pictures might be poor business.

Instead studio suggested that she go on a personal appearance tour for about 10 weeks, with the William Morris office checking the key centers on a \$15,000 per week payment for her time.

### Soph as Marie Dressler On Air Show; No Songs

Hollywood, Oct. 22. Sophie Tucker, without singing, may play Marie Dressler on the air. She has an offer from the Shell oil show to work opposite Wallace Beery on the current series of NBC.

Beery is doing excerpts from his pictures and the J. Walter Thompson agency wants Soph to handle the Dressler roles.

### N. Y. Museum of Nat. History Goes Show Biz with New Planetarium

#### On Schedule

Syracuse, Oct. 22. New list of 'Don'ts' for announcers at WSYR, includes one which reads: 'Necessary trips to the wash-room are to be made at such times as they will not interfere with unexpected station breaks.'

### QUICK FLOPS SPIKE HOUSE SHORTAGE

At the start of the season it was indicated by managers and bookers that for the first time since the depression started there would be a shortage of theatres for legit shows on Broadway. Such a situation is now regarded as unlikely in light of the fast flop percentage—there were five closings Saturday (19).

Managers, especially the younger set, were in a quandary when seeking houses during September. There were some guarantees demanded by theatre operators and houses which were mostly on the dark list announced openings. But at least three attractions were yanked before premiere. Then a succession of melodramas arrived and, while there are some new plays which are developing into sticklers, the majority of shows so far have been disappointments, except the musicals.

There are approximately 45 theatres currently in the legit group which was depleted by more than a (Continued on page 50)

### NBC PLAYING THE LONE WOLF ON GRID AIRINGS

NBC insists upon playing a lone hand in scheduling its football broadcasts. It has rejected a proposal by Columbia that the two webs sit down and allocate the available games between them and so avoid a duplicate broadcast of the same gridiron event.

Grounds given by NBC for its refusal to co-operate is that it feels that it owes it to NBC-affiliated stations and their listeners to clear whatever games NBC deems important. CBS' approach on the subject has also been met with the statement that NBC wasn't in the least interested in what CBS did about its football broadcasting.

Both Columbia and the NBC red (WEAF) link will this Saturday (25) air the Yale-Army game.

American Museum of Natural History, New York, is in show business through its new Hayden Planetarium, named for one of the partners of Hayden-Stone, bankers. Planetarium is giving six shows a day, with a box office admission scale ranging from 25c to 50c, depending, like a film theatre, upon the time of day. There are 740 seats. When \$650,000 is paid off (to the government) the show will be free. That's several years off probably.

Night performances are drawing well plus much carriage trade with evening gowns and top hats in evidence. Given in a hemispherical, dome-like hull, the planetarium is a counterpart to similar institutions in Chicago, Philadelphia and Los Angeles. In all there have been 21 installations throughout the world of the elaborately complicated mechanism manufactured by Carl Zeiss of Berlin, which makes the reproduction of scientifically precise astronomical conditions possible.

It's a novelty attraction combining, stereoscopic effects and astro- (Continued on page 51)

### ROCKEFELLERS HOT AFTER CHAPLIN PIC

The Rockefellers have offered United Artists 50% of the gross and a guarantee of eight weeks' run for the Charlie Chaplin picture, 'Modern Times,' for the Center, N. Y. House at present in a weekly change at 75c. Admission would be boosted to \$1 if getting the Chaplin picture, it is figured. No deal as yet.

### Will Rogers, Jr., Buys Beverly Hills Weekly

Hollywood, Oct. 22. Will Rogers, Jr., purchased the Beverly Hills Citizen, weekly, from George R. Baker at a reported price of close to \$100,000. Rogers has been working around the plant for the past three weeks to get an insight on the mechanics.

Publication three months ago announced it would turn daily and it is believed Rogers may do this.

Advertisement

### WALTER WINCHELL TELLS THE TRUTH ABOUT THE CROSSLEY REPORT

(Co-operative Analysis of Broadcasting)

# Prof. Calls Turn on Visibility For Camera Crews on Location

Hollywood, Oct. 22.—Scientific research and experiments on forecasting of light conditions being conducted by Dr. Irving Frick at California Institute of Technology are being utilized by major studios to get angles on setting exterior location work.

Dr. Frick, noted meteorologist and scientist, has been conducting his experiments looking towards forecasting degrees of light conditions one day or more in advance for any section of the country. Scientist has been researching on the subject for more than 10 years, and has been working in close cooperation with various air line companies for three years.

Major studios have been using Dr. Frick's forecasts for two weeks and on the first 10 days of getting the line on light conditions 24 hours or more in advance. Out of 64 forecasts by the scientist, latter called all but four on the nose.

System of Dr. Frick is not similar or competitive to the regular weather bureau forecasts. He calls turn on light and atmospheric conditions, with light charts indicating five distinct degrees of visibility. Ratings, swing from division one, which predicts extremely clear light, to fifth division, which indicates completely overcast conditions where camera crews could not get an accomplished without booster lights.

Studios and Dr. Frick will cooperate in the experimental forecasts for several months and there is good chance that at the end of that time, if the scientist's predictions hit close to the mark, studios will make some sort of permanent arrangement to save hundreds of thousands of dollars annually on location and exterior shooting.

## TWO FOR SILVEY AS 20-FOX UNIT BOSS

Hollywood, Oct. 22.—First assignment for Ben Silvey under his new appointment, at Twentieth-Fox as unit manager will be 'It Had to Happen.' Also lined up for him is 'Message to Garcia.'

Before moving to Westwood studios, Silvey was for 10 years an assistant director at Warners.

## Chest's \$200,000

Hollywood, Oct. 22.—Louis B. Mayer of Metro, who is picked to head the annual Community Chest drive of the motion picture division at meeting of the producers association.

Quota of \$200,000 has been set as motion pictures' contribution to the charity efforts. As in former years, studio captains will take charge of the individual lots.

Group selected for this purpose includes H. A. McDonnell, S. B. Eberhake, Reeves Espy, James Dent, Fred Metzer, William R. Fraser, Fred Pelton, George Bagnall, M. G. Whitman, Mat O'Brien, Charles Hubbard and Joseph Gilpin.

Fred Beetsan, executive v.-p. of the producers association, will handle collections from the affiliated industries.

## DeMille in Shorts

Designed to show Cecil B. DeMille at work testing players, the third short director has appeared in, is being prepared at Paramount by Heret Mouton, who has been in two other shorts, 'Hollywood Extra Girl,' used to exploit 'The Crusades,' and 'The Hollywood You Never See' advertising 'Cleopatra.'

New short will play 'Buffalo Bill and Samson and Pellam.'

## BOYER WITH DIETRICH

Hollywood, Oct. 22.—Paramount has signed Charles Boyer for the lead opposite Marlene Dietrich in 'Invitation to Happiness.' Picture goes to barrier without any delay after actress completes 'Desire.'

## RUBIN'S COL. SHORTS

Benny Rubin will make two shorts in the east for Columbia next month.

First, starting Nov. 1, will be 'The Inquiring Reporter,' by Dave Freedman.

## Set by Cupid

Hollywood, Oct. 22.—Geneva Mitchell is latest player to take refuge in Hollywood legend that everytime actress wears she immediately sets a picture break.

Day after she became a bride last week Miss Mitchell was set for femme lead in Larry Darmour's 'Ken Maynard indie western, 'Leave No Trace.'

## Voting Eligibles In Studio Deals Held Wagner Key

Hollywood, Oct. 22.—With producers feeling that effect of Wagner bill on picture industry will be largely upon eligibility of those voting on collective bargaining issue, several technicalities have cropped up which will have to be ironed out before formal negotiations be completed.

Law says... shall include any employee and not be limited to workers for any particular employer... who will have to decide whether the craft unit (members of union) the plant unit (workers in certain studio) will be proper group to act as collective bargaining representative. Work for talents and some crafts in pictures is irregular, sometimes casual, varying with production exigencies.

Question whether law provides minor representation arises since legislation provides that 'any individual employee or group of employees shall have the right at any time to present grievances to their employer through representatives of their own choosing.'

Clarification of 'majority rule' principle will never achieved under current law.

Matter of jurisdictional disputes may also delay bargaining. If elections cannot be held until such disputes are threshed out, controversy between soundmen and International Brotherhood of Electrical Workers, never settled, may prove stumbling block.

## Maynard in the Clear

Los Angeles, Oct. 22.—Ken Maynard, cowboy actor, was not bound to C. C. Burr, indie producer, for series of westerns as option expired before satisfactory bond was posted, Superior Judge Kincaid ruled in dismissing the action.

Burr had sued for \$50,000 damages.

## Those South Americans

### When They Reception a Film Star, They Mean It—As Clark Gable Finds Out

Buenos Aires, Oct. 16.—News reports from Lima seemed to reveal that Clark Gable's reception had been pretty hectic there, but it can't have been anything to the terrific welcome he received in Santiago, Chile, and which left him feeling pretty much the worse for his experience.

After having given him a really rousing reception when he entered Chile, there were still plenty of admirers who waited more and on the second day of his arrival a huge mob of Chilean beauties—and some that were no longer beautiful—decided to wait for the star outside of his hotel.

Gable didn't appear for some time, no doubt already pretty scared by his previous welcome when ardent admirers had managed to make off with pieces of his clothing as souvenirs. Exasperated by the delay, the womenfolk finally decided to take



## WILL MAHONEY

Oxford Mall, London, Eng., said: 'Will Mahoney vastly amused the audience at the New Theatre, Oxford, last night, and should vastly amuse vast audiences during the week.'

Direction WM. MORRIS AGENCY  
Market Theatre Building  
New York City

## COHEN-CROSBY TIE FOR PIC AT COL.

Hollywood, Oct. 22.—Emanuel Cohen will produce a filmical-starring Bing Crosby as his initiator for Columbia release. Three way financial arrangement will have the studio sharing production costs with crooner and the one-time Paramount studio head.

Cohen will have his own producing unit and function independently of studio supervision. Deal had been hanging fire for two months and was closed last week with Harry Cohn personally sitting in on the negotiations.

Picture will get going early in January. Understood that same arrangement will obtain on future Crosby pictures for Columbia release.

Tie-in with Cohen and Columbia in no way affects Crosby's status with Paramount. His contract allows for outside pictures.

Emanuel Cohen, president of Major Pictures, which will produce a Bing Crosby starrer for release through Columbia, arrived in Hollywood yesterday (Mon.), having planned in Sunday.

Cohen will be east about 10 days, during which time he will look at play material and get a line on future stories to be made by others for whom he is negotiating to tie in with his organization.

## 30 BABS IN H'WOOD

Hollywood, Oct. 22.—The next Al Lewis production at Paramount will be the 'Lullaby' story about babies of them. Al Santell is directing.

# M. P. Engineers in Conv. Foresee Further Improvement in Films

## Smoothies Agai

Hollywood, Oct. 22.—Barbers on the boulevard are being their reasons in anticipation of land office biz when 'Capt. Blood' washes up. Twelve weeks' growth of stubble will be 'mowed' from 150 pirates.

## RUNNER TAGGED FOR TAKING EXTRA BITE

Los Angeles, Oct. 22.—Judge Wilbur Curtis in criminal division of Superior court found Jim Spencer guilty of accepting fees from extras without a state agency license. Spencer had been employed by Central Casting Office as a runner to line up atmosphere people for racial sets, and received compensation from Central on an assignment basis.

Action was pressed by the State Labor Commission after affidavits and complaints secured by Central had been turned over to the state officials. Runners and others employed by Central had been cautioned that acceptance of commissions from extras they round up for the central work was illegal and that Central would push any actions where justified.

Labor Commission has been attempting to get a clear cut conviction for acceptance of commissions without an agency license and has several others under surveillance for future halting to the courts. Spencer will be sentenced tomorrow (23).

## Morris-Orsatti Agency Merger Deal Cold

Proposed agency merger of the William Morris and Frank Orsatti offices in Hollywood is cold. Deal would have merged the two agencies on all partnership bookings, as regards films only.

Alta Lopez of the orsatti office, east on a booking trip, intended to return to Hollywood over the last week-end, but is staying in New York till the end of the week.

## 3d Berkeley Fatality

Hollywood, Oct. 22.—William Von Briesen, 25, died here yesterday.

He's the third fatality in the auto crash for which Busby Berkeley is facing two counts of second degree murder.

## Beaudine Britain-Bound

Hollywood, Oct. 22.—William Beaudine left here last week, en route for London, where he directs two pictures for British International.

Director returned here three months ago after a year in England, during which time he made five pictures for various companies.

## COLLEEN MOORE IN ROCH.

Rocheater, N. Y., Oct. 22.—Coming of Colleen Moore's doll house to local department store as benefit for crippled children was made a civic event.

Society turned out for 13 preview with William broadcasting chatter about those present and talks by Miss Moore and sponsors. 'Enchanted Castle' played to 11,000 in eight hours on opening day.

## ROBINSON BACK ON COAST

Hollywood, Oct. 22.—Edward G. Robinson is back at Warners from New York awaiting an assignment.

Studio had actor's okay on 'Stiletto,' but fearing an Italian angle has shelved the story.

## BERGNER'S 'AS YOU LIKE IT'

London, Oct. 22.—Elisabeth Bergner will play Rosalind in 'As You Like It' for Fox. Picture will be made here at 1-street after Miss Bergner completes Shaw's 'Saint Joan' for the same company.

Washington, Oct. 22.—

film fans will have to be chained to their seats, within the next five years, if predictions of Homer Tasker, president of the Society of Motion Picture Engineers, come true. Tasker, opening four-day annual convention of the society at Wardman Park hotel, yesterday told members that perfect sound, perfect color and third dimension pictures will be here to stay within a decade.

Curves, rosy lips and blonde and brunet tresses will all be available in the 1940 flickers. Mochers may become a problem to theatre management, Mac West comes to life on the screen.

While not discussing this end of the problem, engineers took up the third dimension picture as the first business to come before their organization. Tasker, the president of film engineers that progress in perfecting the development will be rapid.

Demonstration of one method of projecting color pictures was given by Prof. C. Kennedy of Smith College, but as this involved wearing of special goggles by the audience, it was not claimed that this would be the method finally to be adopted by the screen.

Considerable time was devoted to a discussion of educational films, following an address of F. N. Conant, of Massachusetts Institute of Technology on the experimental work now being carried on by that institution to facilitate teaching in the fields of science and engineering.

Federal government indicated its interest in the subject, when C. M. Koon of the office of education, Department of the Interior, outlined some of the surveys, which are being made by that agency into potentialities of the films in the educational field.

Maj. M. J. Helleott outlined briefly picture activities during the World War, designed to afford training material.

## N. Y. PLAYWRIGHTS GET TRIAL AS PIC SCRIBS

Hollywood, Oct. 22.—

Four playwrights have been signed by Metro in the east for scribbling trials on the studio scenario staff. Quartet includes Emmett Stork, Gladys Hurlbut, Richard Maibaum and Allen Boretz.

Lavery and Miss Hurlbut swing west within the next week, with Maibaum and Boretz reporting on the Coast after their new plays open in New York.

## SAILINGS

Oct. 31 (San Francisco to Tokyo) George Barnett (Chibiki Maru).

Oct. 26 (New York to London) Jack Hyton band (Lafayette).

Oct. 25 (Los Angeles to Sydney) Norman Thomas Quintet, Croll and Loe (Elsie Gilbre Maru).

Oct. 25 (New York to London) George Price, Peter Lorr (Marjestic).

Oct. 23 (London to New York) Merle Oberon, Burton (C. G. Aubrey Smith, G. B. Stern, Clifford Whiting, Mark Ostrer, Ray Noble (Brentgaria).

Oct. 22 (New York to Paris) Jean Benoit-Lévy, Doris Miller, Mischa Elman (Normandie).

Oct. 23 (New York to Stockholm) Toscha Selde (Bergengjorff).

Oct. 19 (New York to Paris) Merian C. Cooper, Dorothy Jordan, Arthur and Dora Caesar, Westbrook Pegler, Paul Duke (De de France).

Oct. 19 (New York to Hollywood) Mr. and Mrs. Marc Lachmann (Virginitia).

Oct. 17 (New York to London) Eddie Foy, Jr. (Aguitanita).

Oct. 16 (Los Angeles to Sydney) Fred Perry (Luhrline).

## ARRIVALS

Louis Drivvas, Sam Morley, Vladimir Golschmann, Gilbert Hill, Jack Hyton and orchestra, Colette d'Arville, Otto Praemfelder, Felix Ferry, Andre LaVare, Mary Cole, Henry Leon Leroy, Pills Tabet.

# 2 LOEW BOYS IN ON THE WAY?

## 2 More Film-Financed B'way Legits, 'Mystery' and 'Star,' Fade Quickly

Picture people took it on the chin in two more instances on Broadway last week, another duo of film-financed plays coming in and out quick. Plays are 'Sweet Mystery of Life,' produced by Herman Shumlin, with Warner Bros. money, and 'Bright Star,' produced by Arthur Hopkins, with an Irving Thalberg bankroll. Makes four plays in the last two weeks produced by film bankrolls which couldn't last more than a week.

Warners got in on another play Monday (21) when they made a quick deal for 'Eden End,' by J. B. Priestley, which opened that night. Milton Shubert put on the British import but sold out 75% of it prior to opening. Warners and the author, Priestley, each bought equal shares of the 75%. Each paid \$3,750 for 37 1/2%.

Warners also concluded the second picture buy of the season last week, paying \$50,000 for film rights to 'Sweet Mystery of Life,' which had been financed. Company had paid \$45,000 for 'Slight Case of Murder,' non-financed, several days previous.

Another film-financed play, 'There's Nothing in Women,' opened in Boston Monday (21) and is due in New York next week. Next week will also bring in 'Play, Genius, Play,' with Doris Warner-Mervin LeRoy backing.

## FILMERS' QUICK B'WAY FADE-OUT

Five plays which came to New York from the Coast for legit appearances are reported returning to Hollywood pronto as the result of recent quick flops. Those leaving are Lee Tracy and Julie Haydon in 'Bright Star,' 'Eden End,' 'Cavalcade of 'Sweet Mystery of Life,' John Wray in 'Achilles Had a Heel,' and John Sheehan in 'Venus in Silk,' which never got to Broadway. It was Miss Haydon's stage debut in the east.

However, there are some returned legit people who are slated to stick through the season—notably Mary Boland and others in 'Jubilee.'

## HECHT-M'ARTHUR'S BALLET FILMUSICAL

Some of the music written by George Antheil for 'Blue Moon,' musical film produced by Hecht and MacArthur last year and which was shelved without release, will be salvaged for use in the H-MCA pic now in production, 'Soak the Rich.' Songs will be spotted in two ballroom sequences, although picture is not musical.

When completed, Hecht and MacArthur will start work on a big scale musical film, a story of which will be based on the Russian and other ballets. Antheil will work on the music of that and Margo will star in it. American ballet may be used for that portion of the picture.

## Al Rosen's Legit Plays

Al Rosen, Hollywood agent, is in New York for production of legit plays. Has three scripts to start with, 'Two On a Latchkey,' 'Green Carnation' and 'One Good Year,' all by screen writers from the Coast whose names are being withheld at present.

Expects to get started on the first within two or three weeks.

## JANE WITHERS SPOTTED

Hollywood, Oct. 22. Jane Withers has been spotted by 20th-Fox for lead in 'Public Nuisance No. 1.' Sol Wurtzel produces.

## NO LIKE CALIF.

Vallee Shies Off John Law, Won't Make WB Pic on Coast

Hollywood, Oct. 22. Rudy Vallee's sale last week of Beverly Hills home built for Ray Webb, and communications with Warners execs during past few days definitely lined plans of crooner to make his next picture for Warners on the Coast. Vallee had been due to report around Oct. 15.

Reluctance to subject himself to possible legal entanglements on property in case he entered California is said to be responsible for stay-away decision. Sam Bischoff, assigned to produce, will probably go to New York to make all scenes involving Vallee.

## Acting Not Labor Rules Higher Ct in Hymer Vs. Uni

Hollywood, Oct. 22. Motion picture artists rating salaries in the higher brackets do not rank under the general scope of the term labor, according to decision rendered last week by District Court of Appeals, Justice Houser, with associate justices concurring.

Decision reversed Superior Court judgment secured by Warren Hymer some months ago against Universal, at which time the player had appealed decision of the conciliation committee of the Academy. Latter body had refused to uphold salary claim of Hymer against Universal.

## EBSEN WITH SHIRLEY, THEN WAITS FOR 1937

Hollywood, Oct. 22. Metro loaned Buddy Ebsen to 20th-Fox for a featured role in 'Captain January,' Shirley Temple starrer to be directed by David Butler.

Ebsen then swings back to Metro to wait for start of 'Broadway Melody of 1937,' which is slated to get before the cameras early next year.

## Frawley Gets Hardy Role, Reshoot 'Clutes'

Hollywood, Oct. 22. The late Sam Hardy's part in 'Eden End' picture 'Shut the Clutes,' goes to William Frawley. Player borrowed from Paramount by Goldwyn.

Frawley played in from New York yesterday (Mon) and Norman Taurog will begin reshoooting scenes in which Hardy appeared. Repeat shots will take approximately two weeks.

## Votion Talent Aide

Hollywood, Oct. 22. Mel Shafer, Paramount talent chief, has named Jack Votion his first lieutenant.

Moves over from E. Lloyd Sheldon office, where he functioned in similar capacity.

## BANCROFT AT COL.

Hollywood, Oct. 22. George Bancroft has been contracted by Columbia for one picture with options extending over five years. Intitular is 'Hollis Morgan.'

## WALL ST. DOPE ON ATLAS-LEHMANS

Dave and Arthur Loew to Go with RKO—Brothers in on Lehman End—Loew's, Inc., Reported Offering Arthur to Remain

## DAVE WITH ROACH

Wall Street has a new angle on the Atlas-Lehman Bros. purchase of control of the RKO company from RCA. This is that the Loew boys, Dave and Arthur, are in the deal. The brothers are supposed to be financial participants on the Lehman end of the transaction.

More conjecture to attempt to determine definitely what consequence any financial participation by the Loew brothers in the Atlas-Lehman-RKO deal could have. It is not known how extensive such participation by the Loew boys may be.

Dave and Arthur Loew are known to have been considered by the Lehman firm for certain high industry positions before the present association, so that word of a possible financial association in the RKO venture between the parties is not unexpected.

Dave and Arthur Loew resigned from Loew company directorate some time ago. Recently Dave Loew became associated in film production with Hal Roach.

Arthur Loew is still with Loew, Inc., as head of the foreign end. Trade talk is that the Loew firm offers Arthur a new deal to remain with the company. It has been reported that Arthur might eventually join Dave on the production venture.

## MRS. WALTER WEEMS' MYSTERIOUS DEATH

Hollywood, Oct. 22. Police are investigating the mysterious death of the wife of Walter Weems, film actor-writer-director, found badly mauled in the kitchen of her home last Sunday (20).

Weems told the police he found the body after waking from sleep. Subsequent autopsy of the former Australian actress disclosed alcohol poisoning closing the police case.

## Keaton's Breakdown

Hollywood, Oct. 22. Buster Keaton is in a serious condition at the Veterans' hospital, Sawtelle, Calif., with a nervous disorder.

Cordian is being constantly guarded by male nurses.

## Lead for Cansino in Switching of Femmes

Hollywood, Oct. 22. Loretta Young's tough luck through illness and Rochelle Hudson's good fortune in being hoisted to lead in 'Ramona' also turns out a lucky break for Rita Cansino. Lead in 'The Country Beyond,' at 20th-Fox, slated for Miss Hudson, now goes to Miss Cansino.

Player recently finished in 'Fanny O'Day' at same studio. New picture is from story by James Oliver Curwood. Eugene Ford will direct and lensing starts Dec. 4 at 20th-Fox Hollywood lot.

## STEVENS ON BICYCLE

Hollywood, Oct. 22. Onslow Stevens plays the lead in Cuvoy's 'Ramona' at the Pasadena Playhouse next month. He'll bicycle between the stage and Radio, where he has the secondary lead in 'Mother Lode.'

## Caesar's Commentaries Much Mellowed After 7 Yrs. in H'wood

## Just Hollywood

Hollywood, Oct. 22.

Baby LeRoy went temperamental when loaned by Paramount to Universal for 'Magnificent Obsession.'

John M. Stahl, directing, rehearsed the youngster in the scene twice and told him to do it a third time, but the kid replied, 'I said it!' Stahl called on him to do it again, but the 4 1/2-year-old youngster got mad and sat again, 'I said it!' and then took a swing at Stahl.

Another kid was substituted for the part.

By CECILIA AGER

After seven years' exposure, Hollywood sunshine, Arthur Caesar has come back to New York with a handsome sun-tan, an Academy statuette and a Gaumont-British contract, toward the fulfillment of which he soon embarks for London. Though Mr. Caesar is a member in good standing of the U. S. Polo Association—a fact which never fails to surprise him any time he thinks about it—Mr. Caesar caught neither the Bremen nor the Europa.

Inferred by his experiences in the golden west, Mr. Caesar appears to have changed from a bulwark of the Cheese Club into a kindly philosopher, intent upon giving the devil his due. Repeal and gratitude key his current Caesarian commentaries, which, though still delivered in his own resounding style, do not clean any lines they smell a wisecrack coming. Originator of some of the greatest of the time, today Mr. Caesar and wisecracks are through.

Inferred by his experiences of Arthur Caesar, Mr. Caesar traces historically. His wit, he explains, is the product of much suffering. Beginning as an east side boy, where he knew hardship and travail, he learned that in order to survive at all he'd have to have a sense of humor. So he worked for laughs, but always behind those laughs lay his desire to hide a deep-rooted sentimentality and tears; he'd found out that anything deeper than passionate desire for an ice cream cone would be rigorously avoided.

Let all the time the real Caesar was a serious man, who wrote serious things. He wrote 'Napoleon's Barber,' but he went to Hollywood a rag man; he wrote 'Napoleon's Barber,' but he became famous as the quipper of 'from Poland to polo in two generations.' This did not embitter Mr. Caesar; he bided his time.

And sure enough, not long after Caesar's advent to Hollywood, came sound and the realization that there

(Continued on page 59)

## Marion Davies In Reinhardt's 'Twelfth Night'

Hollywood, Oct. 22.

'Twelfth Night' will be made by Max Reinhardt as his second successive Shakespearean production for Warners.

Marion Davies will play Viola. William Dieterle will probably again co-direct and Henry Blankenship supervise, as they did in 'Midsummer Night's Dream.'

Jack L. Warner and Hal Wallis are giving the producer-director the same carte blanche he had with 'Dream.'

Reinhardt goes to New York first to launch the Biblical play, 'Road to Promise,' being due back here around middle of January.

## HOPKINS, OBERON SET IN 'CHILDREN'S HOUR'

Hollywood, Oct. 22.

Miriam Hopkins will co-star with Merle Oberon in Samuel Goldwyn's picture which Lillian Hellman is adapting from her play 'The Children's Hour.'

Miss Hopkins preferred that arrangement, to solo honors in 'Navy Born,' which is to be produced later. Joel McCrea will have male lead and William Wyler directs 'Hour,' which will be retitled.

## Arlidge Joins Sothern To Top Col. 'Air Panic'

Hollywood, Oct. 22.

Columbia borrowed John Arledge from Radio for spot opposite Ann Sothern in 'Panic on the Air.' Miss Sothern had been withdrawn from the lead in the Harry Richman filmusical to do the ether wave picture.

'Panic on the Air' started yesterday (Mon) under direction of Al Rogell, with supporting cast including Lloyd Nolan, Douglas Dumbrille and Bertin Churchill.

## Par's 'May Wine' B. R.

Hollywood, Oct. 22.

Paramount is backing the Schwab-Mandel production of 'May Wine,' putting up \$300,000 of the \$500,000 production costs. Walter King, only Hollywood actor picked for the cast, leaves Thursday (24) for New York. King was for Walter Woolf in musicals.

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# Report A. T. & T. Would Like to Dispose of Erpi; Think Subsid Could Be Bought at Fair Price

American Telephone & Telegraph Company is reported desirous of disposing of its subsid, Electrical Research Products, Inc., if possible. It is a question of price. "The phone company has no desire to get into business with private business but its investment in Erpi must be considered.

In wanting to let go of Erpi, the phone company is said to be following a definite policy stated to have been handed down by President Walter Gifford that A. T. & T. has no desire of engaging in any business activity outside the phone field and the public service.

However, the rights of phone company stockholders must be considered by the phone company management in this getting rid of Erpi. The problem is not an easy one.

Apparent indications are that the phone company prefers to be merely a licensor of equipment and sound patents for a price less than a direct seller of accessories and equipment to studios and theatres.

Gifford, some time ago, testified in Washington that he was his policy from the start not to have the phone company interested in business, outside its regular public utility field.

Pending Suits  
Also, there is a matter of several suits arising out of alleged Erpi activities, which are pending. What A. T. & T. thinks about these suits so far as they may have any bearing on its desire to dispose of Erpi, is not known.

Estimate of the phone company and Western Electric's investment in Erpi is around \$80,000,000. This figure, of course, is unofficial. Erpi's net earnings since its organization in 1927 is unofficially figured to have amounted to around \$17,000,000.

Among the principal actions against the phone company and its subsid is a suit pending in Wilmington, presently, on alleged anti-trust grounds, by General Talking Pictures (DeForest). This comes up for trial, according to present estimate, some time next month or in December.

John Hertz, of Lehman Bros., for a time, was considering the advisability of acquiring control of Erpi, from Western Electric and the phone company, but so far as has been ascertained nothing came of this.

In the meantime, RCA has become somewhat aroused over Erpi in the phone company. It is said that RCA has threatened suit no legal action by RCA against the phone company or its subsid has been instituted.

## Studio Buildup Sets Kelly in Pair of Leads

Hollywood, Oct. 22. Lead in "The Black Gang," being readied at 20th-Fox Hollywood lot by John Stone, associate producer, in Paul Kelly. Harry Zanuck suggested Kelly for part as step in studio's buildup of player. Slim Summerville also draws comedy role in picture.

Screen play by Robert Tasker and John Bright. Shooting scheduled to begin Dec. 2.

Kelly recently was handed lead in "Song and Dance Man" opposite Claire Trevor. Production on that picture, which Sol Wurtzel produces, starts Oct. 28.

## 20-Fox Holds Taylor

Hollywood, Oct. 22. Kent Taylor, now at 20th-Fox lead opposite Claire Trevor in "Buccaneer," remains at the studio on loanout from Paramount for a feature spot in "Song and Dance Man."

Sol Wurtzel produces the latter picture, with Allan Dwan directing. Claire Trevor and Paul Kelly set for top spots in the production.

## SKOURAS HUDDLE EAST

Hollywood, Oct. 22. Charles Skouras, Arch Bowles and Mita Rosenberg, executives of the latter, are in New York for a meeting with Fox-West Coast operation contacts with Spyro Skouras. Trip will be gone 10 days.

## 1st Runs on Broadway

(Subject to Change)  
Week of Oct. 25  
Capitol—Kandorov (MG).  
Music Hall—"Feather in Her Hat" (Radio) (24).  
Center—"Last Days of Pompeii" (Radio) (24 wk).  
Paramount—"Crusades" (Par) (24 wk).  
Rivoli—"Barbary Coast" (UA) (31 wk).  
West—"Transatlantic Tunnel" (GB).  
Strand—"Shipmates Forever" (WB) (31 wk).  
Week of Nov. 1  
Capitol—"Music in the Air" (MG).  
Music Hall—"Three Musketeers" (Radio) (31).  
Center—"Thanks a Million" (20th-Fox) (30).  
Paramount—"Hands Across the Table" (Par).  
Rivoli—"Barbary Coast" (UA) (31 wk).  
Roxby—"Three Kids a Queen" (J).  
Strand—"I Found Stella Parish" (WB) (30).

# MILTON FELD TO ENTER PROD.

A veteran in theatre operating and for many years an executive of Public, Milton H. Feld is preparing to enter film production. He has been out about 10 days now conferring on plans which it is understood were laid for his entrance into film making before he left the East.

Among Feld's close associations is Sam Katz under whose guidance he was brought into Public for a top operating spot from Kansas City where Feld originally started in theatre work with Frank Newman. He has always been close to Katz, now a production executive at Metro, after leaving Public early in 1933 he became president of Monarch Theatre, independent operating venture which from the first was regarded as a Katz enterprise though his name was never officially connected with it. In addition to Katz, the Monarch chain includes as executives Sam's brother, Harry Katz, and Dave J. Chackin, both divisional operators in Public when under Katz. Metro may be studio where Feld will land.

Before Feld left for the Coast he was sounded on the possibility of returning to Paramount if a suitable spot opened up. Presumption is that the spot Par had in mind on approaching Feld was that which Boris Morros vacated on shifting to the Par studio. Feld was previously head of all six Lux operations and stage shows in Par.

He wasn't interested in returning to Par, it was indicated, because he was going into an unannounced foray berth on the Coast. As yet Feld hasn't resigned his presidency of Monarch, which operates six important first runs in key spots.

## New Pact for W. C. Fields

Hollywood, Oct. 22. W. C. Fields, ill for several months, has been handed new one-year contract at Paramount under which he will do three pictures.

First will be "Poppy," now being readied.

## Metro's 'Kind Lady' Film With Original Legiters

Hollywood, Oct. 22. Metro is bringing Barbara Shields and the entire Chase from New York to re-create their stage roles in the film version of "Kind Lady." Players swing to the coast immediately for the picture, which will be produced by Lucien Hubbard, with George Setz directing. Henry Wadsworth and Mary Carlisle are set for the leads.

## PLAYS WANTED

Goldwyn Sends Editor East for Hopkins, Oberon Yarns

Hollywood, Oct. 22. On story hunt for material for pictures to be produced during 1936 by Samuel Goldwyn, Merritt Hulbert, story editor for the producer, left for New York last week. He will look around for plays or stories that can be used as starrers for Miriam Hopkins and Merle Oberon.

Goldwyn has three more pictures in turn out for material. He has chosen Eddie Cantor's "Shoot the Chutes," now in work. Trio to go are "Dodsworth," "Come and Get It" and "Children's Hour."

# BOTSFORD PAR PRODUCER ON 13

Hollywood, Oct. 22. On his recent appointment as a producer, A. M. Botsford will hold the reins on 13 B pictures for Paramount, which had been assigned to Harold Hurst. Latter washes up around first of the year and takes six months' leave. On his return he will turn out a maximum of four pictures for the studio.

Post of assistant to Henry Herzturn, which had been held by Botsford, will be discontinued. Botsford takes over executive staff assigned to Hurst and four supervisors. They swing over to Botsford as soon as they wind up the production of five pictures yet to be delivered by the Hurst unit.

Producers who shift over to Botsford are Lew Gensler, William Lackey, Jack Cunningham and Eddie Cline. Executive staff includes Bill Thomas, assistant Dan Keefe, business manager, and Miriam Spitzer, story aide.

## Reports on 'Dream'

London, Oct. 22. "Midsummer Night's Dream" finished its first week at the Adelphi with a take estimated at \$6,500, mild bit. Second week's pace a bit less. Selling blocks to educational bodies.

## Philadelphia Philadelphia, Oct. 22.

"Dream," at the Chestnut St. Opera House, remains the box office leader for two. A legit has been spotted in to follow.

First week's gross was pretty good and second (current week) may be better. Drive on cultural groups to bolster matinee. Nights okay.

## New York

"Dream" on its New York 28 engagement at the Hollywood is maintaining a strong out-front pace, backed by the terrific exploitation and advertising campaign Warners put behind the film. Two-day opening. On the first week, exclusive of the premiere, picture did \$17,000, while the second is \$16,500. This includes various theatre parties booked on both matinees and evenings, with sales of seats at flat scales. Hollywood at capacity, under price set, is \$18,500.

## Los Angeles

Los Angeles, Oct. 22. "Dream" had one of the biggest premieres. Coast has seen on Friday night (18) at the (WB) Beverly Hills Picture drew around \$7,500 at \$6 scale opening night. Of strong at subsequent \$1.65 top performances but not capacity, with matinees a little affected. Big campaign on "Dream" cast around \$25,000.

## Detroit

Detroit, Oct. 22. Supported by a big advertising and exploitation campaign, "Dream" opened to capacity at the Wilson here Sunday night (20) on a two-day run at \$1.65 top. At least two weeks figured for picture.

## Cleveland

Cleveland, Oct. 22. "Midsummer Night's Dream" (WB) opened twice daily at the Hanna, Friday (18), and is not doing well. Picture favorably impresses but does not see it but business locally seems due to poor salesmanship locally. And this has got to be sold. Here for eight days.

# RKO on the Road to Reconstruction; List Possibilities for Co. Prez

## Nat'l First-Runs

### COLUMBIA

"Feather in Her Hat," Prov., Oct. 24.  
"Gleaned" Iowa, Cedar Rapids, Ia., Oct. 29.  
"Guard That Girl," bany, Nov. 26.  
"She Couldn't Take It," Keith's, Dayton, Oct. 25; Pal, Cincy, 25; State, Waterbury, Conn., 1; Hollywood, Det., Nov. 1.

### ITED ARTISTS

"Barbary Coast," Loey's, Oct. 25; State, Louisville, 25; State, St. L., 25; State, Norfolk, 26; Orph, Seattle, 25; Pal, Cincy, 25; Omaha, Omaha, 25; Pal, Dal, 26; State, Cleveland, 25; State, Memphis, 26.

### METRO

"A Night at the Opera," Shea's, Jamestown, N. Y., Nov. 2; Harmonus Hall, Albany, 7.  
"Love My Frank," State, Boston, Oct. 25; Ellanay, El Paso, 25; Proctor's, S. Schenectady, Nov. 11; Waco, Waco, Tex., 16; Ohio, Sidney, O., 17.

### RADI

"The Three Musketeers," Keith's, Wash., Nov. 1; Studio, Prescott, Ariz., 1; Pan, L. A., 6.  
"Pompeii," Hipp, Balto, Oct. 25; Pal, Chi., 25; Mainstreet, KC, 25; Keith's, Lowell, Mass., 25; Carolina, Greenville, S. C., 27.

### PARAMOUNT

"Hands Across the Table," Cap, Worcester, Oct. 25; Hollywood, Ft. W., 25; Orph, St. Louis, 25; Saenger, N. O., 25; Denham, Denver, 31; Par, N. Y., Nov. 1; Pal, Dallas, 2; Pal, Chi., 8; State, Mpls., 15.  
"Crusades," 5th Ave., Seattle, Oct. 25; Francis, S. E. Max., Astor, San A., 25; Roosevelt, Chi., 30; Minnesota, Mpls., Nov. 1; Orph, St. L., 1.  
"Peter Ibbetson," Denham, Denv., Nov. 1; Orph, St. L., 8.  
"So Red the Rose," Denham, Denv., Nov. 21.  
"Ship Cafe," Denham, Nov. 1.

## 'MAXIM' PIC NIXED BUT 'TOBACCO' OK IN DET.

Detroit, Oct. 22. Police censor are all-even so far this season with local theatres, each having scored a victory in the jousts to date.

Circuit court this week upheld the ban on issued several weeks ago on the Soviet film, "Out of Maxim." A per it was first issued for flicker but revoked after protests that it was communistic propaganda, made by the American Legion and Catholic groups. Detroit Cinema Guild, which had planned to show the pic at the Art Institute, took the matter to court but, after several days of wrangling and reviews of film by judge and city leaders, Judge Theodore J. Richter decided the police were justified.

"Tobacco," now playing at the Cap Theatre, also was a target until Police Commissioner Henry Pickett stepped in and gave the play his o.k. because show has played in other cities without being interfered with. Lieut. Lester Potter, censor, agreed although he said complaints were numerous.

Cinema Guild plans to appeal the Soviet film to the Michigan supreme court.

## Par's Retake Quartet

Hollywood, Oct. 22. Paramount has four pictures back in production for retake.

## ZANUCK'S 1776 PIC

Hollywood, Oct. 22. Darryl Zanuck is to produce a parody at 20th-Fox based on the life of Paul Jones, Revolutionary War hero. No writing assignments as yet.

The RKO company is heading for rapid reconstruction and recovery under its new owners. Officially, the body is in nomination for the presidency of RKO, but the new president may be a downtown business executive or banker, or it may be a trained industry leader from the tried and true Barney Leo Spitz, of Chicago, and a former Paramount official, is reported having an inside track.

This possibility, of course, is based on the downtown premise that M. H. Aylesworth steps up under the new order of things, to the post of chairman of the new company board.

Peter Rathvon, an official of the Atlas Corp. and right hand man to Floyd Odium, is mentioned as in the race also. Some of the downtown bunch hold that the bankers may name a banker for president and put in a strong industry figure immediately under him, as the operating chieftain. Such a plan would be for the purpose of retaining actual RKO control in the downtown ranks. Those who know Rathvon are authority for the opinion that he won't take the presidency, even if offered. It is held to feel that show business is for showmen to run.

## Spitz's Background

Mention of Spitz is no sudden inspiration of the part of Wall Street. The Chicago attorney is among those stated to have been brought into the RKO picture by the bankers before final decision was made on the purchase of the RCA's controlling interest, by Atlas and Lehman Bros.

Spitz is known in the trade, having been associated with the industry for many years, as counsel and also as an operating official. He is held to be experienced in the practical end of the trade. He is related to Gov. Henry Horner of Illinois.

# \$3,000,000 TAP ON 5U FILMS

Hollywood, Oct. 22. Concentration on five of its biggest pictures on production slate from the beginning of January will put an approximate \$3,000,000 tap on the Universal bankroll for that period.

Figure includes cost of "Magnificent Obsession" which John M. Stahl is expected to finish within next two weeks. Four other heavy duty productions, scheduled to be working before end of December are "Shipmates Forever," "Margaret Sullivan" opus, "Next Time We Love," which started yesterday (Mon), and the Marta Eggerth picture, "Song of Joy."

"Shipmates" which is its first Universal version cost around \$1,500,000, and "Sutter's Gold" together are expected to account for at least \$1,500,000. Sullivan and Eggerth pictures also are budget piecemakers.

## Readying Miss Powell

Culver City, Oct. 22. Ed Silvers and John McGowan are preparing an original "Honolulu" for Eleanor Powell and Robert Taylor, co-starring. Buddy Ebsen also cast. Also preparing an original for Miss Powell are Bert Kalmar, Harry Ruby and Dwight Taylor. Kalmar and Ruby also to provide the tunes.

## RADIO SCRIPPER TO 20TH

Harry Tugand, Fred Allen's co-writer on the Ipana-Sal Hepatica program, has signed a contract with 20th Century-Fox which will take him to Hollywood Jan. 1.

While on the Coast Tugand will submit a weekly sketch for the program.

## METRO BORROWS GAYNOR

Hollywood, Oct. 22. Janet Gaynor goes to Metro on a loanout from 20th-Fox for "Small Town Girl" lead opposite Robert Montgomery.

Hunt Stromberg produces from script by John Lee Mahin and Balth Fitzgerald.



# Despite Profit-Taking, Amus. Issues More Than Hold Up; 8 New Highs

### THE WEAR

Stock market ran into profit-taking in industrial and specialties lists yesterday (Tuesday). Though selling was well absorbed in most instances, declines in some high-priced industrials gave market a ragged appearance. Distribution and sales in several covered by rallies in rails and utilities which enabled these two groups to close higher. Amusements also felt selling wave in minor degree, but not until Loew common had hung up new high at \$40 and Eastman Kodak had edged to new peak at 162 1/2. Keith Albee pfd., followed general trend of better preferred stocks upwards, advancing 5 1/2 points to new 1935 top at 90.

Aided by general bullish sentiment in industrial list, Amusement Group pushed forward to highest ground in more than two years in last week's stock market. Amusement Group of better preferred issues climbed up to 38 1/2 and wound up week at slightly above 38 1/2 as measured by the average. Net gain for week was 0.85 of a point, considered unusually strong compared with other groups. Low point was 35 1/2.

Obvious favorable factor in this move was manner in which volume bounded upwards, with nearly 1,000 shares in group standing hands. Strength pushed issues to highest 1935 prices. New highs were recorded by Eastman Kodak, at 162 1/2; General Electric, at 35 1/2; Keith pfd., at 84 1/2; Loew common, at 49 1/2; Radio common, at 38 1/2; Eastman 81; Westinghouse, at 83 1/2; and RKO, at 6.

Fresh buying waves on Saturday and Monday (21) sent Dow-Jones industrial averages to 139.50, highest point this year. Averages closed at 135.85 for a gain of 3.65 points on the week.

With a 1,000,000-share day on Saturday (19), market was characterized by a little slow in getting underway. But once started, it went up swiftly with wide variety of stocks hitting new 1935 peaks. In the last week, the motors were in the van. This movement swept Eastman to its best price for 1935. (Continued on page 27)

### Yesterday's Prices

Stock	High	Low	Last	Change
400 Col. Pict.	62 1/2	60 1/2	61 1/2	+ 1/2
2,200 Gen. Elec.	35 1/2	34 1/2	35 1/2	+ 1/2
1,000 East. K.	102 1/2	101 1/2	102 1/2	+ 1/2
17,500 Loew	49 1/2	48 1/2	49 1/2	+ 1/2
8,500 Radio B.	38 1/2	37 1/2	38 1/2	+ 1/2
3,000 Do 2A of 1935	12 1/2	12 1/2	12 1/2	- 1/2
4,800 Pathé	54 1/2	53 1/2	54 1/2	+ 1/2
4,800 RKO	6 1/2	6 1/2	6 1/2	- 1/2
1,200 Radio B.	80 1/2	79 1/2	80 1/2	+ 1/2
8,200 RKO	8 1/2	8 1/2	8 1/2	- 1/2
2,500 20th-Fox	15 1/2	15 1/2	15 1/2	- 1/2
12,400 W. W.	7 1/2	7 1/2	7 1/2	- 1/2

### WB Stanley, Balto, Into 2-a-Day for 'Dream' Wk.

Baltimore, Oct. 22. Warner's first-run house here, the Stanley, will two-a-day 'Midsummer Night's Dream' Nov. 17, at a special 2-a-day rate.

'Dream' was originally scheduled to run at the indie legit site, Auditorium, but now WB has decided to chuck out the grind policy and supplement it with a special two-a-day stanza. The Stanley is the largest theatre in Balto, seating 3,500.

This will be only town in country where 'Dream' will get its regular-dailying in a house which ordinarily shows grind films. In all the other key cities, the Shakespearean subject is being shown in theatres owned or devoted to legit, with the exception of N. Y., where it is current at the Hollywood.

### Griffith, Inc., R'c'v'r

Joseph Gans, attorney, was appointed receiver in equity for D. W. Griffith, Inc., by Judge Murry Hulbert in the Federal court, New York, as the result of proceedings brought recently by John A. Manning, holder of 67 shares of the corporation's Class A stock. Gans was required to post a bond of \$1,000.

In suing for himself and other stockholders, Manning contended that the assets of the corporation, which up to 1932 was engaged in producing pictures, had been wasted through mismanagement. Involved in the assets are the studios in Manhattan, N. Y., upon which, Manning claims, the assets of \$155,000 had been placed. Manning also alleged that various securities of the company, including 500 shares of United Artists Corp. stock, had been pledged for mortgages. Manning paid \$1,005 for his stock in 1929.

### Bexley, Lindenberg Twin Experimental Theatre

Columbus, Oct. 22. Bexley, suburban, located three miles from center of Columbus, in community of 3,000, opened today (Tuesday) with customers standing out in street waiting to see tri-technic gadgets invented by builders and widely advertised. House is second run, 'Naughty Marietta' first show.

Decided on in line of usual construction details is two auditoriums, with two screens and two sound systems, fed from single machine. Process is a secret, and works well, with capacity of 8 by 10 screen. Each side of house seats 300, with advantage of intimacy explained by builders. Theatre uses Lindenberg Sound system, worked out two years ago by Theodore Lindenberg, who built Bexley. Constructed on sound from multiple sources theory, system was given successful year's test run in another house.

Heating plant stores heat in room insulated like icebox, with fans to create instant heat. Process can be reversed in summer with cooling system. Theatre is filled with customer interest, with electric eye water fountains, etc., all over the place. Builders are building an experiment, according to Lindenberg, incorporating ideas he had been thinking of for past three years.

### '3d Floor' World Premiere At \$1.75 in Washington

Washington, Oct. 22. Belasco will get \$1.75 top, highest price ever charged for flicker in Capital, for opening of 'Passing of Third Floor Back' (GB) Friday (25) night. Performance is sponsored by local Newspaper Women's Club as benefit for children's hospital fund.

Top fare for roadshow celluloid has never exceeded \$1.65, tax included. Opening is ballyhooed as world premiere.

### FOX TO OPERATE RKO K.C. HOUSES, REPORT

Kansas City, Oct. 22. Change in the complexion of the operating picture of Kansas City is reported under way on a deal which will shift the local RKO theatres into the lap of the Fox office, with the Skourases as the guiding hand on the new combine.

Under the new arrangement both the Fox and RKO theatres in town will be operated by the Skourases for Fox.

### F.P.-Can. Theatre Mgr. Elected to Parliament

Ottawa, Oct. 22. One of the survivors among the 950 aspirants for the 245 seats in the Canadian House of Commons in the general elections is a theatre man, H. E. Wilton, who will represent the riding of Hamilton West in the next Canadian Parliament.

Wilton, a theatre manager in the Famous Players Canadian organization, was elected as a Conservative and, accordingly, will sit as a member of the Opposition. The new Conservative cabinet, prominent in municipal politics, being the Mayor of Hamilton and president of the Mayors Association of Ontario. The election of Mayor Wilton is unique in that he is the first theatre manager to be elected to a seat in the Federal Parliament.

### COLUMBIA'S 75c DIVVY

Regular dividend of 75c a share has been declared on Columbia Pictures 33 preference stock, board of directors announced yesterday (Tuesday). This is payable Dec. 2 to stock on record Nov. 14. This is the old preferred stock, listed on Over-the-Counter market.

### L. A. to N. Y.

- Charles Skouras.
- Arch Bowles.
- Mike Rosenberg.
- Emanuel Cohen.
- Mrs. Sam Briskin.
- Sid Silver.
- Ed Hanson.
- Major John Zant.
- Max Reinhardt.
- Peter Lorre.
- J. J. Sullivan.
- Edgar Allen Woolf.
- W. R. Hearst.
- Ed Hatrick.
- Boris Karloff.
- Lucille LaVerne.
- Eric Pommer.
- Frances Langford.
- Betty Furness.
- Jack Kallburg.
- Ernestine Schumann-Heink.
- Irene Dunne.
- John Hay Whitney.
- Louise Weiss.
- Jack Fier.
- William Berke.
- John Howard.
- Lionel Stander.
- Charles Butterworth.
- Gerald King.
- Harpo Marx.

### N. Y. to L. A.

- Irving Mills.
- Clab Calway.
- Abe Lastfogel.
- Marc Lachmann.
- Marc Lachmann.
- Melva Tobias.
- Henry Tobias.
- Wm. Seymour.
- Jack Kallburg.
- Borris Morros.
- Jeannette Mendelsohn.
- Fritz Leibler.

### Inside Stuff—Pictures

#### When 'Shipmates Forever' (WB) was released in Baltimore where plenty people are privy to the precise details of life, routines and regulations at the Naval Academy, depiction in the film of some of these rules governing midshipmen evoked caustic casting. However, after an evening at the Academy last week one of the beefs can be erased.

Scene in the film when some first-classmen (seniors) grab Dick Powell, in role of a plebe (fresh) and as a hazing stunt escort him to Smoke Hall, where first-classmen alone may bring their girls on off-afternoons, and make him warble for entertainment. That scene was pook-pooched as unrealistic.

However, among this year's class of plebes at the Academy is Midshipman Green, who is reported to have a swell pair of legs. So swell, in fact, that he has been mustered by the upper-classmen to sing for 'em at the fall hops which are barred. Lead can now duck, that 10 p. m. curfew to which all plebes must comply, and on hop sites can stay up till dances close at midnight. Boy sings with the Acad. ork, and it is first time in history that any vocal accomp has been added to straight dishing of dance tunes at institution's affairs. May or may not be the film's suggestion which prompted idea.

#### Newreel camera grinders are using camels as means of transportation in Ethiopia in preference to all other modes of transportation. Country is rated almost impassable for automobiles. Sure-footedness of desert animals has convinced nearly all American cameramen, with Halle Steiner's troops, that the camel is prerequisite in carrying heavy camera and sound equipment.

Big headache in this situation as far as home offices in N. Y. are concerned is that camel transportation is amazingly expensive. One newreel official figures that it costs \$6,000 to traverse 1,000 miles by camel, and same distance by plane covers by far less in the land of the horn.

Insuring planes used in transporting newreel film from various inland points of activity to through transport plane lines is costing nearly as much as the initial purchase price of the planes, according to home offices of newreel companies. Renewal of the policy every five weeks is an item that adds up the costs. Faramount news plane now being used in Ethiopia originally cost \$4,000, for example, and is costing the newreel outfit about \$3,000 more for insurance.

#### Sentence of Lucien Andriot, Radio cameraman, to a year in a French military prison for failing to answer a call to arms nearly 20 years ago, has resulted in a strong protest being entered by the American Society of Cinematographers to the secretary of state in Washington and the president of France.

Andriot, who served in the U. S. army and was honorably discharged after serving overseas. Cameraman was picked up by French authorities during recent vacation trip abroad and sentenced after trial.

#### Columbia's 'Together We Live', current at the Central, N. Y., on a dual bill, was produced about a year ago, which accounts for the cast presence of two now deceased actors—Willard Mack and Lou Tellegen. Both are played down in the billing. Mack also authored and directed. Film was completed just before Mack died but is just going out on release, held back by Col for trade reasons. Tellegen committed suicide some months later.

#### Putting in Jan Klepura at Paramount has kept 'Give Us This Night' out of production several days while William Le Baron, producer, and Al Hall, director, smoothed the singer's ruffled feelings.

Klepura principally dislikes the idea of having another singer in the picture. Studio, on other hand, wants story as buildup for Gladys Swarthout, and does not see why Klepura should do all the singing.

#### Maryland branch of an organization called 'American League Against War and Fascism' has been sending in letters, each signed by half a dozen persons, to the Baltimore Loew office protesting that the circuit's three Balto theatres play Hearst-Metrotrons newswells. Miselves are captioned 'Hearst Must Be Stopped', and copy describes the publisher as one who 'breeds fascism'.

#### Heaviest exploitation given a Coast picture premiere was 'Midsummer Night's Dream' (WB).

For the first time 11 stations were used, nine going on simultaneously. For 30 days following opening, 15-minute interviews with local lights, will be aired from outer lobby over KFVB. George Fischer handling the campaign.

#### Fox West Coast is tentatively setting 'Crusader' (Par) in all its Coast houses at advanced 6c tariffs. Picture opens first run in Los Angeles at the Paramount Oct. 31, F-W-C's final sale to be determined on showing at that house. Contemplated admission will be 55c nights, 40c mat.

Joseph M. Schenck has withdrawn his protest over action of the Hays title committee in banning 'Snatched' as tag for picture recently completed by 20th-Fox. Release name for the feature will be 'Show Them No Mercy.' Letter passed as okay by the title group.

Josef Von Sternberg and Columbia again are talking a percentage deal on direct next picture. This is for Grace Moore which starts shooting next month. Deal is similar to that between director and studio on 'Crime and Punishment.'

#### Universal will pass last year's biz mark if present clip is maintained. So far 4,838 contracts have been signed, more above '34 for same period. U had 7,600 exhibs on the books last year.

#### Attorney sources do not look for a decision as to their fees in the Paramount-Public bankruptcy until after the Sabath committee has concluded its present probe in New York.

### Fox, St. L., Admitted to Bkruptcy Prior to Georg

St. Louis, Oct. 22. Receivership of Theatre Realty Co., subsidiary of Fox Theatre, owning buildings and leasehold of the Fox, was accepted by the court by an order of U. S. Judge George H. Moore, who appointed the receivers, trustees under the bankruptcy law. Edmund K. Ryan, former City Collector, and James T. Blair, former state supreme court judge, had been receivers under an action of Circuit Court in January, 1932.

They and their attorneys, John S. Leahy and Guy B. Miller, had been allowed a total of \$147,000 in fees. Because of this, Judge Moore made the new appointments without further compensation, including appointment of Leahy as attorney for the trustees.

The Judge approved a petition of a Bondholders' Committee for admission of the corporation to bankruptcy with view to reorganization and sustained a motion by committee to dismiss a conflicting petition filed by three minority bondholders last month. A motion by those bondholders to dismiss the committee's suit was overruled.

### Levy Chief Barker

Pittsburgh, Oct. 22. Art Levy, manager Col exchange here, named chief Barker of Variety Club's Tent No. 1 for 1935-36. He'll take office, succeeding Mike Cullen, at organization's annual 'Big Top' banquet in William Penn hotel Nov. 10. George Tyson and Al Barrett named first and second assistant chief barkers, respectively. Reservations for 'Big Top' dinner this year being limited to 300, with more than half that number already gone.

### Cooper as Sam Houston

Hollywood, Oct. 22. 'The Raven,' biography of Sam Houston by Marjorie James, has been purchased by Paramount. Picture will be used as starer for Gary Cooper.

# NEW TALKIES BLACKEN THE BLUES

## Showdown on 2,000-Foot Reels On Nov. 1; East Generally Agin' It

With representatives of major producing-distributing companies scheduled to take definite action on the 2,000-foot reel proposal for general use in picture theatres on Nov. 1, advocates pro and con are throwing down final barages on both coasts.

Reports from Hollywood that smaller theatres had been promised relief from mechanical worries incidental to change was skeptically received in home offices of several major producers.

Promise of such relief came in a meeting of executives and committee of Academy of Motion Picture Arts and Sciences. Since no company will map out a course of action until after the vote of the Hays committee (including representatives from each major company) next month, any action taken on the West Coast is regarded in home offices here as wasted motion. No company in N. Y. yesterday would admit of any official action had been taken on the matter of larger-sized reels.

Move by motion picture operators' unions against the 2,000-foot spools extended to Chicago last week. Chicago local voted against the big reels two years ago and recent poll indicated that sentiment had not changed. With Boston and N. Y. unions lined up against the spools, this makes third major spot which will fight their adoption.

Various picture companies now are receiving reports from their exchange managers on sentiment, economy and feasibility of the proposed change. In several instances, consensus of these branch managers will determine course in Hays organization committee.

One company's exchange report was that bending of larger spools would increase fire hazard and damage to film. Estimated that the 14 theatres in his territory still using 1,000-foot magazines would approximate \$200 per house. Same manager brought up angle that half of theatres in his district had taken up pulleys suitable only for 1,000-foot reels, claim being that adjustment for correct tension would be difficult and probably would result in considerable film damage.

Reports from the Coast are that west of the company studio would be affected slightly if at all and that it was entirely up to the home office to decide whether big reels were economically practicable.

Other branch managers already are protesting on grounds that bigger spools will retard inspection work and make necessary additional employees in inspection department.

After Hays committee takes action, whole subject has to be passed on by individual picture companies. Academy already has approved the 2,000-foot reel, claiming saving at least 10 cents per reel. Some most deluxe theatres apply present 1,000-foot reels for use in their 2,000-foot magazines.

Universal has been a leader in fight against adoption of new reels, spokesmen claiming that their use of 2,000-foot reels in a test period several years ago was economically unsound and highly unsatisfactory in practical use.

### 'Cossacks'—with Sound

Hollywood, Oct. 22. Metro will remake 'The Cossacks' as a musical.

Was done silent in 1928 with John Gilbert.

### PAR'S 'FAUST' RELEASE

Paramount will release the film 'Faust' to be produced by the New York Opera Guild, which G. W. Pabst is directing.

Film was at first figured for release through the Motion Picture Foundation, but that deal had been shelved.

### Costly 'Obsession'

Hollywood, Oct. 22. 'Magnificent Obsession' will be completed at Universal the end of this week after 17 weeks of shooting at an estimated cost of around \$500,000 against a \$600,000 original budget. Irene Dunne, who was engaged for the picture on a nine-week basis at \$75,000 for the job, has been on the payroll over 10 weeks and has drawn around \$145,000.

Picture is set for January release.

### NW EXHIBITS OPPOSE FREE AM AIR SHOWS

Minneapolis, Oct. 22. Local exhibitors, members of Northwest Allied States, are fighting to prevent use of the municipal auditorium for free amateur radio shows.

They have requested the city council to refuse to permit its rental for 28 successive Sundays this winter. A protest resolution was presented to the aldermen and leading theatre men will appear before the body in person to combat the use of the building for any free shows in opposition to the legitimate showhouses.

Protest of the proposed free shows as we intend to obtain their revenue from various advertisers whose goods would be plugged over the ether during the course of the amateur performances. Admission to the shows would be gratis to the public.

In their protest resolution, the exhibitors point out that they themselves not only pay heavy taxes for the support of the auditorium, but are heavy taxpayers themselves. They contend that no city building should be used to hurt their business.

### U Waives Prior Call On 'Ivanhoe' to Radio

Hollywood, Oct. 22. Universal has surrendered priority production rights to 'Ivanhoe' in favor of Radio. It's a friendly gesture as work is in the public domain.

Radio plans production of Robert N. Lee's novel of the Sir Walter Scott novel.

### Francine's O.K. for Sound

Hollywood, Oct. 22. Satisfied with her film tests, Metro is looking around for a vehicle for Francine Lawrence. If set, she goes under contract.

### Otterson's Son Art Directing for Par

Hollywood, Oct. 22. Jack Otterson, Jr., son of John E. Otterson, prexy of Paramount, has been on the Par studio payroll for the past month as an art director, with production duties unassigned.

Otterson was former art director at Fox and resigned shortly after Darryl Zanuck and the 20th Century-Fox group took charge of the studio.

### Ohio's Censor Head

Columbus, Oct. 22. E. L. Browser, state director of education, has named Roy Reichelderfer of Columbus to a newly created position of supervisor of Ohio film censorship. Reichelderfer has been Browser's secretary. Director of education usually handles this work, but Browser said he would be too busy with the school foundation program.

## GOV'T RESTS; DENYERS

### If Denied, Defense Starts Its Case Today (Wed.)—Anti-Trust Trial a Bitterly Contested and Technical Tussle of Motions and Exceptions

### DRAGGIN' ALONG

St. Louis, Oct. 22. U. S. Government closed its anti-trust case against Warner Bros. Par and RKO, late this (Tuesday) afternoon. The defense's demurrers to the Sherman anti-trust indictments will not be argued until tomorrow (23) morning, in view of the lateness of the Government's windup.

The government spent much time and expense to prepare its case and in the event Federal Judge Moore, sitting on the case, denies the demurrer, the film companies start their defense immediately on Wednesday (23) morning.

Today's (Tuesday) morning session was devoted to attempt of Russell F. Hardy, special assistant attorney-general, to obtain favorable ruling on motion, previously overruled, to let into the record testimony given by various government witnesses quoting excess of Par and RKO as to statements concerning the alleged conspiracy in withholding feature films from the Ambassador, Missouri and New Grand Centers. Defense counsel hotly contested the point, asserting that Judge Moore has already told the jury, at request of defendants' counsel, to disregard testimony when it didn't refer to Par and RKO. Hardy insisted that his point was well taken and obtained consent of the court to file a memorandum, supporting his position, by 3 p. m. today. Court adjourned at 10:30 to enable Hardy to draw memorandum.

With anti-trust case now in its fourth week and indications that government will rest case soon, it is certain defense will ask for directed verdict of acquittal on ground that no violation of Sherman law has been committed.

### 24 of 47 Witnesses

With five more witnesses examined in a 20-minute period Monday (22), government has placed 24 of the 47 summoned. Witnesses were local branch mgrs. of producing and distributing concerns who told how many feature films were distributed in recent years. Evident purpose of this testimony was to show restricted field from which F. & M. could choose pictures for its Ambassador, Missouri and New Grand Central houses.

Branch mgrs. and number of feature films they testified their companies had for the 15-month season ending last Aug. 31 were: Clarence Hill, Columbia, 37; Layton D. Lynch, MGM, 41; Joe Garrison, Universal, 36; Benjamin Reinhold, Fox, 49; Wam Feidstein, RKO, 26.

With one exception each of these companies had a somewhat smaller number of films in the two preceding seasons. None were cross-examined.

The balance of the session was devoted to introduction of documentary evidence but the defense scored a victory when Judge Moore sustained a defense objection to introduction of a contract offered by government last Thursday. This was an agreement between WB and Skouras super-theatres, former operators of the three theatres in 1928, giving a 23-year franchise for exhibition of films here. This contract was cancelled in 1932.

Documentary evidence introduced by defense last week included WB and the General Theatre Enterprises, Inc., one of the defendants, leased the Orpheum and Shubert-Rialto theatres last year. Both (Continued on page 29)

## 100% Rise in Commercial Film Prod. In N. Y. Indicates Gen'l Biz Upswing

### Sez He

Hollywood, Oct. 22. For past 10 years E. Lloyd Sheldon, Paramount producer, has threatened to retire from pictures and settle down to the life of a landed gentleman on his Santa Barbara estate. Last week he announced to one and all that he is serious this time. Then he signed a new contract with the studio for two pictures.

Indicative not only of comprehensive pick-up in business among leading industrial firms, but also the wide swing towards talking pictures as a sales medium is the 100% rise in commercial picture production in New York as compared with fall of 1934. Five or more producing companies are working night and day at West Coast Service Studios in New York.

Some idea of the intensive production schedules is obtained in the report of the cameramen's union, which claims that all records for hours worked by camera grinders have been smashed this fall. Schedules are so crowded that the night shift does not sign off until 3 and 4 o'clock in the morning. Six to seven cameramen are needed to handle the double shift.

### ZIRN'S LEGAL VICTORY, CONSOLIDATE 3 ITEMS

A surprise victory for Samuel Zirn, bondholder attorney who has been nettling Paramount since it went into liquidation, arises out of a unanimous decision by the Appellate Division of the Supreme Court, in New York, granting his motion to consolidate three appeals and argue them in December. Appeals derive from old actions brought by Zirn against the bank group, the National Broadcasting Co. and Paramount Public in behalf of Robert S. Levy and all other Paramount bondholders.

The three groups involved each brought motions to dismiss the Zirn application, the Appellate Division denying all of them and thus clearing the way for appeal to the Court of Appeals at Albany, if latter grants hearing as desired. Expectation is that argument would occur in December before the highest N. Y. State appeals court.

Actions which Zirn now can consolidate on appeal are of a comprehensive nature and attack the Paramount bankruptcy in a general way but more specifically concern the film-holding stock with the banks, the CBS stock repurchase and the question of whether technical rescission orders prevent bondholders from seeking relief under bond indentures.

Defendant groups before the Appellate Division sought to claim the technical rescission orders prevent questions brought up in these suits had already been settled in Federal courts. Zirn contended successfully that Federal decisions cannot nullify injunction orders originally issued in the state courts. It was Zirn who early in 1933 at the time Par went into receivership, obtained an injunction against Film Production Corp., as result of a filmmaking deal, and tied up assets of this Par subsidiary at the time.

### 'Rose's' Dixie Rally

Because 'So Red the Rose' is laid in the south of Civil War days, Paramount is being given advance test day-and-date premieres in 11 cities of the south starting Nov. 11. They are Richmond, Raleigh, N. C.; Columbia, S. C.; Atlanta, Tallahassee, Montgomery, Ala.; Jacksonville, Miss.; Baton Rouge, La.; Nashville, Austin, Tex., and Little Rock, Ark. In connection with the 11-day advance co-operation with the Daughters of the Confederacy had been effected.

### Frey Joins Par Execs

Hollywood, Oct. 22. Sam Frey has been named assistant to Chandler Sprague at Paramount and takes over production schedules and front office cost sheets.

He had been in the production executive department. In his new post he joins the Ernest Lubitch executive group.

### FLOREY TO DIRECT AT PAR

Hollywood, Oct. 22. Robert Florey closed a directorial deal at Paramount to start after he finishes at Warners.

Most of the commercial subjects are done in three to six reels and are strictly for use by industrial companies in their branches or for special shows conducted by their salesmen. Few if any are for display in regular picture houses. Pictures are shot in 35 millimeter, and then reduced to about 16 mm., since best results are obtained in this manner and most industrial companies demand 16 mm. film, so that it can be more readily handled by company sales forces.

Largest producer of these commercial pictures is Reed-Emmons. Others include Wilding, Jan Handy, Castle Films and Pathe News commercial department. Last named is to do a commercial film for Federal Housing Commission this week. General Motors (Acceptance Corp.) recently finished one in three reels. Others are appointed directors and legit names are used in the casts. Almost uniformly the casts are picked from Broadway stage talent, even down to extras.

### Splitting Up Par, N. Y., Duties; Morros to Coast

With departure Coastward of Boris Morros, who left Sunday (20), duties of the office he occupied at Par's home office, will be split up among others in the theatre and stage booking departments. A successor to Morros, as a middleman between the theatre and stage bookers on one hand and Y. Frank Freeman, theatre head on the other, will be appointed. It is stated that S. L. Rothafel might come in are scouted.

While no exact decisions have been reached, expectation is that Westman will assume direct operation of the N. Y. Par, while Charlie Freeman and Harry Kalchman will attend to stage bookings and the Artists Booking Office. Each side, however, will have a separate office and the stage booking department separate in the future, would take up matters direct with Frank Freeman instead of through Morros, as it has been up to now.

In addition to operation of the theatre, film booking, advertising budgets and the like, on Westman would fall responsibility directly under Freeman of various other matters such as union dealings. During recent union negotiations, Westman has been handling this phase of operation as it is.

Associates in Par gave Morros farewell dinner Friday night at the N. Y. Athletic Club at \$10 a head. They presented Morros with a goat bag and clubs.

### Stewart In from East

### As Lead in 'Next Time'

Hollywood, Oct. 22. Universal borrowed James Stewart, recently brought from the east under contract by Metro, for lead opposite Margaret Sullivan in 'Next Time We Live', which Edward E. Griffith directs.

Stewart takes the spot originally slated for Francis Lederer.

'Alice Adams' Nice \$14,200 in 2 L. A. Spots, 'Down East' NSG Out West; 'Dream' Tees Off Smartly

(Best Exploitation: Overly) 'Alice Adams' (1,000; 25-35-40-50) is two-day showing of 'Midsummer Night's Dream' at Warner Beverly, neighborhood house, which is converted into \$1.50 tops. Premiere was one of biggest towns has ever had, with a \$5 flat tap that brought around \$7,000 for initial performance.

Advance not terrific for subsequent performances, with house getting busy on educational angles and nominal patronage. Dailies went strong on commendation of pic, but public response for first week below the capacity expected. Pic in for indef run.

Otherwise local front pretty quiet on the stanzas. 'Down East' is tied with heavy exploitation and the last campaign, at Chinese and State off to very weak start, and Chinese depending on trio of previews at advance scale to make a fair showing. State must, however, pad its own week with negligible trade.

Paramount having double bill of 'Last Outpost' and 'Byrd's Flight' in America on same night. 'Byrd's Flight' Benny Goodman band on stage enduring tough voyage to make ends meet on house.

'Alice Adams' at Pantages and RKO, though not smart pacesetter, doing fairly well, and is being traded for both houses. 'Shipmates Forever' holding in Warner houses for second week doing almost equal to 'Here's to Romance' holding over four Star after poor third stanza, while UA okay with 'Karelnia', moved over from State.

Revery took the cake on selling 'Down East' with its educational displays, educational and other themes, radio and even social functions, with opening almost sold out in houses in neighborhood of \$25,000. To introduce Mr. Shakespeare to the Hollywood mob.

Estimates for This Week Beverly Hills (WB) (1,612; 25-32-110-116.65) - 'Midsummer Night's Dream' (WB). Smash premiere garlands, with \$200,000 in advance. Though not capacity at subsequent performances, with mats a little off. Two-day basis.

Chinese (Grauman) (2,028; 30-40-55) - 'Way Down East' (Fox). Folks around this week seemingly do not want to be reminded of 'Down East' so rather hard to corral them for this one, which is being played almost sold out. Last week 'Anna Karenina' (MG). Though not the hot potato Metro made, came from almost sold out calculations in getting \$10,400.

Downtown (WB) (1,800; 20-35-40-50) - 'Shipmates Forever' (WB) plus 'Here's to Romance' (Fox) (3rd week). With feet around the harbor, trade holding up in great style for the repeat stanza, which will run about \$4,000. Last week, though, grand below prediction, still healthy at \$7,300.

Four Star (WB) (1,765; 30-40-55) - 'Here's to Romance' (Fox) (3rd week). Not holding up in style except, which will be a little above average. Depicted with final count hitting around \$2,000. Last week just as figured, around \$2,800.

Grand International (Rosenberg) (785; 35) - 'Peasants' (Amkino). Getting its share of the peasants and will wind up around \$1,000. Last week, 'Empress Vlatka' (Gen), bit over \$1,100.

Hollywood (WB) (1,765; 30-40-55) - 'Shipmates Forever' (FN) (2nd week). With couple of previews the run in for good. Last week, nice at \$6,000. Last week, the first for it, came little short of hopes with \$5,400 climax.

Orpheum (WB) (2,270; 25-30-15-40) - 'I Live for Love' (WB) and 'We're in the Money' (WB), split, also very busy. Having good advance names to bolster the bargain offering around \$8,300. Last week 'Little Big Shot' (WB) (2nd week).

RKO (2,860; 25-35-40-55) - 'Alice Adams' (Radio). Having previews as balance making good showing. Last week, a \$7,000 total, but that Hepburn drag seems lacking. Last week 'Diamond Jim' (U) second and final five day holdover having to

split hairs to hit a \$3,800, not so hot. State (Loew-Fox) (2,024; 30-40-55) - 'Way Down East' (Fox). Theatricals and exploitation very heavy, just could not get them interested with stanza plenty weak at \$5,300. Last week 'Anna Karenina' (MG), kind of slow up last couple weeks, but ok at \$12,700.

United Artists (Fox-UA) (2,100; 30-40-55) - 'Karelnia' (MG). Clinch to keep low net house out of red in grabbing off close to \$4,900. Last week, 'Elizabeth' (UA). Just little below figures but good profit for house at close to \$4,000.

Orpheum (Hamrick-Evergreen) (2,400; 25-35-40-50) - 'Barbary Coast' (UA). Standing them in line, socko \$8,000 and holding. Last week 'Dark Angel' (MG) closed strong second week at \$4,200; net \$7,600.

Paramount (Evergreen) (3,000; 25-40) - 'Way Down East' (Fox) and 'Little Big Shot' (WB) Combo getting strong, but chiefly in first pic, and in line for fair \$4,500. Last week 'Scratches' (WB) and '35 Steps' (WB) restored and closed for good enough \$4,700.

Orpheum (Hamrick-Evergreen) (2,400; 25-35-40-50) - 'Redheads' (Fox) and 'Welcome Home' (Fox). Strong combination, but still getting in. In the good money class for a nice \$3,000. Last week 'Silk Hat Kid' (Fox) and 'Thunder Mountain' (Fox) \$2,800.

Met (M&P) (4,200; 35-50-65-80) - 'Hands Across Table' (Par) and 'Hand Across Table' (Par) and stage show. Aiming at \$28,000, good. Last week substantial \$28,800, sided with holiday. 'Shipmates' (WB) and Jimmie Lunceford colored unit.

Orpheum (Loew) (3,000; 25-35-40-50) - 'O'Shaughnessy' (MG) and 'In the Air' (MG), dual. Looks healthy for around \$16,000. Last week oke \$16,500 with dual of 'Boys' (Col) and 'Atlantic' (Col), double, antistated with \$14,000 net.

State (Loew) (3,200; 25-35-40-50) - 'Hands Across Table' (Par) and 'Hand Across Table' (Par) and stage show. Heading into par \$13,000. 'Boys' (Col) and 'Atlantic' (Col), double, antistated with \$14,000 net.

Keith Boston (RKO) (2,300; 20-30-40-50) - 'Fighting Youth' (U) and 'Marcus stage show. A little on the weak side, but grossing best satisfactorily as to net. Last week an adequate \$22,000 for 'King Solomon's Mines' and Henry Armetta topping stage bill.

Keith Memorial (RKO) (2,900; 25-35-50) - 'Pompeii' (Radio) (2d week). 'Empire' (WB) at \$10,000. Its second week, \$11,000. Last week, split between 'Diamond Jim' (U) and 'Pompeii' registered plus \$10,800.

Met (M&P) (4,200; 35-50-65-80) - 'Crusades' (Par) (3d week). Biz off. Last week \$6,500, disappointing.

Paramount (M&P) (1,800; 25-35-50) - 'Personal Maid' (WB) and 'This is Life' (Fox). Last week \$4,000 on 'Little America' (Par) and 'Here's to Romance' (Fox), double.

Fenway (M&P) (1,600; 25-30-40-50) - 'Maid' (WB) and 'Little America' (Par) and 'Here's to Romance' (Fox) and 'This is Life' (Fox). Last week \$4,000.

Scollay (M&P) (2,700; 25-35-40-50) - 'Special Agent' (WB) and 'Legs' (WB), dual. Last week like \$5,200. Last week, satisfactory \$6,300 on 'I Broadcast' (Par) and 'Wanderer of Wasteland' (Par), dual.

'BARBARY COAST' SOCKO \$8,000 IN PORTLAND

Portland, Ore., Oct. 22. (Best Exploitation: Aired Act) 'Barbary Coast' doing bang-up biz with the o. boosted by another smashing exploitation campaign in the Parker Hotel. House is now using two-color press copy and swamping all other spots in the city. 'I Live for Love' was granted the heavy plugging and opened to a line-up, with indications of holding three weeks.

nearly double normal biz of a few weeks ago. 'Shipmates Forever' a duet selling surprise for the Broadway, although that house had given the pic a heavy plugging. It answered better than expected and held easy for good second spasm after a bumper opening run. Broadway cashed in for an extra grand last week by holding big pre-footbal game night. The big crowd swamped with collectors on game days and the Broadway usually gets in a mid-night show for the hoop-rath crowd.

Estimates for This Week Broadway (Parker) (2,000; 25-40-55) - 'Shipmates Forever' (FN) (2d week). 'Crusades' (Par) and 'I Live for Love' (Fox). The opening stanza that held for strong second week, around \$4,000. First week answered to very good, \$7,000. Exploitation getting big \$7,800.

United Artists (Parker) (1,000; 25-40) - 'Barbary Coast' (UA). Standing them in line, socko \$8,000 and holding. Last week 'Dark Angel' (MG) closed strong second week at \$4,200; net \$7,600.

Paramount (Evergreen) (3,000; 25-40) - 'Way Down East' (Fox) and 'Little Big Shot' (WB) Combo getting strong, but chiefly in first pic, and in line for fair \$4,500. Last week 'Scratches' (WB) and '35 Steps' (WB) restored and closed for good enough \$4,700.

Orpheum (Hamrick-Evergreen) (2,400; 25-35-40-50) - 'Redheads' (Fox) and 'Welcome Home' (Fox). Strong combination, but still getting in. In the good money class for a nice \$3,000. Last week 'Silk Hat Kid' (Fox) and 'Thunder Mountain' (Fox) \$2,800.

Met (M&P) (4,200; 35-50-65-80) - 'Hands Across Table' (Par) and 'Hand Across Table' (Par) and stage show. Aiming at \$28,000, good. Last week substantial \$28,800, sided with holiday. 'Shipmates' (WB) and Jimmie Lunceford colored unit.

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Traxus in downtown area is now tagged Translux International, playing arty pictures. New policy inaugurated in the city with Moscow Laughs' flicker; this week 'Blue Light' filmed in Italian Tyrol. Biz n.s.g.

Estimates for This Week Paramount (4,000; 25-35-50) - 'Last Outpost' (Par) and 'Ethiopia' (Par). Attracting Italian patronage in the city. House is now war-fare. Good notices for 'Wings Over Ethiopia' and biz figured for \$14,000, okay.

Orpheum (Hamrick-Evergreen) (2,400; 25-35-40-50) - 'Redheads' (Fox) and 'Welcome Home' (Fox). Strong combination, but still getting in. In the good money class for a nice \$3,000. Last week 'Silk Hat Kid' (Fox) and 'Thunder Mountain' (Fox) \$2,800.

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Table-Bears 20G, 'East-Alberni' \$18,000, 'Dream' Off Biz in Detroit

(U) and 'Welcome Home' (20th-Fox) \$12,000; good. Loew's (2,400; 25-35-50) - 'O'Shaughnessy' (MG). Looks like mid \$10,000. Last week 'Broadway Melody' (MG) got \$13,000, okay.

'Crusades' (Par) and 'I Live for Love' (Fox). Will obtain \$8,000. Good. Last week 'Jazz Head' (Faso) and 'Wanderer of Wasteland' (Faso) \$7,000, fine.

'CRUSADES' BIG \$7,500, DENVER

Denver, Oct. 22. 'Crusades' and 'Live My Life' go second week, result of grab-bag most of week's business. 'Crusades' started with headache, but picked up. 'Live My Life' had a somewhat holdous Saturday. DeMille tag on film doing more than its share of draw.

'Pompeii' doing poorest business for the Orpheum in months, in fact poorest since RKO took back house in February. Great exploitation helped but poor booing to thank in as opposition to 'Crusades'.

'Crusades' 'Boys' yanked after four days, giving way to 'Live My Life', which will probably get 10 days at the Denver and then to Broadway.

'Special Agent' great on cheaper seat business with two-bit seats registered every night. 'Ethiopia' but one. 'Barbary Coast' excellent in its second week.

Rain Monday night hurt most houses. Orpheum invited clerics of all faiths, nuns, students, to preview 'Pompeii', resulting in book from many pupils and in many schools with groups attending in body.

Aladdin (Huffman) (1,600; 25-35-50-80) - 'Red Salute' (UA). Average, \$2,000; ditto last week. 'Here's to Romance' and 'I Live for Love' failed to get all that was expected.

Broadway (Huffman) (1,500; 25-40) - 'Barbary Coast' (UA), followed by 'Ethiopia'. Great exploitation extended run, \$1,500. Last week 'Dark Angel' (UA) finished its record-breaking run in first-run houses. Last week, staying near five weeks double. Last week it did \$1,800.

Denham (Cooper) (1,600; 25-35-40) - 'Crusades' (Par), Strong trade. 'Ethiopia' and 'Last Outpost' (Par) and 'Wings Over Ethiopia' (Par) did average, with the latter getting nice gross, but credit because of its timeliness; finished with about \$4,000 in the cash box.

Denver (Huffman) (3,500; 25-35-50) - 'Crusades' (Par) (MG) and 'Boys' (MG) and 'Holds Over'; \$4,500. Last week 'Bonnie and Clyde' (WB) above \$4,800.

Orpheum (RKO) (2,600; 25-35-40) - 'Pompeii' (Radio). Brutal biz, \$2,000. Last week 'Broadway Melody' (MG) and 'Holds Over' (MG). 'Melody' was on a four-day holdover.

'Special Agent' (WB) (2,800; 25-bit scale, \$2,500, okay. Last week 'Gay Deception' (Fox) let the house down with a below average figure, \$5,500, at 40c top.

100% Dued N. H. Likes 'Hands Table' Best, \$6,500

New Haven, Oct. 22. (Best Exploitation: Paramount) Town holding up pretty steady through the week. Football weekends, usually good for some extra trade, haven't meant a thing so far.

Paramount making the most noise this week with a flock of Lombard items, but with parlor, along the manicure angle; a quarter-page newspaper tein with a cocktail room opening, using 'Hands Across Table' as the line. House is now also scored an ace by roping in the Navy football squad as guests on night.

(Best Exploitation: Wilson) Warm weather, concert and sporting events are taking their toll here this week, and theatre grosses are almost everywhere in town despite the constant rain and snow product in many weeks. Loop houses off to a bad start, but picking up from the weekend on.

Plugged heavily in every conceivable angle for a fortnight, 'Midsummer Night's Dream' opened Sunday night (20) before a capacity audience at the Wilson, closed left house. Advance sales brisk and holdover for at least two weeks probable. Shakespeare firm, at \$1.85 top price, is drawing very well at night, medians fall.

Both downtown combo houses, in spite of good pix and vaude, figure for a measurable drop. After a wov \$8,000 session last week, the one at Goose Goslin-Cab Calloway-Charlie Chan in Shanghai's combination, the Fox expects a good drop this week on 'Way Down East' and Luis Alberni on stage.

'Ethiopia' (WB) (the Table', combined with vaude centring around Louise Beavers, should bring in a good \$20,000 this week at the Michigan.

Two rather big disappointments in loop are 'Barbary Coast' at the RKO and 'Ethiopia' at the RKO Downtown. Both flickers given powerful exploitation, too.

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WEEK-END GROSSING

General Tone of Loop on Upbeat; 'Live Life' Leading at \$35,000, '39 Steps' Big \$30,000; Femme Draw

BUT MPTOA, HAYS, WOULD RAIN OFF

'Dream' Holds Up for \$16,500 On 2d Wk. in N. V.; 'Crusades' And 'Shipmates' OK at \$28,000

Chicago, Oct. 22. (Best Exploitation: Palace) Grosses getting better; the registers are growing more steady week after week, remaining on a level...

Business is good at the bulk of the box offices. Chicago Roosevelt State-Lake, Palace, Apollo, United Artists... Again it's the femme attraction that is doing the errand business...

Apollo is holding over 'Special Agent' after its good week at the Chicago and it's the type of picture that gets good coin at this house. Balaban & Katz still in a huddle with Warners over 'Midsummer Night's Dream' and it's likely that Warners will finally have its way...

The houses are getting special spreads on their pictures, stepping lively on newspaper space. Hearst is giving 'Special Agent' wide space; B&K and Metro are stepping heavily on 'Broadway Melody'.

John Joseph ran away with the weekly exploitation gross currently on the picture '39 Steps' and the French unit.

Estimates for This Week Apollo (B&K) (2,000; 25-55)—'Special Agent' (WB). Second week in loop for this one doing well at indicated \$3,000. Last week 'Bonnie Scott' (MG) sagged to a poor \$2,100.

Chicago (B&K) (4,000; 35-55-75)—'Live My Life' (MG) and stage show. Crawford flicker bringing out the femmes and likely to stick two weeks in this arena. 'Midsummer' the take netted to \$35,000, powerful in comparison to previous weeks here. Last week 'Special Agent' (WB) managed good \$29,700.

Garrick (B&K) (900; 25-35-55)—'Here's to Romance' (Fox) and 'Ethiopia' (Par). 'Romance' rushed in Sunday (20) when Ethiopian travel, started on its first two days. Combination of 'Ethiopia' and 'Here's to Romance' finished last week at \$2,500, fairish. Last week 'Boss' (Col) finished fifth great week at \$3,000 on power.

Oriental (B&K) (2,500; 25-35-40)—'Mad Love' (MG) and vaude. Good selling badly, off to \$15,000, week. Last week 'Romance' (WB) (MG) managed big \$19,300 with '39 Steps' help.

State-RKO (2,500; 25-35-55)—'39 Steps' (GB) and 'Folles Bergere's' unit on stage. House has been in the money consistently for the past months on stream of big loops. To \$30,000 currently, wallowing and good to add additional time easily. Last week, the finale of a re-breaking six-week run for 'Top Hat' (Radio), amazing \$17,800.

Newsvest (B&K) (1,500; 25-35-45-65)—'Broadway Melody' (MG) (2nd week). Will do better than \$13,000, excellent on second session. Getting heavy advertising help. Last week opened strong at \$17,700.

State-Lake (Jones) (2,700; 20-25-35)—'Alice Adams' (WB) and vaude. Hepburn picture 'boosting' the take. Above \$13,000 currently. Must Box in first week. Last week 'Storm Over Andes' (U) netted over \$11,600.

United Artists (B&K-WA) (1,700; 35-45-65)—'Karelin' (UA) (2nd week). Garbo-March picture marching along at steady rate. Holding \$14,000 currently. Last week netted \$13,000 on all-around play.

TACOMA TIP TOP

ody Very Harmonious, \$6,000—Agent \$4,500

Tacoma, Oct. 22. (Best Exploitation: Music Box) An Roxy steps into the loop this week with 'Broadway Melody,' which looks to go to town, right along with last week's 'Married for Boss' (WB). Last week, \$18,500 singleton, although shorts make up the time to a degree. Must Box in first week. Last week 'Special Agent' still a timely subject in this town, where the Wy-

erhauser kidnaping and government men activities recently stirred up plenty of interest.

Music Box traces exploitation tops with giveaway picture of 'Dionne Quinta' in cooperation with Tacoma Times, Scripps paper. Only cost is imputed by theatre, with nice read-ings in the 'Times' for 'Short Going on Two,' featuring the quintuplets. Photo-prints are handed patrons, and being nice copy it registers a real draw.

Estimates for This Week Music Box (4,400; 16-27-37)—'Special Agent' (WB) and 'Fighting Youth' (U) dual. Anticipates a big \$4,000. Last week 'Dark Eyes' (U) (Radio), dual, \$3,800, moderate. 'Roxy' (J-VH) (1,300; 16-27-37)—'Broadway Melody' (MG) (N. campaign and nice biz. \$6,000, corking. Last week, 'Married Her Boss' (WB) and 'Public Enemy' (Col) dual, \$5,800, big.

'BARB COAST' IN FRISCO FAIR AT \$9,200

San Francisco, Oct. 22. (Best Exploitation: United Artists) Barb pretty good in this locality despite the fall opposition of football, horse races and dog races. Warfield naturally has big edge with 'Broadway Melody' and Golden Gate has spectacular 'Pompeii' to keep the tourists elcking. 'Barbary Coast,' which has been doing well in the city, will show improvement after celebration is over.

United Artists gets exploitation media credit for its Daily News for serialized story of pic with art running for four days. Many other theatres with stores for window displays of styles then and now.

Estimates for This Week Clay (Roesner) (400; 25-35)—'Waltz Time in Vienna' (DuW) (2nd week) at about \$1,400. Last week \$1,600. A third week and may go more, unusual for this house.

Embassy (Cohen) (1,512; 25-35)—'Top Hat' (Radio) (6th week). The main attraction of this week in this house after moverover from Golden Gate, hitting around \$3,000. Last week about \$2,400. One 'Fox' (Leo) (5,000; 25-40)—'Two Flaged' (Par) and 'Atlantic Adventure' (Col) will do better than \$8,500, with Tracy to help. Last week, 'Harmony Lane' (Mas) and 'Super-spy' not quite \$9,000; lack of names.

Golden Gate (RKO) (2,850; 30-35-65)—'Romance' (Radio). Stage show, steady to excellent \$16,500. Last week, 'His Family Tree' and road show with lots of nudity (WB) (after this).

'Orpheum' (E&M) (2,440; 30-35-10)—'King Solomon' (U) and 'Shinamats Tower' (WB) (WB). Last week, 'Public Enemy' (Col) and 'Bowes Amateurs' in person (western unit), \$10,000. (2,740; 30-35-40)—'Way Down East' (Fox) and 'Lucky Legs' (WB). Safe at about \$11,000. This week 'Live My Life' (Fox) and 'Ethiopia' (Par) not so forte at \$9,000. Parents couldn't see bringing kids. 'Jane Withers' and 'Way Down East' but Ethio film had no war.

St. Francis (F-W-C) (1,470; 30-35-40)—'Shipmates' (WB). Moved over from Warfield. Ought to click for at least \$5,000, which is good good for this week. 'Big Broadcast' (Par) swelled at \$6,200.

United Artists (UA) (1,200; 25-40)—'Barbary Coast' (UA). Good boxoffice at \$2,200. Nice tieup with Chambers of Commerce celebration of city's 100th business birthday. 'Shipmates Tower' (WB) (WB) tapered off satisfactorily at \$1,900.

'Broadway Melody' (MG). Ought to be in \$23,000 class. Last week, 'Shinamats Tower' (WB) under \$20,000, but okay. Stage show and guest vaude at this house.

Despite Flood of Squawks Anti-Trust Bugaboo Voids Any Trade Decision for Corrective Measures

NO NRA CURBS

Flood of overbuying complaints have been received in the last five or six weeks by the Motion Picture Theatre Owners of America, Allied and the Hays office, with official hands-off attitude adopted by all three. In some instances, the squawks have been dumped into lap of Hays organization by the other two trade associations. Absence of NRA code, under which several hundred cases were heard last year, eventually is expected to force individual cases in civil courts for action.

No official action will be taken on these overbuying bids from exhibitors by the Hays o. ce. That much is certain. Same attitude undoubtedly will be taken by other organizations. None wants to risk any more anti-trust accusations.

Demise of Blue Eagle brought Sherman statute back into full force, and no matter what good intentions might be behind action of these trade groups, the result is settlement of overbuying cases, the statute which forbids action by agreement, always stands as a threat.

Bulk of complaints have come from smaller cities where three or four theatres are operating and making three changes weekly. Under present conditions as to total amount of available product, there simply are not that many pictures to go around, with the result that at least one exhibitor is certain to be peeved.

Duals Epidemic While double billing is not blamed in all instances, the dualing epidemic has aggravated the situation. Requirements for a double-feature program policy enable circuit to buy a large number of pictures without overbuying. This situation of course reduces the number of features to other and opposition houses.

For most part exhibitors complain (1) that they can't get Grade A product, (2) that major circuits are buying more pictures than they need and (3) that they are being forced into the classification of subsequent run houses or confronted with the necessity of slashing admissions.

Attempts to interest the Federal government in some so-called overbuying cases, via the Dept. of Justice, thus far have failed. Opinion of governmental authorities has been that it is a purely industry (Continued on page 21)

'B'DCAST' BIG \$11,500, 'LIFE,' \$8,500, SEATTLE

Seattle, Oct. 22. (Best Exploitation: Orpheum) After four weeks first run at Orpheum, 'China Seas' (WB) has been on big \$11,500. Last week, 'China Seas' opened big at the Coliseum as part of dual. 'Broadway Melody' (MG) has been in interest in Eleanor Powell, who was sold in advance exploitation.

'Best exploitation' for 'Big Broadcast' (Par) and 'Ethiopia' (Par) radio dealers window cards displayed at all stores handling radio (Philco) and the music plucked on the air.

Estimates for This Week Blue Mouse (Hamrick) (950; 27-37-42)—'Family Tree' (Radio) and 'Smilin' Thru' (MG), release, dual. Pair at \$2,500. Mats road, getting the women, but nights slow. Policy is for at this 'use, unless hot release from either Orpheum or 5th. Last week, 'Special Agent' (WB), 2nd week, \$3,800, slipped off, so—

Coli (Evergreen) (1,800; 21-

32)—'China Seas' (MG) and 'Welcome Home' (Fox), dual. Biz at \$4,500. Last week, 'Sanders' (UA) and 'Murder Man' (MG), dual, \$2,200, okay.

5th Ave. (Evergreen) (2,400; 27-37-42)—'Live My Life' (MG), Crawford drawing heavily, \$5,500. Last week, 'Here's to Romance' (Fox), \$6,500, mild.

Liberty (J-VH) (1,900; 16-27-37)—'Married Her Boss' (MG) (5th-final week). Blowoff stanza, moderate, \$3,500. Last week, same film, \$4,200, okay.

Music Box (Hamrick) (900; 27-37-42)—'Broadway Melody' (WB) (4th week) on Smash pace, a won \$5,200 and holds over sure. Last week, same film, \$5,600, big.

Orpheum (H-M) (1,600; 2,700; 27-37-42)—'Big Broadcast' (Par). Getting real campaign; great biz, \$11,900. Last week 'O'Shaughnessy's Boy' (MG), \$4,800, terrific.

Paramount (Evergreen) (3,106; 27-37-42)—'Socrates' (WB) and 'Wings Over Ethiopia' (Par) (WB). With timely interest in latter, good for \$4,500. Last week 'Freakies' (Fox), dual, \$5,200.

BENNY 'AIR' PIC PLUS AMS OK \$22,500, WASH.

Washington, Oct. 22. (Best Exploitation: Earle) Benny Hoyer's picture, in months with every house doing good to average biz; no records and no flops. Tracy repeats give equal value to picture with a pull and boys have put plenty behind each.

Keith's struck snag when customers squawks that 'Pompeii' made no attempt to follow book whose title it appropriated. Flicker \$2,000, terrible.

Second Bowes Amateur unit gave Fox unexpected break when Bowes had made off with Sara Berner, who came to join unit in Capital. Local boys and girls were glued to radio and rushed right down to see 'Air' re-run would arrive next day, which she did.

Earle gets best haul honors for campaign on high vaude, in anniversary revue. Most of stuff was institutional plus for house but it got re-run would arrive next day, which she did.

Estimates for This Week Fox (Loew) (3,434; 25-35-60)—'It's in the Air' (MG) and vaude. Jack Benny bringing in mean something to local celluloid fans and second Bowes amateur deleraction pulling well. 'Air' headed for good \$22,500. Last week, 'Here's to Romance' (Fox) and local radio side show, \$20,000.

Earle (WB) (2,424; 25-35-40-70)—'Goose and Gander' (WB) and vaude. Plus anniversary vaude re-run, \$11,500. Last week, 'Shipmates Forever' (WB), took big \$21,000.

'Earle's' (RKO) (1,830; 25-35-60)—'Pompeii' (Radio). Working oke at the b.o. on picture that carries net haul good \$9,000. Last week, 'Diamond Jim' (U), in second week collected good \$8,000.

Belasco (Radin) (1,100; 25-35-50)—'The Heat' (D&D). Rep. of novel plus kind reviews will give this oke \$2,500 at arty spot. Last week, 'Born for Glory' (GB), took light \$2,000.

Palace (Loew) (2,363; 25-35-60)—'Broadway Melody' (MG) (3d wk). Will net good \$11,000; last week big \$22,000.

Met (WB) (1,852; 25-40)—'Special Agent' (WB) and 'Par' after nice week at Earle getting well princingly good \$5,000. Last week, 'Without Regrets' (Par), light \$2,000.

Columbia (Loew) (1,763; 25-40)—'Call of Wild' (UA). This week on mainstem after two week stays at Palace getting good \$5,000. Last week, 'Wanderer of Wastland' (Par), rough, but worth to first-run screens for first time in month and won oke \$4,000.

(Best Exploitation: Strand) Jingle of coin at downtown box-office windows this week is creating tuncful music in most New York cases. There's the sound of it at the Hollywood, Roxy, Strand, Rivoli and Paramount. But in a couple of instances there is hardly an echo.

'Midsummer Night's Dream' did a good second week of \$16,000. 'An Echo' (WB) and 'Shipmates Forever' is tuned up well at the Strand and figures \$28,000, holding a second 'King Solomon' 'Broadway' going to a fancy \$28,000, at the Roxy and the management has broken into a merry whistle but can't hold over due to bookings.

'Metropolitan' isn't getting as many listeners as expected at the Music Hall. Picture opened disappointing but will finish at fair \$75,000. Holdover was anticipated. 'Feather in Her Hat' opens tomorrow (Par).

'Crusades' is marching to fast music at the Par, direct from the Astor for \$2, and should blow its way to \$24,000. First week average for house. Will reprise for a run of two weeks. Second week of 'Barbary Coast' and strong \$34,000. 'Live My Life' is adding its way to just under \$20,000 on its second week while the two poorest performers of the week are 'Last Days of Pompeii,' \$22,000 at the Center, and 'Little America' under \$5,000 at the Astor on eight days. 'Harmony Lane' opened at latter last night (Tues).

Strand, which ordinarily goes in for a detailed exploitation campaign on its pictures, put out a lot of bait on 'Shipmates,' including tieups with 'Music Hall' paper, etc.

Estimates for This Week Astor (1,012; 55-83-110-151-65-220)—'Harmony Lane' (Mascot). Opened here last night (Tues), \$17,000. America's first night days got nowhere, under \$5,000.

Capitol (4,620; 25-35-75-85-95-115-25)—'Live My Life' (MG) (2d week) netted \$24,000, first week average for house. Will reprise for a run of two weeks. Second week of 'Barbary Coast' and strong \$34,000. 'Live My Life' is adding its way to just under \$20,000 on its second week while the two poorest performers of the week are 'Last Days of Pompeii,' \$22,000 at the Center, and 'Little America' under \$5,000 at the Astor on eight days. 'Harmony Lane' opened at latter last night (Tues).

Palace (1,700-15-20-55)—'Special Agent' (WB) and 'Peter Grimm' (WB). 'Special Agent' may do \$8,000, pretty fair. Last week 'Diamond Jim' (U) and 'Goose and Gander' (WB) under \$8,000.

Paramount (3,661; 25-35-55-75-85)—'Crusades' (Par). Here from \$2 run at Astor and doing well, around \$28,000. America's first week 'Here Comes Cooke' (Par) and 'Wings Over Ethiopia' (Par) weakened to \$16,500.

State City Music Hall (5,830; 40-60-85-99-110-151-65)—'Metropolitan' (RKO) and stage show. 'Near fair' enough \$75,000 though under hopes. Last week 'Gay Deception' (Fox), \$85,000.

Rivoli (2,092; 40-65-75-85-99)—'Barbary Coast' (UA) (2d week). 'Barbary Coast' is doing well. Last week, 'Diamond Jim' (U), in second week collected good \$34,000. Looking to go four weeks. First week \$33,000, with Saturday opening and no re-viewing, \$34,000.

Roxy (5,830; 25-35-55)—'King Solomon' (U) and stage show with Stepin Fetchit. Colored comic of service, \$18,000. \$18,000, pretty nice but no holdover due to booking commitments. Last week 'Chan in Shanghai' (RKO), \$28,700, pretty good.

Strand (2,767; 35-55-65-85)—'Shipmates Forever' (WB). Keeler-Powell musical tripping for \$28,000. 'Shipmates' re-walked last week 'Dr. Socrates' (WB) on second week \$17,000.

State (3,450; 25-55-75)—'Big Broadcast' (Par) and vaude. 'Big Broadcast' got up to \$20,000, good. Will O. home orchestra and Patricia Bowden head vaude. Last week 'Breath My Words' (MG) and 'Par' headed by Benny Rivoli and Grace Hayes, big \$23,000.

# Philly Fairly Good; 'Down East' \$17,500, 'In Air' \$14,500, 'Table 'Mild, 'Dream' OK

Phillyadelphia.  
Fairly good trade is indicated for the downtown film section this week although some doubt about sensational or extraordinary expected.

Fox with 'Way Down East' on the screen and a road star show that is, however, lacking in marquee names figures on a possible hold-over, although pace the first couple of days distinctly under expectations and there's some doubt about that second week. Doesn't indicate more than \$17,500.

'Midsummer Night's Dream' is going along at an even rate at the Chestnut St. Opera House, evenings being big but most matinees of goodshowers. Some rather definite now that it will be satisfied with three as the house is announcing another legit booking for Nov. 4.

Earle has Jack Benny's 'It's in the Air' and a stage show headed by Ritz Bros. Combo, to be shown for between \$14,000 and \$15,000, and may be a grand more.

Warners may plug 'Hand a Stranger the Axe' with the Boyd for more than a week. Crisx readed this comedy and management may word-out the show for a first initial pace, however, indicated more than \$8,000.

Henry Coast is still cranking through to big biz at the Aldine and ought to get nearly \$10,000 in second week. Shows a fair amount of new 'muck' to \$10,500 at the Stanley which has been getting a long string of musicals and suffering accordingly. Galax is using its usual figure with 'Socrates,' although, like other cities, Philly is full of G-Mac and gangster; \$5,500 indicated.

Last week's real leader among the theatre houses was the Aldine, rousing \$13,500 for 'Barbary Coast,' although the Fox and the Earle both beat that figure with stage shows back. 'The Life and Cross and Dunn on the stage got \$14,200, and the Earle with 'Fighting Youth' on screen and El Brendel topping vaude, hit \$13,700.

'Midsummer Night's Dream' touched the \$13,000 mark in its first week at the Chestnut as Philly's first Broadway marquee, moons. 'Pompeii' at the Boyd, \$10,000 in seven days. 'Big Broadcast' at the Stanley also disappointed with a total of \$11,500.

'Top Hat' wound up a remarkable second-run engagement with \$3,700 for its fourth week, a record which hardly ever holds a pic beyond a week.

**Estimates for This Week**  
Aldine (1,200; 25-35-40)—'Barbary Coast' (UA) (2d week). Should give this one a sturdy \$10,000. Last week's \$13,500 was corking.  
Grand (1,600; 25-35-40)—'Bishop Misbehaves' (MG). Better type pic for house than some of its recent offerings. This week it should get \$2,100. Last week 'Annapolis Farewell' (Par) only \$300.  
Boyd (2,400; 40-55)—'Hands Across Table' (Par). Management may plug it for extra time although it has \$1,000 in extra. It is figured to do trick for buildup. Last week 'Pompeii' (Radio) pretty much \$11,000. 'Midsummer Night's Dream' (1,400; 55-85-\$110-\$185)  
Town's first roadshow pic in over two years. Three weeks probably be all. First week \$13,000.  
Earle (2,000; 25-40-50)—'It's in the Air' (MG) and vaude. It is a headliner. Combo should hit \$14,500 and maybe a grand more. Last week 'Fighting Youth' (U) and El Brendel, \$17,200.  
Fox (3,000; 40-55-65)—'Way Down East' (Fox) and stage show. No names for marquee but should okay all around. Doped as sure for second week but opening pace indicates no more than \$17,500. It's that's thing to rave over. Last week 'This Is the Life' (Fox) and stage show, returns with its second recent house average with \$12,200 taken, fairly good.  
Marlon (1,000; 25-35-40)—'Dark Angel' (MG) and vaude. It should hit a strong \$3,700. Last week 'Top Hat' (Radio) earned remarkable second-run week, but by getting \$3,700 in its fourth week, it's the best of its kind to date.

Some of its recent house average with \$12,200 taken, fairly good.  
Marlon (1,000; 25-35-40)—'Dark Angel' (MG) and vaude. It should hit a strong \$3,700. Last week 'Top Hat' (Radio) earned remarkable second-run week, but by getting \$3,700 in its fourth week, it's the best of its kind to date.  
Stanley (3,700; 40-55)—'Shipmates Forever' (WB). Doesn't look any too strong, but may be getting a fair amount of \$10,500 as last week. Last week 'Big Broadcast' (Par) rather tepid \$11,500 and no holdover. Hamilton (1,000; 30-40-50)—'Socrates' (WB). Should get \$5,500 despite Philly trick of gangster pic. Last week 'O'Shaughnessy' (MG) did good \$5,800. However, however, some under expectations.

## 'Live My Life' Above Par \$7,000 in Birmingham

Birmingham, Oct. 22.  
Best Exploitation: Alabama.  
Business up a little this week. Last two weeks have been headaches and business this week still far above the men of the local campaign for Alabama has helped also.

Fantasies in third week has been getting a few more customers, but the biggest difficulty is in getting good stage shows. Too many turkey shows has cooled the temper of vaudeville lovers.

**Estimates for This Week**  
Alabama (Live My Life) (2,800; 30-35-40)—'Live My Life' (MG). Better than average \$7,000. Last week 'roadway Melody' (MG) \$7,500.  
Fantasies (Wilby-Kinley) (2,000; 25-30-35)—'Thunder in Night' (Fox) and vaude. Around \$3,000, n.h.s. Last week 'Two Flated' (Par) \$3,100, fair.

Ritz (Wilby-Kinley) (1,800; 30-35-40)—'O'Shaughnessy' (MG). Beery and Cooper should help \$2,900. Last week 'Red Salute' (UA), \$2,800.  
Wanderer (Wilby-Kinley) (800; 25)—'Wanderer of Wasteland' (Par). In neighborhood of \$2,000, moderate. Last week 'Fighting Youth' (U) \$1,700.

Empire (Acme) (1,100; 25)—'Special Agent' (MG). Around \$2,800. Last week 'The Boss' (Col) last week was moved to Galax for second week after getting close to \$3,000. Galax only \$1,000. Shows will get around \$2,000 this week.

## 'O'Shaughnessy' and 'Steamboat' Duals, Each \$14,000; Newark Fair

Newark, Oct. 22.  
(Best Exploitation: Loew's State)  
Nothing sensational here this week but Loew's should be nice with \$14,000. 'O'Shaughnessy' and 'Bonnie Scotland' and 'Proctor's' will do very well on eight days at \$14,000. 'Steamboat' and 'Chan.' Newark with vaude expects the same figure for 'Two Flated' and 'Chan.' but of course the nut here is higher.

Three bits of new, broke this week. 'The City' opens Tuesday with legit, 'Revenge' (WB), and 'Musical' which is a play in New York Nov. 15, produced by John Swier. Road show of 'Midsummer Night's Dream' will use the Shubert. Previously planned to use suburban houses for this and cut Newark.

'Distressing' is the recent discovery from downtown Newark is chiefly weekend business with some managers finding Wednesday good but Crawford distributed that no weekend or nothing and often weekend and little else.

**Estimates for This Week**  
Broadway (2,000; 25-35-40)—'Married Her Boss' (Col) and 'King Solomon' (U) (2nd week). About \$7,000. This stanza which is okay for holdover should week and hit \$14,000.  
Capitol (WB) (1,200; 15-20-40)—'Big Broadcast' (Par) and 'Call of Wild' (UA). Great bit for this stop which should get something but \$1,000. 'The City' (WB) probably take little more than \$3,500. Last week 'Special Agent' (WB) and 'Fighting Youth' (U) usual \$3,500.

Little (Franklin) (200; 35-60)—'Soviet Russia Today' (Amkino). Will mostly stay a 2nd week, but on seven maybe \$800. Last week (nine days) 'Peter Vlnogradov' (Amkino) and 'Chayevs' (Amkino) took \$750 on nine days.  
Loew's State (2,780; 20-30-40-55)

75) —'O'Shaughnessy' (MG) and 'Bonnie Scotland' (MG) will be sweet at \$14,000. Last week 'Dark Angel' (UA) and 'Ladies Crave Excitement' (Mas) okay but not stirring. \$11,000.  
Paramount-Newark (Adams-Par) (2,248; 15-20-30-35-40-55-75)—'Two Flated' (Par) (2nd week) (Par) and vaude. Just about gets by at \$11,000. Last week 'Last Outpost' (Par) stayed nine days for \$15,000, okay but not hot.

Proctor's (RKO) (2,300; 15-55)—'Stuntman' (RKO) (2nd week) (WB). Welliked and going strong. Stays an extra day to \$14,000, very nice. Last week 'second of \$11,500 and nearly stayed a third. Shirley Temple and her troupe still big Saturday morning draw. Last week \$11,500.  
Terminal (Shouras) (1,600; 15-25-40)—'Hot Off the Press' (PD) and 'The Life of the Party' (WB). 'This Is the Life' (Fox) and 'Dressed to Thrill' (Fox), split. Auction night going in Thursday with Al Snyder. \$40 worth of prizes put up and expected to be just what this stand needs against the independents with their various stunts. 'Lettin' 'em' barred in Newark but the definition lets in schemes very close. If the independents can't hold over \$3,500. Last week 'Trail's End' (Time) and 'Condemned to Die' (RKO) (Radio) and 'Hot T' (Radio) split went to \$3,000.

Stanley (WB) (3,600; 25-40-55)—'Goose and Gander' (WB) and Benny Davis' gang, with Sylvia Tilla (More-Rotherberg) (1,800; 10-15-20)—'Sky Devils' (UA), 'Manhattan Love Song' (Indie) and 'Rivers of Dealing' (Gosse) trying everything, including flock of give-away nights, but so far results have been unimpressive. Now changing twice weekly and hard to estimate grosses accurately, although around \$1,000. It that, looks like a fair guess on the part of the exhibitor.

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## BENNY DAVIS 'UPS GANDER' \$12,000, 'PIT' \$11,000

Pittsburgh, Oct. 22.  
(Best Exploitation: Fulton)  
Mild weather proving helpful and flock of attractive b.o. combinations furnishing the rest of impetus this week. Nothing particularly, of course, but current crop a healthy one and there shouldn't be any complaints.

Dangerous precedent being established, however, it's generally believed, by vacillating policies and opening days in number of small-seaters. Some of boys, hard-pressed for product, shooting in single features one week and duals the next; with the latter being mixed up that customers find it tough keeping track of them. Alvin has a dual with current, going to a single (Friday (25) and then back to a dual again, while Fulton has the same thing, only in reverse. At same time, with current going to a single, strong attractions after Penn has had 'em for week, that gets house down to \$11,000. 'Steamboat' is a single because Friday is also Penn's opener.

Stanley and Penn leading the way this week, corner with 'Goose and Gander' and the Benny Davis' gang and later with 'Shipmates Forever.' 'Fighting Youth' is a local offering and management is willing to credit him chiefly with strong \$1,700. 'Fighting Youth' is a single, with popularity of Dick Pook, always a fair around here. Looks like \$12,500 anyway for Naval and 'Fighting Youth' which is satisfactory in every respect.

Fulton's 'Harmony Lane' has local and regional interest, but not doing just fair, maybe \$7,500, although that's an improvement over recent takings here, while Alvin is getting a slight rise in two features, 'Redheads' and 'Fighting Youth,' using latter one as a lever to attract university grade students, and ought to come pretty close to \$5,000, not bad. About the same figure, although on one day less, for 'Alvin' with 'Lucky Legs' and 'Freckles.'

Fulton put shoulders behind 'Harmony Lane' and 'Fighting Youth' (WB). Eakin by Foster angle, pushing plugs for Pittsburgh, tying in with musical comedy, getting much better comment, but getting an invitation preview four days before opening and interesting some of Foster's living relatives.

**Estimates for This Week**  
Alvin (Harris) (2,000; 25-35-40)—'Redheads' (Fox) and 'Fighting Youth' (WB). Eakin by Foster angle, pushing plugs for Pittsburgh, tying in with musical comedy, getting much better comment, but getting an invitation preview four days before opening and interesting some of Foster's living relatives.

Fulton (Shea-Hyde) (1,700; 15-25-40)—'Harmony Lane' (Mas). Foster plug, but a few days before, but taking a bit disappointing, despite fact that it's doing better than recent house average. Had nice campaign and got well looked in addition; close to \$4,000 looked

# Apollon with 'Deception' Good \$1,000 In Wpls., 'Angel' 9G, 'Pompeii' 5 1/2 G

for, all right. Last week 'Storm Over Andes' (U) miserable \$2,500 in five days.  
Loew's (WB) (3,300; 25-35-40)—'Shipmates Forever' (WB). Powell always means money around here and 'Naval' figure Hicker is no exception. Acad setting, together with fact that it's a sequel to Powell and Keeler's successful 'Fletch' picture, also helping and neat \$13,500, should result. Last week 'I Live My Life' (MG) something of a disappointment for Chestnut ford picture, slightly under \$12,000, one of poorest grosses in some time for this particular star's films.  
Fitz (More-Rotherberg) (1,800; 10-15-20)—'Sky Devils' (UA), 'Manhattan Love Song' (Indie) and 'Rivers of Dealing' (Gosse) trying everything, including flock of give-away nights, but so far results have been unimpressive. Now changing twice weekly and hard to estimate grosses accurately, although around \$1,000. It that, looks like a fair guess on the part of the exhibitor.

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Minneapolis, Oct. 22.  
(Best Exploitation: Century)  
Plenty of the sort of entertainment that has made this city famous is bringing back loop theatre prosperity currently. With the only stage show in town, aside from flesh-a-bone spots, on the road, and stock boules, at the Alvin and Gaiety, respectively, the State will top the top in 'but, comparatively the Century will make the best box office showing and garner the most profit, according to early indications, considering the heavy town advertising and effective exploitation accorded it. 'Pompeii' at the Orpheum is a real disappointment of a disappointment. At the World '39 Steps' concludes a swell four weeks, holding up very satisfactorily to the end. 'Big Shot' is here for the Minnesota-Tulane football game helped the showhouses and night clubs.

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## Can. Gov. Gen's Pic '39 Steps,' Strongly Ballyed, 9G, Montreal

Montreal, Oct. 22.  
(Best Exploitation: Princess)  
Another heavy week currently with one holdover and only a 3-day lead. '39 Steps' and 'Fighting Youth' grosses every where seem to be holding up with better than average second-run prospects.

'His Majesty' has three nites and a Mat for Ballet Russe starting Thursday (24) which being the Dominion's longest running holiday may help gross some. At \$2.50 top may reach \$4,000. Palace repeats 'Anna Karenina' for gross \$1,500. Capitol has 'Bright Lights' and 'Goose and Gander,' good for \$8,500. Loew's showing 'Murder Men' and 'Fletch' (WB) should gross \$1,500. Local amateurs in addition to show and looks like grossing as high as \$1,500. 'Fighting Youth' is a fair \$9,000. Cinema Imperial has 'Baiser devant Miroir' and French Revue and expects \$4,000. Cinema de France (WB) has 'Chimant' and 'Le Prince de Minuit,' will gross \$1,500. St. Denis, 'La Fille de Mme. de M...' and 'Mme. de M...' should be \$7,000.

Princess is tying up whole town with '39 Steps' based on novel by Canada's new Governor-General.  
**Estimates for This Week**  
His Majesty's (CT) (1,600; 50-55-60)—'Ballet Russe' (legit). Thursday (24) which being the Dominion's longest running holiday may help gross some. At \$2.50 top may reach \$4,000. Palace repeats 'Anna Karenina' for gross \$1,500. Capitol has 'Bright Lights' and 'Goose and Gander,' good for \$8,500. Loew's showing 'Murder Men' and 'Fletch' (WB) should gross \$1,500. Local amateurs in addition to show and looks like grossing as high as \$1,500. 'Fighting Youth' is a fair \$9,000. Cinema Imperial has 'Baiser devant Miroir' and French Revue and expects \$4,000. Cinema de France (WB) has 'Chimant' and 'Le Prince de Minuit,' will gross \$1,500. St. Denis, 'La Fille de Mme. de M...' and 'Mme. de M...' should be \$7,000.

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## 'Judge-Am Show of '20 Acts 5 1/2 G, L'ville

Louisville, Oct. 22.  
'Shipmates Forever' looks like the money-maker in Louisville, and the Mary Anderson should gross \$6,500 with 'Fletch' (WB) and 'Big Shot.' It's held over for another week.  
A big amateur show, with 20 acts on the stage, and Gus Edwards' act, 'The 39 Steps' (WB), second loop run, should gross \$5,500; with a very low nut. Eliminations with 'Fletch' (WB) taking over the theatre Tuesday (15) and Wednesday (16), for its annual meeting. This rather unusual arrangement has been of several years standing, the building having been occupied by the Masons prior to the present owners' take over.

National, with vaude, getting its share of the biz, and upping prices this week to \$15 to \$15.50. 'Big Shot' (WB), first run, split, \$10,000, okay.

**Estimates for This Week**  
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'Deception'-Folies' Cheery \$14,000, 'B'dcast' \$13,500, 'Pompeii' 12G, Cincy

Cincinnati, Oct. 22. (Best Exploitation: Shubert) 'Big Broadcast' is the prize puller currently, lining up \$13,500 for the Albee, nearly two Gs in front of 'Pompeii' at the Albee. The picture is well below expectations, in view of advertising heave and favorable reviews. Biz crue 4n general up a trifle from last week. Shubert, linking 'Gay Deception' and 'Folies du Paree' revue, is back in the good money bracket after a week of several weeks, with \$14,000 in easy reach. 'Chan in Shanghai' is doing all right for the Lyric at \$5,000.

Keith's is holding over 'Shipmates Forever'; Capitol has 'I Live My Life' second week and Grand has 'Broadway Melody' for extended downtown stay. Shubert copied ballhoo honors on the week, flashes of 'Folies du Paree' gas being worked into local tie-up ads.

Estimates for This Week
Palace (RKO) (2,800; 35-42)—'Big Broadcast' (Par). Swell reception by critics and audience; dined at \$13,500, pleasing bracket. 'I Live My Life' (MG), \$13,000.
Albee (RKO) (3,300; 35-42)—'Pompeii' (Radio). 'Nice advance in downtown. 'Folies du Paree' in dailies, and dandy notices, yet trade is disappointing for \$12,000. Last week mark and gross, \$12,000.
Shubert (RKO) (2,150; 35-55)—'Gay Deception' (Fox) and 'Folies du Paree' unit. 'Spicy party last night, aided by tie-in ads by private firms. Beaucoup smiles for \$14,000. Last week 'Bishop Misbehaves' (MG) \$14,000. 'Nice \$14,000. Hollywood Californians band, with McCoy extraed, \$9,000, poor.
Liberty (Liberty) (2,400; 35-40)—'Shipmates Forever' (WB) (2d wk). Okay for \$4,000, following \$8,000 in first week.
Capitol (RKO) (2,000; 35-42)—'I Live My Life' (MG). Switched from Albee for second week, \$9,000, all right. Last night, 'Broadway Melody' (MG), third downtown week, \$6,000. Pix got \$7,500 here in first week and \$17,500 on opening week at Albee.
Lyric (RKO) (1,400; 35-42)—'Chan Shanghai' (Fox). All right for \$4,000. Last week 'Comes the Band' (MG), \$4,000.
Grand (RKO) (1,200; 35-40)—'Broadway Melody' (MG). Transferred from Capitol for fourth week, run, \$2,800, good. Last week 'Call of the Wild' (U), second week, \$3,800, after \$13,500 in first week at Palace.
Family (RKO) (1,000; 15-25)—'Family in the Night' (Radio) and 'His Family Tree' (Fox), split. Slow at \$1,800. Last week 'Wanderer of the West' (Par), \$1,800. 'His Family Tree' (U), separate, \$2,100.
Strand (Ind) (1,300; 15-25)—'Fighting Youth' (Fox). 'Fighting Youth' in revival cycle, maybe \$1,800, mournful. Last week 'Once to Every Bachelor' (Rep), repeated at \$1,000. Last week 'Comes the Band' (MG), \$1,200.

'Melody,' \$4,000, Stands Out in Lincoln's B.O.'s

Lincoln, Oct. 22. (Best Exploitation: Lincoln) 'Broadway Melody' is the favorite week and end of the week opening, with indications of a build in store as the week progresses. Considering football talk out of town and most of the college with it, biz very encouraging. 'Vaude at the Orpheum, 'Broadway Bandwagon' is helping 'Woman Wanted' over the hump. The variety is making a test of Columbia's 'I', breadwinner, 'Feather in Her Hat'.

Estimates for This Week
Colonial (LTC) (750; 10-15)—'No Man's Range' (Fox). 'No Man's Range' (Fox), split. Indicates possible \$950, good. Last week 'Wanderer of the West' (Par), very good with \$1,100.
Moon (LTC) (1,600; 10-20-25)—'Good and Beautiful' (WB). Standing okay for an expected nice enough going. Last week, after much juggling about, in which 'Broadland' was advertised to split, the week, 'Flying Trapeze' (Par) was able to go to the top. 'Broadland' finished slow, although previous seventh place kept it up to \$2,400, ok.
Orpheum (LTC) (1,200; 10-15-20-25)—'Woman Wanted' (MG) and 'Broadway Bandwagon' unit for three days; 'Broadway Bandwagon Lane' (Mas) and 'His Night Out' (U). Although football team and nice, last week 'Without Regret' (Par) and stage show headlining 'Hattie' (Kathie), very good. 'The Band' (MG) and 'Bad Boy' (Fox), dual, a ripping start and strength on the dual bill rolled up a good \$3,000.
Stuart (LTC) (1,000; 10-25-40)

'Broadway Melody' (MG). Current toset of the street and alive for \$4,000, swell. Last week 'I Live My Life' (MG) bank good. 'I Live My Life' (MG) bank with a \$3,200 cloaking on the week. Crawford means less and less here, except for 'The Holy Grail' (Fox) unit. Variety (Westland) (1,100; 10-15-25)—'Feather in Hat' (Col) and 'Guard That Girl' (Col), dual. Likerly \$1,900 which is a bit to the good. 'Stair' week. 'Adventure' (WB) and 'Ours' (Homestead) (1,100) jambed midweek and suffered a bad slump; windup saw \$1,600 in the till which is down on par.

Crawford's Off-to-Buff Good for \$12,000 Gate, 'Crusades' Strong Ditto

Buffalo, Oct. 22. (Best Exploitation: Buffalo) Business showing consistent signs of improvement. A big help of warm spell sufficient under ordinary circumstances to take most of the load of downtown. 'Crusades' are playing a major part in keeping the boxoffices busy and there seems to be some money in the seams of the fare provided they get what they want.
The new Crawford picture at the Buffalo is doing well, due in some part to good exploitation and playing up of the local angle, to the Crawford picture, 'Crusades' at the Lakes is a good magnet and 'Boas' in its second week is still going strong.
Tone-Crawford wedding was used to good advantage for exploitation, through the 'Crusades' picture and being well known in Buffalo. Bridal ads were tied in with several of the furniture, drug and shoe stores and beauty shops. A strong tie-up with Pontiac in the newspapers and by obvy, advertising also. Postal Telegraph was again used to good advantage distributing 2,000 telegrams facsimile announcing picture, date and co-operative copy. Plug-in at the end of Lux-Crawford program was used for local announcements of the picture showing.

Estimates for This Week
Buffalo (Shea) (3,600; 30-40-50)—'Crusades' (Par). Six at about \$12,000, last week, 'Shipmates Forever' (WB), business as expected, which is okay but slightly under average at \$8,800.
Hipp (Shea) (2,400; 25-40)—'Last Outpost' (Par). 'Last Outpost' probably due to timely publicity in connection with African war developments; single program, but 'Here's to Romance' (Fox) and 'Virginia Jugg' (Par) slipped off fast after first week, continuing to a by word of \$4,200.
Great Lakes (Shea) (3,400; 25-40)—'Crusades' (Par). 'Widely hooded, principally by a headline newspaper space. Nice going at the opening and should move up over the box office. Last week, 'Wanderer of the West' (Par), only lukewarm notice but a surprise as business-entertainer and a by word, and coming in with a fine, \$11,200.
Century (Shea) (3,400; 25)—'Gay Deception' (Par) and 'Chan in Shanghai' (Fox). Satisfactory dual takings on the up at over \$5,500. Last week, 'Lucky Legs' (WB) and 'Thunder Mountain' (Fox), neat from overflow of the nearby. Lafayette (Ind) (3,400; 25)—'Married Her Boss' (Col) (2nd wk). 'Married Her Boss' (Col) (2nd wk) will probably run up to \$9,000. Last week a stand-out, bettering the figure for 'Happened One Night' (U) and 'Widow's Tears' for top business of over \$15,000.

'SOCRATES' WITH STAGE SHOW \$8,000, INDLPS.

Indianapolis, Oct. 22. (Best Exploitation: Indiana) Influx of thousands of school-marks for state teachers' convention helped downtown theatres at the box office. 'Crusades' doing well enough at the Indiana with a pace that indicates \$6,800 for the week, while Lewis's is faring only moderately with a dual of 'O'Shaughnessy's' Boy' and 'Girl Friend' that looks to be in for a take of \$5,100. 'Crusades' is doing well with a customary prosperous form last week and this week after a month on the road.
'Socrates' and the stage unit, 'One Hour With You', are catching on and will finish very satisfactorily with \$8,000. 'Wings Over Ethiopia' as an extra attraction

coupled with '39 Steps' the Circle is somewhat disappointed with prospects for gross of \$3,600. 'Way Down East' is dragging along slowly at \$2,500 at the Apollo, which is a bit below par with a shortage of product at this time.
The Indiana exploitation crew deserves laurels for its campaign on 'Crusades' week. 'Crusades' faced the toughest daily for a swell contest with art and story breaks each day on 'Way Down East' scene, and additional tieups were effected with department stores on jewelry and handbags. 'Crusades' was clad in crusader outfits round around the downtown district for four days attracting lots of attention.

Estimates for This Week
Apollo (Fourth Ave) (1,100; 25-40)—'Way Down East' (Fox). Trade very scanty and will be luck to last a week at its current gait of \$2,500, slow. Last week 'This is the Life' (Fox) anime at \$3,000.
Circle (Katz-Feld) (2,800; 25-40)—'39 Steps' (GB) and 'Wings Over Ethiopia' (Par). latter film plugged considerably—more as an extra attraction than as a double feature, but gait is muddy at \$3,500. Last week 'Repeat of 'Big Broadcast' (Par) all right for a holdover with a gross of \$4,000.
Indiana (Katz-Feld) (3,100; 25-40)—'Crusades' (Par). Nicely exploited, this one opened strong and 'Crusades' (Par) after film plugged considerably—more as an extra attraction than as a double feature, but gait is muddy at \$3,500. Last week 'Repeat of 'Big Broadcast' (Par) all right for a holdover with a gross of \$4,000.
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SPITNALY ORC WITH TAKE IT, \$16,000, BALT

Baltimore, Oct. 22. (Best Exploitation: Century) With weather continuing so warm a swim wouldn't be a harsh experience. 'Crusades' (Par) is doing well, and holding up straight through nifty stanza that will nab \$7,000.
Vaudeum Hipp has a stand-up ping-pong show. Phil Spitalny's orch proving fine running mate to 'Couldn't Take It' with pic helps good ads and fine press. Building day by day with prospects a fine \$16,000.
Stanley stays in clover h.o.g. 'Shipmates Forever', which weakening this last half of second session, has packed away enough through virtue of very strong weekend to assure of at least a good \$6,000, which is about as nifty any h.o. season has ever been at the mammoth deluxer.
'Crusades' (Par) or less found all the publicists lying on backs. Has been easy since tub-thumping has been so restraining for any picture. The Century picture nosed out rest by large national ads in papers. House along with others did not get a feeble \$2,000, but not one spot over whose scene unveiling anything of much value.

Estimates for This Week
Century (Loew-U) (3,000; 15-25-35-45-55-65)—'O'Shaughnessy' (MG) and vaude. The erstwhile 'pow' racket, led by the Beerys and Cooper combo apparently moribund, and with no names of particular port, is now making a little more than a slow-footed \$17,000. Last week 'Bonnie Scotland' (MG) and No. 1 Unit of Bowes Ams, good \$12,900.
Hippodrome (Rappaport) (2,300; 15-25-35-40-55-65)—'Couldn't Take It' (U) and 'Spitalny's Orch' with water in Hat' (Radio) and Lou Holtz, Belle Baker and Block and Sully on stage. 'Spitalny's Orch' adds the topical films on Ethiopia and Universal's 'Camera Thrills'. All these are the new series on and give appearances of big shows.
This more or less substantiated opening days, with both Omaha and Lincoln power being pushed up in one-acture films, while Orpheum somewhat over average of its usual cut production, \$7,000 the virtual top here.

Livestock Show Influx into K. C. Helps B.O.; 'Freckles'-Ams, \$18,500

35-40-60)—'Gay Deception' (Fox). Slow start, and with apparently little hope of getting its spikes dug with any sort of finish, mark \$2,700. 'Here's to Romance' (Fox) spun 11 days, mark \$4,500.
Lyric (WB) (2,450; 15-25-35-40-55)—'Shipmates' (WB) (2d week). After a smacker \$13,500 on initial week, the stay-over is snatching a good \$6,000.
Valencia (Loew-U) (1,642; 15-25-35-40-55)—'Fighting Youth' (Fox). The bees aren't bringing in any honey at all; poor \$2,500. Last week third in top. 'Broadway Melody' (MG), good \$3,800.

Crawford \$15,000, 'Way Down East' 8 1/2, St. Louis Biz Nice

St. Louis, Oct. 22. With the frost season just around the corner quality entertainment in cinema palaces in Missouri's metropolis is perkup considerably and consequently is attracting more customers and piling up bigger and better b.o. grosses.
Anti-trust cases now in fourth week still getting kobs of space in local papers, all of which comes under the classification of free publicity for the film business.
'I Live My Life' had a fat opening at Loew's State and if anticipated business holds up will undoubtedly be retained for another seven days.
Combination of Powell and Ruby Keeler 'Crusades' (Par) and 'The Dionne quins hefty enough to cause Orpheum (WB) to hold program over second week after a swell first one.

Estimates for This Week
Fox (F&M) (5,032; 25-35-55)—'Way Down East' (Fox) and 'My Heart' (F&M) (2d wk). 'Way Down East' mark should be attained with ease. Last week, 'Here's to Romance' (U) 'Fighting Youth' (Fox), fine, \$7,700.
Ambassador (F&M) (3,013; 25-35-55)—'Couldn't Take It' (U) and 'Mising' (F&M) (2d wk) count can't miss \$7,700 at end of run. Last week, 'King Solomon' (U) 'Fighting Youth' (Fox) and Stooges short, disappointed with only \$7,400.
Shubert-Rialto (WB) (1,725; 25-35-55)—'Lucky Legs' (WB) and 'Last Outpost' (Par). Fair week with \$7,000. Last week, 'Socrates' (U) 'Shaulny's Orch' (F&M) \$3,100 in the till represents good week.
Orpheum (WB) (1,550; 25-35-55)—'Comes the Band' (MG) (2d wk) Dionne quins (Radio) (2d wk). Good going to tune of \$2,800. Last week, swell week saw \$11,800 represents.

OMAHA 100% STRAIGHT PIX, 'GLORY' \$8,600, OK

Omaha, Oct. 22. (Best Exploitation: Orpheum) All houses straight pictures this week once more, and general total something a bit over average in the line of attractive power. Clinch leader is the Orpheum, with 'Miss Glory' as the film is such a head-and-shoulder leader, but that its opposish is only mediocre. Heavy Hecart plugging for weeks past in the Bee-News culminates on this one and gives the film more push by twice than any theatre company could pay for in ad rates.
'Way Down East' (Fox) and 'Pompeii' (R) are the top attractions, and each is virtually single feature for the first time in months. 'Way Down East' (Fox) and 'Pompeii' (R) are the top attractions, and each is virtually single feature for the first time in months. 'Way Down East' (Fox) and 'Pompeii' (R) are the top attractions, and each is virtually single feature for the first time in months.

Kansas City, Oct. 22. (Best Exploitation: Newman) This is the week of the American Royal Live Stock show, the event that brings more outsiders in to this little old cow town than anything else occurring the year, and the first-run theatres are offering a choice lot of pictures for the entertainment of the visitors.

Managers all dug up their bag of publicity-tricks for stunts to attract. Mainstreet is showing 'Freckles'. Bowes Amateurs added and given most of the publicity. Mayor Smith proclaimed the date 'Major Bowes Amateur Week in Kansas City!'

Loew's Midland has 'Barbery Coast' and for the first time for any picture since half-page, two-color display in one of the papers. 'Crusades' not in as a roadshow, but showing at the Newman with a 16c tilt in the night prices. Announced that picture will be shown at another K. C. theatre this year. Strong publicity campaign, was given, with 24-sheet stands, hurried personal announcements mailed to prominent people, extra newspaper space, a street-car with 'Barbery Coast' both sides, advertising the downtown streets, radio spot plugs, and other stunts.

Estimates for This Week
Mainstreet (RKO) (3,200; 25-35-50)—'Freckles' (Newman). March of Time, and Bowes Amateurs. Opened great Friday and play continued over the weekend. Last week, \$15,500, biz. Last week 'Shipmates Forever' (WB) \$11,500, good.
Midland (Loew) (4,000; 25-40)—'Barbery Coast' (U). Got away nicely as a hold-up well, looks like close to \$13,500, nice. Last week 'I Live My Life' (MG), \$17,700, biz.

Newman (Par) (1,800; 25-35-55)—'Crusades' (Par). Picture given extensive advance publicity in the papers and expected to be a smash from the start, but thus far only fair. Will probably build and pre-empt 'Fighting Youth' (Fox), fine, good. Last week 'Socrates' (WB), \$6,500, fair.
Tower (WB) and stage show 'Steady play over the week-end and will return in neighborhood of \$3,000. Omaha (WB) 'Smart Girl' and vaude, \$7,500, nice.
Uptown (Fox) (2,040; 25-40)—'Orpheum' (Bank-Tri-States) (2-978; 25-40)—'Miss Glory' (WB). Glory to a manager's heart in this town, with the heart part behind. Will have a fine week. The regular film average considerably, and with 'Murder Man' (MG) as a partner, good. Last week, very good. Last week 'Way Down East' (Fox) was good enough, though not up to vaude standard, \$4,500. Last week 'Way Down East' (Fox) was good enough, though not up to vaude standard, \$4,500. Last week 'Way Down East' (Fox) was good enough, though not up to vaude standard, \$4,500.

Is the annual Food Show at the City Auditorium, and that probably negligible.
Three weeks saw upped figures at all three houses; Orpheum's due to advance 'Brands' due to anniversary of the film and Omaha's due to film and coverover of weeks preceding weeks.
Notice on exploitation reception of 'Way Down East' (Fox) is organization, but since Orpheum lends a willing hand deftly guided, it gets good. Last week, very good, pulling several good stunts on 'Redheads'.

Estimates for This Week
Orpheum (Bank-Tri-States) (2-978; 25-40)—'Miss Glory' (WB). Glory to a manager's heart in this town, with the heart part behind. Will have a fine week. The regular film average considerably, and with 'Murder Man' (MG) as a partner, good. Last week, very good. Last week 'Way Down East' (Fox) was good enough, though not up to vaude standard, \$4,500. Last week 'Way Down East' (Fox) was good enough, though not up to vaude standard, \$4,500. Last week 'Way Down East' (Fox) was good enough, though not up to vaude standard, \$4,500.

METROPOLITAN (MUSICAL)

Twentieth Century-Fox release of Darryl F. Zanuck production. Stars Lawrence Tibbett, Thelma Houston, George Bracy, Cesar Romero, Thurston Hall, Luis Alberni, etc.

Lawrence Tibbett's screen comeback in 'Metropolitan' which reports to be a behind-the-scenes-at-the-Met, presents 'Tibbett' at his worst best, and also the best of modern men so far in musicals.

It's a pushover for bally. All kinds of exploitation about Metropolitan and its alleged handouts for native American talents, its political ramifications, etc., are fodder for the printer's ink boys.

'Tibbett himself will not disappoint. He's right in the vocally and historically. If perhaps a bit shy of the nth degree standards by which he is measured, his silver chest heroes, he's an engaging and robust baritone who uncorks a 'Vesta in Gibus' flight of glory.

Alma Jean is the temperamental star, and very good. Thurston Hall, as the angel, makes an unbelievable chump chore acceptable.

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Couple of backgrounds in the opening sequence are figuratively marked studies. Again in the final arena gladiatorial event a mammoth feat, through whose 60-foot legs the lighter stream, loosed like something the pastry chef whipped up for a testimonial banquet.

Actualization omits even a small allusion to Pompeii's sex angles. This film has no romance. In the 'marked studies' again in the final arena gladiatorial event a mammoth feat, through whose 60-foot legs the lighter stream, loosed like something the pastry chef whipped up for a testimonial banquet.

Basil Rathbone comes very close to stealing the picture with his playful flamboyance. He is a democrat not entirely without a conscience who washes his hands of the blood of Jesus while tossing the crucifix to the ground. He is a path of Marcus (Preston Foster) one time gladiator who is in Judea at the time of the deal (he is stealing) which he carries out as the silent partner of Pontius Pilate.

Preston Foster has the central role. He carries through from the beginning to the end. He is a path of Marcus (Preston Foster) one time gladiator who is in Judea at the time of the deal (he is stealing) which he carries out as the silent partner of Pontius Pilate.

Warner Bros. release of a Cosmopolitan production. Directed by Lewis Spence. Stars Ruby Keeler, Dick Powell, etc.

'Shipmates Forever' is a picture that is generally accepted as good. It is because of its length and its production values, fairly pretentious, it should escape double billing in many spots dedicated to policy.

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Miniature Reviews

'Metropolitan' (20th - Fox). Lawrence Tibbett and exploitation should carry some operatic weight.

'Last Days of Pompeii' (Radio). Well done spectacle minus romance and cast names. Should be all right.

'Naval Academy Forever' (WB). Ruby Keeler's dancing and Dick Powell's singing. Should be a pleasure.

'King Solomon of Broadway' (L). Gangster-night club story that won't go very far.

'Virginia Judge' (Fox). Walter C. Kelly in elaboration of vaude monog he did for years. Will get by with family audiences, and probably best in the south.

'We Live for Love' (WB). Dolores Del Rio and Everett Marshall in lightweight romance. Points to loads.

'Fast Tip' (Radio). Thin on laughs, hokey antics of James Gleason and ZaSu Pitts pack enough to pass naive requirements.

'Chasing Yesterday' (Radio). Anne Arden and O. P. Heggie in slow paced story. Prospects not bright.

'Together We Live' (Col). Donald Crisp and George E. Stone in Americanism, with late Ward Mack taking leads. For the duals.

'Branded a Coward' (Times). John Barrymore in fair western with new twists.

'Born for Glory' (GB). Fictionalized naval war story. Can support another feature.

'The Fighting Enders' (Ajax). Harry Carey western with maximum of action.

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but with fairly good spots here and there. Nice scenery and good direction, but that isn't enough. Love is debarbante as the night club manager. The picture is a real tough mugg. Dorothy Faye is the heart interest, with Louise Henry and George E. Stone. Elinor Tomlin is in with the bright idea of living things up, the same as the dog. He is just a little interesting. The three gangsters are well handled. Bradley Page standing out from the trial.

Several songs 'That's What You Think', 'Flower in My Lapel', 'I'm a Soldier in the Army' and 'I'm a Soldier in the Army'. None will last beyond the film, lacking the musical 'It, Chic.

THE VIRGINIA JUDGE

Paramount release of Charles R. Rogers production. Stars Walter C. Kelly, Frances Marshe Hunt, Stepin Fetchak, John Down, Robert Cummings, etc.

Walter C. Kelly is built as the billing Kelly used for many years in vaudeville. Film expansion of his character monog is fairly pleasing program entertainment. In the secondary theatres, and principally before family audiences, it'll get by all right.

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HOT TIP

Radio release of William. Elstrom production. Directed by Ray McCarey. James Gleason, ZaSu Pitts, etc.

Laughs run few and far between, but a couple of episodes kept interest moored to the screen. In either case it's a stock shot of horseflesh scampering around the turf. Vain audience should take something of a fancy to 'Hot Tip,' but it will have to serve as the afterthought of a doubleheader.

Story and direction never gets away from the obvious. Same goes for the performances of ZaSu Pitts and James Gleason and the supporting cast. Gleason, whose avocation is running a ham-and-eggery, is running a ham-and-eggery, is running a ham-and-eggery, is running a ham-and-eggery.

Miss Pitts, who as his wife hates horse racing and the betting that she and Gleason and the supporting element of handfuttering and starchy-eyed whining and hits her most directly in the picture. Her husband around the track. Margaret Callahan and Russell Gleason playing nicely for the romantic Rollo Lloyd, as the middle-aged, fussy-budget rivals for the blondy Miss Pitts. The picture is a son's joint, add substantially to comedy elements of the proceedings.

LA MATERNELE

(The Maternal One) (FRENCH MADE)

Universal Photodrama production and Metro-Goldwyn release. Directed by Jean Benoit-Lévy. Stars Benoit-Lévy, etc.

By any standard this is the finest foreign language talker shown in France. Foreignly exploited and sold it should sell well outside the regular French language channels.

Its critics' picture, one that the scribbling boys will go for in a big way. With that as a beginning, it is a picture that is a work of simplicity and sentimentality of the sort that average ticket buyers fall for.

Story comes from a novel that won the Prix Goncourt, France's most important fiction prize, comes from a novel that won the Prix Goncourt, France's most important fiction prize, comes from a novel that won the Prix Goncourt, France's most important fiction prize.

Story is that of Rose (Madeleine Renaud) who was brought up in a good family but suddenly finds herself destitute. She gets a job as a maid in a day nursery in the poor section of Paris. There her love for a fellow childless worker develops into a devotion that is almost miraculous. One child, a girl of nine or so, is especially attached to her. She is a child who is deserted by the establishment. When the doctor of the establishment falls in love with Rose and she is about to be married, the child is kidnapped and deserted a second time and attempts suicide.

The fragile yet tender story is nursed by the director so that it is never for a moment unbelievable. More than that, it stays in the skin and leaves a lasting memory. Not only is the story couched in believable terms but the casting and general production are well high perfect.

Marie Epstein, credited as co-director, has the devotion to do with keeping the children straight. There are about 10 bit players and whose kids who are really good and whose who are not. The polish and finesse. It isn't the cut and roughish deportment so much to Marie Epstein, is especially notable. Miss Renaud, in the lead, is a fine choice. A member of the Comedie Francaise, she has background and is young and pretty enough. Mady Berry, on comedy, is another outstanding. Kesf.

King Solomon of B'way

Universal production and release, starring Edmund Lowe, Dorothy Faye, etc.

Edmund Lowe is in the van of the night clubber who gets gipped by the gang. In this case he is a real tough mugg. Dorothy Faye is the heart interest, with Louise Henry and George E. Stone.

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I LIVE FOR LOVE

Warner Bros. production and release. Features Dolores Del Rio, Everett Marshall, etc.

Dolores Del Rio is in the van of the night clubber who gets gipped by the gang. In this case he is a real tough mugg. Everett Marshall is the heart interest, with Louise Henry and George E. Stone.

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Showdom's miracle worker  
**DARRYL F. ZANUCK**  
 electrifies the industry with his  
*first*  
 for 20th CENTURY-FOX

# METROP

*They've seen it!* "The first time in my life I ever applauded a motion picture"—*St. Louis Post Dispatch*. "I could see it ten times!"—*Phila. Public Ledger*. "A honey! Warm, human, vital! Tibbett sings his way to glory!"—*N. Y. World-Telegram*. "This is one picture I want to see again."—*Baltimore Sun*. "Tibbett sings his way into box office dollars!"—*L. A. Herald-Express*. "Your audience is in for a new thrill!"—*Showmen's Trade Review*. "Will thrill audiences everywhere!"—*Film Daily*. "Should command heavy box office."—*Variety Daily*. "Stand-out hit! Another triumph for Darryl F. Zanuck!"—*Hollywood Reporter*



THE KEystone OF YOUR FUTURE





*Laurence*

# TIBBETT

world's foremost singer in

# OLITAN

with

**VIRGINIA BRUCE**  
**ALICE BRADY**  
**CESAR ROMERO**  
 THURSTON HALL • LUIS ALBERNI

at  
**DARRYL F. ZANUCK**  
 20th CENTURY PRODUCTION  
 Presented by Joseph M. Schenck  
 Directed by Richard Boleslawski

Screen play by Boss Moredyth and George Marion, Jr. Based on a story by Boss Moredyth.

YOU'LL JOIN in the THUNDEROUS  
 OVATION AS TIBBETT SINGS:  
 "Pagli..." The Toreador Song from  
 "Carmen," "The Road to Mandalay,"  
 "The Barber of Seville," "Faust,"  
 "De Glory Road."



ANOTHER NOVEMBER 1935 HIT FROM 20th CENTURY-FOX

R.C. MUSIC HALL, N. Y.

Nice light little show at the mammoth Hall to offset the operatic theme of 'Metropolitan' (Tibbett). Nacio Herb Brown's peppy 'American Bolero' is repeated this week...

Lacking the maddening monotony of 'Ravel's' now famed Bolero, and of course its dramatic appeal, Brown's bolero is as captivating without being so mentally disturbing...

'Niblio's Garden' is the piece-d'ensemble of the presentation, a re-creation of the garden in a French fashion, continuing with the English drilling. Only the routine is no longer uniform...

Clark and Clifford are a pair of tiptop hand-to-handers doing some amazing holds and lifts. The scenic and acrobatic number which achieves a couple of astonishing balances which, somehow, are done just as but to be more exact, they are done just as but to be more exact...

March of the Zouaves' is a flash finale by Gene Snyder's Rockettes. The orchestra is put through one of its most strenuous numbers in the Niblio's Garden set, they come down to 'one' for the intimate comedy stuff.

Erno Rappe, Mincha Violin and Jack Silver alternate in directing the overture, George Enesco's colorful 'Hungarian Rhapsody.' Newscast supplements 'Metropolitan' (20th-Fox). Big okay opening night.

Philadelphia, Oct. 18. In 'South Sea Cruise,' stage bill at the Earle this week, the Ritz Bros. will be presenting their 12-month series of numbers by the 12 Gorgeous Livesavers and Seven Cruising Crooners...

Following house band's medley of popular tunes begins with a new theme, rising curtain reveals marine backdrop on which projection machine superimposes musical waves, band going into 'Anchors Aweigh' for final atmosphere building...

First spot appears to be a Mexican number, where the two girls, Gemma do Spanish dance, presently developing into usual rhythm tap. For one thing, she is a sport, Gemma becomes one of those musical comedy routines with stage full of interested girls...

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OLYMPIA, PARIS

Paris, Oct. 9. Jacques Halk, returning to activity by taking back the management of this house, has introduced to the public as the leading showman among local exhibitors. Had to break out the old idea of last of the week's 'show'—something that hasn't been done at the Olympia for months and months when Gaumont-Cine-Aubert was operating there.

Reasons are: (1) 'Naughty Marietta' (M-G). (2) 'The Girl in the Red Velvet Gown' (M-G). (3) 'Naughty Marietta' (M-G). (4) 'The Girl in the Red Velvet Gown' (M-G).

For the first time in his career Mangan uses a nude figure in the background of his final scene, goes well.

Entire show is put on behind a screen, continues as one of the best Niles in a classic ballet dance and the Andree Trio, which is adagio with a touch of comedy. Both are right up to standard.

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response from the male customers. Production number closing the first half is in a full-stage garden set, with line out in long dresses and long coats and hats.

Flourish honors go to Lambert with his standard xylophone act and audience is pretty well warmed up for the second half.

Los Angeles, Oct. 17. Sort of travel week show at the Paramount. Hosts do double bill 'The Last Outpost' and 'Little America,' with the locales ranging from the Arctic to the Antarctic.

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EMBASSY, N. Y.

(NEWSREELS)

Views of troops along Italian-Ethiopian front, though not action, and some scenic scenes, and some demonstrations hold bulk of footage at this house. But purported war news seems tame along-side action and thrills in 'Camera Tripla,' two- reel short by Universal on this program.

Fox edges out others when it comes to actual number of subjects. Has 10 on bill, and includes it as rather comprehensive coverage of rather supervised and with Lowell Thomas doing explaining. Other newsreel companies were about evenly split up with Patne checking in line, Paramount eight, and Universal six.

Pathe had sports masterpiece due to picking the best football battle, Yale versus Penn. Camera caught news of startling runs and Passings.

Most unusual spot goes to Fox for 'The Great Grab' that one, a trapeze play executed by Illinois against Southern California. Shows war, stages under Laurence Stallings supervision and with Lowell Thomas doing explaining. Other newsreel companies were about evenly split up with Patne checking in line, Paramount eight, and Universal six.

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ROXY, N. Y.

It's all Stephen Fitcher here this week. Apparently Fitcher gets most of the attention in this act, judging from the way he is drawing. He deserves it. But without Gae Foster's skilled guidance this could be a pretty tough week for the customers.

Opens with one of those backdrops Roxy used to reveal in, a huge clock, flanked by a pair of porcelain candlesticks. With the manjaro Brothers and Fountains posed as figures on the clock. Most of the line is in court dress, but there are three in straight ballie dresses who do credit, then the others come to life and go into a minut with the act breaking in for the toasting.

Not outstanding in its act, but several good tosses and one good swing. But it's slow in spots and lacks smoothness and apparent ease. Williams and Gae Foster next in a French clown musical act that apparently was dug up from the past.

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KEITH'S, BOSTON

Boston, Oct. 18. When Abe Marcus had his 'Continental Revue' at the Keith house here he figured it just another week stand, but Charles Keith was not of that mind.

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SHEA'S TORONTO

Toronto, Oct. 19. With the rival Imperial, a duca's loss away, launching a new policy of elaborate presentations, the Jerry Allen show-show is counter-attacking with a new system of straight-up, five-reel, two-reel, and three-reel, which, with newscast and organics, bring the entertainment stretch to three hours, 15 mins. It is direct contrast to the other Shea place that the stage bill is stretched to over 70 mins, and complete newscast.

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# French Decree Laws Seem Licked, Even Chambre Now Is Opposed

Paris, Oct. 13. Looks for the moment at least, as if the French film industry has won a victory over the threatened decree laws by which the government would institute strict control. American distributors here ranked high (though quiet) among leaders of the fight, behind whom almost the entire French trade, including the exhibitors, stood up. Now seems that the decrees, in original form or anything like it, will never be issued.

Even if true, this does not mean that the fight is over. Interests which backed the decrees—authors, societies, intellectual labor unions, and job hunters—are still powerful politically, and it is felt that they will try to slip control over through a series of little decrees, coming one at a time, and each one seeming far less in itself.

Swing of the French trade against decrees has been terrific. First to jump into the breach were the exhibitors, led by Raymond Lusiez, who tipped off distributors, particularly Americans—to the danger. For a while, the Comité du Film group, including Lusiez and the Yanks, were about the only ones to speak out loud.

Then, little by little, the trade press came around. Gang didn't jump for a long time which way to know, but finally decided that the time after all comes when the politicians. Now even the daily trade paper which serves as a semi-official organ for backers of the decrees has modified its stand and is less virulent against the decrees' enemies.

Biggest surprise is the Chambre Syndicale, which last week held a meeting and opposed the decree laws. This is about the first point on which the Comité group has agreed with the Americans since the Yanks pulled out of it on the quota issue. It may be a peace move and an attempt to get together with the Comité du Film on trade registration. Negotiations to this effect were once started, had to be dropped and now are reported as reopened.

## LENFILM WORKING ON 15 NEW RUSSE FILMS

Moscow, Oct. Lenfilm (Leningrad Film Trust) which produced "Chasseurs", "Parents", "Border" is now working on 15 new pictures, a few for release this year, the rest for 1936.

Scheduled for October release: "The Treasure of Captain Shipov" featuring Batalov. Picture is based on the work of Epron, Soviet Ship Salvaging Trust.

November release: "Friends" about "The Communist Party" "The Seven," about young Communists living out an Arctic winter.

Other pictures to be finished this year: "The Moon Stone," scientific adventure story, in Pamir Mountains of Central Asia; "The Enchantress of Chemist," a comedy; "At Rest," musical comedy; "Marriage," adapted from Gogol's comedy of that name, and three children's films.

The 1936 schedule calls for: "Peter I," Alexei Tolstol's historical novel "The Gardner" and "On the Big Road."

## When It Rains

Mexico City, Oct. 22. Suit for \$7,000, claimed by 14 ex-employees as compensation for alleged unjustified dismissal, increases the troubles of the National Motion Picture Prod. Co., pioneer maker of talkers in Mexico. Studio is now shattered by a strike to enforce health laws and a suit brought by a group of ex-employees let out.

## U. S. Pix in Berli

Berlin, Oct. 13. A sequence of foreign motion film premieres is competing successfully with the Nazi product.

Parmount's "Private Worlds" and "Car 99," Metro-Goldwyn's "Naughty Marietta," Fox's "The Big Trail," Temple picture, "Our Little Girl," all are running in and around Kurferstendamm and doing well.

## Koval to Films

Paris, Oct. 13. Koval, one of the highest paid actors in French legit, is quitting the Bouffes Parisiens at the end of this season. Reason: films.

Ten-year contract with the Bouffes is expiring, and Koval won't renew. For the entire period, Koval has played daily for ten months a year—a total of about 4,000 performances. This has forced him to turn down all new film offers.

Koval has not yet closed his first film contract, which will follow at the end of his Bouffes engagement, but he thinks he is all set to make a picture next year. After that he may play in London.

# ITALY RAISES DUB. IMPORT TAXES

Rome, Oct. 11. Openly admitted here that the new dubbing taxes just published are sighted directly at American film producers. Ultimate aim is to prompt the Yanks to produce locally.

New levy is \$1,250 per film of more than 1,000 metres or 10% of total quota due each district. Investment of money in Italian production will entail a 50% reduction in dubbing tax. Duties imposed are 1.4% on declared values of importations and \$3.70 on every 100 metres of film; \$10 fee for revision of script and three cents per metre on film revision.

It is reported that foreign films permitted entry from Aug. 1 last to Oct. 31 represents only 40% of the total admitted previous year over the same period.

Italian producers are entitled to exemption of five foreign films which reach the \$1,250 stipulation. Collection of the monies has been placed in the hands of the Authors and Editor's Society which will distribute two-thirds of the total for improvement of native production. Prohibition against exhibition of films dubbed here has been extended to include those of less than 1,000 metres.

# WAR BOOMS NEWSREEL THEATRES IN FRANCE

Paris, Oct. 13. Abyssinian unpleasantness is increasing business of the local newsreel houses, and a number of new such theatres are being opened in France and Belgium.

Chain known as the Societe Actual recently put one over in Brussels, and will shortly construct others in Ghent and Liege. In Paris, a new studio is due this month in the working class Saint Antoine quarter, and a 1,200-seater for newsreels is being fixed up in an old theatre at Saint Denis, factory suburb.

Liberty newspapers had virtually been confined to the boulevard and Champ Elysees sections.

## Film Old-Age Home

London, Oct. 13. Sir William Jury has presented the Cinematograph Trade Beneficent Fund with a country manor, surrounded by 12 acres, which can house 60 age-old pensioners of the film trade.

Gaumont-British will donate \$17,500 for its maintenance fund; British International \$7,500, and Colonel Bromhead \$5,000; Reginald Bromhead is due this month in the working class Saint Antoine quarter, and a 1,200-seater for newsreels is being fixed up in an old theatre at Saint Denis, factory suburb.

Liberty newspapers had virtually been confined to the boulevard and Champ Elysees sections.

## Cutting Salaries

Berlin, Oct. 13. In order to bring down film costs, organization of film exhibitors is starting a strike against high salaries of star actors. Government is behind the move.

# U Has Exclusive On 'Extase,' But Has To Sue To Prove It

Mexico City, Oct. 22.

"Pirates' Distribution" "Extase," Czechoslovakian pic, now on exhibition at the Cine Regie and admittance limited to adults, is charged in newspaper advertisements by Universal Pictures Corp. of Mexico, which is shuttered by the strike involving several other major American distributors here.

Universal says it owns exclusive Mexican rights to the pic and exhibition is without its use. How the pic came to be exhibited over exclusive rights is not explained.

Rome, Oct. 11.

Claiming prior distribution rights to "The Lady of the Camelias," Roberto Fracassini, authorized by magistrate's court in Rome, seized the film last April from Minerva Films. Appeal by the latter resulted in a decree ordering Fracassini to release the film to Minerva in addition to paying the cost of the trial.

Fracassini, alleged purchaser of the exclusive rights to the picture from Dr. Barattolo and the Caesar Film, and went to the front when announcement of the film's release was given by Minerva.

## CONCESSION IN FRANCE

Admit That Foreigners Might Help 'Em Make Good Pictures

Paris, Oct. 13. After months of anti-foreign agitation in certain French film circles, a reaction in favor of films which help make French pictures is taking place, and local trade papers are holding their tongues in favor of non-citizens.

One reason is that three good film, "Pension Mimosas," "Moscovite Nights," and "Eddies," were not sent to the Venice expo to represent France because their directors or producers are foreigners.

Pro-foreigners argue that the best English talker, "Henry VIII," was made in London by a Hungarian, a Frenchman and an Italian, and that three-quarters of the population of Hollywood's lots are European. Thus the idea now is new in France—that foreigners have the right to contribute to French pictures and should be tolerated.

## Chambre Split-up

Paris, Oct. 13. Chambre Syndicale of French film, the Charles Delac who which American consider hostile to their interests, is making an attempt to reorganize itself into five separate but coordinate syndicates; the heavy industry (labs, etc.) the producers, the distributors, the exhibitors and the importers-exporters.

Proposed constitution for the new body is to be presented Oct. 23. American-backed Comité du Film is also trying to organize the trade along similar lines.

## Razing London Capitol

London, Oct. 13. Despite the fact that the Capitol, picture theatre, is doing good business, Gaumont-British is definitely closing the house early in December. Plans are already out, and understood reconstruction will be expensive and thorough.

Reconstruction plan takes in the old Kit-Cat club, which will be entirely demolished, with house finished to seat over 2,000.

## Exploitation a Must

Berlin, Oct. 13. Special meeting of UFA house managers from southern Germany and Rhineland-Westphalia at Mannheim stressed the necessity of exploitation and propaganda. Discussion lasted for hours. Otherwise, biz is on upgrade, it was claimed.

# New South Wales Quota Becomes Law as of Jan. 1; Studios Rush To Begin Grinding Out Local Pix

## 20% Divvy

London, Oct. 13. Union Cinemas, presided over by Fred Barnard, has just issued its seventh annual report, showing a rise in profits of \$35,000 over the previous year.

Directors recommended a 20% dividend on ordinary shares, plus a bonus of one share for each 20 ordinary shares held.

# FIRE STYMIES PIC PROD. IN ITALY

Rome, Oct. 11. Conflagration which raged at the Cines studios here totally destroyed the two largest and most modern equipped stages. Due to favorable winds, fire was kept in check, which saved the remaining two stages, art objects, furniture, carpets and two sound cabinets, valued at \$44,666, were ruined.

Proposed film production is seriously curtailed because of the lack of accommodation since fire erased the two most favorable sites.

At time of disaster studios housed props of two companies that were working, "Ginevra degli Almieri" and "Aldebaran." Work had to be transferred to other locations and are at present continuing.

Italy's present studio facilities are considered short because of the fire. Cines has two stages but nothing as modern as those lost. Caesar and Arziesina have two more, but they are considered to be badly in need of improvement. Sata has but one small studio. Tirrenia has two, used by Forzano as well.

# AUSTRALIAN B.E.F. MAY GET C. M. WOOLFE PIX

Sydney, Sept. 26. Break between C. M. Woolfe and Gaumont-British, and the formation in England of General Film Distributors by Woolfe will mean a big thing for Australia for British Empire Films.

Stuart Doyle, m.d. of Greater Union, and co-d of General Theatres, is also the big figure behind British Empire Films, distributors of all England pix with exception of G-B, British Dominion and London Films.

Following on the Woolfe-G-B break, Ken Asprey, attorney for Doyle, is reported as speaking direct to Woolfe's attorney in London by telephone. Result of talk was an agreement whereby all of General Film Distributors' product will be handled in Australia by B. E. F.

The G-B product will continue handled by Fox, with United Artists still taking care of London Films. Should Woolfe take complete control of British Dominion Films then the unit will swing over to B. E. F., too. At present B. D. runs its own exchanges in Australia under direction of Ernest Turnbull.

## Franco-Italian Pic

Rome, Oct. 11. Two version co-production between Pilsorno Film, (Italian), and Societe des Films Renaissance Films, (French), is in the works at Tirrenia. Italian tag is "Per le Strade del Mondo" and the French "Coeur de Gueux." Chimpanzee Augusto appears in both editions.

Film, taken from a story by A. Machin, has Jean Epstein staging and directing the Italian version. Forzano is doing the dialog. Camille Francosis is staging and dialoging the French.

Sydney, Sept. 26.

New South Wales Quota Act was gazetted this week. Producers, distributors, and exhibits must register by Jan. 1.

Distributors acquiring pix on and after Jan. 1 must comply with the quota law, while exhibits must include the required proportion of Australian pix in their bills from June 30 on.

Law demands that all quota pix, British, foreign, or local, shall be registered and records provided so that the government can whether the act is complied with. Educational, industrial, advertising pix, gazettes, and those not exceeding 5,000 ft. in length are not classed.

Distributors are required to pay a fee of \$20 on application for registration, and a similar fee for a return giving information of any Australian quota pic. Producers' registration is \$5 and exhibits' \$2.50.

At present there are but two producing units ready to meet the quota requirements as set down by the government. Cinesound and National. Former is now ready to turn out both quota and ace pix using Americans in acting and scenario work. The latter will also be employed to learn how to make really worth while productions. Idea of importing American players is for b.o. value here and abroad.

National, backed by Associated Newspapers and other big business men, is ready to commence work on "The Flying Doctor." Gaumont-British is sending a unit from England on Oct. 11, to help make this pic. Miles Mander will be the director. Fox will handle the distribution.

As in the case of Cinesound, National is bringing folk from overseas to teach Australians the pic producing industry. Stuart F. Doyle, Cinesound, stated some time ago that his unit would be prepared to make pix for quota, lease a studio, and also turn out pix for the world's market.

Outside of Cinesound and National, no studio has been erected, despite the fact that the quota has been in the air for a year or so. It is common knowledge that capital is hard to secure right now for production work. Public in general is not responding as anticipated.

Some pretty swift action will have to be given to turn out sufficient production units to meet the requirements of both distribute and exhibs.

Mastercraft, headed by Raymond Longford, is stated as ready to begin a studio erection at Lane Cove. Fox-Don't will enter into the production game. Illness of Charles Munroe, m.d. of Hoyts, has held back activity. Mentioned that Herbert Mundin may make one pic here for Fox.

Charles Chauvel is also said ready to begin work. His last pic was "Heritage" and did very well locally.

Noel Monkman, at one time with Fiftee, is believed readying a unit to break into the field.

One pic has been made and released by Harry Southwell. Pic was made at Cinesound and will be released by RKO-Radio.

There has been some talk that Fox-Don't will enter into the production game. Illness of Charles Munroe, m.d. of Hoyts, has held back activity. Mentioned that Herbert Mundin may make one pic here for Fox.

F. W. Thring has not yet announced whether he would come to N. S. W. Figured that Thring is waiting to see whether the Victorian Government will bring in a quota before moving.

Sir Ben Fuller has stated emphatically that he will not enter the quota production field. Knight says he cannot see how, under current conditions, the quota can be turned. N. S. Wales into a second Hollywood. Sir Ben says that he will only come into the field to make ace productions with well-known overseas performers, and only when he can be certain that production will measure up to world's standard, which he says isn't now.



# WAY DOWN EAST



THE KEystone OF YOUR FUTURE

*still  
another*  
OF THE  
NOVEMBER  
HITS FROM  
20<sup>TH</sup>  
CENTURY-FOX

The topmost money-maker of its time as a silent picture . . . now rises to its fullest emotional power on the talking-screen . . . leading the parade that makes November 1935 the greatest month in show history!

with

ROCHELLE HUDSON  
HENRY FONDA

SLIM SUMMERVILLE  
EDWARD TREVOR  
MARGARET HAMILTON  
ANDY DEVINE

Produced by Winfield Sheehan  
Directed by Henry King  
Screen play by Howard Estabrook & William  
Hurlbut From the play by Lottie Blair Parker

A FOX PICTURE

*The others:*

"METROPOLITAN" • "IN OLD KENTUCKY" • "THANKS A MILLION" • "THE MAN WHO BROKE THE BANK AT MONTE CARLO"

EXPLOITATION By Epes W. Sargent

It's the Tops

Exhibitors who receive the Warner press book for 'A Midsummer Night's Dream' are due for a surprise. Usually the more important picture the more closely it resembles a circus 32-sheet. But the Dream book is conceived and executed in the spirit of elegance the picture demands. It is an index to the picture itself, and the exhibitor will suggest to the exhibitor the mood of his own campaign. It should be his inspiration.

And yet it does not meet that its purpose is to help the exhibitor to sell to his public. It's all practical, all down to earth suggestion, but the stunts are such as may be used without detriment to the appeal to the class of patron who seldom visit the screen theatres. It will appeal to them and at the same time suggest to the regular patron the class they may expect. And that probably is just the right note of appeal. They must come into the theatre expecting something unusual. Then they will be better prepared to enjoy it than if the campaign had suggested a glorified burlesque show.

It's all between the covers and all the time and labor and thought has gone into idea and execution of the color schemes. There are campaign suggestions, radio stuff in full, newspaper strips, and even the full mat service of the ads used for the New York opening, set by typographer, instanter, printer, long lines suggested by the oldtime books. For utility as well as elegance it is ahead of anything yet seen in the industry.

Under the supervision of S. Charles Einfield, the publicity head, it was planned by the producer and executed by Arnold Albert and Bill Yearles. Incidentally, keep a special eye out for the window cards which were used in New York. It's on a gilt card with a sepia photo and black text and it stands above anything else in any window.

Local Angle

At the local Strand, another house of the F. C. Spencer chain of picture houses in the Maritime Provinces, some publicity given the scenarioist of the R.K.O. picture was reproduced in exploiting Jaina.

About two weeks prior to the opening of the picture of Jaina in the Strand, a local daily had prominently placed a story on how Anthony Veller, a former student of John, had jumped into prominence as scenarioist of Jaina. Veller had graduated from a suburban private school, 10 years ago, and was heading 'R.C.S. Old Boy' in Lime-Head. This was reproduced, and also part of the single copy of the picture, and the writer, with the liberal references to Jaina played up. The reproduction was inserted slantwise in the Strand advertising insert which was enlarged about 50 per cent for the purpose.

It was pointed out elsewhere in the advertising that the picture was a '\$10,000 prize novel, Canada's Little Women. Written About the Canadian Family.' The local application as regards the scenarioist proved one of the most striking bits of exploitation for some time. The picture was the exterior of the theatre and in the lobby, the clippings of the newspaper story on the old boy of the local school, who had moved, also were displayed conspicuously. Also clippings from a Canadian magazine in which the magazine's Hollywood correspondent reports favorably to Jaina, and the Canadians in the east and produced by the picture's exploitation introduced at the Strand, in behalf of Jaina, was continued along the Spencer chain in building up patronage for the picture of the firm in Woodstock, Chatham, Campbellton, Dalhousie, N. B., Amherst, Lunenburg, Kentville, Annapolis Royal, N. S., Charlotteville, P. E. I.

Hats for 'Band'

Ben Cohen getting some good publicity on 'Here Comes the Band' with a couple of Oakley stunts at the College. New Haven, Conn., with a music store and gives free seats to first 30 customers buying Ted Lewis records. Second gag is a battered hat that has been the lines of the famous Lewis headgear. Contest is restricted to collaterals who must deposit \$1.00 for a month. Ad draws two guest tickets for a month.

Horoscopes

Loew's Rochester is trying to coin device for first time here with Astrograph dealing horoscopes for a dime. Device is bailed on the screen and a burnt looker in cap and gown adds atmosphere. Take bettered \$100 in less than two weeks.

Plugs for 'Crusades'

Bud Summers, Don Wright and Frank Conroy have agreed to give the town fair warning of the showing of 'Crusades' at the Indiana. Two men in crusade uniforms rode through the downtown section for four days carrying banners calling attention to the picture.

Blocks ran an ad calling attention to costume jewelry. Watson blurred hats with the Joan of Arc motif. All newstand service by the Indiana News Co. carried cards playing the picture, Charles Myers and company decorated the window as Camelot game. All fraternal organizations were mailed a letter calling attention to the similarity between fraternal rituals and those which were used during the time of the 'Crusades.'

Indianapolis News carried a daily spread on a 'What's Wrong With This Picture' contest, with a daily cartoon about a scene with a crusader smoking a pipe, wearing glasses, or some other inconsistency which was supposed to be spotted by contestants. Last week was given plenty of credit by Bud Summers, who reported a large mail response.

Special Pix

Initiative of R. Keith Chambers, manager of the Palace theatre, Canton, O., scored a nice bet recently on the other houses there when he had motion pictures of the annual Canton McKinley-Stauben-ville high school football game, the game of the season's schedule. Game attracted a capacity crowd of 11,000 and hundreds were taken.

Anticipating that hundreds of fans would be unable to gain admission to the stadium and that after interest in the annual game would be high, Chambers announced the game highlights as an added feature opening at the Palace the day following the big game.

Stunt gave the house a big Sunday business and stimulated attendance throughout the week. Same company operates the Grand Steubenville theatre, which also offered in that city with excellent results. The picture got the houses in both cities nice advance notices on the sport pages and also excellent after mention.

Money Back If—

Mark Bros' new release, 'Night at Oberlin,' will get its premier here at Loew's vaudeville Century week of Nov. 1. And when it plays that same house is going to offer public money-back guarantee that they'll like it. Will advertise fact that any person who, after trying a large circuit such as Loew's has fathered such a stunt. The money-back offer will stand, but for the picture 'Night at Oberlin' plays the Century.

Two Way Mind

Bill Lindeman, Colonial smart guy, raided the old prop room of one of the theatres and put up a poster for 'Charlie Chan in Shanghai.'

All the old junk used in effecting old-time appearances, idols, dragons, etc., done in plaster, he unearthed from basement rubbish and dusted off to string around the lobby. Added variety to the huge exhibit directly in the middle of the marquee and tugged a small boy in Chinese costume to the lobby and beat on the brass every so often.

Turned into a fine attention attractor and biz was good. Lindeman is the Colonial house manager and is doing a fine job keeping his mind on his work, considering he's about to be married in less than a week.

House Campaign Book

Theatre Edouard VII is only cinema theatre in Paris which issues a press book for every film it books, just like a distributor. Consists of 8 pages, mimeographed, and is got out by house's press agent. Pierre Autry, member of a local newspaper staff. All other theatres in town depend on distributors for publicity they send out, if any. Does not Edouard VII much this year, because house had nothing but fantastically long runs of films in the picture circuit since January, 1935 ('Sundown of the River') (UA).

Good Idea

Local retail store of the Hudson's Bay Co. calling plenty of attention in town. Latest stunt was a full page plug for 'Top Hat.' Ad inserted in the local daily, was two-fold, being partly devoted to pushing of their latest top hat material aimed obviously at business men. Pointed out that every man wanted to look as smart as Astaire, so wear 'Bay' suits, etc. Carried eight columns of Astaire words from 'Top Hat' number being worked into ad copy. Everybody wondering what is coming next.

Bitten by Bank Nite

With 'Bank Night' taking the nabes and downtown grind moving houses by stor to Loew's Devine figured the idea might bring the customers into his giant Indiana Roof ballroom and inaugurated a policy of 'Sweepstakes Night' every Wednesday and Saturday. Tickets and admission price, when grosses remained the same and prizes had to be paid out of the regular take.

Candy Kid

Manager Lester Pollock of Loew's Rochester bought stage appearance by Jack Dempsey in next installment of 'The Fighting Irish' worth of candy bars. The bars were given out to the first 1,000 kids buying tickets and admission price raised from dime to 15 cents to cover the extra cost.

Directed town to promote the candy bar and this is to be his only theatre appearance.

Duacts Via Doves

Washington. Local Loew boys stirred up added interest in 'It's in the Air' with smart gag that tied neatly with title of film. Offered in pair pairs of guest tickets to legs of any and all homing pigeons presented by their owners in lobby of theatre on certain afternoon just as office crowd let out. Idea was that owners would get tickets providing the birds flew home.

Nearly 200 birds and owners showed up. Passes were put in capsules and tied to birds while crowds gaped under marquee. Plenty of photos on hand and traffic was held up while the pigeons swooped into sky in flocks.

On about half the tickets had been presented at b. o. four days after stunt. Reports were that many of birds stopped en route and picked tickets out of capsules, but that was tough on the owners not the theatre.

Gunplay

Radio publicity is sending out six inch guns to a list of about 5,000 theatres to advertise 'Annie Oakley.' Each gun carries an appended card with the Oakley name and the name of the theatre. Guns are shot holes in box office records' in imitation handwriting. The six inch refers to the length overall and not to the calibre.

Barrel has a spring plunger supposed to shoot projectiles, but it shoots out of the novelty. The novelty calls attention to the coming picture. It used to be Joe Weil who sent out most of the novelties, but now Leon J. Bamberger is walking away from him lately.

BEHIND the KEYS

Dave Morrison, formerly theatre manager for Westland Theatres at Greeley, Colo., has opened up the Colonial theatre at Pueblo, Colo.

Reorganization of Fox West Coast operating districts in California brought about shifting of house managers. Mort Goldberg moved from Los Angeles to San Francisco, replacing Earl Rice, promoted to L. A. city supervisor. Harry Carson transferred from Larchmont to Upton. Harry Tackett moved from Larchmont from Westwood where he has been assistant. Marty Goldberg moved from Los Angeles to Westwood, replacing Fred Rapp, resigned. Bob Allen berthed at Figueroa.

Ron Soriero checked into circuit's United Artists, replacing James Schiller, resigned subsequent run at Broadway and 60th, has been relegated New Century. First picture, gutted by fire, week ago, is under way at cost of \$10,000. House expected to reopen in two weeks. Charles Bowser named temporary manager of the West Coast Long Beach, replacing Fred Sturtevant, also managing the Imperial theatre.

Edmund Howard, assistant manager of Loew's Rochester, transferred to Loew's State, Boston, on special assignment. Joseph Derwin, nephew of Eddie Mannix, Loew's office manager, is being promoted to Comerford as dickerer with unions for reopening the Capitol with idea of roadshowing Midsummer Night's Dream. Kenneth C. Cobb, now at Century, will go in as manager.

Yuma, Ariz. Silver Crest theatre, located in Calipatria, Calif., as well as adjoining alderome from P. K. Travers, Sturdivant will lease theatre to Billy Gunn, present operator.

Besides operating theatres in Talmage, Louisville and Gretna, Neb., Jack McCarty also sells G.M. film in this territory.

Mill Overman, city manager of the Westland Theatres here, is busy telling people he is not promoting a theatre in Woodbine, Ia. Policy changes in effect now on the street change in the total from three to two changes per week: the Orpheum to dual bills on the fleshing four days of the week. The Varsity to dual, after five weeks of singles and vaudeville.

Bill Lindeman, Colonial house manager, went and did it Sunday (20). Bride was formerly Lorraine Stephens, whose dad has been a picture show manager in the past. Chick Boyes Players, tent rep outfit, which has been in competition

Stalled a Bus

I Live My Life, MCM's starring vehicle for Joe Crawford, received a mile-a-minute campaign piloted by Jimmy Harris, pa. at Loew's State, this week and the town was a group of date girls, on top of the time opening day arrived. Jimmy gets the breaks. A few weeks ago attention that they than they would have on one with the Wind a calm.

During the exploitation of 'I Live My Life' George Greyhound Bus decorated with 2 2 1/2' and equipped with special air horns, ballyhooed through the downtown streets. The noise made by the horns annoyed a traffic cop who nabbed the chauffeur for violating city ordinances. The driver took the bus keys with him and no one could move it from point where cop pulled pinch and for two days the bus was sprung from jug, the bus was passed by downtown crowds. The driver continued to sit downtown after breathing fresh air again. Harris insists that the pinch was not framed.

On the stunts in the campaign meriting mention was a special radio hook-up with a local station. Broadcast used special transcription and plugged feature until it could be plugged no more. 25,000 Screen Posters were distributed downtown office buildings to stenographers and other femme workers and in selected suburban districts. Classified ad in city paper, with a circulation of 50,000 circulars distributed through A&P stores. Co-operative ads with local radio stations. Harris saw news copy spotted with sticker and passed out on street corners. Special advertising campaign saw weekly publication and also entire front page devoted to Crawford Routine tie-up with stores for window display. Bound up well executed campaign.

Nightly Amateurs

Herald as an 'Opportunity Contest' were distributed downtown office buildings to stenographers and other femme workers and in selected suburban districts. Classified ad in city paper, with a circulation of 50,000 circulars distributed through A&P stores. Co-operative ads with local radio stations. Harris saw news copy spotted with sticker and passed out on street corners. Special advertising campaign saw weekly publication and also entire front page devoted to Crawford Routine tie-up with stores for window display. Bound up well executed campaign.

John Savage, who formerly operated the Butler cabaret and has been here for many years, is manager of Germania, and has learned the ropes of the biz. He has a production unit in charge, who gathers in the 'talent' and gives a helping hand. Applause and judging by committee will be in charge, who gathers in the 'talent' and gives a helping hand. Applause and judging by committee will be in charge, who gathers in the 'talent' and gives a helping hand.

The amateurs have upped the business about double, and when one contest is over, another is set to go.

Puff for Porter

J. J. Parker, rated as one of the Northwest lions at a exhibiting showmen, connected with unusual publicity in the current time. The weekly magazine 'Newsweek' has a column in the sheet was bought by local daily, the Oregonian, which spent the whole space plugging the picture. Parker was an aggressive and successful user of theatre exploitation.

Copy, written by the daily, claimed that Parker used more exploitation space than ever before and has hosted his b.o. takings 65% by so doing. Parker is a showman who knows show biz and all kinds of biz and how to get results.

Paraded a Pup

M. H. Chakeres used a double of the dog Buck in promoting 'Call of the Wild' at the Strand. On the atres, starting at the Regent, Springfield. Had to make a rather good deal for the dog. The pup was the St. Bernard used in the picture, but after scouting a number of nearby towns he got hold of an exact dog. Used for street ballyhoo and stopped traffic wherever he was dog. The pup was used in a particularly apt since the original story revolved around the hound, and it would interest those who had read the book.

Couplets

One theatre has found the rhymed couplet idea the best advance seller for coming features. The use of the couplet for a month, and showing no signs of abatement. Costs only a pair of tickets for the best hit. The use of the couplet about half the town competing. Interest has become so great that Fredrick, Md. has been stipulated that the replicas be submitted on postcards, to save the book.

(Continued on page 23)

# CRITICS EVERYWHERE ACCLAIM IT ONE OF THE YEAR'S BIG PICTURES!

**"A stupendously big production, handsome and spectacular... Exciting, packed with action... Don't miss it."**—*N. Y. Daily Mirror*. . . **"A masterpiece of screen realism."**—*N. Y. Post*. . . **"Elaborate spectacle . . . filmed on a large and lavish scale."**—*N. Y. Evening Journal*. . . **"Effective screen spectacle"**—*N. Y. Herald Tribune*. . . **"Persuasively staged and excitingly narrated."**—*N. Y. Times*. . . **"A glorious film."**—*Boston American*. . . **"Has as much of story as it has of spectacle."**—*Boston Transcript*. . . **"Big spectacle . . . lavish screening."**—*Boston Post*. . . **"Exciting enough to satisfy anyone."**—*Boston Record*. . . **"A notable achievement."**—*Cincinnati Times Star*. **"An absorbing show."**—*Cincinnati Enquirer*. . . **"Life of pagan city depicted in mighty spectacle."**—*Cincinnati Post*. . . **"Gives seekers after thrills something to remember."**—*Denver Post*. . . **"You'll want to see it."**—*Denver Rocky Mt. News*. . . **"Will startle the motion picture public."**—*Washington Star*. . . **"A gigantic spectacle . . . magnificent in scope."**—*Washington Times*. . . **"Hits a new high for sensationalism."**—*Washington Post*. **"A magnificent achievement."**—*Washington Herald*. . . **"Colorful, exciting, and building toward a smashing climax."**—*Washington News*. . . **"Powerful film."**—*San Francisco Examiner*. . . **"Will be talked about for weeks."**—*San Francisco News*. . . **"A vivid spectacle."**—*San Francisco Call-Bulletin*. . . **"Superb entertainment."**—*San Francisco Chronicle*.



## THE LAST DAYS OF POMPEII

**MERIAN C. COOPER'S HEROIC PRODUCTION**  
Directed by ERNEST B. SCHOEDSACK with PRESTON FOSTER.. ALAN HALE.. BASIL RATHBONE.. JOHN WOOD  
.. LOUIS CALHERN .. DAVID HOLT .. DOROTHY WILSON .. WYRLEY BIRCH .. IN A CAST OF THOUSANDS!

**RKO-RADIO PICTURE**

# Among the Women

### By The Skirt

Best dressed woman of the week:  
**RUBY KEELER**  
in *'Shipmates Forever'* (Film)

**Ruby Keeler's Clothes**

Ruby Keeler's dancing has been pushed to the background for her performance in *'Shipmates Forever'* at the Strand. The playing of this pretty miss is the most sincere of her film career. A couple of dance numbers are thrown in, however. One shows Miss Keeler teaching some kiddies a tap routine. A short practice costume is worn. One other dance takes place in a night club. Costume consists of very short black pants worn with tights while the jacket has a double-breasted waist-coat. A white kitten cap is perched on the head. For the rest of the picture Miss Keeler offers several lovely summer frocks. One evening frock is of a net spangled with sequins. The bodice consists of a wide shirred belt of satin. A dotted dress is fashioned with a plain white yoke and at the Navy complement Miss Keeler is lovely in a flowing net dress and small pocke bonnet. A taffeta suit has a frilly blouse and one dinner frock is very Grecian in model. The fullness of the dress caught the eye with a cord. Most becoming is a cape of three rows of white fox worn with the evening clothes. There is also a black skirt worn with a three quarter length tunic of black and white stripes.

**ic Hall's Display**

The Lawrence Tibbett picture, *'Metropolitan'*, is all Tibbett. He dominates it with his magnificent voice. Virginia Bruce, the love interest, is again cast as an opera singer and whoever sings for her has a splendid voice.

Thinking with a broken down Miss Bruce is first seen in a jumper dress of black with white sleeves. The next shot finds her in an ermine jacket with a lame frock underneath. From then on she is in operatic costume. In one of her crisp roles, is seen twice in evening clothes with diamond coronets. A street costume consisted of a black skirt with the jacket in huge white flowered design. A lace gown was made with long sleeves.

The stage show at the Music Hall, called *'Rhythm'*, consists of but three numbers. The American Bolero is beautifully done with the long string of girls in gold gowns with butterfly trains lined with fuchsia. Hilda Eckler, as soloist, reverses this color combination. With the brown of the men's suits and the gold and fuchsia of the women it makes a beautiful picture. *'Nido's Garden'*, the second number, gives girls in white dresses with a red sash. The girls are dressed in a finish with the girls in a Zouave drill. The color scheme is of course red trousers with blue jackets trimmed in white braid. Red caps, white garters and black shoes.

**Phil Dunning's Treat**

Phil Dunning in presenting *'Remember the Day'*, at the National theatre, has given New York a real treat. A play requiring 25 people takes a bit of casting and Mr. Dunning hasn't made one mistake. *'Francesca'*, Brunning remembered for *'One Sunday Afternoon'*, is lovely as a school teacher. In the play she is dressed in the shirtwaist and skirt period. Miss Brunning is seen in a three founced summer frock and a rust colored taffeta. Jane Seymour, in a mother role, is amusing in her house dress and apron and shows another frock of what used to be called wadded silk, in a peach shade. The hats are funnier than those worn today. Virginia Dunning, Mr. Dunning's daughter, is a flower girl in a blue florist apron. The children are all splendid, the girls wearing the conventional school frocks.

**'Yesterday' and Memories**

Double feature days at the Colonial, the grandest of all the old time vaudeville theatres. Film viewed was *'Chasing Yesterday'*, and it was indeed chasing yesterday to be back in the Colonial. The memories were better than the picture. Ann Shirley as a school girl with the most atrocious hair comb, struggles with her part and Helen Westly is busy cooking, while O. P. Heggie does his best. But no use. It is slow film fare and the period is a generation ago when clothes were of down to the floor length and up to the ears in height.

**Tight Clothes**

In *'King Solomon of Broadway'* there is a young, very well set up brunette named Louise Henry, though she is very careful to pronounce 'after' with a broad 'a'. Miss Henry has learned that it's supposed to be sex appeal that gets a gal places in pictures, and so she flickers her long eyelashes quite a lot when she talks to a man, she puts a deal of enigma in her smile, and always enters and leaves the sets drawing her wraps snug about her. She has a long, stiff gold lame wrap with puffed sleeves and an upstanding silver collar that fits dutifully where Miss Henry likes her clothes to fit, and makes quite a flash. Miss Henry looks like Tallulah Bankhead, besides. She used to be a blonde. Dorothy Page is the heroine of the picture, pitting her ability to crowd softly into a mink against the superiority of Miss Henry's figure, so winning the sympathy of the audience. The superiority of Miss Henry's figure cannot be doubted, for Miss Page's costumes are also devised to tell all. Her princess white chiffon, sprinkled with diamonds and trimmed with pleated ruching at hem and cape, reveals a slight disproportion in the ideal balance between fore and aft, a matter which her black cire, with hazy neck caught round her throat by a rhinestone necklace, is better at concealing.

**Patricia Bowman and the State**

Aware that delicacy, fragility and airy grace have always been special province, wisest Patricia Bowman refrains from getting low down, even though it's the State she's playing this week. Whereupon the lusty audience response proves how right she is to stick to her style wherever she may be dancing. Miss Bowman makes them think lofty, spiritual thoughts as—bathed in blue spot—becomes the most far-sighted—she fits and twirls and leaps and floats while her lady pianist accompanist plays pretty music with the tempo masculinely defined. First Miss Bowman wears a white tulle confection lightly hung with white coque feathers, sweet little whirls of tulle for blue puffed sleeves, and a little wreath holding near her auburn locks. Blessed Damocles fashion. Now the lady pianist, in matching white taffeta frocks, sits at homey if not stylish, play a high class version of St. Louis Blues, firmly avoiding that anore that gets most lady pianists down: beautiful expression and never mind the beat. Now Miss Bowman's back, this time in a fanciful suggestion of a Pierrot costume made of shaded grey, sparkling with diamonds in a very refined manner. The picture number, in which Miss Bowman takes eccentric little postures and gay little quips, and it is—like all Miss Bowman's dancing, expert and deft and smooth. One more femme on the State bill: the stooge for Stuart and Lash, who is young, slim, pretty, and has good manners, and a block printed black and white gown that billows out at the hem.

## Did You Know That—

Bessie Clayton will open a dancing school for children in Hollywood...Don Dillaway is attending the N. Y. Institute of Photography and will desert the stage...Anna Roosevelt was most attractive luncheon...Sardis the other day...Martha Sleeper...lovely with lighter hair...the children in the cast of *'Remember the Day'* play ping-pong backstage...Fannie Branning is attending their Thursday matinee...also, Louis K. Sidney and Daniel Frohman...that was June Clayworth, dancing at the Plaza in a white gown...with a red hat...Tallulah Bankhead (who had received complimentary tickets to Phil Dunning's play) sent him a check afterwards saying that it was a shame to enjoy anything that much for nothing...Hardie Albright is crazy about dogs...Linda Watkins wore a black and white tulle coat and very extreme black hat to the Friday night performance of *'Porgy'*...Margalo Gilmore also there and Jules Glanzer...it's a pity she will be quite the thing to visit the new Planetarium...Joe Furnas will do three articles for the Saturday Evening Post...the best that Lowell Thomas gave to the zoo is sick...Dorothy Hall and Neal Andrews have moved into New York for the winter...Mabel in a white gown (Mrs. Aaronson) is blooming as a bride...the Saturday matinee of the Russian Ballet was inspired by Lichine and Baranov...the applause highlights...Harlan Thompson's dea east soon...Mary and Dick Wallace, too...the Sixty Club had a party...the most of the old Hayfayr club...Louella Gear, Irene Delroy, Ward Morehouse, Peggy Pears, Bobbie and Henry Harris, the Billy Gaxton...the new show, John Louis Shurr, Billy Henne, Jean Marsh, Peggy Shannon, Neville Flesson, Charlie LeMaire and Vivienne Segal among those present.

## Overbuying

(Continued from page 9)  
affair and to be settled individually in civil courts.

Although the Hays organization may not act officially, it may volunteer to get into an independent in hopes of ironing out disputed ex-officio. Otherwise, the Hays organization is that this is a competitive bid, with the ordinary variations of the rival exhibitor angle. The circuit had three houses in this competition but was forced to shutter one. When lease ran out, an exhibitor obtained this third house, which is now being double featured in its two remaining theatres, setup took all high-grade first runs for its deluxe house and put the same pic in its other operation as second run.

One indie's case Independent entered complained, charging conspiracy because large A-1 picture was playing all available runs. The superiority of Miss Henry's figure cannot be doubted, for Miss Page's costumes are also devised to tell all. Her princess white chiffon, sprinkled with diamonds and trimmed with pleated ruching at hem and cape, reveals a slight disproportion in the ideal balance between fore and aft, a matter which her black cire, with hazy neck caught round her throat by a rhinestone necklace, is better at concealing.

Similar procedure is being duplicated in many other small cities though exact details at times differ. When they find that no drastic steps will be taken by trade organizations or Dept. of Justice, hundreds of these independent-theatre operators are taking the matter up via civil action. The situation spokesmen blame the spread of dueling for the increase in number of overbuying complaints, pointing out that it is a case of supply and demand. During the WR 10 overbuying cases came before local grievance boards for hearing and about 250 reached the Code Authority for final settlement on appeal.

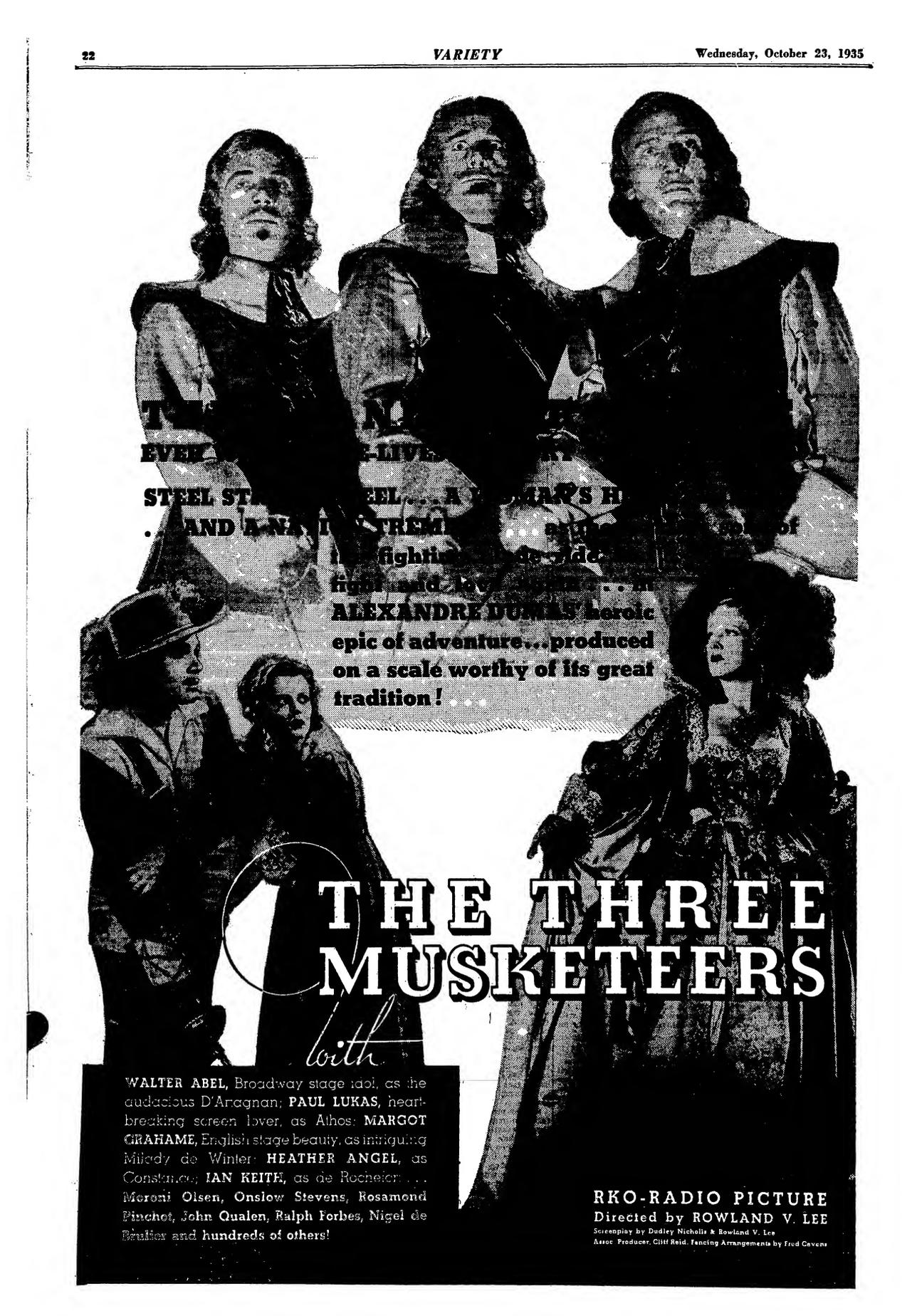
# Sirovich Comm. Abruptly Halts Inquiry Into Sound Patent Phase Of Film Biz; AT&T Probe Off

Congressional Committee inquiry into the sound patent phases of the film industry, was halted by an internal dispute of the committee on Friday (18) afternoon. Will Hays and others were waiting to testify, as subpoenaed, when Congressman William R. Sirovich, chairman of the House Committee on Patents, called off the hearing—to go on would be 'repetitious,' he stated. The committee apparently surrenders its purpose to examine patent phases in other industries indefinitely. Committee may later break up into sub-groups, these sub-bodies to do their own thing in the country and conduct little inquiries of their own. Committee chairman didn't comment on the protests against David G. Berger and Robert Robins, which were made by Congressman Randolph Perkins, Republican minority member of the committee. Berger is counsel or legal expert to the committee. Robins is director of investigation, or clerk of the committee. Perkins had protested about the associations of these two with the committee and its inquiry. Sirovich's record is a record of several different litigants who are suing the A. T. and T., Western Electric and Erpl, for alleged anti-trust practices arising out of proposed cross holding and patent pool arrangements. Robins is known as a long-time antagonist of the phone company and its affiliates.

The New York city-owned Station WNYC, and also WJMC, revealed intimate business matters under Congressional pressure, by the witness' testimony. More than one of the committee members used such terms as 'robbers' and 'racketeers' when propounding questions about groups in the committee. The purpose of the hearings is to inquire into the advisability of enacting H. R. 4523, introduced in Congress last year. This bill provides for the recording of cross license agreements and patent pools. It is the apparent purpose of this bill to prevent anti-public patent pools. An appropriation of \$15,000 was voted for these hearings.

Sidney R. Kent, president of 20th Century-Fox, was the last witness to appear before the committee. Kent informed the committee that the patent thing is one of those unknown quantities in the trade. The patent situation is simply a matter of ownership. The committee of the sound patents could be adjudicated finally this would benefit greatly all concerned. Kent's ideas Committee decided to delve into Kent's personal affairs and asked him about his salary as head of 20th Century-Fox, also whether the film business spends huge sums for lobbying purposes in Washington, and how much salary Hays gets and how much money the Hays office has for operating activities. Kent's idea was to get the proprietor his company for the business spent money for lobbying purposes, so far as he knows. The 20th Century-Fox Film company contributes \$100,000 yearly to the Hays office of the Hays office. The contribution made to the Hays office by producers and distributors comes out of gross rentals based on a formula known as the Hays office, and that Kent's estimate of the total revenue directed from the industry to the maintenance of the Hays office and its activities may run as high as \$600,000 yearly.

Kent is opposed to the electric producing 'ins in competition' with the business. 'Ins' know as little about 'making' films as the producers know about patents. If the electric were to produce films in competition with the business, he would be the first to ho'er long a loud. When the industry had to go into the sound business, and manufacture of talkers, Kent stated it was incumbent upon the industry to consider possible financial risks and to deal with them in terms of financial stability and resources and who could guarantee the producers against possible patent flops. The industry had to pick a firm of reputation standing. Erpl filed this picture. It had the phone company and Bell Laboratory back of it. In investing \$8,000,000 to \$9,000,000 in sound a film company risked possible bankruptcy. The association of Erpl with the phone company could guarantee the companies against patent loss. Besides, the high reputation of the Bell Lab and the phone company and their manufacturing subsidiary, Western Electric as makers of the finest machinery, was another important factor considered. Kent was asked if he favored some kind of supervision of patents. He okayed such a thing only if such centralized supervision does not tend to retard the proper scientific development of the art. The association of Erpl with the Bell Lab, Kent told the Committee was an assurance to the industry that the scientific progress of the arts would continue on that end. Kent was asked what he thought about Government supervision of business. The president of 20th Century-Fox observed that if the committee had any business operated as efficiently as the phone company and Bell Laboratory is being operated, Government and business would be better off. With the committee members including in their names against the phone company and its subside the hearings sized up as an anti-phone company rodeo. Witnesses at the early sessions which began Tuesday (15) include Dr. Charles Jewett, head of the Bell Labs; Gerard Swope, head of General Electric, and Edgar S. Bloom, president of Western Electric and Erpl. Proceedings brought out that the Bell Lab is endowed by the phone company annually to the extent of \$1,000,000. The committee is interested in scientific experimentation and development. Also, that the phone company owns around 15,000 patents. One committee member wanted to know why the number of patents reduced to 2c; why had set phones a leased rather than sold outright; and another tells of the annoyance experienced when dialing a wrong number. The committee member explains is a distinct burden on the near-sighted and those who may be unable to read the dial letters. Bloom stated that he had the intention of his company to take advantage of the slack or the illiterate, and that by simply dialing the wrong number, explaining matters, customers can get satisfaction. From this the hearings veer into the question when the phone company should engage in a collateral business, or should continue its regular business. Everybody says it should not, including nearly every witness; and that it would be preferable if the phone company were to be more lenient, making its collateral patents available to all reputable firms or individuals under proper circumstances. Obviously these angles are aimed at Erpl, which is engaged in the picture field. Quigley's Opinions George Quigley, v.p. of Vitaphone, subsidiary of Warner Bros., testified on early talker history. He stated that the development of talkers through Western Electric and the phone company with Walter J. Rich, Major Nathan Levinson and Warner Bros., Quigley took part in the development of talkers through Erpl-Warner situation and down to the 1932 settlement of the arbitration. Quigley says he found the early exhibitor contracts unfair and burdensome, although he helped to draw them up. Quigley formerly was employed by Western Electric before joining W.B. in 1927. He told of compulsory service charges of from \$40 to \$100 weekly in addition to equipment leasing charges of from \$100 to \$200 in the first few days when Erpl replaced the film field with sound, he Warner lawyer told about the (Continued on page 29)



THE NEW...  
 EVER...-LIVES...  
 STEEL ST... STEEL... A... MAR'S H...  
 . AND A NATI... TREM... ..  
 .. fighting...  
 fight and lov... ..  
 ALEXANDRE DUMAS' heroic  
 epic of adventure... produced  
 on a scale worthy of its great  
 tradition!

# THE THREE MUSKETEERS

*with*

WALTER ABEL, Broadway stage idol, as the audacious D'Aragnan; PAUL LUKAS, heart-breaking screen lover, as Athos; MARGOT GRAHAME, English stage beauty, as intriguing Milady de Winter; HEATHER ANGEL, as Constance; IAN KEITH, as de Rocheiron... Meroni Olsen, Onslow Stevens, Rosamond Pinchoe, John Qualen, Ralph Forbes, Nigel de Bruinor and hundreds of others!

RKO-RADIO PICTURE

Directed by ROWLAND V. LEE

Screenplay by Dudley Nichols & Rowland V. Lee

Assoc. Producer, Cliff Reid. Fencing Arrangements by Fred Coven

# BALABAN & KATZ CHIEF

## Night Football No Exhibit Bugaboo; Once a Week Only and Spurs B.O.

Despite spread of night football this season, reports from key cities received by national trade organizations show little indication that exhibitors regard the college grid (played under lights) as a threat to the picture theatres box office.

11ed length of season, small number of games played and fact that exhibits get part of football crowd given as reasons.

Unlike night baseball, rated a serious menace, theatre operators figure that grid, battles come only once a week, with five to six games as maximum for any one community in a season.

In many localities, exhibits figure they gain nearly as much as they lose because of the influx of 'out-of-town visitors' for big games, with certain percentage of this crowd going to picture houses. Also exhibitors in college communities have been smart enough to stage midnight shows or night football matinees after the nocturnal pigskin classics, figuring to make up any loss they may have suffered by reason of the game.

While smaller conferences over the country, particularly in the middle and far west, have been playing most of their contests at night for three or four years, it was not until this season that the grid struggles under the arcs were introduced into the Big 10 conference, with the Northwestern-Purdue struggle at Chicago as the initial.

In smaller cities where most small college games first were introduced at night, exhibitors were inclined to view with alarm the threat to their Friday and Saturday business. However, they figure now that they cash in by having extra performances to handle after-game crowds in addition to drumming up steady biz from student body.

## PRICE BATTLE IN MILWAUKEE

Milwaukee, Oct. 22.

Price war among the downtown theatres under way, primarily on the part of the Fox Palace against the Warner and the Indie Riverside. Palace has been burned up at the Warner for running first run and double feature first runs at 40c.

And this week the Palace started a price-cutting campaign to meet the intense competition of the indie vauffim Riverside as operated by Eddie Welsfeldt at 15c and 25c.

Shut out on all major product, Welsfeldt has been banging out nice grosses with sock units and vaude pieces. To meet this competition the Palace has cut its opening price from 25c to 15c and its evening price from 55c to 35c.

## Gumbiner Squawks, Wins Out on 'Top Hat' Booking

Hollywood, Oct. 22.

'Top Hat' (Radio) was yanked Saturday (19) from the screen of the President theatre in compliance with a temporary injunction granted by Superior Court Judge Emmett Wilson enjoining the day and dating of the picture in the complete of the Tower on the grounds that the engagement was a downtown third-run after playing the RKO and Criterion and was jeopardizing big box office, which holds a third-run contract from RKO.

'Big Broadcast' went into the President, while the 'lover kept 'Top Hat' at the upper half of a double bill as this house is a second-

## Free 4 in Philly on Bank

Philadelphia, Oct. 22.

The Grand Jury Monday (21) dismissed case against four local nab exhibitors, charged with violation of the lottery law by operating 'Bank Night' and 'Lucky' in their theatres. Men freed were Allen Lewis, Emanuel Lewis, John Ehrlich and Isidore Schwartz, managers of the Girard, Jumbo, Ideal and Prolite theatres, resp.

Grand Jury's action is taken by film row here to mean that there will be no molestation by law of houses running the many and varied games that have been introduced hereabouts.

## B&K ELIMINATES SCREENO IN CHI

Chicago, Oct. 22.

Just about wiping out screeno in this territory is the decision at a special Balaban & Katz meeting last week to do away with the gambling stunt in all the circuit's theatres. Checkup by the officials has revealed that the keno game has not added much if any to the total gross of net of the theatre; that any possible increase on the screeno night is counteracted by the leadown of business on other days of the week.

Houses have also found that they must keep increasing the prizes, and many theatres have just about gone overboard on prizes. Many a rainy night, not enough customers have been in the house to pay off for the prizes.

Chicago territory, which has been going alone for the past few months as the biggest screeno district in the country, is already beginning to drop off following the announcement of the B. & K. decision on film row. With the circuits clearing houses of the competition, rival indie houses feel that they too can operate on a stricter basis. Exhibs, both circuit and indie, have also agreed that the screeno fad has long since reached its peak and is now fading.

## Pitt-Union Settles

Pittsburgh, Oct. 22.

After being plucked for more than two weeks, Pitt, recent indie acquisition of Morse & Rothenberg, finally came to terms with operators' local, going 100% union yesterday (21).

Dropping vaude after single week, Pitt, continues to be a chameleon on policy. Originally announcing triple features for week's run, management has now switched to the three-four idea, on split week. Top has also been dropped from two bits at night to 20c, with 10-cent duets and 15c bit units at any time and 15c downstairs in afternoon.

With shift to straight pictures, house has also gone in for sock of giveaway nights. There's Screeno one night a week, with \$40 in cash prizes, chinaware, another, and something else each night in week. So far Pitt hasn't been able to see light, despite the fact that its setup includes the use of low rental on both night and pictures.

Pictures each week include a revival of an old hit, an indie first-run and a feature-length western.

## AUTRY RIDES NO. 2

Hollywood, Oct. 22.

Barber sends Gene Autry to the barrier this week in 'Sagebrush Troubador,' second of his singing westerns.

Joe Kane directs.

## PULLS FIX IN CLEARANCE WAR

Exchanges, Exhibs Melee as B.&K. Starts Drive for Additional Protection—Distribri Claim Hands Tied by Prior Contracts—Circuit Has Dual Threat as Trump Card

## LAWSUITS ON FIRE

Chicago, Oct. 22.

A battle is now on between Balaban & Katz, the exchanges and all the other exhibitors in town, due to the demands of B&K for an extra full week of protection between the 'C' week of pre-release houses at 30c and the first week of general release theatres at 25c.

Both the exchanges and the exhibitors, with the exception of Paramount, have expressed themselves as generally opposed to the plan while the exchanges themselves state that their hands are tied since they have already sold a great number of contracts in the city giving first week of release theatres the right to follow immediately after the 'C' houses. At a special meeting of the exchange managers last week it was revealed that between 750-800 contracts have already been closed in this territory under last year's clearance system. Exchanges are frankly in a spot, since if they do permit Balaban & Katz to move up their 'C' week houses one week to the front, they will be in violation of their contracts and would certainly be sued by the first week exhibitors.

Yanking Flickers Balaban & Katz, however, won't hear anything about this. Barney and John Balaban with Walter Immerman Journeay to New York last week to discuss this matter with the home office. Result came on Wednesday (16) when Immerman phoned to Chicago ordering B&K film bookers to pull all pictures from their 'C' week houses unless the exchanges in question permitted the additional clearance. B&K had made this threat at the monthly release meeting two weeks before but the exchanges had figured this as a bluff.

B&K, it is understood, plans to operate its 'C' houses with Paramount products also in its affiliate. Possible also that B&K will be able to get Warner Bros. exchange to agree to the extra protection.

## Courtroom Capers

However, not figured that the exhibitors will permit any such deal to go through, particularly since most of them already have contracts guaranteeing them playing dates seven days after the opening of 'C' week pictures. Many of them have already contacted their attorneys and the legal documents are beginning to fly around town. Both the exchanges and B&K seem to realize that they're in for a bitter legal battle, but they are walking back on it.

If the threat to yank all pictures does not work, B&K threatens to go into double features if the circuit is not permitted to move its 'C' houses up one week.

## Real Worry

Exhibitors are afraid of what most distributors secretly hope will come to pass, the number of the exchange managers here have been working beneath the surface for the past few months to send this territory into double features again but they have been stilled by the wishes of the majority of the indie exhibs who do not want to return to twin bills.

B&K has been looking ahead to this and has been pushing the buying season and has prevented the distribrs from rubber stamping the B&K picture, deals with any clause banning the use of those flickers in twin bills.

## Loew-RKO Circuits in N. Y. Settle With 306 for 7 Years, 2 Yr. Contract With Options; Skourases' Position

## N. D. Off Bank Suits

M'neapolis, Oct. 22.

Indications are that North Dakota's attorney general will make no further efforts to halt bank night in the state. The case against the Bennie Berger theatre at Jamestown, N. D., was dismissed when the court upheld the complaint did not state a course of action.

The state alleged violation of the anti-lottery law.

## L. A. 1ST RUNS RACKETEERING

Hollywood, Oct. 22.

Widespread use of giveaways in the downtown area has the first-runs ready to plunge into racketeering, with Fox-West Coast's first run United Artists set to go on 'Bank Night' and 'Radio Bar' gifts. Expected that the RKO Hillstreet and its Hollywood day-and-dater, the Pantages, may also go for the gimmicks.

F-WC has 'Bank Night' sewed up in this territory, forcing the other houses to use crockery, autos and other gadgets. Nearly all the Fox houses in the outlying districts have been cashing in on the rackets. Consensus among the indie exhibitors is that the giveaway war will be short-lived, so they'll all hop on the bandwagon and get what they can out of it while it lasts.

## Great States, Alger, Rival Ill. Circuits, Pool in 2 Towns

Chicago, Oct. 22.

Two of the most competitive circuits in the country, Public-Great States and E. E. Alger, have gotten together on a pooling arrangement for two important Illinois towns. Five theatres are jumped together in the deal: three houses in LaSalle and two in Peru.

E. E. Alger is president; Jules Rubens, v.p. of the new company formed to operate these five theatres; Elmer Vinton, Balaban & Katz controller; treasurer. Basis of the pooling arrangement is the fact that Alger has secured the bulk of the real estate properties of these theatres while Great States controlled the leases.

LaSalle and Peru have been the particular battleground of many a Great States-Alger set-to. Has been plenty of warring in the past due to cut-rate admissions, rebates, premiums, etc.

## HANSON ADDS ANOTHER

Ottawa, Oct. 22.

Rideau theatre, Ottawa, added to Hanson Theatres, Ltd. chain, the local house h'ing been acquired by purchase from Moorhead & Filman, until recently the outstanding independent theatre operators at Ontario.

O. R. Hanson, general manager of Allied Exhibitors of Ontario, 13 taken over five theatres of the Moorhead & Filman chain in as many different cities of Ontario including the Rideau in Ottawa. New Hanson circuit is already made up of a dozen theatres, all of which are classified as independent units.

De luxe theatres, excepting the Capitol, are not interested in negotiating a seven-year contract, with New York Operators, Local #66, patterned after the agreement for this period which Loew's and RKO have signed. There is also some doubt that the Skourases Bros. will follow Loew and RKO. Expectations among union sources are that the Skourases will agree to the same tentative contract which was negotiated with the Loew-RKO circuits but reported in advance of pourparlers that Skourases may want a different deal to cover the small number of houses they have in the metropolitan N. Y. area.

De luxers want to go along at the old scale of \$2.5 an hour, two shifts a day, for another year and believe that 306 will be agreeable to this.

Instead of agreeing to \$1.86 for RKO and Loew's houses, and negotiating for lesser pay for 'B' and 'C' as originally planned, these circuits agree to the \$1.86 figure for all its theatres excepting the Capitol, Star and Palace. These theatres will pay the \$2.55 de luxe scale under which all other de luxers are operating, there being no reductions there. This week amounts to \$61.20 a week, while 13th and 14th hours overtime are \$3.33 and every hour thereafter \$5.10. In other words, the 16-hour day would bring the weekly salary for both men to \$86.82.

## Two-Year Scale

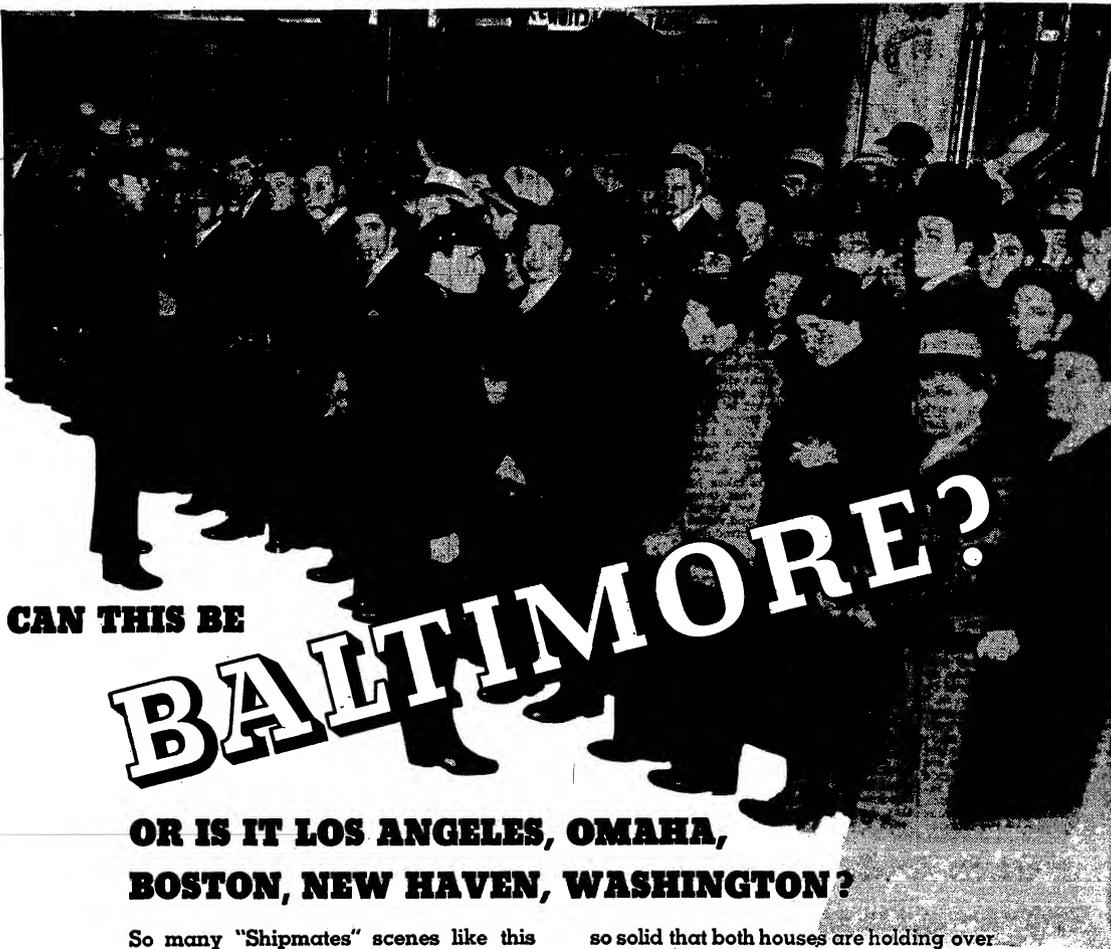
While the contract is drawn for seven years, the scale agreed upon was \$2.15 for 'B' and 'C' and \$1.86 for all other houses—stands for just two years. There is no agreement as to what the scale will be thereafter, for the final five years, nor is there any clause in the contract which stipulates there are to be decreases or increases. A board of five people constituting the arbitration committee which has always been provided for in 106 contracts, is to determine the scale for 1937, 1938, 1939, 1940 and 1941, giving consideration to changes in living conditions in fixing salaries. This committee will consist of two members appointed by 306 and two by the Loew-RKO circuits, these four to pick a fifth outsider.

Under the new pooling contract leaving the question open as to whether increases or decreases in scale shall prevail, the agreement resolves itself down to a two-year term on face value. Contract provides that the arbitration board is to settle any disputes arising under it except so far as changing scale, as set, for two years, working conditions and the like are concerned. Circuits had proposed an arbitration system to cover everything, along with a 10-year contract, but in 306 this was regarded as a trap. System suggested was a labor arbitration board to govern all dealings, strikes, negotiations, etc. Opinion among union men was that such a setup would eventually brand 306 as a 'company union'.

Under the Loew-RKO seven-year ticket the circuits agree to a week's vacation with pay to every booth each year. This is a concession unique in labor circles. It has never been a custom for employers to give union help vacations with pay.

Under the Loew-RKO agreement, also, there is no stipulation that Loew and RKO may request certain operators for their booths. Another clause leaves to 306 the determination as to how many men may be necessary for booths, although for the de luxe houses it is two men on a shift and a third where vaude or stage shows are used.

Either party may cancel the seven-year contract on Sept. 1, 1940, on written notice before July 1 that year. The \$2.55 and \$1.86 scales as agreed upon for the first two years of the agreement are effective as of Sept. 1, last.



CAN THIS BE

**BALTIMORE?**

**OR IS IT LOS ANGELES, OMAHA,  
BOSTON, NEW HAVEN, WASHINGTON?**

So many "Shipmates" scenes like this have come in from the country's key situations during the past week that we simply can't keep 'em straight.

This might be the Stanley, Baltimore, which Variety reported had its first "lobby lockout in nearly two years."

Or maybe it's the Hollywood or Downtown in Los Angeles, where crowds were

so solid that both houses are holding over for a second week.

But on the other hand it looks a lot like the Roger Sherman in New Haven, which "topped the city and is packing 'em in aplenty."

And of course it could be Cleveland, Omaha, Portland, or any one of a dozen other record-setting engagements!

See if YOU can identify this crowd — and name the lucky theatre playing

# "SHIPMATES FOREVER"

with

**DICK POWELL  
RUBY KEELER**

LEWIS STONE • ROSS ALEXANDER • EDDIE  
ACUFF • DICK FORAN • JOHN ARLEDGE

A Frank Borzage Production

Songs by Warren & Dubin • A Cosmopolitan Picture • Released by First National

To Los Angeles, Philly, Detroit,  
and Toronto Roadshow Managers—  
Please don't send us any more of those excit-  
ing wires about your marvelous openings of  
"A MIDSUMMER NIGHT'S DREAM". We're so  
thrilled already that we just can't keep track  
of all the good news that's pouring in about  
**WARNER BROS. PICTURES**

Hollywood Productions

Week of Oct. 21

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

COLUMBIA (4th week)
If You Could See Cook...
D—William Beaudine
A—E. Hugh Herbert
Gertrude Furlong and Howard Lang
John Stumar
Cast:
Herbert Marshall
John Arthur
Leo Carrillo
Joan Bruce
Frank Jesselour
Gene Morgan
Richard Powell
Lionel Stanton
Walter Byron
Tobey Meyer
D—Ted Tetzlaff
A—The Little Rascals' (4th week)
D—Roy Williams
A—Louis Vance
Joseph Krumpholt
D—Henry Fricke
Cast:
Malvin Douglas
Paul Patrick
Arthur Hill
New Beverly
Thurston Hall
The Little Rascals' Home' (8th week)
A—Ladd
Monte Vanzandt
John Archer
Thomas Fugate
A—Frank Capra
D—Marlan Gehring
Robert Anthony
D—Ted Tetzlaff
Cast:
Ruth Chatterton
John Kruger
Lloyd Nolan
Marion Marsh
Lionel Atwill
Elizabeth Rindon
Dora Clement
'Panik On the Air' (1st week)
D—Al Rogie
A—Henry Wade
Fred Nickle, Jr.
Cast:
John Sobrero
Lloyd Nolan
Thurston Hall
Nana Bryant
Douglas Dumbrille
Robert Middleton
George McKay
Gene Morgan
METRO
'Tarzan Escapes' (18th week)
A—James McKay
A—Bernie Rosson
Leonard Smith
Cast:
Johnny Weissmuller
Maureen O'Sullivan
John Buckler
William Henry
Brenda Rundle
'Ach Wilderness' (1st week)
D—Clarence Brown
A—O'Neill
Albert Hackett and Frances Goodrich
Cast:
Wallace Bery
Lionel Barrymore
Cedric Belfrage
Gene Lyden
Aline MacMahon
Robert F. Pinch
Edward Nugent
Frank Albertson
'Big Raft' (8th week)
D—J. Walter Ruben
Frances Marion
C—Ray June
Cast:
Jan Harlow
Spencer Tracy
Joseph Calleia
Una Merkel
Marilyn Roney
Roger Imhof
Paul Harrell McDonald
Paul Hurs
Victor Kilian
Lionel Barrymore
Baby Jane Quigley
Lionel Barrymore
Arthur Housman
'Rose-Marie' (8th week)
D—W. S. Van Dyke
A—Earl Derr Biggers
Alice Duer Miller
A—Earl Derr Biggers and Frances Goodrich
C—John Francis Larkin
Cast:
Janet MacDonie
Janette MacDonie
Nelson Eddy
James Stewart
Frank Grant
Lucien Littlefield
George Regan
Johnnie Condon
Una O'Connor
Gloria Gray
D—Robert Ziegfeld
A—Anthony McGuire
C—Olivier March
Cast:
William Powell
Myrna Loy
Pauline Palmer
Frankie Tracy
Natalie Bruce
Frank Morgan
Natalie Pennington
Ray Bolger
Reginald Owen
Fleming Donnell
Glida Gray
Cast:
Hediet Hector
FARMINGTON (4th week)
D—Leo McCarey
A—Lloyd Root and Harry Jones
Frank Conroy and Robert Garrison
C—Al Gilks
Cast:
Harold Lloyd
Alfred Menjou
Frances Dee
Helen Mack
William Gilman
Dorothy Wilson
Charles Barber
Lionel Atwill
Cheryl Lane
'Fighting Gene' (7th week)
D—Lewis Milestone
A—P. G. Wodehouse
Howard Lindsay and

PIC LOCATION DISPUTE WIDENS LABOR BREACH

Hollywood, Oct. 22. Smirring since 1933 technicians' strike, International Alliance of Theatrical Stage Employees and the International Brotherhood of Electrical Workers' jurisdictional dispute over sound and electrical work in studio popped up again last week with both factions now vying for war in the indie field. Actual trouble occurred at Hollywood Playhouse location of Inevitable 'Hitck Hike to Heaven,' with IA reportedly insisting on full crew and IBEW demanding that jurisdiction over lamp operators be returned. Windup led producer, Maury Cohen, folding his company and returning to the studio. Situation is complicated by reported campaign, just getting under way in which studio crafts holding contracts with majors under the studio-union basic agreement are planning to line up indie men to do here to same scale and conditions as majors.

Republic Standing Pat On What It Has on Lot

Hollywood, Oct. 22. Only permanent building to go up on the Mascot lot since Paramount's only of all Republic units will be an executive bungalow for Trem Carr. No new stages will be constructed, as studio is leased for five-year period from Guaranty Liquidating Corporation, and Republic has no assurance that the lease will be extended beyond that period, especially as monthly rent of around \$1,200 covers little more than taxes and upkeep.

Lombard Recovered, 'Spinster' at Barrier

Hollywood, Oct. 22. 'Spinster Dinner' gets the starting gun at Universal tomorrow (Wed.) with Carole Lombard, recovered from her illness, ready to step into the lead opposite Melvyn Douglas. Walter Lang directs. Banton, Paramount stylist, is designing new set of frocks for star. Teddy Tetzlaff will handle the camera.

Thompson in 'Forest'

Hollywood, Oct. 22. Slim Thompson, colored player, does same role in Warner's picturization of 'Petrified Forest' that he did in Broadway legit run. Studio also has Thompson under option for 'Green Pastures.'

Studio Placements

Hollywood, Oct. 22. Sam Mizel, screen play, 'Farmer in the Dell,' Radio. Berton Churchill, 'Panic in the Air,' Col. Edward G. Robinson, 'o'Clock Courage,' Radio. Paul Sotoff, 'Captain Blood,' WB. Dickie Jones, 'Frank Merriwell,' U. Edna Bonoi, 'Maxter, Rich and Carl, 'Trail of the Lonesome Pine,' Wanger. Edward Ellinger, 'Chatterbox,' Radio. Dwight Taylor, screen play, untitled Eleanore Powell yarn, Metro. Charles Judson, 'Give Us This Night,' Par. Lucille Laugel, Par. Grauford Kent, 'Hitck Hike to Heaven,' Inevitable. Malcolm Stuart Boylan, Ben Grauman Kohn, screen play, 'Home, U. Jacqueline Wells, Thelma Todd, Mae Busch, 'Bohemian Girl,' Metro. Allen Jenkins, 'Win! Show,' Kings of the Beach, '2nd show.' Noel Luxford, Daisy Belmont, 'Sylvia Scarlett,' Radio. Edna Bethel Kison, 'Maid of Honor,' Col. Ann Southern, Lloyd Nolan, Nana Barbette, Douglas, Robert Middleton, 'Panic on the Air,' Col. Gene Morgan, George McKay, 'The Lone Wolf Returns,' Col. Leo L. Foster, adaptation, 'The Country Beyond,' 20th-Fox. Lucille Laugel, 'Timber War,' Ambassador. Duke York, 'Rose Marie,' Metro. 20th-Fox. Eddie McDaniel, 'Gentle Julie,' Radio. Ferdinand Munier, 'ing of Burlesque,' 20th-Fox. Donald Woods, Ann Shoemaker, 'Amory Adventure,' WB. Wallace Sullivan, adapting, 'The Return of Jimmy Valentine,' Republic. George Raft, 'Roy Del Ruth, directing; Charles Rosher, camera,' 'It Has to Happen,' Republic. John Skipworth, Aubrey Scott, directing, 'Hitck Hike Lady,' Republic. George E. Stone, 'Freshman Love,' WB. Walter Brennan, 'Seven Keys to Baldpate,' Metro. Richard Sherman, adapting 'To Mary—With Love,' 20th-Fox. Robert Taylor, screen play, 'Fugitive,' Col. Radio. Ruth Donnelly, 'Song and Dance Man,' 20th-Fox. Sussel Elicker, 'Rose Marie,' Metro. George Opperman, Jr., 'Chatter Box,' Radio. Louis Friedlander, directing, 'Frank Merriwell,' U. Rafaela Ottiano, 'Riff Raff,' Metro. A. J. Casper, 'The Sign of the Cross,' Metro. Harry Woods, Frank Yaconelli, Wally Wales, John Inci: Spencer Bennett, directing, 'Leave No Trace,' Metro. Walter Walker, 'Magnificent Obsession,' U. Louis Long, dialog, 'Rose of the Rancho,' Par. William Thiele, directing, 'Tomorrow Is a Better Day,' U.

STORY BUYS

Hollywood, Oct. 22. C. E. Roberts original, 'Pecos Kid,' bought by William Berke for Fred Kohler. Republic purchased Weldon Farara's 'Rollin' Along' as story base for 'My Old Kentucky Home.' 'Ghost Town,' original by Harry Carey, sold to William Berke. Romance of auto proving grounds by Miller Kresin, sold to M. J. Cohan. 'Titled,' bought by Metro. 'Can't Happen Here,' new novel by Sinclair Lewis, has been bought by Metro.

CONTRACTS

Hollywood, Oct. 22. Colin Tapley and Betty Holt set for another swing in Paramount stock company on option pickup. Roach signed William Terhune to terms as director. Relinquishes post as film editor. Universal tagged Billy Burrod, 10, to a former and spotted him in 'Sutter, Gold.' Phillip Barker, from legit, set in Walter Wanger's 'Trail of Lonesome Pine' as first assignment under new ticket. Franco Ferrara goes under contract at Paramount after finishing season with Chicago Grand Opera company. Warnings gave Eddie Shubert's option a six-month life. BELLAMY'S 'DR. STEELE' Hollywood, Oct. 22. Ralph Bellamy draws the male lead in Columbia's 'Dr. Steele,' Eddie Buzzer director.

*On Thursday*

RADIO CITY MUSIC HALL

*will feature a COLUMBIA production that sets new standards in acting, story-telling and direction. It is one of the year's finest pictures.*

*Columbia  
Pictures  
presents*

# *A Feather in Her Hat*

*with* PAULINE LORD  
BASIL RATHBONE    LOUIS HAYWARD  
BILLIE BURKE    WENDY BARRIE

*Based on the novel by I. A. R. Wylie*

*Directed by Alfred Santell*

A COLUMBIA PICTURE



Stock Market

(Continued from page 6)
closing on top for an advance of 8 1/2 points. Similarly Loew common was carried up to a fresh top where it closed, up 3 1/2 points. This issue last only 25c. of trading, 18 1/2 shares at final quotation Monday.

Monday also saw Radio pld. E touching a new peak at 81. Issue with head wind in the form of a blow-off. Onrush the same day also took Westinghouse common to 83 1/2; advance of more than two points for the week.

Keith preferred sported a sensational gain of more than 9 points, made in earlier trading, established a high at 84 1/2, the closing quotation. Taken as reflecting the buy-in on RKO by Atlas and Lehman Bros.

Spurt of volume on Monday carried Warner Bros. pld. to 46 1/2, up 3 points on day. Previous high had dipped to 42. This gave the issue a fractional gain for the week. Warner common hovered around a peak of one year's work, closing unchanged at 8.

Although it was the most active issue in the market, the Atlas Radio common never managed to better its new high established earlier in the week at 8 1/2. Previous high of new price for fractional gain.

Although most of bond list was quiet, one startling performance was turned in by Radio-Keith-Orpheum. That was Radio-Keith-Orpheum par paid certificates which shot up 17 1/2 points on day. Previous high had dipped up a new 1935 high at 151. Again it is in reflection of the Atlas deal. RKO debentures were up 1 1/2 points most of week, winding up at 83, down to point. Keith G's went up 1 1/2 points to 91 1/2.

30% in Consolidated Film Industries stocks was attributed to fine earnings report. The preferred went up 1 1/2. Warner common rose to 5 1/2. Preferred showed advance of nearly 2 points at close. Expected pick-up in business for the third quarter was indicated here some time ago.

Tremendous earnings gain by Keith-Albee-Orpheum was held partially responsible for bullish sentiment in RKO issues Monday.

General Electric earnings as disclosed in nine-month statement, are running nearly \$6,000,000 ahead of last year. Net profits available for dividends for nine months this year totalled \$17,208,332, or equal to 80c. a share on common, or 41c. per share in same period, 1934.

Report of Westinghouse Electric was even more favorable. Earnings for September quarter were \$2,667,462, against net loss of \$32,062 same quarter, 1934. The net profit of company for nine months ended on Sept. 30 totalled \$8,822,840, compared with net loss of \$1,000,000 same months last year.

Another surprising mover was the stock of Westinghouse Electric Co. A issue hitting new peak for year at 45 1/2 (asking price). This stock is traded in over-the-counter. It is pushing upwards slowly over a period of some 10 weeks, bullishness being built up on theory that company's business is running far ahead of 1934.

With power output, carloadings and steel operating rates forcing ahead, it was only natural that stock prices should continue discounting upwards. This improvement. Steel operating rate rose to 51.8%, highest since first week in February.

Outlook of peace in Europe and realization that other nations would fight shy of halting Italy's expedition against Ethiopia prompted the smart rally Saturday. But favorable trade reports plus several excellent dividend actions accounted for continuation of bull drive Monday.

With industrial averages hovering near the 100 mark, the market high probably will be in order before the week is out. Aside from the possibility that new news again smart rally Saturday, many continued bullish even in the face of present high prices in industrial list. As long as trade news continues as good as it has been recently and money and credit remain so cheap, many remain optimistic as to long-term trend.

While several prominent amusement stocks have experienced spirited moves in the last two weeks, action of several, including Warner Bros. common and preferred, Paramount issues, Columbia Pictures and American Seating. In the past week gave evidence that they were consolidating their gains. Hence, more can be expected of them than some other favorites in list.

Activity in all three Paramount stock gave every evidence of being groomed for a fair upward push. This is particularly true of Paramount pld. which was about to out steadily around 94 for several days and closed week at this level. Patch seemed to be in a period of accumulation, with this ready buy-in finally resulting in a fractional gain as the week ended.

Ottawa, Oct. 22. With the downcast of the Bennett Conservative caucus in the federal elections, Dominion is indulging in much conjecture as to government policy in the future. The Liberals, who are generally expected to come under R. Hon. W. L. Mackenzie King, are traditionally low-tariff advocates while the Tories who had been in power for the past five years were stout protectionists.

Undoubtedly one of the early steps of the King Government will be to provide modifications in the present tariff duties and taxes on film imports. The U. S., particularly because there is practically no film industry in a Hollywood sense, to protect in Canada.

When the Liberals won the 1934 Ontario elections it did not take them long to abolish the Provincial film bureau and the Government-owned studio at Trenton. The Canada Government's plan of a studio in Ottawa and almost any other place can happen here on the plea of necessary economy as in the case in Ontario. The air is full of possibilities.

Port, Censorship

A film censorship bill was nearly slipped through a special session of the Oregon legislature last week. It had gone through would have made this the sixth state to set up a censorship board within its limits. Industry leaders however, have not been so happy. Such a bill was planned at last week's special meeting of the legislature, and successfully fought it down. Boyle, secretary of the Film Board of Trade at Portland, said he appeared in behalf of the picture business, and the censorship measure was referred to committee with action postponed indefinitely.

Miss. Sales Tax Fight

Mississippi exhibitors are grinding out a fight against a sales tax which would tax which in reality is the same as a 10% sales tax. Last week at the semi-annual convention at Memphis of the M.P.T.O.A. branch covering Arkansas, Mississippi and Tennessee, the Mississippi delegates held a special meeting in connection with the fight against the tax.

M. A. Lightman of Memphis was elected president of the new masses, including W. Walters of Batesville, Ark. R. C. Williams of Oxford, Miss., re-elected sec-treas, and Emma Cox of Osceola, Ark., chairman of box.

Milk Bottle Caps

St. Louis, Oct. 22. State Auditor's department is swamped with bills, which will soon be sent out, which show how much revenue the 'milk bottle cap' tokens are enriching state. Under law, Missouri merchants must file their returns on % of Oct. 15, and turn over to State Auditor's office at Jefferson City their month's tax collections by the 15th day of the succeeding month. Those who do not yield from \$10,000.00 to \$12,000.00 per annum.

Minn. 3% Looks Cold

Minneapolis exhibitors may yet escape a threatened 3% sales tax on theatre admissions. Prospects that conservatives would be in control of both legislative houses are keeping F. B. Olson from calling a special session at which revenue measures would be instituted. The governor is opposed to a sales tax and has declared that he does not wish to further it on theatre admissions. He says that he regards entertainment as a necessity and does not wish to treat it made more expensive for the masses.

Sundays in Pa.

Easton, Pa., Oct. 22. After going to a lot of trouble to have the Pennsylvania legislature pass a law allowing an election throughout the State on Sunday films, theatre owners are not making much of the law. They have opposed the people to approve Sunday film at the election on Nov. 5. The law passed by the Legislature provides for elections in each municipal district. Those who oppose a commission to keep theatres open on Sundays in those municipalities where it is approved by the voters.

All the noise heard around this subject has been those who opposed to keeping theatres open Sundays. Church and temperance forces and some lodges have united in opposition and are conducting vigorous campaign against Sundays. A house

Redemption of RCA's Gold Bonds Seen to Pave Way for Divvy Arrears

to house canvas is conducted in some places. The contract is used and ministers urge church goes to vote against the approval of keeping open on Sundays.

Limited Sundays

Charlotte, N. C., Oct. 22. The Burlington, N. C., city aldermen adopted an ordinance permitting theatres to operate on Sunday, at hours not conflicting with church services. Request was presented to board by J. E. Austin, city manager for North Carolina Theatres, Inc. He promised careful selection of Sunday pictures.

For five days the aldermen were the butt of a concerted attack by the Burlington Ministerial Association, no small part of which were published ultimatums inserted in advertising space in daily paper, and after that meeting the aldermen reversed their action and again close the theatres on Sunday.

Incorporations

NEW YORK

Plays of Today, Inc.; theatrical business, capital stock, 100 shares, no par value. Theo. Pearson, Franklin Benhard and Arthur Clark, all of 70 Broadway, New York. Theatre of Elysium, Inc.; operate theatres, capital stock, 100 shares, no par value. Mary Kane, 686 Madison street, New York. Klava and Klava Hotel Gotham, all of New York. All kinds; capital stock, 50 shares, no par value. Fred S. 1495 Walden avenue, Bronx; Fred Simmons and Helen Simmons, both of 1911 Morris avenue, Bronx.

William Crosby, Inc.; theatrical business, capital stock, 100 shares, no par value. Julia Weisberg, Irving Bloomberg and Harry K. 100 Madison avenue, New York. Theatrical Enterprises, Inc.; operate ballrooms, roof gardens, etc.; capital stock, 100 shares, no par value. George J. Langsam, 21 Bennett avenue; Geo. J. Jackson, 611 St. Nicholas avenue, all of New York.

Henry L. Abbott & Co., Inc.; moving pictures, videville, etc.; capital stock, 100 shares, no par value. Joe Russo, Harry B. Epstein and Irene Miller, all of 11 Park street, New York. American Creative League of Music students, Inc.; general theatrical and motion picture, etc.; capital stock, 100 shares, no par value. Florence and Samuel Buegelson, 5 Union street, and Samuel Buegelson, 5 Union street, New York.

Fenway Enterprises, Inc.; theatrical business, capital stock, 100 shares, no par value. Florence and Samuel Buegelson, 5 Union street, and Samuel Buegelson, 5 Union street, New York.

Brokers' Pickers Seven Corp.; device for stock picking, capital stock, 250 shares, no par value. New York: Alden D. Redford, 20 Shields avenue, Millburn, and Edna A. Redford, 2111 Broadway, New York. Arthur and Elv Singer, 570 Seventh avenue, New York.

Brooklyn. General theatrical and motion picture, etc.; capital stock, 200 shares, no par value. Arthur M. Martin and Lilly Rosenthal, all of 200 West 11th street, New York. George Frame Brown Productions, Inc.; general theatrical and motion picture and operate broadcasting stations for advertisement and amusement; capital stock, 200 shares, no par value. George F. Brown, Hotel St. Morris; I. F. Grance, 200 West 11th street, New York. 36 Park avenue, all of New York.

General theatrical and motion picture apparatus; capital stock, 150,000. Paul W. Waters, 53 West street, Philadelphia, Pa.; Charles R. Slicker, 60 Poplar street, Paterson, N. J.; and Leo J. Hinchcliffe, 445 Upper boulevard, Ridgewood, N. Y.

Ampho Ballroom Dancing & Dining, Inc.; instruction in dancing, etc.; capital stock, 100 shares, no par value. Steven W. K. Hussler, 43 West 86th street; and J. H. G. 150 West 86th street, New York, and James B. Pond, 220 Broadway, all of New York.

General theatrical business; capital stock, 200 shares, no par value. Park avenue, New York: Frederick G. Tulas, 225 East street, New York, and John E. Greenstein, 225 East street, New York.

General theatrical business; capital stock, 200 shares, no par value. Park avenue, New York: Frederick G. Tulas, 225 East street, New York, and John E. Greenstein, 225 East street, New York.

Light Opera Associates, Inc. Piled by Conklin & Bentley, 29 Exchange street, and Walker, 120 Broadway, New York.

CALIFORNIA

Bakersfield, Oct. 22. Certificate changing name of Myron

Redemption of all its gold debentures last week by Radio Corporation was regarded in Wall Street as paving the way for early payment of at least part of dividend arrearages due on the Radio B Preference stock. Directors of corporation, out of next Friday (25) and it is possible that some action on the Radio B past-due divvys may be taken. At least, the removal of the RCA bonds is rated in the Street as enhancing value of both preference issues of corporation.

Action in calling the debentures is attributed to fact that Radio Corp. already has disposed of half its holdings in RKO at about \$5,000,000. Bonds are called for redemption on Nov. 23 this year although not due until November, 1942. Costs company \$4,255,000 to redeem, interest being figured as \$25 on each \$1,000 in debt.

Interest was figured according to provisions of the bond at 2% as fixed charges and 3% for additional interest. With the bond issue, which never was listed or traded on any exchange, out of the way not only will RCA figure to save on interest charges over a period of seven years but it leaves earnings to go to the two preferred issues. The dividend preference on the Class A Preferred already are being cared for at the rate of \$3.50 per year.

Reports of earnings indicate that RCA is coming close to covering present annual \$5 risk on the Class B stock of which there are 767,775 shares now outstanding. This preference issue has a redemption value of \$100 per share. By the close of the present year, company will operate at a profit in arrears.

Although no statement has been issued to alter the view of officials as made at the May 7 meeting this year, stockholders are plainly hopeful that something will be done regarding resumption of dividend payments of the Radio B or providing for paying up some divvy arrears. At the May directorial session, most of that something will be done regarding resumption of dividend payments of the Radio B or providing for paying up some divvy arrears.

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Summary for week ending Monday, Oct. 21

STOCK EXCHANGE

Table with columns: High, Low, Sales, Col, and Rate. Lists various stocks like American, Consol. Film, etc.

119 1925 high. + Plus 60% stock dividend. + Paid this year.

Table with columns: High, Low, and Rate. Lists technical stocks like 8,700 Technicolor, 8,400 Translux, etc.

BONDS

Table with columns: High, Low, and Rate. Lists various bonds like 0 1/4 \$14,000 Gen. Thea. E., 0 1/4 \$11,000 Keith G., etc.

3 Bid. 45% 47% 48% 42% 43%

+ Paid this year.

Consolidated's Report 'Fighting Marines' Land

Earnings of Consolidated Film Industries and subsidiaries in the September quarter nearly doubled that reported for same three-month period in 1934. The report for the 1935 September quarter showed consolidated net profit of \$435,365 after depreciation, or 111c. a share against \$187,841 for the same quarter last year. Company's profit for previous quarter this year totalled \$285,121.

Last of the 'Fighting Marines' was brought in one day under sked by Breezy Eason under supervision of Barney Sarskey last Friday (18).

Next citizens' group to be made at the Ventura Boulevard studio will be under Republic Pictures aegis. HOPTON DIRECTOR HOLLYWOOD, Oct. 22. Russell Hopton gets his first chance at directing on Maurice Conn's 'Trooper X-14' for Ambassador.

Actor may also take his own direction in the picture.

# TRIUMPHANT!

**DAILY MIRROR—Bland Johanson**—"A mighty picture, gigantic in size, dramatic in theme, rousing in its lusty activity... All the elements of lively entertainment. A sure hit!"

**WORLD-TELEGRAM—William Boehnel**—"Thrilling and exciting beyond description... Pageantry and swashbuckling movement that make it the most spectacular picture De Mille has yet produced."

**NEW YORK AMERICAN—Regina Crewe**—"Makes motion picture history. A memorable document."

**BROOKLYN EAGLE—John Reddington**—"On a super-spectacle scale... Unquestionable that there has been no picture like 'The Crusades'."

**NEW YORK TIMES—Andre Sennwald**—"A grand show... Most impressive mass excitement the screen has offered in years. Pulls an audience irresistibly to the edge of its seat."

**THE SUN—Eileen Creelman**—"One of the year's most vivid pictures."

**NEW YORK JOURNAL—Rose Pelzwick**—"Outstanding example of effective pageantry... De Mille augments pictorial richness with sweeping action... A decidedly impressive production."

**DAILY NEWS—Kate Cameron**—"Finest De Mille has ever made. Handled with such skill that the pageantry does not swamp the poignant and absorbing love story... exquisitely photographed."



## CECIL B. De MILLE'S "THE CRUSADES"

with **LORETTA YOUNG · HENRY WILCOXON**  
and a cast of thousands... A Paramount Picture



# St. Louis Trial

(Continued from page 7)

contracts were for one year with an option for renewal. The lease for the Shubert-Rialto with the Mid-City Realty Co. contained a clause that the house be sold to the lessees should acquire control of the 'Ambassador,' Missouri and New Grand Central.

The lease for the Orpheum was with the Southern Real Estate & Financial Co. Hardy was attempting to introduce evidence showing the theatre holdings of WB throughout the country and defense was objecting when court adjourned until Tuesday (22).

A letter from George J. Schaefer, Par exec, to Abel Cary Thomas, secy, and gen. counsel of WB, promising to supply the latter with pictures for exhibition in St. Louis, was introduced by the Government at session held Friday (18). Letter was written by Cary Thomas in preparation to take over the Ambassador, Missouri and New Grand Central theatres. It was in reply to one from Thomas about the reorganization of WB, which was over heated protest of defense counsel the letter was read to the jury by Hardy.

No trial was held Saturday (19) and on to come the condition of docket. Judge Moore tried to dispose of some of the rapidly accumulating cases. At the afternoon session Hardy charged that Warner had purchased the rights of the three theatres in order to interfere with the reorganization plans and also to secure control of the theatres.

**Leahy's Strong Testimony**

The government struck a heavy blow on Thursday (17) through the testimony of Leahy, the former attorney for F&M St. Louis interests, when he testified that a meeting he and Harry C. Arthur had with Ned E. Depinet, pres. of RKO, in Plaza hotel in New York City, the film exec allegedly pleaded with Leahy not to go to the attorney-general at Washington to charge a conspiracy against RKO, Par and Warner Bros. Leahy's forecast and the manner in which his testimony held the courtroom spellbound. He proved one of the best witnesses the govt. had put on the stand.

On Monday, Leahy said he told Depinet and George J. Schaefer, Par that they were violating the Sherman anti-trust law in consigning RKO and Par pix to Warner Bros. for exhibition in St. Louis during the 1934-35 season. Leahy quoted Arthur as saying that he had heard that RKO wouldn't sell F&M pictures for St. Louis, but he didn't believe it because of the longstanding friendship that existed between him and Depinet. Depinet, Leahy testified, told them that there was nothing personal in the matter other than that he considered it because RKO had entered into a contract on March 15 last to commit St. Louis pictures to them. Leahy said that when he inquired if that wasn't an unusual time of year to make such a contract, as the usual time was in July or August, Depinet said it was, but it had been made.

**Leahy Unshaken**

Cross-examination by Jacob M. Lashly, Depinet's counsel, developed into a number of heated clashes that the court stopped. But Leahy's testimony was not shaken by Lashly's grilling or even after the white-haired and venerable Reed took a hard hit at questioning the 'results' Leahy. Leahy answered the grilling questions by Read, that his purpose in going to Washington was not for the purpose of getting 're-hired' but for laying the ground work for the present case.

'Let me make myself clear,' Leahy almost shouted. 'There was never any intention of Arthur or any one else to prosecute anyone. We only asked the government for relief but when the government got it, it proceeded on its own account to prosecute these defendants.'

Leahy testified further that he told Depinet he did not want to bring down the wrath of the firm on Arthur but that he intended to protect the interests of Allen Snyder, engineer, whose bid for the Bondholders' Committee, as against that offered by Tuley, manager of the three theatres for two years prior to July, 1934, for the receiver, and for a company in which Spyros Skouras, former operator, was interested, testified to a meeting be-

tween Skouras and Herman Starr of Warners in the Blackstone hotel in Chicago, in Feb., 1934. Tuley said Starr sarcastically congratulated Skouras for closing the deal but the Skouras protested the deal was not his. Starr, Tuley testified, complained that Warners had received a 'raw deal' but they would show pictures for as little as 10c in competition with F&M.

Former Mayor Frederick H. Kreismann, of St. Louis and member of Bondholders Protective Committee, under cross-examination on Tuesday (15) related details of conference on June 4, 1934, at which Warners submitted its final plan for reorganization of Ambassador, Missouri and New Grand Central theatres, in which it held large equity, only to have proposition discarded as deal with Allen L. Snyder, engineer, was closed.

**Parting on Stand**

Testimony of alleged threat of Herman Starr (WB) to 'get' the Ambassador, Missouri and New Grand Central theatres and also to 'ruin' Harry Koplar, given earlier in trial by Arthur was obtained during session of Wednesday (16) while Jack Partington, of New York, prez of F&M, was on the stand. Partington told of meeting on March 6, 1934, with Gradwell Sears, Starr and Abe Carey Thomas, Warners' officers and a meeting with George J. Schaefer in Par offices.

Joseph H. Grand, one of the attorneys for bondholders' committee followed Partington to stand and said at conference with Warners WB was represented statement was made that sufficient good films were not available for any organization operating in St. Louis. Grand, fully and Fredrick H. Kreismann, former Mayor and member of the Committee announced he was tired of such threats and that Hiram B. Morse, a substantial bondholder, said 'We still have an attorney general in Washington.' Grand admitted he was in favor of allowing WB to take the houses on the same terms as the other theatres, but that he was under which they were leased to Allen L. Snyder. Two others testified before closing of day's session. Jacob Chasnoff, an attorney, who had done legal work for F&M and had attended a meeting of the board of second mortgage bondholders, and Jules Levy, gen. sales mgr. of RKO, who testified as to methods of production, distribution and exhibition.

## St. Louis Sideights

**Wranglings between opposing counsel,** an every conceivable point that arises, are so common and frequent that when an hour passes without one—that's news.

Spyros Skouras, spectator at trial, until he's denied to stand, is nagging at the trial of the case.

Former U. S. Senator James A. Reed's dry wit injects a bit of merriment in trial. Examining Thomas N. Dysart, pres. St. Louis Chamber of Commerce, apologized in its name for Bondholders' Committee Sept. 18, 1933, when it was thought peace had been made with WB. Reed asked if any picture showmen had been involved. The laughter that greeted Dysart's 'No' was stopped only by the Judge's gavel. Reed can be caustic, too. Addressing Russell Hardy, the head G man for the theatres, Reed said Hardy's testimony proved a conspiracy yet or come within 40 miles of it.

Fraderick H. Wood, WB counsel, addresses witnesses in a loud voice. Reed's tone is mild. Hardy's questions are almost all apologies in its manner but he has a knack of obtaining the evidence he wants.

Former Mayor Frederick H. Kreismann drew a laugh when he declared it has been a long almost 100 years since St. Louis from City Hall that he had about forgotten it. e was Mayor from 1909 to 1913.

Fred Wehrenberg, pres. M.P.T.O. of St. Louis and Southern Illinois was forced to decline invitation to address meeting of Tri-State Convention at Memphis, Tenn. last week because he has a witness in cases.

Continuance from Friday (18) to Monday (20) enabled air-minded defendants, witnesses, etc. to make hurried trips to offices over weekend.

(Continued from page 19)

trouble of having to open so many envelopes.

Theatre has a small weekly program and devotes the back page of each issue to the complete story of the coming attraction which supplies the contestants with such information as may be necessary to dig out some news.

Under the title 'at-risk,' such as 'Anna Karenina' an additional pair of tickets for the WB's in the second line is the title. That helps make it more interesting. Usually it's like this:

'Here's a show that's bound to please.  
'Get a big load of China Seas.'  
'Get a big load of China Seas.'

The indignation of the winner is in the advertisement and excitement runs so high that the newspaper office is bothered by people trying to get an advance squint at the proof.

What gives the idea value is that people read the copy to get the dope and then the showmen show them then read the ads to see who won. The credit line under the couplet is as follows: 'The showmen give the free tickets to most people. It gives them a chance to be a local celebrity for a couple of days.'

### Selling 'Shipmates'

Being a nautical picture, it's permissible to remark that the Warner advertising contingent went overboard in the promotion when it opened at the Strand. House featured a six foot battleship model for its marquee display with blinker signal lights on the yard-arms and the range meter had a movable hand which gave a bell each time it touched a number. The crowd's nest or fire control towers were also blinker lighted, and the ship was dressed with red and blue pennants. The turret guns were complete even to the range finders.

On either side were five foot ring buoys, one red and one green, one of the stars, with the names blazoned on the top of the arch and the ship was dressed with a net formed of a white silk rope against a blue ground. Pennants were strung to the corners, and the Naval Reserve lounge flag for the marquee. Several floodlights were used to illuminate the display and a search light on a tower from the production came through the loudspeakers.

Opening night most of the dignitaries in the audience were invited and a detachment of the Naval Reserve, with drum and bugle band, and military band paraded across 42nd street and up Broadway to the theatre and the reserves entering the house, where a section of the band played but the band sticking around to play a concert. Several radio stations gave plugs, the most sustained coming over the Hearst station, (It's a Cosmopolitan picture), cosmetic and tobacco trade got plenty of attention and there was liberal throwing of pictures of Powell and Ruby Keeler.

### Church and 'Crusades'

Rocheater.

Martin Welser, p. a. of the Century used the word 'crusades.' He called up English and history teachers and clergymen, giving them the address and urged they pass along the word to their charges. A number of reservations for groups were traced directly to this church and the theatre.

Special ads and publicity were placed in local church papers and clutp with Woolworth stores had heralds passed out with all purchases.

### Got the Minister

Cookville, Tenn.

In a town, large or small, a good way to beat down opposition from the churches is to get in with the preacher. The minister's association of the New Princess here by the Mid-State Theatre Company, will give a copy of the program to the principal speaker.

As soon as church goes see a preacher becoming friendly with the theatre, attending the shows and etc., they are naturally going to think that maybe after all pictures are not all bad, morally.

### Speculators

Apparently new is the idea of a small town who offers 12 tickets for the price of one. The tickets being the all tickets be used at once. A special card ticket is printed up and the single card is used for the first 12 tickets. The cards are used for the afternoon and evening tickets to suit the changing crowd.

Idea is that some enterprising salesmen holds up a party of 11, chooses each ticket and number of nearest friends in free buys the price of one ticket as a bonus. It's admitted, however, that kids shall not bustle over crowd in front of nearest theatre, idea being to encourage the rustlers to bound up parties in advance. No saving to the patron,

# Essaness Circuit Gets Protection Over B&K in Chi in New U.A. Deal

## Bus Service

Chicago.

Phyllis Paige, manager of Loew's Sheridan, New York, is using a bus as a b.o. booster. With the Terrace, group of apartment buildings with population of 4,000, on West 23rd street, Miss Paige, has arranged for a service bus to operate for tenants in that block between their homes and the theatre at 12th street and Seventh avenue. Service has been operating since Sept. 27 and operates nightly from 7 p.m. to midnight.

Bus runs at halfhour intervals.

For the first time a rival circuit has been given general protection over Balaban & Katz in this territory. That's the result of a new deal consummated between the Essaness theatres and United Artists exchange. . . & K. and UA failed to get together this year, and United Artists went out and sold against his premier Chi circuit.

In one instance, Essaness is moving in a theatre from a 30c admission house to a 50c theatre, which is a hop from the 'week of release to 'A' week. This is the Sheridan on the northside. Formerly a vaudeville spot, it had been straight status for the past four years. Under the 'A' week policy on United Artists pictures the Sheridan will be lifted to the same class as the B. & K. Uptown, Marboro, Rivolt which play pictures immediately after the loop.

## Sirovich Quiz

(Continued from page 21)

Wilmington decree of Federal Judge Nields that compulsory service charges are illegal and that the old contract on the face of things were 'unfair.'

In the settlement with Erpl, Quigley related, Warners received the benefit of a cancellation of \$2,000, back salary for working in a small town and probably could be adapted even to city nabes houses. Idea might not work so well in spots where the community spirit is so exalted as to be working in clubs with some possibility of success, the free tickets going to the high players. Idea seems to have possibilities.

## Just Like U. S.

Tobis, German film company, is out with a year book that can stand alone as a picture without publishing. For planning and publishing it can hold it's own and shade some.

Done on heavy paper, printed so that only the right hand pages are utilized, each sheet being sent through the press separately instead of in form of a number of sheets. This permits a wider range of color scheme and also makes for better press work.

Each announcement possesses individuality both as to color and design and novel very effective combinations are achieved with black and a single tint.

## Neat Organ

The house organ appears to be coming back to its own after almost complete annihilation due to the slump. One of the best recently to come out is the one from Buffalo, edited by Francis Lang in the interest of the Shea theatre, Buffalo.

It's a well edited is paper with plenty of news and street and room for sufficient advertising to cover the cost. Lang apparently has a good idea of what is possible, he persuades the advertiser to ride with the theatre. For example he gets a picture of the theatre instead of merely plugging its general service, the line ties in to The Farmer and Wife with a map of Erie canal and between Buffalo and Rochester, a picture of Janet Gaynor and the remark that where it would have taken her two and a half days between the two points on the canal, the bus does the same distance in as many hours. That's concrete advertising for both enterprises.

There's also has a milk company lashed to the mast—and liking it. He sends in two pictures, Jackie Cooper and the Temple. Ted in to the consumer group as well as bottle hanger on La Temple. The program takes a page, tied in to the picture and the picture.

It's all sound work and the only way to make a house organ pay. It's done both by patrons and advertisers.

## Oldie Revived

Lincoln.

Boosting the way to a heavy opening on 'Goose and Gander' this week at the Lincoln, Johnny Echols, stunt man for the house, used a picture of the consumer group as well as bottle hanger on La Temple. The program takes a page, tied in to the picture and the picture.

A camera man was planted in the business district and made the motions, some of them McCoy, of taking pictures of the passerby. Each one presumably mugged was handed a card saying their picture had been taken and it was to be posted on a large board which would be in the Lincoln theatre lobby if you wanted the person properly identified on a guest ticket to see the performance.

Og is to put up only a few pictures and have a motor to see all part of them at any rate, when finding they're not on the board, will go to see show anyhow.

Various witnesses were examined about the consent decree in the General Electric v. R.C. Western Electric matter, in November, 1932, which was prosecuted by Attorney Samuel Darby, Jr. The witnesses so examined appear not to be directly concerned with the matter and hardly familiar with the thing.

Nevertheless, shortly the chairman, Dr. William Sirovich, lets it be known that he has been asked by committee members to advise on a new retroactive agreement signed in June, 1934.

Considerable agitation last Monday, including William Farina N. J., Dr. Wm. Sirovich, chairman, N. Y.; Thomas O'Malley, Wisc.; Matthew A. Dunn, Pa.; Charles Kramer, Calif.; Thomas R. Amos, W. Va.; R. T. Eucker, Tex.; Charles Risk, R. I.; McFarlane, Texas, and Hartley, N. J.

On Wednesday (17) the committee struck a snag. David G. Berger, president of the membership. Each of record in several Federal Court actions charging the A. T. & T., Western Electric and Erpl with violations of the anti-trust laws.

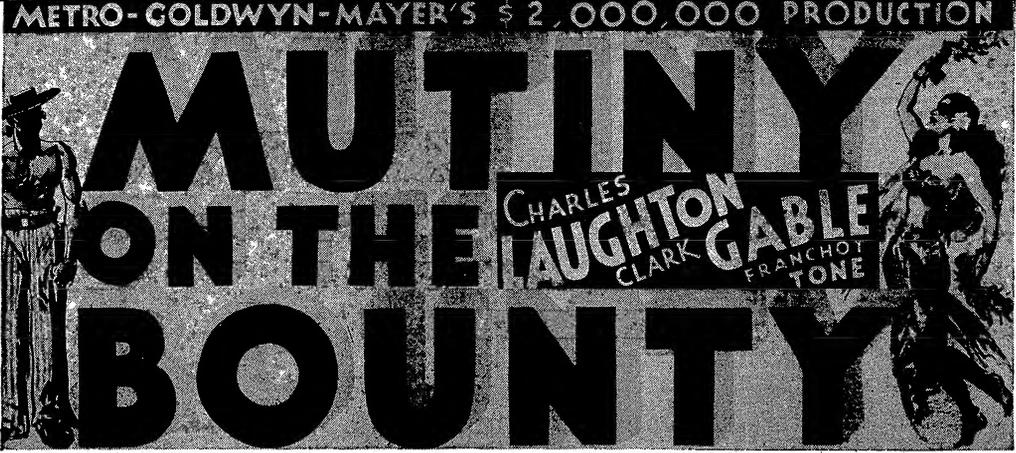
Robert Robbins, is among counsel associated with Berger in pending anti-trust suits wherein Berger is counsel for plaintiffs and in which the phone company and its subsds are defendants.

Also revealed that Fox offered to testify when physically able so to do.

Nicholas M. Schenck, president of Loew's, was among the expected witnesses; also R. H. Cochran, v.p. of Universal; and David R. Hochreich, head of Vocafilm. Vocafilm is another litigant against the Schenck case, also is counsel for Robbins, is among counsel associated with Berger in pending anti-trust suits wherein Berger is counsel for plaintiffs and in which the phone company and its subsds are defendants.

# THIS IS PROMOTION!

**1**  wherever you go throughout America you'll see this 24-sheet

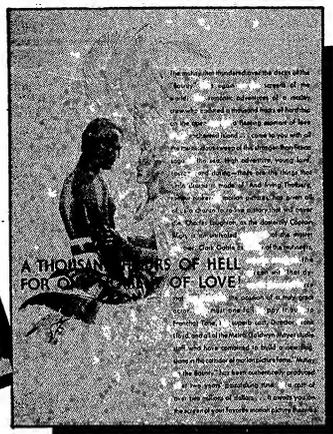


**2**  whatever famed national magazines you read, you'll see the full-page ads

**3**  plus a Big circulation-newspaper campaign



**RIGHT:**  
There are 10 different ads appearing in 44 big national magazines. Two samples are shown.



**BILLBOARDS!  
MAGAZINES!  
NEWSPAPERS!**  
combining to make the greatest promotion campaign ever attempted in picture history—

## ONLY M-G-M DOES IT!

Film Reviews

TOGETHER WE LIVE

(Continued from page 13)

Mack, who's featured and credited with direction and authorship, died. This delayed release. His name is omitted from the credits.

Picture has plenty of slaps at communism, some of it not too serious. It is a mixture of radicalism and Americanism. Looks like Columbia had this one laid away on the shelf but dusted it off.

Picture is distinguished in that vital character of Hank Kavanaugh was portrayed by the late Willard Mack, and that the play was cut out his contributions, it would have been a rather sloppy concoction.

It's the not entirely original story of good old American spirit, as typified by a group of Civil War vets, versus the rising wave of radicalism.

Attempt is made to play up family angle, with Hank, who is married, striving to bring up three boys and two girls according to his ideals.

Only outstanding thespian contribution is by the late Mack, who does well enough as the Russian agitator.

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becomes acceptable film fare. It will get by on this side on a dual.

'Born for Glory deals with an English and German encounter on the western coast of the World War. Story is entirely fictional and makes room principally for the heroism of a young English soldier who is abandoned to work on a whole German battleship from a nearby rocky shore, stalling for time by making his English to catch up with them.

Boy has escaped from a German ship and is held prisoner. Armed with a rifle, shot down enough of the enemy from his island hideout to become an outstanding hero.

Circumstances under which the lad escapes and his success in defeating the German ship long enough for the English to get to it may seem far-fetched, but it all serves the purpose of the story.

Another production from the German production line, this one is a bit more interesting than the last.

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it because it is a 'real old Jewish song, but with a new subject.' Atmosphere is excellent. Wedding, synagogue and workshops are true, with equally good photography and lighting.

CSUNY LANY

(Homely Girl) (HUNGARIAN MADE) Danbala release, starring Pat Javor. Directed by Bela Fogar. Story, Lanya, Hungary; adaptation, Bela Fogar. Cast: Gyuia Koltai, Martin Rattay, Izvan Bejovics, Csilla Kovacs, Ella Komarics, Gyuia Gazon, Lili Murati. At 35. Running time, 80 min.

If there is any one factor in European films which is bunching almost all of them into the same language, into the same general class, it is the consistent triteness of story. Here is another picture with a yarn so threadbare as to make it almost hopeless except to those who are suffering from home-sickness.

Production exceptionally good for the time. It is a bit more interesting than the last.

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LOUISVILLE

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'HANDS' \$7,500 PROV., 'LIFE' 14G

(Best Exploitation; Loew's) Outlook generally satisfactory, although there are indications that one or two spots are going to take it on the chin.

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DEUXIEME BUREAU

(Intelligence Service) (FRENCH MADE)

Pierre Billon production and Compagnie Francaise Cinematographique distribution. Stars Jean Murat, Jean Gabin, Claude Gillingwater and the late Lou Tellegen.

Looks like Columbia did not intend this to be sold on anti-racial lines as means of ballyhoo in many localities are obvious.

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KLEIN DORRIT

(Little Dorrit) (GERMAN MADE) Bavaria Film-A. G. Muenchen production. Stars Gustav Waldau, Hilde Hildebrandt, Mathias Wieman, Kurt-Meier. Directed by Kurt Meier. Running time 70 min.

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BRANDED A COWARD

Times Pictures release of Superior Pictures production. Features Johnny Mack Brown. Directed by William Desmond. Stars: Richard Martinson, adapted by Central, N. Y., starting Oct. 19, '35, at 35. Running time, 70 min.

Western that falls to measure up to its possibilities. Originality and production values are good.

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COLUMBUS DISCOVERS

'POMPEII' FOR OK \$8,500 (Best Exploitation; Palace) Quiet week, with not much money to prospect anywhere.

Quiet week, with not much money to prospect anywhere.

Quiet week, with not much money to prospect anywhere.

Quiet week, with not much money to prospect anywhere.

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Those Royal Jesters Daily Mirror (Oct. 11) New Paradise Review By Walter Winchell 'More and More' their funny, budding JANE

And Billy REVEL Parallels Reinhardt Indisputably For. Sgt. Mat. Walter Intestor

NOW APPEARING EDGEWATER BEACH HOTEL CHICAGO, ILLINOIS FOR AN EXTENDED ENGAGEMENT

Management MILES INGALLS CURTIS & ALLEN OFFICE RKO Building, Rockefeller Center New York City, N. Y.

**HARD-BOILED NEW YORK CRITIC  
NUTS OVER PARAMOUNT WEST**



**No. 1** Now Playing . . . and Cleaning Up!

Clarence E. Mulford's "HOPALONG CASSIDY"

**No. 2** Another Bull's-Eye! Released October 25th

Clarence E. Mulford's Hopalong Cassidy in "THE EAGLE'S BROOD"  
with WILLIAM BOYD • JIMMY ELLISON • Addison Richards • Nana Martinez • William Farnum

**No. 3** On the Way

Clarence E. Mulford's Hopalong Cassidy in "THE BAR 20 RIDES AGAIN"  
with WILLIAM BOYD, JIMMY ELLISON and a picked supporting cast

GOES WESTERN!

WORLD-TELEGRAM, OCTOBER 3, 1935.

# Knight A-Riding Is Western Hero

## He's the Knight Errant of Today, Foiling Villains and Rescuing Downtrodden.

OUT of the turmoil of midtown Eighth Ave. a neighborhood picture house is showing a Western. One minute the world was a place of noise and confusion and cheap...



Gerald Breitigan.

### Cowboy Knight Errant.

YET all this only scratches the surface of our rustlers through the sequence of "The Dawn Rider," which he has just rescued the fair maiden, there were about him as a lover of "Thunder Mountain" lets you down a little. Watching him a bit has made him too arty. He's afraid to let go; he plays down when these Western roles should be played to the top of a man's bent.

But William Boyd in "Hopalong Cassidy"—well, he knows what all the shooting's for. This "hop-along" is a knight errant of the rangeland. He goes about righting wrongs and when his end has been accomplished he doesn't stay to see what lies beyond. And always he finds trouble and sticks his nose in it. He's like Don Quixote, only different.

For Don Quixote was conceived to make the dying world of chivalry withered on the sentimental tree. Here it is conceived to uproot the wind of a sentimental tree and his creators do not precisely strike a Blow for Us.

INSTEAD they make a lousy guy who can ride like a centaur, shoot with both hands, foil the villain and rescue the downtrodden. He's a man cast in the common mold instead of a stuff of tin. He has the honesty and decisive action. When he lets the uncommon virtue of the West all cheer because that's just what we'd like to do to somebody who does everything and everybody about a Western is lousy. The land is vast, the ladies are lovely, the villain may write or do a good one more death than gals cry at sentimental songs and have hearts of gold because the tinset, the horses are exploding volcanoes instead of milk wagon drudges such as you see in town, the cowboys will ride hell-for-leather to help a comrade.

But it's the hero who gets our money. Panoplied in his high-heeled boots lined with silver dollars, in his chaps and checkered shirt and brilliant neckerchief and two guns and ten-gallon hat, he doesn't have to be handsome—just long and lean. He's the man we common guys would love and, though he may never have lived or died, he's the commonest of all.



Take a bow, Harry Sherman!

"Hopalong Cassidy" Series Directed by Howard Bretherton  
Produced by Harry Sherman Released by Paramount



# WEAF, WJZ's \$200,000 a Year Spot Biz Hurts Talent's Sponsorship Odds

Artists on sustaining hookups for NBC see little possibility of having themselves sold to commercials as long as spot announcement buyers on such stations as WEAF and WJZ, New York, can have their spelt tagged on the end of these sustaining programs. The spot announcement client for a comparatively negligible sum has the benefit of an item that would otherwise cost him anywhere from \$500 to \$1,500.

Acts with sustaining alliances on NBC tell of meeting friends who congratulate them on having a commercial. Puzzled, the act asks just which commercial is being referred to. An account is mentioned, and on inquiry around the office, the act finds that it's the spot announcement that follows the program.

NBC figures that on the basis of the business it had the past two months around \$200,000 a year should be garnered from the sale of spot announcements on WJZ and WEAF.

## WNEW IN TIME DEAL WITH WBBI, NEWARK

Working arrangement between WBBI, Newark, and WNEW, now being negotiated will place WNEW virtually on a full-time basis and permit salesman of latter company to enter time seven days a week. Under old status, WBBI had commercial programs 14 hours each Sunday, thereby tying up WNEW's outlet for bulk of important sponsor spots this one day each week.

When deal has been signed and placed in effect, it will give WNEW 24 hours daily throughout a full week. WBBI will retain its important sponsored broadcasts on Sundays.

## Mrs. Rosenbaum on Air

Philadelphia, Oct. 22.—'Week-End Musicals,' highbrow series, begins over WPHL Saturday (24) and will feature soloists from faculty of Mme. Olga Samaroff-Stokowski's Philadelphia Conservatory of Music. It is a show that WFIL presy Samuel H. Hays will be at the dial for at least one of the broadcasts, as list of soloists includes Edna Phillips, harpist with Philadelphia Orchestra. She's the misus.

Mme. Rosenbaum is the ex-wife of symph conductor Leopold Stokowski. Rosenbaum is vice president and band member of the Philadelphia Orchestra Association and an active power behind the podium.

## Visiting New York

- Edgar Bill, WMBD, Peoria.
- R. A. Borel, WBNS, Columbus.
- Arthur B. Church, KMBC, Kansas City.
- Nate Lord, WAVE, Louisville.
- J. L. Maland, WIO, Des Moines.
- William Malo, WDRB, Hartford.
- C. W. Myers, KOIN, Portland, Ore.
- Harper and Robert Wolfe, WBNS, Columbus.
- Gardner vles, KRNT-KSO, Des oines.
- Dale Robertson, WIBX, Utica.
- E. E. Smiley, WDB, Tampa.
- Leo J. Fitzpatrick, WJR, Detroit.
- Gordon Persons, WSFA, Montgomery.
- Harry C. Butcher, WISV, Washington.
- William J. Gleason, Don Lee network, Los Angeles.
- Tom Lee, Los Angeles.
- T. W. Symons, KFYP, Spokane.
- H. K. Carpenter, WHK, Cleveland.
- James Baldwin, NAB, Washington.
- Edward W. Craig, WSM, Nashville.
- E. A. Allen, WLVA, Lynchburg.
- W. W. Gedge, WMBG, Detroit.
- I. R. Lunsberry, WGR-KWBW, Buffalo.
- Frank M. Russell, NBC, Washington.
- Gordon Persons, WSFA, Montgomery, Ala.
- John J. Gillin, WOW, Omaha.
- W. S. Pote, WMEB, Boston.

# PLANE HITS WLW TOWER

Aviator, Flying Alone, Killed in Fog 600 Feet Up

Cincinnati, Oct. 22.—WLW's vertical radiator antenna tower, the world's highest, ascending 831 feet, figured in fatal accident Friday (18) forenoon when it was struck by plane piloted by O. Key Bevins, veteran aviator. Pilot, riding alone, was enroute from Cincinnati to Detroit. At Mason, O., 22 miles from downtown section, Bevins apparently lost in a fog, struck the tower at a height of 600 feet, just above the guy wire connections. A wing was torn from the plane, which crashed on a farm 300 feet to the lower. The pilot's body was mangled.

Witnesses and persons arriving after the crash said that the transmitter was hidden by the dense fog. Crosley employees reported that numerous warning lights and a revolving red beacon light were lighted and in operation at the time. Antenna was undamaged by the crash and operators of the transmitter apparently lost in the collision caused no interference to broadcasting service. The accident occurred during the broadcasting of Arthur Chandler's organ-chat program.

## All-Polish Network Starts 4th Year with Same, and Only, Acc't

Buffalo, Oct. 22.—So-called Lake Lakes network of which WBER, Buffalo, is originating station, began its fourth season Oct. 20. It still has only one account, Radio Polish, owned and operated entirely in the Polish language and designed to reach the Polish colony in the United States.

Network includes WXXZ, Detroit; WJIC, Chicago; WYB, Scranton; and WAZL, Hazelton, Pa.

## Legit Bug Bites Spieler

Baltimore, Oct. 22.—Announcer Bob Price is resigning from staff of WFBR this week to go to N.Y. on speculation that he may land a job with legit. Also acting along a screenplay he has polished off in odd moments within past year.

WFBR has tagged, as Price's successor, 18-year-old Lelton Bakken member of Uncle Jack's Kiddie Klub at WBAL. For past couple years Bakken has been big boy with the Klub, acting as m.c. when Uncle Jack went on vacahses.

## Preview of 'Jumbo'

Buffalo, Oct. 22.—Texaco dealers and Buffalo radio outlet previewed Thursday night (17) to a preview hearing of the new 'Jumbo' radio script based on the stage spectacle at the Hippodrome, New York, which opens soon. Advance sample was on wax.

## Eddie Miller to WHN

Eddie Miller, who has been on WMCA, New York, for several months, switches to WHN this week.

Bartone will go to his own musical show thrice weekly.

## The Boss Is Listening.

Buffalo, Oct. 22.—Buffalo Evening News owns WBEN and isn't kidding. Managing Editor Alfred H. Kirchner has direct audio line from studio into his office in the News building going all day. One slip by an announcer or one mildly suggestive lyric by a singer and the studio hears about it by return phone.

# OPEN AGENCY AUDITIONS IN CHI.

Chicago, Oct. 22.—again receiving fortnightly general audition of all available NBC-contract talent and freelance talent to would-be sponsors and to all agency men who wish to audition.

Will audition between 15 and 20 acts at each meeting. These general auditions have been tried from time to time in the past by recording labs and stations but they have had difficulty in holding the interest of advertising agencies.

## WEMP LIST BARRED BY MILWAUKEE NEWS

Milwaukee, Oct. 22.—Hearst paper, Wisconsin News, has killed all mention of listing of programs and activities on WEMP, rival indie station.

Hearst operates own station here. WISN. News however continues to list programs and activities of rival MTM station, which is owned and operated by the Milwaukee Journal.

WEMP is identified with liberal and socialistic political elements here.

## Lauro Uragan Takes Hint

San Antonio, Oct. 22.—Given choice of voluntarily leaving or being deported to Mexico, Lauro Uragan, Mexican violinist, scrambled after his case was ruled on by immigration authorities.

Violinist who has been on San Antonio stations on commercial circuits entered on a six-month visitor's permit. Claimed right to remain as an artist when immigration men instructed him to leave. Stated his application for admission as a qualified artist may be considered later but in meantime he must remain in Mexico.

## CBS Signs Gogo De Lys

Columbia Artists Bureau has signed Gogo De Lys, singer. She's from Canada. Came east a year ago for the Phil Baker program.

Deal set by Henry Dagand.

# Schenley Back on WHN, New York

## Feels Discreet Copy Squares Any Possible Objection—F.A.A. Not Pleased

Schenley has decided not to quit backing the Tuesday night amateur show on WHN, New York. With the change of policy on the liquor combine's part came a 13-week review of contract, effective last night (Tuesday). In making its decision Schenley was in a large measure influenced by the fact that, after it had announced that it was withdrawing because of intercessions by the Federal Alcohol Administration other liquor distributors aligned themselves with stations in the New York area.

View taken by Schenley is that as long as it exercised discretion in phrasing its advertising copy on the air and did nothing to convey the

impression that it was exhorting people to drink there can be no cause for objection by the F.A.A. Latter coterie had about two months ago advised the country's chief distiller that it had been deluged with protests against allowing the home radio sets from being used to exploit the sale of liquor and it was the suggestion of the F.A.A. that the diplomats courted Thursday night were to refrain from this medium of advertising.

On the commercial Schenley will henceforth use on WHN it will mainly call attention to its ads in the newspapers and merely institutionalize about the quality of Schenley brands in general.

# Ford to Have 3d CBS Program

## Expect Moderate-Priced Lincoln on Market—Now Biggest One-Product Air Advertiser

### Bigger 'n' Better

Not only has there been a decided trend among commercials to use larger stations hookups but the ratio of hour and half-hour spots is considerably over what it was last year. Percentage of quarter-hour spot is lower than it's ever been for either NBC or Columbia.

Analysis made of last week's schedule shows that the average hookup per advertiser gave:

Columbia	57
NBC red (WEAF) Inc.	51
NBC blue (WJZ) Inc.	51
NBC blue	40

# WLW CANCELS WASHINGTON GOSSIP

Washington, Oct. 22.—Cancellation by WLW, Cincinnati, of the 'Washington Merry-Go-Round' program has produced considerable burning in local political and broadcast circles. Understanding is that certain office holders who are close to the administration will intercede in the situation with the hope of inducing the Cincy outlet to return the stanza to its schedule.

Although the series was pulled at practically the last minute Saturday night (19), there had been previous complaints raised by WLW about the contents of the program. Cincy member of the Mutual Network department didn't think the show was up to the station's standard and that WLW should have particularly objected to in one of the recent programs, jointly conducted by Drew Pearson and Robert S. Allen, was the recital by the pair of a note about Secretary of State Hull's brother. The anecdote is purported to have been often told by the cabinet officer on himself.

WLW explained that the cancellation had been put through at the advice of the station's legal department. Outlets which will still carry the Pearson-Allen series are WOR, Newark; WGN, Chicago, and CKLW, Windsor-Detroit.

## WBMM SIFTING

Talent Run-offs With \$100 Per Week Contract as Pri

Chicago, Oct. 22.—WBMM, local Columbia outlet, is reading its second annual contest for new singers, but this time the deal is open to men and women instead of being limited to females.

Contest is open to all contestants. One man and one woman will be selected as winners of this contest, exploited as 'twin-winner' contest.

Winners will each receive a contract for three weeks at \$100 per week. WBMM is opening the home trade and legit performers, but is vying to bar any singers previously known in the ether field.

Last year's contest was won by Vivian D'Amico, who got a half-week contract at \$100. Estimated that it cost WBMM nearly \$4,000 to operate last year's elite nations but figured that they more than got it back in exploitation publicity, and the several commercials which are now using Miss della Chiesa.

Contract for a third Ford radio series is reported in the bag for CBS, although Ford's agency, N. W. Ayer, is still mum on the matter. New series would occupy the 2:30-3 PM spot on Sundays, and would continue to put Ford out in front as the air's biggest single product advertiser. Is that already.

Exactly what type of program it will be, and for what division of the Ford works it's intended, not yet settled. Understood that a Spanish type act will occupy the stanza, strutting light and modern music. Also understood that the beneficiary will be a new low-priced Lincoln car in the \$1200 bracket. But Ford has thus far committed himself to bringing out such a car, and if one does come out the motor world is not even certain that it would bear the Lincoln moniker.

Ford ready to split Columbia 185 station hours per week between the Sunday night symphs and the Tuesday eve Waring programs. Records show that this makes Ford the biggest single product advertiser on the ether, and one who has consistently upped his schedules since succumbing to radio in 1933.

Friday night, Ford had spent exactly \$20,000 in time for single shots. Two were in 1936 over 14 NBC stations, and were entitled 'Old Fashioned Barn Dance.' Two more were in 1937 over 22 NBC stations, and bore the same title.

After being silent for half a dozen years, Ford bought 'Lum and Abner' series over 19 NBC stations in 1937, the program being credited to dealers who presumably helped pay for them though the exact mechanics of the situation were never revealed. In 1938 Ford also bought 'The Merry-Go-Round' on the Don Lee web and some spot stuff. Spent \$360,000 for time in that annum.

Last year the two CBS shows plus five third tier broadcasts brought Ford's total time billings over \$1,000,000 mark. This year is almost certain to surpass that mark, and the third program, should it come, would clinch things for sure.

## Icelandar on Shell

Hollywood, Oct. 22.—Nola Day, 23-year-old, Iceland beauty gets coast-to-coast commercial break as guest artist with Wallace Beery on 'Shell Chateau' November 2. Nola was born in Reykjavik and is the daughter of a Finnish-Icelandic father. She began her career as a blues singer in Washington logging camps. Has been an NBC sustaining artist with Meredith Willson's orchestra.

Booked by Dan Danker, J. Walter Thompson agency talent scout.

## WCKY'S STUDIO DIRECTOR

Cincinnati, Oct. 22.—Lee Goldsmith has been advanced from announcer to studio director of WCKY, succeeding James S. Alderman. Latter is mentioned to go to Chicago's WGN.

Goldsmith's former post goes to Doug Browning, a newcomer from New York.

## Broadcasters at Capital

- Washington, Oct. 22.
- John V. Hogan, WEXR, New York.
- Walter Damm, WTMJ, Milwaukee.
- James Cade, Springfield, Ill.
- Thomas Lee, KFRC, San Francisco.
- Wm. J. Gleason, Francisco.
- Harrison Francisco.
- Guy C. Angeles.
- John Altkenhead, WABC, Akron, O.
- John A. Uza, WNEP, Porto Rico.
- T. W. Symons, KFYP, Spokane, Wash.
- J. A. Chambers, WLW, Cincinnati.
- John Ford, WGN, Nashville.
- J. H. DeWitt, WDM, Nashville.
- Harry C. Wilde, WSYR, Syracuse.
- C. W. Myers, KOIN, Portland, Ore.
- J. F. Cash, WHB, Kansas City.
- J. Elmer, WCBM, Baltimore.
- C. W. Hayes, WHBC, Canton, O.

# TONIC FOR NBC BLUE WEB

## Chain Income from Time Sales

NBC				
	1935	1934	1933	1932
January	\$2,594,767	\$2,387,127	\$1,869,885	\$2,635,747
February	2,737,475	2,197,297	1,744,487	2,571,608
March	2,973,321	2,473,400	1,937,485	2,354,783
April	2,692,073	2,368,118	1,690,177	2,649,922
May	2,691,513	2,472,694	1,662,887	2,305,448
June	2,380,846	2,182,742	1,512,139	2,081,466
July	2,208,935	1,864,420	1,370,929	1,825,433
August	2,021,866	1,736,558	1,407,843	1,746,288
September	2,163,317	1,860,166	1,555,606	1,807,792
Total	\$22,781,612	\$19,541,419	\$14,809,777	\$20,487,208

CBS				
	1935	1934	1933	1932
January	\$1,768,049	\$1,405,048	\$941,465	\$1,348,842
February	1,638,421	1,387,823	884,977	1,319,414
March	1,819,553	1,624,804	1,016,102	1,439,050
April	1,597,283	1,371,651	776,487	1,354,592
May	1,297,455	1,255,887	624,258	1,326,994
June	1,066,729	925,899	553,056	915,830
July	910,470	620,280	445,414	591,183
August	879,031	513,315	499,838	540,642
September	1,086,900	700,491	547,203	685,156
Total	\$12,054,791	\$9,705,298	\$6,287,598	\$9,515,603

### \$2,163,310 for Red, Blue in September; Columbia Web Grossed \$1,086,900

NBC last month grossed \$2,163,310 and Columbia, \$1,086,900. For Columbia it represented a boost of 55% over the take for September, 1934, while the company's gross for NBC an increase of 16%. On the first nine months of 1935, NBC is ahead of last year by 16% and Columbia, by 24.5%.

In the case of either web last month's total established a new September high. Previous NBC record figures were scored in September, 1931, with a tally of \$1,991,426 for NBC and a gross of \$947,138 for CBS.

September of last year brought NBC \$1,860,166, while for September, 1933, it was \$1,655,606 and the parallel month of the year before, \$1,807,792. Columbia's gross for September, 1934, was \$700,491, with the two previous Septembers accounting for \$847,203 and \$685,154.

## NO NBC PLUSSAGE ON ESSO NEWS COSTS

NBC has established a non-profit policy for the sale of news. NBC's lone customer in this field, Standard Oil of New Jersey (Esso), is billed just what the network pays the United Press. Columbia has the account on its Washington release, WSV, but charges Esso double the price the news service collects from the station.

Esso plans to expand its news program campaign in November. More stations will be added in both the north and south.

## Lanny Ross at Auto Show

Buffalo, Oct. 22. The 34th Annual Buffalo Automobile Show will have Lanny Ross as its name attraction. Nov. 9-16. Success of Ross at the Cleveland auto show last year responsible. Ross will hop to New York for his Thursday show during the week. A stunt is being arranged to have three young pro singers from New York pinch hit for him in Buffalo. Best, by decision of Buffalo audience, will get to sing in the following week's Show East.

Erwin Gluckman's orchestra from WBBN also signed for auto show, and will be broadcast daily from 10th Army in which show is held.

### Dana Blackmon Out

Dana Blackmon is no longer with Norman H. White, Jr. William Elliott, Jr., instead has joined the indie program building firm. Elliott is son-in-law of Augustus Thomas.

## CHICAGO GETS IT

### N. A. B. Convention for 1936 Goes to Windy City

This year's convention of the National Association of Broadcasters will be held in Chicago during the second half of July. Exact date will be decided after inquiries have been made about convention hall and hotel facilities.

Selection of Chicago was made at a meeting of the NAB board of directors in New York last week.

## Phelan-Eynon Duo Back Suburban Boston WBSO; Rumors Link Shepard

Firing of two Yankee network salesmen last week disclosed that they were backers of the Babson station in Wellesley, Mass. (WBSO) and that they had applied to the FCC for a grant to transfer ownership to their names and subsequently transfer the studio to Boston. James K. Phelan and William Eynon are the salesmen.

Dopeters had surmised that maybe John Shepard, 3rd, president of Yankee Net, was behind move to bring in station to compete with WCOB, Boston, newest local radio station, which is doing nicely on commercials. James Phelan is cousin to Charles Phelan, sales manager for Yankee; and Eynon is a bridge partner of Shepard's of long standing. Shepard, out of town over weekend, could not be reached for a statement.

## Levy's N. Y. Office

Philadelphia, Oct. 22. Universal Artist Bureau, booking office connected with WCAU and KYW, plans opening New York branch in about a month. Probable location will be in KGO building. No decision yet on who may handle it.

## Merle Tucker's Job

Dallas, Oct. 22. Merle Tucker has resigned as Southwest Broadcasting (Lee Armer) production manager to take charge of Texas State Centennial radio promotion job. Tucker gets \$4,000 yearly, maximum state salary. Under Charles Roster, active director of the \$500,000 promotion drive, Tucker will coordinate with Tracy-Locke-Dawson, agency for the air hookups.

## SUPPLEMENTARY STRENGTH AIM

### May Revive West Coast Gold and Orange Regionals—Numerous Situations Call For Realignment in Order to Permit Blue to Equal Red Network

### CLEARANCE

NBC is on the way to establishing a separate set of supplementary networks for the basic red (WEAF) and the basic blue (WJZ) links. As a preliminary step in this direction NBC is making a survey of the field for stations available and worthwhile for the organization of a duplicate batch of supps and feeling out present affiliates on their willingness to become aligned with another regional group.

Tied up with the maneuver for supplementary stations is NBC's ambition to expand its blue network. With the aid of supplementary affiliates at hand, the web believes that the blue could up to the position that the red now holds. In recent years the blue link has been prevented from getting some big money accounts because of its inability to furnish the extensive hook-ups required. The supps requested by these blue prospects happened in each case to have already gone to an account filling a parallel spot on the red network. One piece of business that NBC cites as having been lost under such circumstances is Camel cigarettes.

### FEAR POINTS

Territories that NBC is particularly interested in developing along dual supplementary lines is the central northwest, the southeast, the southwest and the basic pacific. In the last named area the web would have its problem largely solved by reviving the gold and orange networks which it merged four years ago. Most of the stations which were not incorporated in the single strand are under \$1 a year leases to indie operators.

Where the network expects to do considerable realigning when the time appears ripe for the setting up of two sets of subsidiary links is among the northwestern group. For the Minneapolis-St. Paul area NBC would have available for assignment to the second supplementary WTCN, while the new facilities that are being sought by the operators of WMTJ would provide the other NBC affiliate in Milwaukee. New wavelength acquired by Amon Carter for Fort Worth would furnish a solid starting point for the development of dual NBC coverage in the southwestern region.

## WGN, WOR, WNAC Reported Future Petitioners for 500,000 Watts

Chicago, Oct. 22. Station WGN, Chicago, Tribune station is expected to be one of first to apply to the Federal Communications commission for an increase of its transmitter power from its present 50,000 watts to the 500,000 watt mark. This would make it the second 500 kilowatt station on the Mutual web, the other being WLW, Cincinnati, now the only station in the country pounding out that wattage.

Boosting of WGN power would increase its spread coverage from the present primary service areas of 75 miles or so to about 300 miles. Its secondary area at 800 kilowatt would throw its sound shadow over much of the continent. Following the application of WGN

## 'Amateur' Opera Singers on NBC Opposite Philharmonic Orchestra

### ASCAP Story, Page 45

Trial of the government's anti-trust action against the American Society of Composers, Authors and Publishers was postponed last week by Judge Henry W. Goddard in the Federal Court, New York, to Jan. 7. Case was to have been resumed Nov. 4.

Report of the session before Judge Goddard which resulted in the setting of the new trial date is carried in the music section.

## GEORGE BIJUR RESIGNS CBS JOB

George Bijur has resigned as director of sales promotion at Columbia Broadcasting. Will leave Nov. 20, and on the same day open his own advertising agency in New York City.

Bijur joined CBS early in 1935, following the elevation of Paul Kesten into a vice-presidency. Previously he was proprietor of the Bamberger department store in Newark where he attracted the attention of CBS when a successor for Kesten was needed.

In opening his new agency next month he will have two clients for starters, the Bijur Lubricating Corp., manufacturers of auto equipment and parts; and Bing & Bing, Inc., real estate and hotels.

No successor announced as yet at CBS.

## HILL FIRES HAYTON

### Leader Differed With Sponsor on usual Matters

Negotiations were on yesterday (Tuesday) for either B. A. Rolfe or Al Goodman to replace Lennie Hayton on Lucky Strike's Saturday night show over NBC three weeks hence (Nov. 2). George Washington Hill, American Tobacco prexy, ordered the change after Hayton differed with him on several occasions on musical matters pertaining to the program.

Hayton and the entire cast were handed their notices last Wednesday (16) as they stepped off the train in New York, following a four-week stay in Hollywood.

New twist to talent haunts, auditions, amateur hour, has been fashioned by Cecil Warwick & Cecil on a quality level for Sunday afternoon consumption, and sold to Sherwin-Williams paint company. Idea is to have would-be opera performers compete for a contract with the Metropolitan, winner to be determined partially by audience vote. Worked up by Jack Warwick, the idea so impressed Sherwin-Williams that it has transferred its entire radio business to C. W. & C. while the Henri, Hurst & McDonald agency retains the rest of the account.

Stanza is scheduled for 3:30-4 p.m. on the NBC Red starting Sunday Dec. 1. It will be opposite the Philharmonic on CBS and it is hoped that the habitual classically-minded audience of that period can be detoured in part.

Plans for the series are currently not beyond the outline stage, and Warwick is shuttled back and forth to Cleveland (home of Sherwin-Williams) to smooth out details of announcers, m.c., ork, and an extensive merchandising campaign.

### Met Opera Tie-In

Pretty sure, though, that the program itself will be definitely tied in with the Met opera. Edward Johnson, chief of the latter, will pick the 'amateur' talent from his extensive file of applicants. Four warblers to appear each Sunday for eight weeks. Will do their warbling unhampered by gabbling, banging of gongs, or other kind of trappings borrowed from the regular amateur shows. Everything high-minded.

Ninth week will see winners of each of the eight preceding weeks enter a semi-final contest. Ditto tenth week. On the eleventh stanza, two semi-finalists go into competition for the ranking honors and the Met contract. Winner gets the twelfth and thirteenth weeks to show off his superior qualities. Audience will do the voting all along the route, with Edward Johnson possibly having a major say-so, too.

Broadcasters viewing the program as another indication that the amateur theme and its countless variations, regardless of what level they are put on, is still throwing agency minds into a fever. Cecil, Warwick & Cecil's action of this particular frill is in line with previous operatic experience. Have Grace Moore on the Vick program, and John Charles Thomas on the Vince series.

## GOODKIND NEW L. & T. PRESS DEPT CHIEF

Chicago, Oct. 22. Lewis Goodkind has been appointed chief of all publicity for the Lord & Thomas agency here in the new drive of the agency for Institution exploitation. Goodkind moves over to head the propaganda department following a long session in the agency's radio end.

## Fred Palmer Out

Columbus, Oct. 22. Fred Palmer, general manager of WBNS since that station changed ownership and cancelled all letters WCAH, resigned his position Thursday (17). He will be replaced by Richard Borel, WBNS treasurer.

Palmer is expected to take over reins at WHAS, Charleston, W. Va.

## Shelby with Morenus

Chicago, Oct. 22. Alfred Shelby joins the Morenus agency here as account chieftain on radio as well as other media. First contact is the Local Loan company. Shelby shifts to Morenus from the Carroll-Dean-Murphy agency.

## Plimmer, Jr., on Air

Walter Plimmer, Jr., former legit leading man and now a Catholic priest, is making a series of radio talks over WLWL, New York. Later is owned by the Paulist Fathers. Plimmer is a Salesian.

Another new duty for Plimmer is the national chaplaincy to the Catholic War Veterans Assn. His father is the vaudeville agent.

# Marmola Hearings End

## KNX, KFRC, WTMJ Have Day in Court—Matter Under Advisement

Washington, Oct. 22. Termination last week of the 'Marmola program' hearings left the fate of KNX, Los Angeles; KFRC, San Francisco, and WTMJ, Milwaukee, awaiting the commission's pleasure and decision. Whether the Commish will pull its punches and renew licenses for all three stations or whether it will make an example of one or more of them is the question.

Troubles of WTMJ occupied Tuesday's (Oct. 15) hearing, with Walter J. Damm, station's promotion manager, on the stand. Damm testified that he had canceled the Marmola program as soon as he had received from the Commission notice asking for samples and continuity of another preparation whose program his station was carrying. From that day, he cancelled all other medical broadcasts and caused to be printed rate cards declaring that 'medical accounts will be accepted only on approval of station management,' he said. Until that time, last March 11, he had had no notification from the Commission regarding any of the products whose programs WTMJ had been hearing.

Damm admitted that he had known, in 1933, that the Federal Trade Commission had issued a cease and desist order against Marmola, and said that he had turned down the Marmola account in December, 1933, for that reason. He claimed, however, that the Kater advertising agency, which approached him two years later and said that the cease and desist order no longer was in effect. Milwaukee station then accepted the program, he said.

Damm was the last of the station officials to testify, Harrison Holloway, manager of Don Lee's KFRC, and Guy C. Earle, Jr., president of KNX, having spoken their pieces during the first day's hearing.

Bulk of testimony, after Tuesday (Oct. 15), came from medical witnesses retained by the Commission for the purpose of analyzing and explaining the content and probable effect upon the users of numerous medical programs. The Commission's continuity had been broadcast by the accused stations.

Plenty of other nostrums introduced in evidence by counsel for the broadcast division were being facing at the hands of medical witnesses. Self-styled cures for arthritis, rheumatism, indigestion, and other disorders; mouthwashes, laxatives, thinning agents, and hair and herb teas were analyzed and condemned. In most instances products were adjudged far less to users, but their curative values were pointed by medical witnesses. A few were condemned as dangerous, particularly through continued use, and when the users might be suffering from various functional and organic disorders.

### Station Lawyers Uneasy

Considerable dissatisfaction over the conduct of the proceedings at times was exhibited by attorneys for the defendant stations. Charges that the prosecution did not restrain its testimony to advertising continuity which accompanied each product, but rather delved into the details, testimonial, further claims as to the 'curative' powers, and other literature contained in the boxes and wrappings of the products themselves were noted. Objection also was made when George B. Porter, the Commission's counsel, on several occasions, sought to enter in evidence proceedings by other departments, namely, the Post Office Department and the Federal Trade Commission, against the questioned products.

Defense attorneys likewise objected to much of the medical testimony given by the prosecution witnesses, claiming that it did not keep strictly to the material contained in the continuity broadcast by the stations.

Last real session of the hearing, Thursday night (Oct. 17), was devoted to cross-examination by Paul Regal, KNX attorney, of Commission's principal medical witness, Dr. Fred W. Norris, medical officer of the food and drug division. A. G. Haley, investigator for the broadcast division who visited the station prior to the hearing, testified briefly.

Friday's session was merely the

### Mr. Esquire

Hollywood. Edgar Guest is not so sure how to dress for his next broadcast-pickup from here. Striding into the NBC studio accounted in formal top; poet saw around him a sea of typical Hollywood sweatshirts. He sheepishly admitted it was the first time he tuxed up for an airing.

## WBAL Announcer Forced On WFBR Commercial; He Plugs Alma Mater

Baltimore, Oct. 22. Recently WFBR's Gunder Brewery for sponsorship of blow-by-blow descriptions of fights promoted by Les Sponser at Carlin's Arena. Brewers set for idea but demanded the Don Riley, sports and news reporter at Hearst-owned WBAL, be retained to do the mike duty at the fights. WFBR at first declined at thought of having to get announcer from rival station and proposed to the brewery just about every other person in town. Sponsor stuck to demands, however, so station acquiesced and made deal to get Riley for the job, with announcer continuing regular full-time post at WBAL.

Last week's fight was the first broadcast, and after what transpired it will be the last. Riley will ever spiel for WFBR, whether account is lost as result or not. Twice during the half-hour session when action was sparse, Riley slipped in identification announcements, and each time he forgot where he was working and bugged self. Don Riley, sports announcer at WBAL.

## Amateurs in Drug Store

Washington, Oct. 22. 'Major Bowes' amateur unit arrived in Nation's Capital past week-end just in time to go on WFSV, CBS outlet, to help Peoples Drug Store celebrate 30th anniversary. Drug chain is town's heaviest sugared sponsor, having special studio of its own in new downtown store's grill from which all its broadcasts originate. Amateurs went on air for first half of 30 minute show Saturday at dinner time. Program handled by Arch McDonald. Presumably the amateur unit's cream sodas, a change of diet from peanuts.

# N.A.B. Chilly to Set Promotion

## But Will Work with Manufacturers on Genuine Awards—Hooey Angles Not Wanted

Only subject that brought on a debate at a meeting of the National Association of Broadcasters' directorate in the Hotel St. Regis, New York, last week was the promotional hookout that the Radio Manufacturers Association had proposed with the NAB. Some of the NAB directors declared themselves as opposed to any publicity contest to stimulate the sale of receiving sets, but if the RMA was interested in setting up a Pulitzer prize idea for the broadcasting industry, the NAB directors accord the manufacturers the utmost co-operation.

Sentiment which prevailed at the meeting was that if the tie-up involved popularity contest and other such promotional abadaba it would be out of line with the understanding that the NAB had when the RMA's proposition was originally advanced. This occurred at the last convention of the NAB in Colorado Springs when an officer of the RMA appeared before the present NAB

wind-up, with the Commission allowing 30 days to WTMJ and KFRC and 60 days to KNX, for the filing of briefs and findings.

## COLLEGE FINDS OUT

Two Station Seek Privilege, but Game Still Not on Air

Boston, Oct. 22. Hub football-radio fans found themselves a local broadcast Saturday (19), although one of the principal Eastern games was being played in their backyard—Michigan State vs. Boston College. Inside of this big blank space in the radio-sports picture is a little hot competition between WNAC and WCOF for the privilege of broadcasting the Boston College games this season. WCOF got the jump by snaring the first game—St. Anselm vs. B. C. Then John Shepard, 3rd, is said to have stepped in with an offer of a better price for the football concession, leaving WCOF cut in left field.

Joe McKenney, ex-coach of B.C. was retained to handle the mike for WNAC on Oct. 19, but a squabble over price between McKenney and Shepard came up. McKenney's name appeared on advance publicity sheets for the Boston College game.

While this transpired, Boston College suddenly woke up to fact that its game was not to be aired, and peevish at this outlook, tried to arrange deal with Saturday night on their original broadcaster, WCOF. Request came too late to install lines.

## LA FOLLETTE GROUP STATION UNDER WAY

Milwaukee, Oct. 22. WEMP, owned by the La Follette Progressive political group, went on the air last Tuesday (15). Has no chain affiliations. Operates on dawn to sunset schedule. Expected to play part in hot electioneering during next year.

John E. Mevius is manager and Merrill Trapp program director. Trapp and Paul Skinner act as announcer, with hot bubbling in brass. Trapp also handling the two daily news bulletins, which are edited in the offices of the Milwaukee Leader, Socialist daily.

Ethel Waite Oves, prominent in theatrical circles here, is another staff member, doing a daily shopping guide quarter-hour under the name of Pauline Marsh.

Raymond Hoot, formerly of WRIN, Racine, is chief technician.

### Bank Sponsors Sports News

Providence, Oct. 22. Old Colony Co-operative Bank, one of the first commercial sponsors in these parts, has another program. Sponsoring a 'Sports Bulletin' once weekly set WEAN on Wednesdays at 7:15 p.m. Bill Halloran, football referee, is commentator. Discusses football action purely from a Rhode Island angle.

# FCC's Washington Docket

## Grants and Applications

Washington, Oct. 22. Applications for two new transmitters and two power boosts last week were okayed by the Federal communications Commission, while request for one new station was turned down and two transmitters put on 60-day probation.

File of J. R. Roberts of Gastonia, N. C. for a new station to operate on 1420 kc with 100 watts was granted, and head of the Lakes Broadcasting Co., Virginia, Minn., received permission to erect new transmitter to operate on 1370 kc at 100 watts, when commission sustained Examiner Hyde's recommendation.

Stons. KGBR, Long Beach, Calif., and KGB, San Diego, Calif., the transmitters given 60-day license renewals. The commission upheld Examiner Hyde in his recommendation for denial of application of The Journal Company, Milwaukee, Wis., for new station to operate on 1010 kc with 1 kw. Day power boosts were given WWJ, Detroit, Mich., from 1 to 5 kw, and WAAE, Chicago, from 500 watts to 1 kw, sustaining the recommendations of Examiner George H. Hill.

The following applications were referred to examiners: F. W. Atkinson, Watsonville, Calif., new station to operate on 1310 kc with 250 watts days; Continental Radio Co., Toledo, O., new station to operate on 1210 kc with 100 watts nights, 250 watts days; WPMV, E. L. Louis, Ill., day power boost from 100 to 250 watts; KVSQ, Ardmore, Okla., power increase from 100 watts days, to 100 watts nights, 250 watts days; C. A. Rowley, Ashtabula, O., new station to operate on 1200 kc with 100 watts days; Clyde E. Britton, Lima, O., new daytime station to operate on 950 kc with 100 watts nights.

The following applications were received: Herman Radner, Lansing, Mich., new station to operate on 1210 kc with 100 watts nights, 250 watts days; KDON, Del Monte, Calif., new station to operate on 1210 kc with 100 watts.

## Examiners' Reports

Promise to reject all medical accounts, following program difficulties through the broadcasting of 'certain commercial broadcasts identified with Dr. Schyman' and 'Fur-Erb' products, won for WVAE, Hammond, Ind., recommendation that its license should be renewed. Examiner R. H. Hyde found service of station of acceptable quality and, since applicant proposes to continue present policy of having applications for already over-quota condition of the Third Zone was principal reason for Examiner Walker's conclusion.

Pleas of transmitters WAAA, Mobile, Ala., and KFGI, Corpus Christi, Tex., applying for power increase and construction permit, respectively, will be turned down if the commission upholds Examiner Ralph L. Walker who advocates that the applications be denied because of already over-quota condition of the Third Zone was principal reason for Examiner Walker's conclusion.

Jump in night power from 500 watts to 1 kw was requested by WAAA, but Hyde's report indicates that, while substantial need exists for increased coverage of the Mobile area, the boost would result in objectionable interference with existing stations. Station now operates on 1380 kc, with 500 watts nights, 1 kw days.

Texas station, KFGI, operating on 1500 kc with 100 watts nights, 250 days, applied for construction permit for composite transmitter and aerial antenna, but objectionable interference and further increase in the over-quota status of the State of Texas and the Third Zone would result from the change, it was stated in the report. KFGI is principally valuable for its broadcasts of weather reports and storm warnings which otherwise would not be available to fishing vessels in nearby Gulf waters. Examiner P. W. Seward recommended that application of WYAR, East Lansing, Mich., for frequency change from 1040 to 850 kc be granted. Station, which is owned and operated by Michigan State College, would operate days. Present power of 1 kw would remain unchanged.

## Agencies-Sponsors

Lenoir & Smith, Sacramento, plating business, Los Angeles Laboratories. Radio will be used.

Stewart Hanford & Frohman agency, Rochester, will use radio for the Allyn Refiners Bolivar line of oil products.

Foley and Company (Foley's Hooey and TLR) signaturing Lulu Secor, which has 15-min weekly series over WLX, Chicago. Broadcasts scheduled for the 8 to 8:15 a.m. spot.

Community Dentists sponsoring an 'Irish Echoes' stanza over WAAE, Boston. Produced by Terry O'Toole, and assigns roles to Josephine Eiberry, Ralph Nyland, Veronica Doherty, Jerry O'Brien, Betty Allen, Donald and Rita, and Marjory Posselt. Programs set for Tuesday evenings, 7:15 to 7:45.

Ruthrauff & Ryan is giving consideration to a program for submission to the Florida Citrus Growers Association. Agency recently acquired the account.

Gaby, Inc., of Philadelphia, makers of Gaby's Sun Tan Lotion, has designated the Harry Feigenbaum Advertising Service, of the same city, to handle the account. Radio will be used.

Healthdays, Inc., of New York, manufacturers of Serutan laxative, will do radio advertising broadcasting through Zinn & Meyer, Inc.

Methusa Co., Cleveland, body conditioner, has picked the Carpenter Advertising Co., of the same city, to place its business which will include radio.

American Rolling Mills Co., of Middletown, O., resumes its weekly Iron Age program Oct. 23 for 26 weeks. Band directed by Frank Simon, heard Monday nights, from WLW to NBC blue net. Account placed by Griest agency, Chicago.

## N.A.B. Appoints 2 Committees

Washington, Oct. 22. National Association of Broadcasters has appointed the following committees:

Commercial Arthur B. Church, chairman, KMBC, Kansas City; Edwin M. Spence, WBAL, Baltimore; K. K. Eby, WFLA, Tampa; J. H. Burck, I. R. Lounsbury, WGR-WKWB, Buffalo; H. K. Carpenter, WHK, Cleveland; W. W. Gedge, WMBE, WFAA, Dallas; H. A. L. Hall, WOAI, San Antonio; Herbert Hollister, WLEF, Kansas City, Kan.; John J. Gillin, Jr., WOW, Omaha; Harold Wheelahan, WSMC, New Orleans; Campbell Arnoux, WTAR, Norfolk; S. A. Clisler, WJTL, Atlanta; D. E. Kendrick, WIRE, Indianapolis; J. O. Maland, WHO, Des Moines, Ia.; C. Ellsworth Wylie, KHJ, Los Angeles; Ralph R. Brunton, KJBS, San Francisco; Fred A. Palmer, WFNS, Columbus; C. W. Myers, KOIN, Portland, Or.; Carl Haverill, KFI, Los Angeles.

Engineering J. A. Chambers, chairman, WLW, Cincinnati; C. W. Horn, NBC, New York; J. C. Ellsworth Wylie, KHJ, Los Angeles; Ralph R. Brunton, KJBS, San Francisco; Fred A. Palmer, WFNS, Columbus; C. W. Myers, KOIN, Portland, Or.; Carl Haverill, KFI, Los Angeles.

Commercial plugs are voted by Bennett Chappel, vice prez of Arco in charge of advertising, in role of 'The Iron Master'.

Redfield Oil has not decided whether to return the 'Jimmy Allen' series to the air this season.



**JACK HYLTON ORCHESTRA**  
 Variety, 30 Mins.  
 Sustaining  
 WABC, New York  
 Novel stunt for CBS and a corking advance bally for Jack Hylton, prior to his Standard Oil of Indiana commercial (no mention of the standard in this pickup) was the Sunday night (10:30-11 p.m.) shortwave broadcast from the "Commande at sea, bound for America."

With the British maestro doing a vocal announcing and handling his soloists by name, the program was introduced by "The Band that Jack Built," thence into "Ochids to My Lady" (Gentlemen Obviously "Sailing Along" from "They Shall Have Music" (Hylton's forthcoming CB filmical). "After You're Gone," "Top Hat" medley (supplemented by Hylton's observation that the Astaire-Berlin music has picked big in England), "Ciribiribi" (vocally), and other instrumental and vocal specialties.

Music was a minimum and musical pickup excellent but the applause and the audible announcements of the soloist's names were blurred somewhat. In the main, however, nothing detracted from the straight musical program.

Hylton apparently is bringing over a stable and versatile group of specialists for his American radio commercial. Musically—as the CBS-WABC announcer also mentioned—Hylton is of course not unknown to Americans—his recordings alone insured that.

**CARBORUNDUM BAND**  
 With Francis D. Bowman, Edward D'Anna

30 Mins.  
 WABC, New York  
 (B. B. D. & Co.)

This is the 10th consecutive year for this program with the same personalities and policy as originally launched in 1926. It originates in the Niagara Falls, Ontario, Canada, at Niagara Falls. Carborundum makes abrasives of various kinds. Francis D. Bowman, general manager, writes, arranges and announces the programs. Another hand program, Armo, which originates in Ohio, is a radio program with manager as speaker. Back in 1926 it was a common custom for the sponsor to have a radio program, but the networks and fan letters discouraged the practice. Most sponsors were just the radio station, however, has a professional union and something so that it may be fairly reported that they probably as a rule, no individual could hire for the job it wants done. He draws upon the lore of the famous tribe of the north for some legend-spinning which is woven into the music. However, this is played down and the program is essentially a brass band concert. And good, it's in sentimental chautauqua-ish vein and quiet for Saturday night. Unusual angle gives it a unique appeal for thousands of conservative homes.

Most of sales are national, but at the end a little high pressure steam is turned on for a couple of knife-sharpener gadgets. Price is emphasized.

Heard at 7:30, E.S.T. Land.

**GLORIA GRAFTON**  
 With Richard Rogers  
 Songs, Music  
 10 Mins.  
 FLEISCHMANN  
 WEAF, New York  
 (J. Walter Thompson)

Main item consisted of this brief air cast broadcast of "Jumbo" music from the joint-pens of Richard Rodgers and Lorenz Hart, the former of whom Gloria Grafton in the cast, handled the major singing, with Rudy Vallee spotted for a break-through. Three numbers presented, all of the sentimental ballad school, with opportunity for mild torching. Unusual angle in cracking this staff on the Fleischmann hour is that the Texaco show does not pay more than \$1,000 to Billy Rose for the privileges.

Vallee's intro, chores mentioned. Rose's spectacle, as a Napoleonic undertaking, being a mixture of Barnum, Belasco and Cedi E. Demille.

Miss Grafton's voice has ranged enough to inject some feeling into the ditties.

**SID OLSEN**

30 Mins.  
 Sustaining  
 WGY, Schenectady

New name on WGY's program chart. On the post-luncheon Monday slot long filled by Lauren Bell, Bartons is a pleasant and solid fair timbre. Uses effectively a falsetto on some of the higher notes. Two minor faults are occasional "break" in the lower register when he puts strong feeling into the lyrics and a slight tremolo on words. Johnny Finkle, who has successfully coached a number of pop warblers for WGY, is at the keyboard, for accompaniment and solid snatches. He makes the ivory pressing count, as usual.

Olsen probably would click sharper if spotted at the supper hour, when the younger element is within earshot of a loudspeaker. *Faco.*

**DAVE RUBINOFF**  
 With Virginia Lee, Jan Pearce,  
 Graham McNamee  
 Music, Vocal  
 30 Mins.  
 CHEOLET  
 WABC, New York  
 (Campbell-Eberhart)

This program adheres to what is pretty safe Saturday night program formula—music with a minimum of vocal numbers, but leans heavily upon the name and musicianship of Rubinoff. No comedy, apart from a few light musical facts, however. While Rubinoff was built up by Eddie Cantor on semi-gagging lines, probably just as well as avoid trying to be funny to be funny in any associations in the public memory.

Jan Pearce and Virginia Lee contribute a change of pace. Both are good. Rubinoff's sweet-hot violin sounds out throughout the program, being little that's off the beaten path in production values, the program has top-notch craftsmanship. As a program for Saturday, the evening of distractions and parties, it should get plenty of dial attention. Rubinoff's music will be insurance against turnoffs.

**WALTER PITKIN**  
 "Whoochie" for  
 30 Mins.  
 Sustaining  
 WABC, New York

Professor Pitkin, formerly of Columbia University and the author of "Whoochie" returns to Columbia with a series of weekly divertissements from his "Clearing House of Hope," which attracted attention last year because of its different slant. Pitkin may sooner or later click big on radio, it's a matter of formula. His background program, which is hitched to the down-to-the-soil Americanism that ought to spell something.

Not a register, but in many ways he's like Will Rogers. Has the same interest in common people and a sense of humor, perhaps a bit too flip and sophisticated in some of his attempted repartee. He is a bit more conservative than solid citizens gathered at the Royal Life Stock show in Kansas City, Saturday night (35), but in general he carries off a funny show stunt with a breeziness and twang worthy of a Kansas state senator. The program idea is for Pitkin to travel to various towns and bring typical Americans to the mike to express their views on the week's news, usually on factual matters. At the show he elicited comment on market prices. Men, women, children, and a quartet, (some of whom were brought to the mike. Show was slow and awkward in the beginning. Background noises smothered much of the talk, but once hitting his stride, Pitkin showed that he and the United States are thinking and talking.

**'HEADLINES ON PARADE'**

With Cliff Jones  
 30 Mins.  
 VATES LEHIGH COAL  
 WKWB  
 (Addison Vars, Inc.)

Between the twirling of music discs, Cliff Jones conducts a one act March of Time. Good for gettars-up. Program lacks personal warmth, but versatility of voice and good listener. Jones imitates voices of people in world events when quoting them, to color what might otherwise be dry reading in news releases. Should grab plenty of dial twistera because early U. P. reports about this "radio" and a recent noon editions of the n.m.s. Program also carries follow-up stories showing the growing and new developments. Appropriate recordings are sought for musical interludes—for instance, a round of college medleys precedes a week-end sports item. Commercials smack of the romance of coal mining and general fold-out about the coal monsters and why coal costs what it does. Theme song tie-in with program title is "I Love a Parade."

**'COUPLE NEXT DOOR'**  
 With Olan Soulo, Eleanor Harriot,  
 Bob Pinkley

30 Mins.  
 HOLLAND FURNACE  
 WKWB  
 (Blackett-Sample-Hammer)

In the vein of the new lighter type of comedy on the radio, this "daily dialog program" Thomas Buchanan figures to catch on. Every week night the newly wedded couple part into the chatter of "coming home to supper" and "staying late at the office" and "you don't love me any more routines." All standard stuff in vaude, tent and picture show for many years. Tried and proven material for the general audience. Buchanan is written in the role of the more likable than usual for this newly wedded couple. Script is trying hard to give "trick of comedy, and for this has had a number of much more colorful maid servant who expounds their practical theory of marriage to the bride. All the characters are strongly etched. In fact probably a bit too "characterized" characters, especially the bride. *Gold.*

**CLEM CLEMENS, THE MELODY MASTER**  
 With William Perry Adams, Charmie Allen, Alan Josephany, Virginia Howard, Frances Wynn  
 30 Mins.  
 GENERAL ELECTRIC LAMPS  
 WEAF, New York  
 (B. B. D. & Co.)

Through this late Sunday evening program General Electric hopes to get the choice music available on the sale of electric bulbs, and the other is to boost business for the electric company by getting listeners to keep their sets on a half hour longer, that is, if they're not asleep by 11:30 p.m. E.S.T. Clem Clemens, the Melody Master, which runs from the latter half of the program, has a third purpose, a curiously new, third purpose, a cure for insomnia.

Authoring of the dialog and the thin thread of a plot that span the musical numbers is credited to Homer Crov, the novelist. Material seeks to sketch a home of small town atmosphere but succeeds in being both stuffy and vapid. It is doubtful whether a segment of the set owners in the eastern zone particularly will, after an evening of the choice music available on the radio, namely, the Ford and General Motors hours, postpone their bedtime to listen to a small play such folk say like "Let Me Call You Sweetheart," "Falling in Love With a Clear Mind," and "Old Summer Time." Adding to the odds against such probability is the pointed slant of the program, which contrasts the characters in the continuity and the complete sense of drama and complete combination of talk and music programs.

Script itself is a variation of the "Sunday Evening at Seth Parker's" theme, but asks, using the Bible as the text for his honey philosophizing. "The Melody Master" is a variation of the observations as a small town newspaper editor as the fount for his news. The program is a variation of the "Sunday evening for chit-chat and exercise on the piccolo and violin include a clarinet and a first real estate dealer and the town librarian, the last equipped with an aid tongue. The program is intended to dissipate the unctuous spirit of goodwill that is supposed to permeate the program. A disturbing element in the circle is the editor's young son, who prefers to go moonlighting about the town rather than play of the town rather than join his father's girl reporter in the pleasure of exchanging notes on the town.

Like the toothpaste manufacturers, the plug on this program puts in a long, but not a very long, tragedy, says the copy, in letting the eyes be strained, so that if there is any element in the program, the oculist should first be consulted and then an effort be made to correct the eyes. The program is being by seeing that it conforms to the right seeing standards. Local newsmen are cut in toward the end of the program to plug the IBS lamp and put in a word of greeting for the local electric service company or companies.

**THE TROUPERS**

Drama  
 15 Mins.  
 Sustaining  
 WWJ, Detroit

After almost a year, "The Troupers" made an auspicious bow Monday evening (14) as another of WWJ's new programs for this season. The cast of three boys, is made up of The Detroit News Players, under the direction of Wynn Wright. The serio-comic sketch, by Mel Wissman, gives good promise of becoming one of the best dramas produced locally. Story deals with the Great Jack Hill, small-time comedian and cur who gathers about him three singing girls and takes them on the road with him, playing first at Carbondale. Their many adventures about agents, bookers and the uncle of one of the girls, who frowns on his niece in the show.

Cast, which includes Hill, Georgia Leath, Gail Abbey, Bobette Hill and Tess Shaw, is playing nicely. Hill and Miss Hill are pros, Hill having appeared in New York nite clubs, while Shaw and the Yagars have been over WEAF. Hill has been in musical comedies and formerly was a soloist with H. A. Rolle and the Fred Steer. Others were with "Smoothies" over WWJ. *Wemhoff.*

**YOUNG AMERICA ON THE AIR**  
 With Holly Smith  
 Child Amateurs

30 Mins.  
 Sustaining  
 WBT, Charlotte, N. C.  
 Holly Smith, who himself started at the age of 10, has entertained here, handles this kid amateur show. Auditions are held each Wednesday. While most kid shows are alike, and this one like all the rest, Smith has had some experience and a peculiar sympathy toward the young experience as a kid performer that he is able to give the period the best of the show. He is a good for edge over the average. *Harden.*

**DAVID FREEMAN**  
 With Eddie Garr  
 Novelty  
 FLEISCHMANN  
 WEAF, New York  
 (J. Walter Thompson)

Gag writer's turn on the Vallee program (17) was strictly novelty start, and placed so that it would split up excerpts from the current legit season as presented by Todd Duncan and Anne Brown ("Foggy and Bess"); Frankie Thomas and Francesca ("Remember the Day"); and Richard Rodgers and Gloria Grafton (songs from "Jumbo").

Freeman carried out his assignment in showmanly fashion, allowing the brunt to fall on Eddie Garr who illustrated Freeman's clinical analysis of jokes by mimicking Ed Wynn, Joe Penner, Jimmy Durante and Mae West. Freeman himself made one attempt to be funny at the outset. It didn't go over. Thereafter he stuck to straight spitting.

Classified by Freeman into categories, Freeman enumerated seven: (1) the insult joke; (2) puns; (3) dumb jokes; (4) puns; (5) love jokes; (6) children's jokes; (7) domestic jokes.

Classifying jokes well hoke, giving Garr a springboard for his mimicry which was creditable. Fell down a little on the Jimmy Durante imitation but looked like Ed Wynn and Penner and was doubly funny with his Mae West line because of Wynn and Penner as outstanding examples of certain types of jokes although neither are presently under sponsorship.

Freeman-Garr combo all in all did a good job of spitting up an unusually heavy Vallee program.

**HENRY PATRICK**  
 Songs and description  
 15 minutes  
 HERMAN CO.  
 WPHL, Philadelphia  
 (Feigenbaum)

This one is spoiled by heavy-handed treatment of the idea of dedicating a program to each community in and around the city is good. But the earnestness of the make the entire sale over the air and even hear the cash register ring during the broadcast is finished kills it.

Alred Monday, Wednesday and Friday nights, series makes one program for each city and surrounding country, dedicating show to that burk and devoting the program to that city and its history, people, industries, trade, and other pertinent facts. Local managers make vicinity are notified in advance and have been cranking through with publicity in noble style.

Entire spiel, baritone Henry Patrick's popular ballads and guitar accompaniment are good. The program is so shot full of commercial copy for retail clothes it's no good. Shows a little institutional and then shows raves about product between nearly every number. Announcer uses plural verb with singular name of sponsor.

Henry Patrick, who recently replaced hill-billies on the show, also sang for Paterson aspect on Dr. Mallis program Sunday nights over WFIL and warbles nightly with Eddie Frier's ork from Cathy eatery over WFLA. He'll sing the show at Stable, another nitty. *Hobe.*

**TODD DUNCAN AND ANNE BROWN**

30 Mins.  
 Sustaining  
 FLEISCHMANN'S YEAST  
 WEAF, New York  
 (J. Walter Thompson)

Todd Duncan and Anne Brown are practically unknown to the masses at the moment. They carry the leads in George Gershwin's folk opera, "Foggy and Bess" which the duo are rich although somewhat shrill at times. However they registered well with the air with the Gershwin songs.

They sang two numbers, both from "Foggy and Bess" ("You're Nuttin" and "Bess You're My Woman," the latter as a duet. Musical background not as firm as it could be. The duo are in line with Fleischmann's policy to get the newcomers while they're still warm. Okay, a well stocked bill as at this hearing.

**EDDIE DUNSTEDTER**  
 Organ  
 15 Mins.  
 Sustaining  
 KMOX St. Louis

Tailored programs for Sunday spot. Eddie Dunsteter is slick piano organ manipulator. He shines with numbers requiring speed and brilliancy. Dunsteter is in line with legto playing but he hits his stride with such numbers as "The Flight of the Bumble Bee" by Russian Rimsky Korsakoff.

**EDITH LORAND HUNGARIAN ORCHESTRA**  
 15 Mins.  
 KRAFT  
 WEAF, New York  
 (J. Walter Thompson)

Alred Monday, Wednesday, Thursday night with practically all major variety hours presenting newcomers from the first time. Alred Monday picked Edith Lorand, newly arrived concert attraction, and her Hungarian orchestra. Her first appearance was of course in direct contrast to Miss Lorand's style, purely continental, is of the stringed gypsy category, with enough leeway for the first time, her execution in fluent manner by the conductress. Music played was gay and captivating, its charm qualities stand out.

Miss Lorand embarks on an American concert tour shortly, with their date serving as a better upper of sorts for her ensuing personal platform bookings. She made two appearances on the broadcast.

**TOM MIX ADVENTURES**  
 With Artella Dixon, Percy Helms,  
 Winifred Toomey, Andy Donnelly,  
 Clarence Brown, Bruce Wick,  
 Wilfred Lytell, Stanley Davis.

30 Mins.  
 RAISON PURINA  
 WEAF, New York  
 (Gardner)

Raison Purina repeats with the correct number of vitamins continues its horse opera fare headed by a mythical "Tom Mix" character, who is a horse for story. The "Duckshot and border warfare stuff is kept on safe side of parent-child, but for story. The program proper, and has a 6:30 airing schedule, which hits an assured listening audience.

Production is fast moving, characters are forever hopping on a horse and dashing to other sections of the open space. The program is a young party play up a romantic angle, though it's never gushy. Expanded treatment of the characters in healthy bodies intermittently into the continuity, and as gleaned from the open space, the program is a punchy stuff of its kind. It's large and adequate. Old Wrangler relates most of the yarns, which gathers the listeners around. Action is often suspended, and carried over to the next broadcast.

Alred Monday, Wednesday and Friday at 5:30 p.m. EST. The time element is important as it serves as a good background for the program before the next breakfast deadline. A continuation of last year's serial by the same sponsor. It's recorded for rebroadcast in remote sectors. Angle here is the value to a sponsor of Tom Mix's name (with Eddie Frier's ork) and so the cowboy star has been active on the screen.

**AL ROTH'S SYNCPATORS**  
 15 Mins.  
 Revue  
 30 Mins.  
 Sustaining  
 KMOX, St. Louis

Al Roth leads his band and soloists through a half-hour of rhythm and melody from CBS studio, KMOX, St. Louis, for full net work hook-up. This is a cheery program for late Saturday morning (16) Monday gets splendid results from his 15 mins.

He opens the program with his theme, written by himself, "Close to My Heart" and so the show was caught, glided away to a snappy arrangement of "The Lady in Red" and "The Girl on the Boat" several medleys from current flickers. As for soloists, "The Three Blue Boys" boy's harmony trio, offered two entertaining comedies, Charles Newman harmonica-player, did some fancy work on that instrument. Bob Frela, Roth's tenor, handled vocals in nice style. *Hurst.*

**BOB WHITE**  
 15 Mins.  
 Sustaining  
 STEVENS COSMETIC CO.

Billings of the new 15-minute daily program over CKLW is "He has helped others; he can help you." Bob White is a man who will help you. Bob White formerly was with WNAC, Boston, and several years ago was with the other spirit station playing up the mystery tag. She brings in guest stars. It's a Heart (Journal) tie-up.

**SPORTING DUCHESS**  
 With Mrs. Helen Haski  
 15 Mins.  
 Sustaining  
 WINS, New York

Lady is supposed to be a mat and tent fan, with a goodly knowledge of everything else in the athletic world, and an ability to discuss them in the thorough fashion. No gossip in the strict feminine sense. Mrs. Helen Haskin is the Sporting Duchess but her identity is obscured by the other spirit station playing up the mystery tag. She brings in guest stars. It's a Heart (Journal) tie-up.

# Radio Chatter

## Manitoba

Betty Warren (WBB), goes to CJRM, Moose Jaw.  
 Jack Peterkin, formerly of CJRC, Winnipeg, now in Cleveland with his puppet show.  
 Jimmy Gowler (WBB, Winnipeg), married to Mildred Russell, non-profess, on Sept. 7.  
 CJRC now going full time with afternoon eyebound on live talent with Junior Musical, Women's Musicals, etc.  
 Anne 'Barnes' Henry (WBB, Winnipeg), took up farming when she married Cecil Sexsmith, non-profess, recently.  
 College theatre organ going on CJRC daily again this winter.  
 Percy Cole at the console, with Harold Green on for Sunday doing concert work.  
 Mutual System asking for Winnipeg produced 'No Mourful Mumpers', CRC program, written by V. V. Murray, police court reporter for 'Peg Tribune'.  
 Harold Green and ork booked into Royal Alexander hotel (CPRO) for winter. Will have Dorothy Alt, formerly of WJZ and WWJ, and Eddie Stock, baritone, in as vocalists. CJRC, Winnipeg, putting in a write.  
 Tom Tweed back in Winnipeg after chasing tourists and mountain goats all summer with a sightseeing bus in the Canadian Rockies. Possibility he may take over CRC 'Live, Laugh and Love' program again this fall.

## Texas

William Hightower, Fort Worth Little Theaterite has been added to the KTAT announcing staff.  
 Earl Rodell, KTAT, Fort Worth program director, recently married. The bride, formerly Lucille Atwell, Nelson Olmstead has been made full-time announcer of KNOV, Austin.  
 Colonial Stores of Fort Worth using Spot announcements through the day, tying in with their regular announcements over KTAT.  
 WJZ has just erected a quarter wave vertical radiator. The antenna proper consists of a 3/4-inch copper tube 155 feet long, supported by a wooden tower.  
 A comedy program sponsored by Hawk Brand work clothes at 12:45 p.m. each Saturday over WJAB is becoming a fav.  
 Cy Leland, former football and track athlete at Texas Christian University, gives a five-minute sports broadcast at 6:25 p.m. each Saturday over WJAB. The broadcast is given from the news room of The Star-Telegram, which owns the station. Cosden Oil Company is the sponsor.  
 Nancy Jo of KPJZ has blessing of Mosiah Shrine Chanters in contest to be held the latter part of this month at the Shrine Circus, Fort Worth.

## Minnesota

Arthur Kenn, KNX sales promotion mgr., in from L.A. for four days at WCCO. His first visit to Twin Cities.  
 Severe electrical storm knocked the daylight out of WCCO, putting station out of commish for an hour and a half, longest time station's ever been dead.  
 Rolf Yivlsaker, formerly Minneapolis Journal Commentator over WCCO, now handling the Rothchild news stint nightly over KSTP.  
 Swanee Hagman back from Chicago.  
 Jerry Harrington, former WCCO sports announcer, now doing everything at WOPI, Bristol, Tenn.  
 John Boter, WTCN, St. Paul office mgr., back from Winnipeg vacation.  
 Bob DeHaven, WTCN production mgr., making a film for a St. Paul commersh film company.  
 James L. Kilgallen, INS ace reporter, visiting with Milt Hoffman, WJZY news editor, on trip to build good will and give suggestions for improving service for INS radio clients.  
 Tex West, from KLD, Denver, on WJZY with guitar and warbling routine.  
 Eleanor Carlsson and Thelma Welch, formerly warbler and pianist with WJZY, but now with Ted Lewis, back at their old haunts for a quick visit.  
 Ray Rysart's colored ork back at WJZY after a Kansas City booking.  
 Hugh Winters, WJZY transmitter engineer, leaves station for new job at Minnesota's new police radio station, KNFD, at Redwood Falls.

## Louisiana

Edith Peters, added to WSMB, New Orleans, staff, replacing Marguerite Chapman who joined government.  
 Ray McNamara on WSMB staff as regular pianist.  
 Earl Smith has news broadcast period over WDJU, New Orleans nightly.  
 Since the departure of Myra Butz, assistant to Bill Brøngdli, WSMB

## Musical Fingernails

Escudero the Spanish dancer on the Vallee hour Thursday night (24) will execute his finger-nail number, instead of the usual foot-work from a dancer.  
 It's a rhythmic stunt, employing the nails in much the same fashion as castanets and creating the same staccato effect.

New Louisville night club called the Music Box, and will air 14-piece ork over WAVE nightly.  
 D. C. Summerford, WHAS technician, sustaining injuries when his car collided with a truck.  
 Nate Lord, manager of WAVE, and Mrs. Lord, New Yorking for two weeks.

WAVE now airing ten-minute 'Man on the Street' program once weekly, with Bill Bond, WAVE speller, and Ace Barry, p.a. for the Brown theatre, doing the interlocking.

C. C. Pyle has gone native and will operate his wax biz from Hollywood.

## WMEX Asks 5,000 Watts

Boston, Oct. 22.  
 Northern Corporation, owners and operators of WMEX, Hotel Manger, Boston, has applied to the FCC for an increase in power from its present 250-watt, daytime, 100 watts nights on a frequency of 1,500 kc to 5,000 watts on a frequency of 1,470 kc. This frequency set aside as a high powered regional, is used only by one other local station in the country, WLAC, CBS affiliate in Nashville.

WMEX has had a notable success for Boston radio. Started on Oct. 18, 1934. Reported that biz as of Oct. 1, 1935, represented a twofold increase over April 1, 1935.  
 FCC due to its report Wednesday (23).

Ben Bernie's Guests  
 Ben Bernie, through the offices of his brother, Herman, has his guests lined up for the 'Pabst' program three weeks in advance.  
 Block and Sully appeared last night (Tuesday). Tamara and Mary Small go on same night next week, Oct. 29. Fannie Brice has the spot Nov. 5.

## LIFE SAVERS AS IS UNTIL UNION RULES

Life Savers, Inc. won't make any move to fill the band spot on its program over NBC until the American Federation of Musicians has ruled on Clyde Lucas' appeal from the ban imposed on him by the New York musicians local (802).  
 Local's trial board held that Lucas couldn't take the air assignment because he had become the account before his audience fully eligible for membership in the New York union. Lucas' six-months probation period expires Nov. 1.

Connie Boswell's Dates  
 Connie Boswell will do a guestee on the first two programs of the series which Ray Noble starts for Cocco Cola on CBS Oct. 30.  
 Polley of the show beyond that date has not been decided.

Vivienne Segal has designated Mark Hanna as her new manager.  
 Frank Parker's sister Jean on WOV, New York.

On the Air,  
 as in the Big Cage—

# Showmanship

wins the crowds!

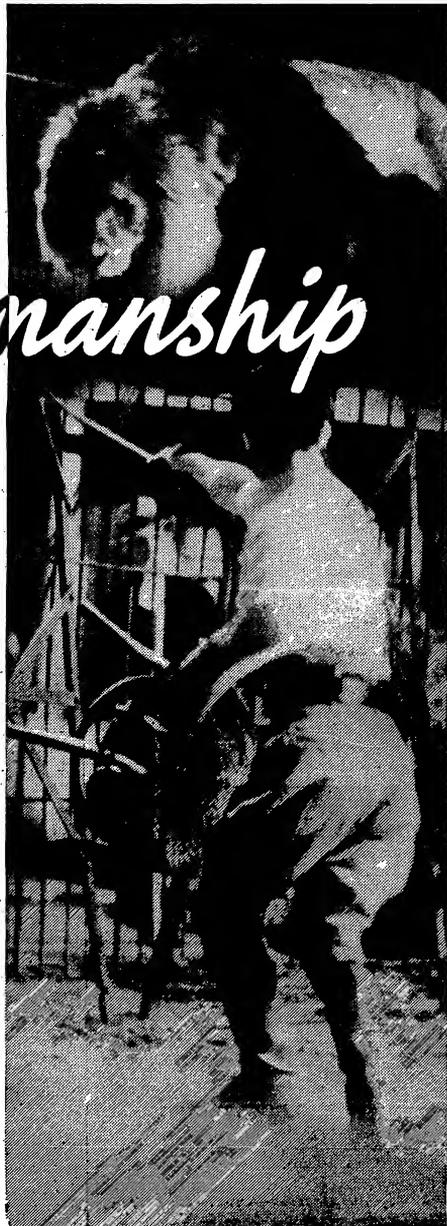
Whatever the show—Showmanship wins. The animal trainer, master showman of vicarious thrills. The radio stars, welcome guests in the homes of a vast unseen audience. Whether you entertain with thrills, tears, love or laughter—Showmanship wins!

Sponsored and sustaining programs on NBC networks represent the top-flight radio showmanship of progressive advertisers, agencies and the NBC Program Department. Programs consistently voted the winners by the world's greatest air audiences. NBC's unmatched facilities provide a showmanship background on which advertisers can always count. This background of performance—on both sustaining and commercial shows—continues to attract the cream of the country's sponsored programs. It constitutes a guarantee of Showmanship which reflects itself in soaring sales records for NBC advertisers.

Tune in the RCA Magic Key Program every Sunday 2 to 3 P. M., E. S. T. on WJZ and associated NBC stations.

NATIONAL BROADCASTING CO.,  
 A Radio Corporation of America Subsidiary  
 NEW YORK, CHICAGO, WASHINGTON, SAN FRANCISCO

Photograph from Universal Pictures Corporation picture, "The Big Cage", based on the Appleton-Century book of the same name, written by Edward Anthony and Clyde Beatty.



DAILY MIRROR Friday, October 18, 1935

# Walter Winchell On Broadway

(Trade Mark Registered) Copyright, 1935, Daily Mirror, Inc.

## Memos of a Columnist's Girl Friday.

Dear W. W.: The Co-Operative Analysis of Broadcasters' latest report lists the orchestras on the air this way: Lombardo (15.1); King (11.6); Duchin (10.4); Humber (8.2); Reisman (6.1); Noble (5.7), and Heidt (3.7). . . Bands with comedians I didn't get. . . Did you see the American's forceful editorial cartoon? Showing death riding with a motorist who is stepping on the accelerator. Over 85,000 persons were killed by drivers in the U. S. in 1934, and a million injured. . . That's one war President Roosevelt should not be neutral about. . . I just heard that Pegler did a piece about those sons—

—will get it for you. . . There is a grave—and of all places, lot of verses on "Mr. and Mrs. Cain's Storehouse! . . . That Younne Communist" downstair state and I'm going Dan Winston pho gestion. He s Franchot Tone they should I like m ering the Metro, Gov Mayve called your 28th. opezt radio the could you d edito pho the and per. pho. Vard izatic told t. to \$10. appear on n giv. camp. other t. I think Saranac. to go the softer bed and Anita in town—ha like that ne. "Thru the Look. okay. Jake Bro. smiles: "He was ca porter's typing finger less as a girl who has los. pact" . . . We had the Looew's estrangement weeks. She'y in Briarcliff and they ably will melt. . . One of the illi-crates in Lindy's was overheard to say that you named the Roosevelt speed demons because the Republicans paid you to do so. Why don't you remind readers it was you who suggested President's Day which patch just came down from up-

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man was in. He observed that take me to get back my revoked "Paths of Glory," the play, led to license—if ever?—Your Girl Friday,



## Here and There

Wibur Eickelberg added to Edward Petry staff. Comes over from Tower mags.

Hector Quesada, program director of radio station La Nacion, Buenos Aires, returned to Argentina.

Ed Hill, new to KSD St. Louis announcing staff. Will double as a singer.

Irving Reiss will apitel for the production, conference in Bernard Platt's N.Y.U. class on radio.

Tom Caskley orchestra, Hotel Gayoso, Memphis, broadcasting over WMC.

Truman Bradley has bowed out of the WBBM, Chicago, announcing staff.

Law Valentine, WQAI, San Antonio, program director, takes off Nov. 1 for Cincinnati to join WLW staff.

Gordon Norris of the WBZ, Boston, sales staff, back on job after convalescing from operation.

Jan Hagbroeck, formerly a reporter of the Miami Daily, on sales force of WBZ, Boston.

Ruth Wingate, now Mrs. Paul E. Noonan, back on the job at WBZ, Boston, after a Montreal honeymoon.

Edward MacHugh, gospel singer, leaves Boston Oct. 21 to take up residence in N. Y. Will continue his NBC net broadcasts.

Howell Cullinan's new book, 'Of All Places', off the press.

Reg Sharland (Honorable Archie) headed at Good Samaritan hospital, Los Angeles, while medics look him over.

Freeman Lang now a full-fledged pilot.

Guy Earl bought his announcers nice blue unles with gold call letters on their many chests.

Don Briggs took it big on his first day as a film actor in Hollywood and wound up with a turned ankle.

Frank Luther due in Hollywood for a Metro picture.

Charles Smith re-elected president of WCAU Technicians' Association in Philadelphia. David P. Gullette, v.-p. There are about 20 members.

Mickey Rooney (Kid) guesting for Wallace Beery on Shell Chateau Oct. 26.

John J. Stevens, formerly of Hartford, joins WMAS, Springfield, as an announcer.

F. Turner Cooke, recently with Hayden, Stone, becomes Director of Publicity and announcer at WMAS, Springfield, Mass.

Sid Paine, WLH, Lowell, also on WCOP, Boston.

Douglas F. Clarke, affiliated with WMAS, Springfield, since its opening in 1931, as announcer, has resigned.

Virginia Murray back at her desk in the KOMO-KJR, Seattle, promotion department after a four weeks' illness.

Gene Koll supplanting the departed Sidney Dixon on the KOMO-KJR, Seattle, singing staff. Dixon has gone to NBC in San Francisco.

Don Prindle named to fill new position of studio director at KOL, Seattle.

Wen Hies, KOL, Seattle, announcer, off to Los Angeles, permanently.

Mari Brattain, KOL, Seattle, staff member, on three months' leave of absence and eastern trip.

William C. Gillespie, general manager of KXUL, Tulsa, instructing at the downtown college of the University of Tulsa on 'Principles of Radio Advertising.'

Alan Scott replaces George Hogan as WCAU, Philadelphia, special announcer, latter going to KMAC, San Antonio, as general manager. Claude

# NEW YORK RADIO PARADE

By Nellie Revell

## The Boys Remind Kostelanetz

Andre Kostelanetz doesn't kid with his musicians much. Ditto vice versa. But the boys put one over on him last week during rehearsal. Kosty, calling the next number for rehearsing said, "All right men, take a Number From One to Ten." With that the bunch yelled "Five" laid down their instruments and walked out. There is a custom amongst musicians that, the boys be given an occasional "five minutes" for a smoke and rest else they get bleary-eyed and weary. So "Five" meant boys were out for a smoke.

## Family and Career United

Clara, of Clara, Lu 'n' Em, expects an addition to her family in January. This will put the girls back on par, since other 'two have recently had babies. In order to keep act on air, wires are being run from Chicago to Clara's home in Evanston, Ill. Her hospital trip shall be written out of script and on return show will air from bedroom.

## Now He Is, Now He Isn't

Listeners to WJZ last Monday eve were a bit confused. Program listings in papers had Ray Noble billed to appear as guest star on the Ray Knight Kuku program. Kuku's alibi with apology about Noble's fast jaunt to London as excuse for his being off show. Very next program was Ray Noble Ork from Rainbow Room with announcements sounding as if Noble were present.

## Jack Denny Into Casino

Jack Denny Ork replaces Tom Dorsey Ork at the French Casino on Oct. 27. Music Corp. of America has contract with French Casino calling for use of MCA bands. When Don Bestor Ork, MCA band, had union trouble the French Casino became CBS Band-minded and booked the Dorsey outfit.

## Scrambled Notes

Vivienne Segal renewed for 26 weeks by Bayer Aspirin . . . Chevrolet platters renewed did not call for Tommy McLaughlin, the singer. Platters will air only orks until excess decide what they want. . . Robt. Wild-back, the professional smoozer of 'Easy Money' radio, will be handled for radio by Hermann Schaad office. . . George Hogan traipsing up from San Antonio, Tex. to join the WMAA announcing staff. He is ex-ABS announcer. . . Angelo Palange, of Taub and Palange, the fight-announcing team, has opened his own advt agency, Firm is Palange, Abraham and Palange. . . National Amateur Night, the Post-A-Mint program, is giving winners air trips as prizes. Tie-in with United Airlines. . . Shepard Traube is new member of CBS press staff. He is from legit. . . Harriet Lee, ex-Radio Queen, is song pluggler for Famous Music. . . Madeline 'Babe' Hardy is on staff of E. B. Marks Music. . . Jerry Carr Ork stays at Ben Marden Riviera for winter with NBC wires. . . Paul Stewart is doing 'Mule' new character on Buck Rogers show. . . Steve Fox added to cast of 'Five Star Jones'.

## Shot Shorts

Waring-Ford show is now doing a rebroadcast for nine Western outlets. Re-show takes off at midnight, N. Y. time. Alice Blue name of vocalist with the Mark Warnow Blue Velvet ork, is a copyright name as is the General Food's Frances Lee Barton. CBS has copyright on both name of vocalist and ork title. . . Jane Froman back in town and plenty of guest star booking. Tomorrow on Kraft, Friday on Palmolive and next week on Atwater Kent. . . Dick Chaplin, of NBC press, leaves on Nov. 1 for job as head of promotion and publicity of Wild Life, an organization for conservation of wild life. Office in N. Y., work in Washington, D. C. . . Dave-Carter, of CBS press, to Toronto for the Waring program from that town. . . Rockwell-O'Keefe handling Men About Town. . . Walter O'Keefe gifted Louis Sorin with a black celluloid collar to be worn with his new dinner jacket. . . John Keivin returned to WNEW after five months vacash minus 34 pounds. . . Captain Tim Healy will present yarn of Juliette Lina, founder of Girl Scouts, on his program next Monday. . . Parker Fennelly had birthday on 22nd. . . Lucy Monroe has one today. . . Nila Mack has one tomorrow. . . Irene Wickler, the Singing Lady, writing a mag yarn on impression of British children from her recent London visit. Published in Dec. in Nash's Mag. . .

Haring will do grid and basketball descriptions for WCAU this season.

Victor Ratner, of CBS New York, now a part of the country squire, having purchased a 63-acre plot in the Vermont cow country.

L. A. (bug) Osborne now doing sports broadcasts for WBT, Charlotte, N. C.

Hal Book of NBC wrote a poem about Poet Edgar Guest.

Pat Stanton, who conducts sev-

eral programs at WDAS, Philadelphia, cracked up his auto the other night while driving Dot Love, Daily News radio columnist, to deliver a babycoach to a poor family.

Crazy Water Crystals Barn Dance from WBT, Charlotte, done a circuit of Carolina high school auditoriums.

W. S. Pote, managing director of WMEX, Boston, in New York as representative of the first zone, National Independent Broadcasters, at Hotel Edison meeting, Friday (18).

# WANTED

## PROGRAM EXECUTIVE

FOR LARGE WESTERN STATION REQUIREMENTS

- NOT OVER 35 YEARS OLD
- THOROUGH RADIO BACKGROUND
- COLLEGE EDUCATION OR EQUIVALENT
- TEMPERATE HABITS
- ABILITY TO SUPERVISE A VOLUME OF PROGRAM AND PRODUCTION DETAIL
- GENERAL WORKING KNOWLEDGE OF MUSIC, DRAMA, LITERATURE, ETC.

IN APPLYING FOR THIS POSITION GIVE YOUR COMPLETE HISTORY, SALARY REQUIREMENTS, REFERENCES AND ENCLOSE RECENT PHOTO

BOX 21

VARIETY, NEW YORK

## RICHARD

# HIMBER

AND HIS RITZ-CARLTON ORCHESTRA

with STUART ALLEN

Every Friday—CBS—(Coast-to-Coast)

## STUDEBAKER CHAMPIONS

Also Guest Appearances Sunday Afternoons . . . NBC

## RCA-VICTOR HOUR

Direction, HAROLD KEMP, NBC

"MANY THANKS, WALTER"

# A TORRID TRUMPET

WAILING TO THE FOUR WINDS, BRINGS YOU  
THE KELLOGG COLLEGE PROM



# featuring!

# NICHOLS

AND HIS ORCHESTRA

WITH THE  
SONG OPERATORS  
WALLACE SISTERS  
AND BOB CARTER

# Kellogg's

**COLLEGE PROM**  
EVERY FRIDAY — 8:30 P.M. — E.S.T.  
WJZ AND N.B.C. BLUE NETWORK

Agency: N.W. AYER AND SON, INC.

New Business

RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

DETROIT Drene Shampos (Procter & Gamble), new, 15-minute musical program every Wednesday for one year. Through H. W. Kastor and Sons agency. WJR. Cadillac Motor Car Co. spot recording one minute four times daily for one week. Through MacManus, John & Adams. WJR. Acme White Lead Co. and Detroit White Lead Works, 15-minute daily program of Mrs. Page, home economist, for indefinite period. Direct. WJR. Four-Way Cold Tablets, recorded spot announcements, twice daily for six months. Through H. W. Kastor and Sons. WJR. Michigan Beet Sugar Ass., daily spot announcements for indefinite period. Through Ziger er eller, Inc. WJR. Woman's Home Companion, new, 15-minute food program every Fri-

day for one year; in addition to like program on fashions every Monday. Direct. WJR. Drums, Inc., test campaign, daily announcements for one month. Through C. C. Winghamam, Inc. WJR. Cunningham Drug Stores, 15-minute program with Ben Sweetland, Friendly Counselor, five times weekly for one year. Direct. WJR.

ST. LOUIS Acclion Company of Missouri, St. Louis, 15 minutes five times weekly. Gordon String Ensemble; started Oct. 22. Placed direct. KSD. Dodge Motor Company, five minute transcriptions three times weekly; started Oct. 14. Ruthrauff & Ryan Agency. KSD. Midland Bakeries, five minute transcriptions, daily except Sunday; started Oct. 14. Placed direct. KSD. Louis Gasoline and Fuel Co., 15 minutes Sunday, soloist; started Oct. 20. Placed direct. KSD. Associated Mutual Life Insurance Co., 15 minute transcriptions, Sunday; started Oct. 20. Placed direct. KSD. Cupples Co., St. Louis, 15 minutes, twice weekly, "Man-on-Street" program, minor hits, from 8:15 to 8:30 Dec. 5, 1935. Placed direct. KSD. Westinghouse Electric Supply Co., 20 days in advance, 10 night time announcements. Placed direct. KWIK. Franklin Furniture Company, 12 15-minute programs (before 8 p.m.) for 26 weeks (AM-Jack, Jean and Jerry; PM-Hilliaby). Placed direct. KWIK. Maryland Pharmaceutical Co., time signal announcements for six months; this is sixth consecutive year for this advertiser. Joseph Katz Co. KWIK. Caribada Spruvel Batts, two 15-minute transcriptions, twice weekly for one year. H. M. Klesiewter Adv. Agency. KWIK. Walgreen Drug Stores, Inc., sponsoring football broadcasts for season (second year for Walgreen). Placed direct. KWIK.

football games during season, also five-hour weekly for one year. Placed by Associated Broadcast Advertising. WFAS. C. E. Karlin (jeweler), announcements. Direct. WFAS. Miss Hourigan's Residence School, New York, announcements days and nights. Placed by Associated Broadcast Advertising. WFAS. Samuel Frost (cigar furnishings), New York, announcements. Placed by Associated Broadcast Advertising. WFAS. Helmi-Halonen-O'Neil (body treatments), New York, announcements. Placed by Associated Broadcast Advertising. WFAS. Hickey, You'r Milliner, Inc., New York, announcements. Placed by Associated Broadcast Advertising. WFAS. Motor Associates, Inc. (auto), announcements. Direct. WFAS.

PROVIDENCE Providence Public Markets, 200 five-minute programs, Monday through Fridays, began Oct. 7. Through Adam Sutcliffe, Central Falls, N. J. WEAN. Fry Bakers, 108 five-minute programs, Tuesdays through Fridays, renewal effective Oct. 5. Through Adam Sutcliffe, WEAN. Gibson's Inc., 250 five-minute programs, Mondays through Fridays, renewal effective Oct. 7. Through Adam Sutcliffe, WEAN. Rhode Island Fresh Milk Institute, 48 30-minute programs, Monday through Friday, began Oct. 13. Through Adam Sutcliffe, WEAN. Royal Clothes, 104 15-word announcements, Thursdays and Fridays, began Oct. 2. Direct. WEAN. Gladding's Inc., 28 30-word announcements, Tuesdays through Fridays, began Oct. 1. Through Lanpher & Schonfarber, Providence. WEAN. Good Housekeeping Shops, Inc., 1248 30-word announcements, four days a week, beginning Oct. 1. Through Frank E. Dodge, Providence. WEAN. Grayson's, 63 weather reports, daily including Sunday, renewal effective Sept. 29. Direct. WEAN. Kaplan's Jewelers, 364 time signals, daily including Sunday, began Oct. 9. WEAN. Petroleum Service Co., 364 100-word announcements, including Sunday, renewal effective Oct. 7. Through Joseph Maxfield, Providence. WEAN. Bennett Chevrolet Co., 350 weather reports, daily including Sunday, renewal effective Oct. 7. Through Joseph Maxfield, WEAN.

FARGO, N. D. Sterling Radio Agency Co., six half-hour programs weekly for 26 weeks. Through Radio Broadcasting, Inc. WDAY. Morton Salt Co., quarter-hour weekly, 26 weeks. Through Wade Advertising agency, WDAY. Fargo Appliance Co., quarter-hour weekly, eight times. WDAY. Stern Clothing Co., Fargo, 10-minute daily, except Sunday, 52 weeks. WDAY. Fargo Foundry Co., Fargo, quarter-hourly, 13 weeks. WDAY. Edison Electrical Schools, 13 spot announcements. WDAY. Dakota Electric Supply Co., Fargo, 312 spot announcements. WDAY. Weller & Weller, Midwestern Stock Yards, daily spot announcements, including Sunday, 52 weeks. WDAY. Swarthchild & Co., 26 spot announcements, electrical transcription and Les Gough Welsler, Meyerhoff, Inc. WDAY. Associated Chevrolet Dealers, 52 spot announcements, electrical transcriptions. Direct. WDAY. Concordia College, Moorhead, Minn., quarter-hourly, five days a week for 508 times. WDAY. Office Specialties, Fargo, quarter-hour weekly, 13 weeks. WDAY. Health-O-Tone, Fargo, quarter-hour weekly, 26 weeks. Through Key Advertising, Cincinnati. WDAY. United Drug Co., five quarter-hour transcribed programs, Through Street & Finney, New York. WDAY.

LANSING, MICH. Arbaugh's Department Store, daily half-hour musical clock program, including Sunday. WJLM. Sears Roebuck & Co., six 15-minute musical programs weekly for indefinite period. Direct. WJLM. Socony Vacuum Oil Co., White Star division, all home and away football games, including Michigan State College. Direct. WJLM. SEATTLE United Drug Co., series of five quarter-hour discs. Street and Finney. KOMO. Frederick and Nelson, series of five Sunday announcements and series of five one-hour variety shows remote from store, auditorium. Weller Service. KOMO. Railway Express Co., 13 quarter-hour discs to Dec. 22. Caples Co. KOMO. Buick Motors, series of 20 15-minute discs. Erwin Wasey & Co. KOMO. Dri-Brite Corp., series of 16 five-minute discs. Ruthrauff and Ryan. KOMO. American Radiator Co., six five-minute discs. Marschalk and Pratt, agency. Chevrolet Motor Co., series of 40 quarter-hour discs to Jan. 16. Campbell-Bowdell Co., 100 discs. Binyon Optical Co., quarter-hour 'Charlie Chan' discs each Monday and Friday for 13 weeks. E.P.

Outstanding Stunts:

BARBER SHOP QUARTETS WQAM, Miami

Barber Shop Quartets, Miami. WQAM "pocketing" a year's contract from a local furniture store as the result of a showmanly one time job for the outfit. Store was having an 'open house' night and wanted a visual broadcast that would pack in the Norman McKay of WQAM borrowed a New York City park stunt and arranged a barber shop quartet contest. Built to set in the store and lined the walls with shaving mugs bearing the monickers of prominent oldtime Miampians. A barber gave the shaves, colored boy shined shoes, and the judges read Police Gazette while half a dozen quartets competed before an audience of 1,000. Dailies liberal with stories and pix.

WMC, Memphis FHA Tie-Up Memphis.

Culminating the nationally broadcast "House of Happiness" program here on WMC, the official opening of the FHA constructed home has just taken place and the ideal home remains open for public inspection until the night of November 3. A reception for the sponsors and the FHA officials held at WMC, accompanied by nearly a score of FHA officials there from Washington and many state and city officials, were shown and officially inspecting the 'House of Happiness.' So intense has been the interest that the FHA clinic, to be held here four days this week by Washington financial representatives of the FHA, as definitely tied in with the 'House of Happiness.' This week prior to the opening of the FHA clinic, the cast presenting the WMC 'House of Happiness' over the station will be presented at a formal luncheon at the Peabody Hotel (prior to the opening of the clinic) and they will then do a five-minute 'how-to-buy' program show as an example of a typical broadcast. Thousands of visitors are inspecting the 'House of Happiness' weekly and the FHA and the sponsors have representatives always on duty with attendants registering the visitors.

layer identification Buffalo. Buffalo roadcasting Corp (WGR-WKBW) will have sports announcer Ed Ringler tonight (23) for amateur fights in Eagles Auditorium. This will be the first time a low-keyed live radio broadcast has been tried here. Roger Baker, veteran baseball player, gets the assignment. WKBW also doing play-by-play on high school football games each Saturday for the first time. Chief Engineer of the firm Peabody after reading descriptions of player identification device used by Ted Husting and Les Gough constructed out of his own invention along those lines for Baker. Managers of teams involved are seated on either side of box containing lineups and push buttons. On each play manager is supposed to push button opposite the name of player carrying the ball or doing the tackling. Wires run to similar box in front and connected out of his own invention along those lines for Baker. Managers of teams involved are seated on either side of box containing lineups and push buttons. On each play manager is supposed to push button opposite the name of player carrying the ball or doing the tackling. Wires run to similar box in front and connected out of his own invention along those lines for Baker.

Program's Own Newspaper Detroit. Mary Lucille Roth is editing a community weekly tabloid newspaper in connection with her daily "Radio Neighbor" program over WMCB. Editor, appropriately dubbed "Neighborly News," is distributed free to fans who write in. Listeners also may contribute copy. The 5,000 copies of first issue last week were sold at the following following publication, intention is to increase circulation gradually, with ultimate goal set at 10,000 copies a week. Containing recipes, household hints and gossip, paper is a four-page affair of standard size. Print deals with similar material as the half-hour daily program which is sponsored by Lasky Furniture Co., Detroit. KSTP Goes Places. St. Paul. KSTP did a 15-minute broadcast from the bowels of the earth, 175 feet below street level, when the station aired from the new electricity sewer system which is costing \$16,000 to build. As a public service in telling John Q. Public how the work is progressing, Announcers John Wald and Abbott Tesman, attired in

rubberized hats and hip boots, lowered themselves down in a sewer in the loop and gave a running account of what they saw over a stretch of nearly two miles. Project, requiring three years in building, winds up sometime in 1937. Lines were inserted through existing pipes which are later to be filled with concrete and used as casing supports. Millers were planted everywhere along the two-mile route, set to catch the brrrr of the drills, casual comments of workmen, the hum of generators, creaking of wheelbarrows, the clack-clack-clack and swirl of concrete mixing machines, and the slapping of shovels. Sewer itself is 35 feet in diameter, making the setup acoustically good. Mitt Rosen, city councilman, and corporate secretary of the board of trustees, Minneapolis-St. Paul Sanitary district, exceed the stunt.

CHARLES PREVIN REALSILK'S MUSICAL DIRECTOR SECOND YEAR NBC, Sundays 8 P.M., CST

BENAY VENUTA EVERY TUES. 9:15-10 P.M. EVERY SAT. 10:15-11 P.M. EST-WABO And Entire Columbia Network Non-stop in "Anything Goes" 4th & 7th Sts., New York. Management CBS Artists Bureau Personal Management JULES ALPERT, 115 Madison Ave., New York City

AL SHAYNE Radio's Ambassador of Song FOX, WASHINGTON, D. C. WEEK OF OCT. 25 EVERY SUNDAY WOR-12:30 to 1 P.M., for ANSONIA SHOES Foot Fashions for Footlit Femmes

EASY ACES FOR ANACIN TUES.-WED.-THURS. 7 P.M. EST NBC-WJZ

ODETTE MYRTIL FOR BOURJOIS 'Evening in Paris' MONDAY EVENINGS 8:30 P.M. E.S.T. WJZ-NBO

ALEX HYDE musical director WHN new york

JOHNNY AUGUSTINE + His Music Featured on "MARTY-MAY-TIME" SATURDAYS 9:30-10 P.M. EST Coast-to-Coast Columbia Network

GRACIE BARRIE OPENING IN NEW "GEORGE WHITE'S SCANDALS" Solo Direction, HERMAN BERNIE, 1610 Broadway, New York

"LITTLE" JACKIE HELLER The Ole Maestro's Radio Sensation NBC NETWORKS Mon., Tues., Wed., Fri. and Sat. October 22 RKO PALACE ROCHESTER Direction HERMAN BERNIE, in association with NBC Artist Bureau

LEON BELASCO And His ORCHESTRA Now Appearing LOWMYER HOLEZ St. Paul, Minn. Opening Chez Paree, Chicago, Oct. 30

second year french casino new york carl hoff and his orchestra mbs-wab- sun, 11-11:30 p.m. mbs-wfr- Fri, 11-15-11:45 p.m.

THE VIRGINES Radio's Best All-Around Color Quartet MUTUAL NETWORK TUESDAY, 10:30 A.M. EST THURSDAY, 10:30 A.M. EST FRIDAY, 11:15 A.M. EST Management MARY L. SHANK

SPRINGFIELD, MASS. Studebaker Sales Corporation, series of 15-minute transcriptions, Through Roche, Williams and Cunningham. WMAS. Dodge Motor Cars, series of five-minute transcriptions. Through Ruthrauff and Ryan, Inc. WDAY. Iroized Yeast Company, series of weekly five-minute transcriptions. Through Ruthrauff and Ryan, Inc. WMAS. Rozy Custom Clothes, announcements, twice daily. Through Peck Advertising Agency. WMAS. Brer Rabbit (molasses), series of transcription announcements, daily. Through J. Walter Thompson Co. WMAS. Colgate-Palmolive-Pest Company (Kwik-Sav), series of transcriptions, three-weekly. Through Benton and Bowles, Inc. WMAS. Coppertone, series of announcements, one daily. Through Arthur Kuder, Inc. WMAS.

PITTSBURGH Hartz Mt. Prod., Inc., five minutes twice a week for 13 weeks. Placed by Ernest K. KDKA. Standard Oil of N. J., four five-minute spots daily, excepting Sunday, for 26 weeks. Placed by Marschalk and Pratt. KDKA. Gardner Mfg. Co., four-minute spots, twice weekly for 52 weeks. Placed by Warman and Hall. KDKA. Cadillac Motor Co., one-minute announcements, twice in eight days. Placed by McManus, John and Adams. KDKA. Home Supply Co., of Bradock, two quarter hour 'Man in Street' broadcasts weekly with Walt Framer. Placed direct. WWSW.

WHITE PLAINS, N. Y. Hans Hoffman School of Fine Arts (Instructor), New York, announcements. Placed by Associated Broadcast Advertising. WFAS. Alterino and Ingram Dance Studios, New York, announcements. Placed by Associated Broadcast Advertising. WFAS. Roslyn Hirsch (corsets), New York, announcements. Placed by Associated Broadcast Advertising. WFAS. Edward S. Treumann (piano instruction), New York, announcements. Placed by Associated Broadcast Advertising. WFAS. Marion L. Dunham (child tutoring), New York, announcements. Placed by Associated Broadcast Advertising. WFAS. Nepperhan Avenue Baptist Church, Yonkers, N. Y., renewal of one and one-quarter hours weekly on Sunday for 26 weeks, starting at 6:16 p.m. Placed direct. WFAS. William Goldberg (clothes), New York, sponsoring broadcast of five

minutes weekly for one year. Placed by Associated Broadcast Advertising. WFAS. Miss Hourigan's Residence School, New York, announcements days and nights. Placed by Associated Broadcast Advertising. WFAS. Samuel Frost (cigar furnishings), New York, announcements. Placed by Associated Broadcast Advertising. WFAS. Helmi-Halonen-O'Neil (body treatments), New York, announcements. Placed by Associated Broadcast Advertising. WFAS. Hickey, You'r Milliner, Inc., New York, announcements. Placed by Associated Broadcast Advertising. WFAS. Motor Associates, Inc. (auto), announcements. Direct. WFAS.

## Juvenile Listening Age Chart

Two separate quarterly analyses of fan mail made by the Erwin Wasey agency in connection with Hecker's Bobby Benson show on CBS disclosed that the peak listening age was 10 years for both boys and girls, and that 82% of the program following derived from those whose ages ranged between eight and 13 years. Impression that has been generally harbored in the advertising business is that the point of peak interest in juve programs comes at the age of nine years.

Hecker study was based on 5,285 letters picked from the returns that had accumulated during the first quarter following derived from those mail received during the second quarter, with the latter particularly selected exactly in proportion to the total number of returns from each station in the serial's hookup.

Following tabulation shows the percentages of boys and girls separately and the total percentage falling within each age classification, with the figures in column No. 1 representing the first quarterly analysis and column No. 2 the second analysis. From the close similarity between the two columns under each major classification came the deduction by those responsible for the analysis that the figures for any single age would not vary more than 2% or 2% if the entire 50,000 letters received during the six months were tabulated.

AGE	GIRLS		BOYS		TOTALS	
	Survey No. 1	Survey No. 2	Survey No. 1	Survey No. 2	Survey No. 1	Survey No. 2
Under 4 years	.5	.1	.1	.1	.1	.1
4 years	.1	.1	.1	.1	.1	.1
5 years	.5	.7	.6	.7	.6	.7
6 years	3.1	3.1	3.3	3.4	3.3	3.4
7 years	5.6	5.6	8.4	8.6	8.4	8.6
8 years	8.2	8.2	15.1	12.4	15.1	12.4
9 years	11.1	11.1	15.7	15.7	15.7	15.7
10 years	11.1	11.1	17.1	17.1	17.1	17.1
11 years	13.8	13.8	13.8	13.8	13.8	13.8
12 years	13.8	13.8	12.8	12.8	12.8	12.8
13 years	14	14	7.4	8.2	7.4	8.2
14 years	14	14	1.3	1.6	1.3	1.6
15 years	14	14	1.3	1.6	1.3	1.6
Over 15 years	.5	.4	.5	.4	.5	.4
	100.0	100.0	100.0	100.0	100.0	100.0

## Goof Market Not Yielding Coin Bearing Epistles as of Yore

Chicago, Oct. 22.

That the public is getting wise to most of the radio goafs and gimmicks is evidenced by the sharp let-down of other shows aimed at extracting the long green and hard silver from the unsuspecting listener. During the earlier years of radio the listener was entirely unsuspecting and was only too eager to enclose a two-bit piece to get his photograph enlarged or to try to win a car merely by interchanging the letters T-C-A to spell a word.

Now the listener suspects everything. Bitter experience, for the most part, has educated even the most dull-witted to the tricks of the gentle grifter and the mooches are as wise now to the con of the coy ether speller as they are to the three-card monte dealer at the country fair.

That this is so is indicated by the actual dollar sign on the books of the stations. During the boom mooch years the average annual expenditure for all these programs reached approximately \$1,500,000 to \$2,000,000, distributed primarily among the farmland transmitters. It is estimated that the season of 1935-1936 will see a drop from the \$1,100,000 mark to below \$200,000. And that will be spent on the very corniest of far-away stations, in the highway sections of the country where per-

haps the listeners are still full of faith.

### Geared for Gaff

Photograph enlargements, curials, magazine subscriptions, silver-plated cutlery, bargain counter perfume packages, personality courses, five miles on a gallon-of-gasoline gadgets, mailing list build-ups, and the dozens of angles to attract the unwary have fallen off badly and most of the outfits are complaining that radio is not paying out as handsomely as it formerly did. Stations which used to pile up 300, 400 and 500 letters a week for the goof, least most obvious of goafs now can't bring in a handful of coin envelopes. Explanation in many quarters is that the people have grown tired of writing. But that isn't the reason, according to the insiders. The true cause of the turn is that the listeners have grown tired of trying to get something for nothing.

In rare instances are the advertisers of these gimmicks taking the 15 and 30-minute programs they formerly did. They are down to one-minute announcements for the most part.

### Lorngnettes

So completely has the bottom fallen out of this field in the past few months that the stations are beginning to get uppy to these advertisers, since they are rapidly becoming inconsequential as a source of transmitter revenue. When the advertisers of the gimmick outfits were spending considerable coin on the ether the stations welcomed this biz.

## YALE'S 2 GAMES

Athletic Assn's Radio Policy—Explains Nave Game Omission

New Haven, Oct. 22. Clarifying the reported tumbling down on broadcasting of the Princeton-Yale game this year (1935-36), whole okaying airing of the Army and Harvard games, Yale's athletic Assn. head, H. F. Woodcock, stated that the Ell-Tiger battle will be microphoned as usual. Yale has nothing to do with the Harvard end. That game will be handled by Cambridge authorities. It will be broadcast from Soldiers Field. Previous statements had been made that Yale had objected to the Penn-Yale broadcast and had barred airing of last week's Yale-Navy game. Woodcock declared there was no objection to these games being sent out that it was merely a matter of policy, with Yale broadcasting only its two major home games each season. Both the Army and Princeton games will again be broadcast this year minus any sponsor.

## WNBX, Vermont Station, And WHIO Must Test

Springfield, Vt., Oct. 22. Federal Communications Commission has reconsidered and set aside the order of WNBX, Broadcast Corporation, dated Sept. 17, asking for a full time operation license on 1,000 watts.

Application was granted, but final decision calls for temporary license for period not to exceed 90 days. In the interim, WHIO, Darton, and WNBX must conduct full strength tests to determine with accuracy questions of interference; and stations must submit report to the FCC.

WNBX is negotiating with Yankee Network for commercials.

## WGY MAY HAVE RIVAL

13 Years in Schenectady Without Competitor

Schenectady, N. Y., Oct. 22. If the Federal Communications Commission okays the favorable recommendation by Examiner P. W. Seward on the application of Knox Broadcasting Company, Inc., for permission to erect 1,000-watt station in Schenectady, on a frequency of 1,240 kilocycles, WGY will face local opposition from interests which once were among its steadiest time purchasing patrons. James Knox, of Knox Gelatine Company, in Johnstown, N. Y., is behind Knox Broadcasting Co. Knox concern, for several years sponsored a program on WGY.

In his report on the application, Examiner Seward stated there was need of such a station as proposed, for local interest programs. The directional antenna to be used would obviate serious interference with other transmitters, he said.

WGY is a 50,000-watt, operating without 'opposition' in Schenectady for 13 years.

## Flash Gordon on WOR

Flash Gordon cartoon strip has been sold to Hill's Nose Drops by Hymie Brown for 15-minute programmers on WOR at 6:30 p.m. Mondays, Tuesdays, Wednesdays and Thursdays via electrical transcription. Flash Gordon originally made its transcription form by Langlois & Wentworth for Hearst's American Weekly magazine, but Brown obtained consent of King Features to use strip on assurance that L. & W.'s Flash Gordon continues in number of Hearst controlled stations as bally for American Weekly, mag.

## Inside Stuff—Radio

Furor over Ted Husing's supposedly disparaging remarks about Minnesota's football team, aired over CBS following the Nebraska-Minnesota game, has newspapers in Minnesota in a dither.

Minneapolis Journal, which has a working arrangement with KSTP (Twin Cities NBC affiliate), hopped all over Husing in a morning edition last week, censuring the sports speller for allegedly having said that the Gophers were a vastly overrated eleven. St. Paul Dispatch, co-owner with the Minneapolis Tribune of WTCN, chimed in with: 'Ted Husing, Columbia Broadcasting System's sports announcer, has a pet peeve against Minnesota because he cannot describe Gopher games from Memorial stadium. . . If Husing is barred from many more places, he will be of little use as a sports announcer.'

Contrasting the rage's militant attitude, Frank McCor Ick, University of Minnesota athletic director, declared: 'Husing has a right to his own opinion, just as has any sports writer who states his views. He may be right, at that. But at any rate, he's entitled to express his honest opinions.'

Gopher officials couldn't account for the Dispatch item, averring Husing is not barred from the Minnesota stadium and that the University has nothing whatsoever against him. Officials did claim, however, that the networks' (NBC and CBS) practice of reserving a booth while a team is on a winning streak, and then cancelling as soon as an eleven has a loss, does gripe 'em, especially since in many cases it's a lot of work to get the booth lined up in the beginning.

Husing has denied, in a telegram, that remarks after the Minnesota-Nebraska game attributed to him were correctly quoted. 'Whoever credited me with saying things derogatory to the Minnesota team must have been hit by Roscoe,' was Husing's comeback to the critics.

Special station reps' hopes of chalking up a socko football season for their clients have gone to pot. Lots of football on the Saturday p.m. spots all right, but it's not one of the nationally sponsored variety and the total sponsored time undoubtedly dips below last year's.

Reps say that during the summer a number of major national advertisers were figuring on buying football on a nationwide basis this fall, allotting the games to spot stations. Each to broadcast the tussle played in its vicinity. Hitch developed when the colleges submitted estimates of fees for broadcast rights.

Young & Rubicam has solved the dilemma of being opposition to itself by arranging to have the United Cigar-Whelan Drug Stores program on WOR, Newark, and WGN, Chicago, shifted from Tuesday, to Friday night.

As the WOR-WGN show was slotted when the agency took it over it ran parallel to the Lawrence Tibbett stanza for Packard on CBS.

Jesse H. Jones, chairman of the Reconstruction Finance Corporation, burned up the ether of the southwest Oct. 16 at San Antonio when in addressing a group of men he told a couple of stories, not knowing he was on the air. Jones didn't realize his years were being broadcast until he received a telegram from a friend in another city.

Death of Sidney Smith will not affect 'The Gumps' cartoon broadcasts which are handled by Roger White Productions. Large number of advance cartoon strips still available. Cartoons probably will be carried on in daily newspapers without change.

## Gastonia Licensed

Charlotte, N. C., Oct. 22.

J. B. Roberts has received permission from Federal Communications commission to erect a 100-watt station at Gastonia, N. C., for operation on unlimited time and frequency of 1420 kilocycles.

WROC was formerly at Gastonia but was brought here by Charlotte two years ago after being purchased by Earl Gluck and associates.

## Kirby Asks Change

Boston, Oct. 22.

Joseph M. Kirby, head of Boston's newest station, WCOF, Copley Plaza Hotel, has made application to the FCC for modification of license to change frequency from present 1120 kc to 1130 kc.

FCC has amended to change hours of operation from specified hours to limited until local sunset at KSL, Salt Lake City.

# Again!

# WREC

## THE VOICE OF MEMPHIS

# Stepped out Front

Giving UNITED PRESS Day and Night News Service to Radio Listeners of Memphis and the Mid-South, which began September 30. The First Comprehensive Radio News Service of the Mid-South! Again... WREC has stepped out front!

WREC "FIRSTS" IN MEMPHIS

- FIRST** Radio Station established in Tennessee,
- FIRST** to broadcast a complete day and night, full-time network program service. (COLUMBIA.)
- FIRST** and only Memphis station to discontinue the use of phonograph Records after 8:00 a.m. (Station policy for approximately five years.)
- FIRST** to establish high-quality Electrical Transcription program services. (WORD and STANDARD.)
- FIRST** to establish and sponsor a regular, daily Sports Revi
- FIRST** to present a regular Daily News Service.

AFFILIATED WITH  
COLUMBIA BROADCASTING SYSTEM  
600 KC 2500 WATTS

# WREC

The VOICE of Memphis - Hotel Peabody

**NEWS SPONSORSHIP AVAILABLE**

A few choice 5 and 15-minute News periods open for commercial sponsorship. Write—wire—or telephone for schedule of periods and rates.

## WANTED Radio Writers

For salaried positions with large broadcasting station. Exceptional opportunity for men of real ability. Give complete history, salary requirements and references in first letter.

BOX 12  
VARIETY, NEW YORK



# ASCAP's Foreign Income

While the share of the American Society of Composers, Authors & Publishers in the money collected by foreign performing rights organizations came to about \$500,000 for 1934, ASCAP's contribution to these same sources is \$165,496. They contributed 8.5% of the American Society's income for the year.

Distribution by country was as follows:

Society	Country	% of ASCAP Income	Amount
A.K.M.	Austria	4.9	\$14,456.49
F.R.S.	England	2.17	95,615.34
S.A.C.E.M.	France	4.57	40,861.43
S.T.A.G.M.A.	Germany	4.0	8,369.98
S.I.A.E.	Italy	.83	6,213.95
..... 8.16%			\$165,496.13

## Metro Paying \$400,000 for Leo Feist Catalog; Wants 100% Stock Control Of Music Firm, Robbins in Charge

Hollywood, Oct. 22. When and if the Metro-Robbins deal for the acquisition of Leo Feist, Inc., goes through this week, as it seems likely, it will give Metro-Goldwyn-Mayer one of the oldest and most valuable music publishing catalogs in the business for \$400,000, which is the consideration.

This is one of the times what Metro paid for 51% of Robbins Music Corp. some years ago, the consideration at that time being \$75,000. In two years, the Metro deal for Feist's musical publication rights to Robbins Music Corp. netted \$500,000 to the combine.

As with the Robbins deal, the Feist acquisition would give Jack Robbins the full business and professional control of the Feist music firm. That's a proviso in the Robbins-Metro deal, governing all future music pub acquisitions.

Robbins and Vocco.

Robbins, his general manager, Jack Bregman in New York, and Rocco Vocco, who is part of the new deal, would actively operate Feist's. Vocco was 25 years when Leo Feist, Inc., and his return to the firm, after an hiatus with Bobby Crawford, where he was v.p., and general manager of DeSiva, Brown & Henderson, Inc. (later known as Crawford Music Corp.), is set time-out from his affiliation with Leo Feist, Inc. Vocco would likewise be the g.m. of Feist's under the Metro aegis.

Feist's deal, according to studio advice, is predicated on the 100% acquisition of all outstanding stock. Since it was the practice of the late Leo Feist, publisher-founder of the firm, of leaving his name to his employees with blocks of 10, 20, 50 and 100 shares of stock, there have been several such units outstanding. Among them, according to the Coast reports, is 20 shares held by Solly Cohen, formerly asst. prof. mgr. of Feist, now no longer with the firm, but said to be affiliated with Forster's of Chicago as the New York representative. Fred Dempsey and Chester Cohn (Chi office), still Feist employees, are, of course, amenable to any Feist-Metro negotiations. Solly Cohen (no connection to Chester Cohn) is reported to have been one of the hold-outs for special valuation of his stock. Reported to have asked \$10,000 for his 30 shares.

**N. Y. Non-Committal**

Metro home office is non-committal on any Feist deal, beyond stating it has been looking into a number of music copyright acquisitions for future film value. Metrofiles express their interest in Tin Pan Alley as being chiefly in relation to musical and synchronization values, and not for any other purposes of investment or expansion.

David Bernstein usually supervises any such deals for Loew's, Inc.-Metro.

In recent weeks, Metro has been reported interested in Mills Music Inc., among other music pub properties. Some "word" has been given Mayer on the Coast although had a deal consummated whereby Bobby Crawford would come into the Metro studio in an executive financial production capacity, but that never jelled.

Jack Meskill, now over on the other side, has signed with Campbell-Connelly, British publishers, to do the score for a Gaumont-British musical.

### WAR ON CANNED MUSIC

Vienna Decides to Fight Recordings And 'Elevate' Masses

Vienna, Oct. 21. Staatsakademie for the Cultivation of Music has declared war on 'canned music.' Drive will encompass radio recordings along with the rest and also includes a thrust at church music.

Attitudes of the Akademie is that much of the music offered presently is of inferior quality and, although ostensibly aiming to educate the populace to full appreciation of masses, drive is directly aimed at that which deprives the living musician.

Akademie says that it is only interested in elevating the standards of present day music.

Assuming the role of pedagogue to the masses, the Akademie has instituted courses in 'living music.' Studies include familiarization of laymen with mechanisms of instruments, instruction in their respective uses and an outline of music history.

Group of publishers met in the office of John G. Payne, chairman of the Music Publishers Protective Association, yesterday (Tuesday) to devise ways and means of opposing the Duffy copyright measure, which is slated to come up in the House of Representatives next January.

The committee to direct the publishers' efforts against the bill will be left to Payne.

### PUBS MEET TO PLAN DUFFY BILL OPPOSISH

Measure, which seeks to revise the present copyright statute, has already passed the Senate. Among the provisions contained in the Duffy bill is one that would restrict the amount of damages that could be assessed against an infringer, and it upon this clause that the music industry will concentrate most of its fire.

### Jerry Arlen-Van Heusen Set to Write for WB

Syracuse, N. Y., Oct. 22. Jerry Arlen, brother of Harold Arlen, will follow the latter to Hollywood and with him will go Jimmy Van Heusen, a Syracuse songwriter. Warners, which has just handed Harold Arlen a contract, has also taken on the younger Arlen and his text.

Both Arlens are sons of the Rev. Samuel Arluk, Syracuse cantor. Van Heusen's agent as announcer at WSYR, later shifting to WPTZ, where a group did out a new song a week for a program.

### 'Ziegfeld's' Tunes

Hollywood Oct. 22. Four songs are being written at Metro by Walter Donaldson and Harold Adanson for 'The Great Ziegfeld.' Tunes will be for Ray Bolger, Ilda Gray, Ann Pennington and Leon Errol.

Virginia Gray, Charles Sherry, Sheila Browning, Edna Callaghan Vanita Yard and Mary Jane Halley are new showgirls handed contracts for picture.

# BURKAN GIVES SURPRISE ASSENT TO POSTPONEMENT OF GOV' MUSIC SUIT

## Jack Kapp Goes West On Decca Recordings

Jack Kapp left for the Coast over the weekend on business in connection with Decca recordings. He will not net talent while out there and also supervise some more Bing Crosby recordings.

New Decca recording artists, just added, are Louis Armstrong who has been off the disks for three and a half years. Last 'canned' for Okeh, Boswell Sisters and Al Donohue's orchestra from the Waldorf-Astoria (N. Y.) also added to the Decca roster. All latter three are managed by Rockwell-O'Keefe.

Kapp will be gone three weeks in Hollywood. Mrs. Kapp accepts.

Hollywood, Oct. 22. Jack Kapp, president of Decca Records, arrived from the east today (Tuesday) for two weeks to contact new talent.

New lineup for Coast plattering is being arranged by Joe Perry, personal rep. for Knapp here.

## SHILKRET TO RADIO PICTS AS MAESTRO

Hollywood, Oct. 22. Nat Shilkret is coming west for Radio studios to join the company's staff of musical directors composed of Max Steiner, Al Colombo and Roy Webb.

Deal for the Victor recording and NBC maestro was set last week with Shilkret slated to report at the studio as soon as he finishes present commitments in the east.

## Soc.'s 1st Semi-Ann

First semi-annual meeting of the American Society of Composers, Authors & Publishers will be held at the Astor Hotel, New York, Oct. 31. Luncheon will precede the reading of reports and general discussion.

Holding of two meetings a year instead of one for the membership was approved at the annual gathering last March.

## HENRY TOBIAS' CHORE

Henry H. Tobias of the songwriting Tobiasians leaves for the Coast the end of the week on a musical contract for Sol Lesser-Principal Pictures.

Not set who his collab will be.

# AFM's Licenses, Taking Effect Jan. 1, Already Being Sent Bookers, Agents

## WHITEMAN CONCERT AT CARNEGIE HALL IN FEB.

Paul Whiteman is planning another of his 'experiments' in modern American music with a concert in Carnegie Hall, N. Y., next February. The works are being readied for premiere performance at this concert.

Among them is the 'Sinfonietta' by 19-year-old David Diamond of Rochester, N. Y., who won the last Elfreda Whiteman scholarship which the maestro regularly endows in honor of his mother.

It's scored for 115 pieces and Whiteman may augment his orchestra into full symphony size to perform it at Carnegie. The lad is currently being patronized with a regular weekly income by Whiteman to further his musical studies, Robbins Music Corp. publishes.

## Cab's Expo \$10,000 Week

Hollywood, Oct. 22. Cab Calloway's work has been set for the final week of the San Diego Exposition, closing Nov. 11. Salary is reported at \$10,000.

## Judge Goddard Sets Trial for Jan. 7—MPFA Counsel Objects, Wants It Over With—New Worry for Broadcasters

### Polling ASCAP's

Board of directors of the American Society of Composers, Authors & Publishers holds its monthly meeting tomorrow (Thursday). Among topics slated for discussion is the latest postponement given the trial of the Government's anti-trust suit against the Society.

It is expected that the board will be asked to each member's willingness to grant the broadcasters another extension of their present contracts, which expire Dec. 31, 1935.

Several ASCAP directors were queried Monday (21) on the point, with varied reactions.

Some declared that they saw no logic in extending further courtesies to interests that were trying to destroy them through litigation, while others took the view that an extension could be granted without ill effects to the Society, since the terms of the new five-year agreement are the same as the contracts now in effect.

Postponement to Jan. 7, 1936, of trial of the Government's anti-trust action against the American Society of Composers, Authors & Publishers and the Music Publishers Protective Association has occasioned considerable surprise in both music and broadcasting circles. Particularly puzzling to music men was the readiness with which Nathan Burkan, ASCAP's chief counsel, agreed to putting the case off until next year. New trial date was set last week when opposing counsel met before Judge Henry W. Goddard in the New York Federal Court.

Opinion existing among a number of ASCAP directors is that regarding the advantages that may be hidden behind Burkan's tactics, the sooner the issue is tried and settled the quicker will the music business know where it stands and be able to return to normalcy. Similar sentiment was expressed by Francis Gilbert, counsel for MPFA, in addressing Judge Goddard. Gilbert declared that, though he did not want to appear to be in conflict with Burkan, it was his personal wish that the case be brought to trial as early as possible. He urged that attention be paid to encourage any view that would embarrass or complicate the big issues of the trial, but he did want full attention to the fact that his brush of the industry was under a cloud so long as the Government's litigation was pending.

## HYLTON'S BAND GOING HOME; LEADER REMAINS

Broadcast that Jack Hylton did as advance ballyhoo for his Standard Oil of Indiana series from the S.S. Formale Sunday night (19) involved his regular orchestra. Troupe, with the exception of Hylton, is slated after a 10-day stay to sail for England next Wednesday (30). Hylton leaves for Chicago today (Wednesday) to start his commercial series with a unit put together for him by Music Corp. of America. He will return to New York next week to see his gang off.

Hylton's band came over as ship's entertainers and the same arrangement will prevail for the return trip.

## DORSEY IN JERSEY

Tommy Dorsey, exiting from the French Casino, New York, opens at Frank Dulley's Meadowbrook, Cedar Grove, N. J., Nov. 1.

CBS to carry the music from this spot.

Back to Normal

Gilbert added that he thought the music industry needed a speedy termination of the litigation so that it could go ahead and do business in a normal way. Like Burkan, Gilbert advised the court that he would be glad in the meantime to work out with the Government's attorney on the case. Assistant Attorney General Max Ashbell, any possible simplification of the evidence through agreement on stipulations.

Postponement was put the broadcasters in a quandary. Only a small percentage of them have taken advantage of the new five-year agreement offered them by ASCAP, and the others having elected to await the outcome of the Government's litigation. The old contracts with the radio stations expire Dec. 31, 1935, and the broadcasters are now worried whether their Society will agree to another extension of their present agreements or compel them to take out new contracts. Situation created by the postponement will necessitate another meeting of the National Association of Broadcasters' directorate in New York within the next six weeks. NAB will meet in New York City, Nov. 17, but adjourned before the new trial date was set by Judge Goddard.

Appearance before Judge Goddard was in line with instructions he gave when the case was brought to a sudden halt after five days of trial last June. Attorneys involved were to appear before the judge shortly after the adjournment, report, and on how congested the court's calendar was with important Government cases and suggested that the ASCAP-MPFA trial be put off to Jan. 7. Though Burkan quickly consented to a postponement, the Government's counsel refrained from commenting on the date. Impression of the U. S. Department of Justice, that it would not be so very far from not too anxious to get the trial under way.

When the 'k later got around to stipulations, Burkan to the court that the stipulations which the Government had already submitted were unsatisfactory to the defense, but he would willingly sit down with Ashbell and work out an agreement. But Ashbell, he said, that the Government submitted would have to be based on recorded statements and that under no circumstances would he stipulate as to conclusions, opinions or theories.

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TOPPING AN AMAZING RECORD OF ACHIEVEMENTS!

HARRY  
**WARREN**

A L  
**DUBIN**



*Receive a Crowning Tribute*

**THE UNITED STATES NAVAL ACADEMY**

**Adopts as an Official Song**

*"Don't Give Up The Ship"*

*from*

**"SHIPMATES FOREVER"**

A Cosmopolitan Production

Released by First

*Other "Shipmates Forever" Hits by Warren & Dubin*

**"I'D RATHER LISTEN TO YOUR EYES" • "I'D LOVE TO TAKE ORDERS FROM YOU"**

*Our Congratulations*

**REMICK MUSIC CORP.**

# N. Y. Hotel Ass'n Puts Last Minute Crimp in Little's St. Moritz B'cast

Intercession of the New York Hotel Ass'n Association at the eleventh hour prevented the opening of Little Jack Little's slated series of broadcasts over CBS from the Hotel St. Moritz Friday night (18). Little's initial list of numbers had been arranged to the network and arrangements made for him to go on at 11 p.m. when the association's officials notified the St. Moritz management that the night's broadcast would be considered a violation of the latter's pledge to stick with the NYHMA on the \$3 broadcast fee issue.

Little expressed resentment at the late cancellation and two nights later (Sunday) he advised the St. Moritz management that either he got the CBS hookup which had been promised him when he signed the contract, or he would walk out of the job. What particularly nettled Little was the fact that the broadcast was called off after it had been publicized in the New York dailies.

Because of the St. Moritz action it is now doubtful whether Ralph Itz will go through with his intention to put Ted Fiorino on the air when the latter opens at the New Yorker Nov. 1. Itz had already contacted the networks about a wire from the Lexington hotel.

New York hotel men decided last winter to quit airing their bands after the musicians union ordered that the regulations which require the payment of \$3 a man per broadcast be enforced. The money so collected is turned over to Local 802's relief fund.

## Winnep's One and Only Floor Show; Local Acts

Winnep, Oct. 22.

A. G. King opened his new floor show at his 'Cave' Friday (18). Show, composed of local talent, is the first of its type to be presented in this city. Floor shows have been held at hotels and other spots around town before, but only as a Saturday or special occasion feature.

Acts are Cummy Reed, Strachan Sisters (6), Arla Spik and Mel Hamill's band.

## Music Notes

Sedano, dancer, last partnered with Mabelle Swer, host last at the Restaurant L'Amour cocktail dancers, N. Y., while another dance team, Maurice and Cordoba, performs regularly. Harry Rosenthal orchestra and Jose Rodriguez for the tangos will disperse the music.

Walter Donaldson and Harold Adamson writing two numbers for Metro's 'Kind Lady.'

ASCAP's new reps in New-Hampshire are Franklin Hollis, of De-mond, Woodworth, Sulloway, Piper & Jones of Concord, N. H.

Ned Washington doing the lyrics to Jerome and Kaper's music for Metro's 'Kind Lady.'

Frank Hall, Barr and Cross into Kenmore Hotel, Albany.

Ethel Ellis, Bill Vine, Bourbon and Bain now at the Brown Derby, Boston.

Louis Brees opened last week at the Hotel Weyl, New York. NBC did the booking.

Jan Rubini has been placed by the CBS Artists' Bureau in the Park Lane, New York.

## Miss Maddux Triples

Frances Maddux is out of the Rainbow Room, New York, for a week in order to open with D. A. Stone, Jr.'s new legit in Boston. There's Wisdom in Women? When show Broadway premieres Oct. 28 she will reopen at the Rockefeller Hotel. Songstress triples into the new nite club and radio that night.

During Miss Maddux's absence, the Pileons Sisters are substituting. Oliver Wakefield has been added as duetmaster and Renita, who is contracted until Nov. 3.

## House of Morgan Club A \$200,000 Proposition

House of Morgan, the new niterly starring Helen Morgan, opens Oct. 31. Room, bankrolled by Harry Kamen, a chain gas station owner, who prizes the entrepreneur, represents almost a \$200,000 investment. It's on 84th street and Madison avenue, N. Y.

Miss Morgan is now well over her illness. Josef Urban, associates decorating the room.

## ANDY KARZAS BANS PLUGGERS

Chicago, Oct. 22.

Andrew Karzas has climaxed his feud with local song pluggers by shutting them out altogether from his Orville Knapp and Aragon rooms. From now on if publishers' reps want to contact band leaders in the two spots they'll have to do it through the doorman.

In a letter advising the publishers of the move, Karzas declared that many of their reps call on the leaders and stay too long, disregarding the fact that the few hours the bandmen are in the ballrooms should be an all-out directing the orchestra and not talking business. If they wanted any music delivered to the leaders the contact men would hereafter, said the letter, have to leave it with the doorman.

Orville Knapp has been the objective of most of these calls. His band is at the Aragon.

## Nite Club Reviews

### HOTEL ROOSEVELT (NEW YORK)

The Roosevelt is setting a variety show pace which may pave the way for a vogue among popular hotels, that of a vaudeville type floor show without becoming too elaborately 'rejuvenated.' It seems to be working out at the Roosevelt although running a bit overboard and somewhat duplicating itself.

The music comes from two sets of vocalists, not counting Dorothy Crane, the chorus warbler with the 'Carmen' company and another from the two types of dancers, although in this latter instance the conflict is negligible. Gomez and Aragon are the ballroom favorites. George Tapp's pedal specialty is of the more eccentric school.

In the main, considering that it's a \$250 table d'hotel, and with the crack name band in Bernie Cummins for the prime hoofing appeal, it's a sturdy stuff for the customer. Gomez and Winona look better than ever. Gomez has trimmed his embonpoint. The corporation council has been in the hinterland hotel, but he's in the foreground, and properly timed for his metropolitan return. Already he's manifestly upped biz at the Roosevelt. Abel.

### GREEN ROOM (EDISON HOTEL, N. Y.)

A waltz in atmosphere and comfortable little room just off Times Square, the Green Room of the Edison history makes a bid for a crowd that likes something a little better than savdust floors and at the same time something that isn't too self-conscious. It's not an evening clothes. If either, the patron isn't out of place. While the connection is keen in the Broadway and corner, it's such elaborate show pieces as the French Casino, Paradise and Hollywood, the Green Room is not even against these places without any floor show. It's convenient for a nite, a drink or a dance or two and some intelli-

## 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 realistic standing, according to the appropriate records of combined plugs on W.E.A.F., WJZ and W.A.B.C.

- Check to Check**  
**You Are My Lucky Star**  
**Get a Feelin' You're Foolin'**  
**I'm in the Mood for Love**  
**Top Hat, White Tie, Tails**  
**From the Top of Your Head**  
**Without a Word of Warning**  
**Every Now and Then**  
**Four's a Crowd**  
**Treasure Island**  
**Truckin'**  
**I'm on a See-Saw**  
**Isn't This a Lovely Day**  
**I Never Dared on My Mind**  
**Red Sails in the Sunset**  
**Will Love Find a Way**  
**I Wished on the Moon**  
**Accent on Youth**  
**In the Dark**  
**No Strings**  
**I Wish I were Aladdi**  
**The Piccolino**  
**Rhythm and Romance**  
**Leave Me Bid Tears Goodbye**  
**Let's Swing It**

mate entertainment, cocktail hour or after theater.

Room is attractive, modernistic with a clever design for drop-in standees quarters. While it is part of the room itself, it is masked off partially from the tables and dance floor, not so seen in the way and vice versa.

Ben Ueberall, a Broadway vet, manages the room in addition to the Sammy Wilson orchestra brought in about a month ago. Ueberall's regular band is the Enston trio, Enstos and His Noblemen Trio, is a string and piano combination which entertains perpetually. Dignified rather than rowdy, the Enston threesome fits in well here. In addition, the floor entertainment includes Ruth Everett, singer, who is from the air and broadcasts for NBC-WJZ. She's a blues singer, and nice.

Wilson orchestra this summer was at the ritzy Shinnecock Hills country club near Southampton, L. I. A good dance combination for this type of room; not too polsy. Minimum \$1.

### ESTELLE TAYLOR IN N. Y.

Estelle Taylor will be featured in Mountain Top Inn, near the opening in Covington, Ky., opposite Cincinnati.

Miss Taylor will have Eddie Weber as accompanist. Weber recently resigned as manager of a cafe at Sheepshead Bay, N. Y. He was formerly pianist for John Fogarty.

### MILLS ON COAST

Hollywood, Oct. 22.

Planning in from the east to arrange picture deal for Cas' Calloway, Irving Mills sticks around for two weeks.

Calloway crew opens at Paramount downtown Thursday (24).

# Detroit Spots Declare Proposed A.M. Curfew Will Run Them If Passed

Detroit, Oct. 22.

Survival of local nite clubs, bars, cafes and hotel drinking spots rests on the outcome of a referendum on the new 1 a.m. state liquor curfew, slated for the Nov. 5 election. Mayor Frank Couzens and the City Council, backed by the State Liquor Commission.

But even the referendum is enshrouded in legal tangles and awaits a ruling by Election Commissioners. The corporation council already has ruled that the result would not be binding because the 30-day time limit for ballot additions at the regular election has expired. City officials, however, intend to print a separate ballot if necessary, and pin their hopes on Fitzgerald's declaration he would accept vote, regardless of its validity, and execute it. They want curfew if that's what voters desire! Otherwise, the 1 a.m. closing will go into effect Nov. 15 throughout the state.

Nite club operators picture their

# ASCAP Membership in Accord on Only One Re-Classification Angle

## Reich Instrument

### Exports' Marked Rise

Berlin, Oct. 13.

Official figures show a marked increase in export of musical instruments from Germany.

Ince January this year, more than 1,900 pianos and baby grands were shipped abroad.

Export of mouth organs jumped from 10,000,000 to over 12,000,000.

# FRENCH CASINO PLANS CIRCUIT

Louis F. Blumenthal and Jack Shapiro, operators of the French Casino, New York, are planning a chain of 11 bar cabaret-theatres in the key cities of the country, including a second spot in the metropolises.

Negotiations are currently under way by Blumenthal and Shapiro to lease the Manhattan Music Hall, 53d street and Broadway, N. Y., and the Majestic theatre, Chicago, as the first additions to the present French Casino in the circuit. The Manhattan, because of the changes made when Billy Rose and the Casino de Parez crowd tried a 1st floor venture there a couple of years ago, would only require a redecoration job, while the Majestic, Chicago, legit house, would need more extensive alterations for a theatre-cabaret policy.

Negotiations at present haven't spread any further than N. Y. and Chi., though it's intimated that Blumenthal and Shapiro will also seek sites in Baltimore and Los Angeles in the near future. Shows in the spot like the French Casino, will be Parisienne; along with a minimum-charge policy, instead of covers.

## Ramon, Dancer, Bkpt

Ramon Beach, of the ballroom team with Renita, last week took the bankruptcy oath in Federal Court, New York, claiming liabilities of \$1,841 and no assets.

Among the creditors listed on the schedule that was attached to the voluntary petition were Ben Cahill, \$250; Blaker Advertising Agency, \$202; Henry King, orchestra leader, \$500; Ralph Farnum, commissions, \$250, and Michael Picard, \$500.

## Publishers' faction of the board of directors of the American Society of Composers, Authors & Publishers is slated to meet today (Wednesday) to devise the principles upon which the system of royalty allocation will be

lishers and the writers hope to have their revised methods ready adoption Jan. 1.

So far slow progress has been made by the publishers in arriving at fundamental rules that will govern the new classification setup. Lou Diamond, Famous Music Corp. president, who presided as chairman when various publishers submitted suggestions last summer, has not yet turned in his report.

## Performances

Membership is in accord on angle, and that is the number of points obtained through performances should be the overwhelming factor in determining each one's share. Where difference of opinion enters is on the exact percentages that should be allotted for use, availability, seniority.

Older publishing firms favor making it a high percentage for membership seniority, while the newer firms prefer the percentage. Later would have it 10% for length of membership in the Society, 20% for availability of catalog and 70% for performance. It is also advocated that the seniority be stopped from going up after 21 years so as to allow for newer members to catch up. Change of class would automatically cause a drop in seniority ranking.

# PLUGGERS HAVE \$9,000 IN THE GOOD OL' SOCK

Professional Music Men, Inc., had its first meeting of the new season last week and reported a \$9,000 financial reserve. The songpluggers' organization, of which Moose Gumbert is president and Johnny White, Rocco Vocco and Joe Santly, v.p.'s, is planning another benefit show for next February, and a get-together breakfast sooner than that.

P.M.M.'s membership is at 240, among the New York, Chi. L. A. and Boston song contract men, although the reunion meeting at the Edison Hotel, N. Y., was marked by the absence of a number of the more representative professional men.

Harry Liefman is financial sec and Ben Bloom, treas.

## Lombardo at Arcadia

Philadelphia, Oct. 22.

Guy Lombardo comes to the Arcadia International Restaurant for a night of his Berlin Nov. 15. It will be his first Philly date since opening the same spot little more than year ago.

Ben Bernie, now playing the Arcadia, leaves Oct. 31. His four-week contract has a two-weeks' option, but the ol' maestro is not taking it up.

Lombardo's Standard Oil broadcast will be on the main floor, following precedent set by Bernie with Pabst show.

## ROBBINS CHATS

Do you like sure things?  
Then we recommend  
**"Roll Along Prair  
Moon"**

the hit song from the musical film, "The Bandwagon" Nov. 15, Band."  
Also has all the ingredients of a positive winner.  
Also the score of the "Broadway Melody of '35"  
"YOU ARE MY LUCKY STAR"  
"I'M IN THE MOOD FOR LOVE"  
"COOLIN'"  
"BRAND NEW AFFAIR"  
"ON A SUNDAY AFTERNOON"  
"SING BEFORE BREAKFAST"  
Don't overlook:  
"I'M IN THE MOOD FOR LOVE"  
"I'M IN THE MOOD FOR LOVE"  
"I'M IN THE MOOD FOR LOVE"

ROBBINS  
MUSIC CORPORATION  
109 SEVENTH AVENUE, NEW YORK

## Saenger Adopts Units in 29 Southern And N.W. Spots, with Cushman Booking

Lincoln, Oct. 22. Wilbur Cushman once went out this week to incorporate all of the Saenger houses in the South. Also, the Minnesota Amuse. Co. spots the Cushman tagged shows exclusively in the northwest.

Artie Gleason's 'Town Scandals' unit opens in the southern Saenger route in Shreveport, La., Nov. 1-3. Deal was set by E. V. Richards, who offices in New Orleans. J. Friedl, of Minneapolis, did the okaying for the northwest houses. Saenger is a Paramount partner.

Towns to come under the Saenger time, varying from two days to a

full week, are Baton Rouge, Alexandria, Texarkana, Monroe, Natchez, Vicksburg, Greenwood, Clarksdale, Greenville, Jackson, Hattiesburg, Meridian, Biloxi, Gulfport, Mobile, Pensacola, Lafayette, and Lake Charles. After closing on this time the units will open in Galveston and go through Texas.

Harry Clark's 'Ritz Carlton Blondes' unit starts the Friedl time in Austin, Minn., Nov. 3 with a two-day stand, and follows through all the way via Rochester, Mankato, Sioux Falls, Mitchell, Aberdeen, Jamestown, Minot, Grand Forks and Fargo.

Saenger additions give the Cushman Circuit about ten more weeks.

## Saranac Lake

By Chris Hagedorn

Fishing season closed Oct. 15 and now it's hunting time.

Frisco Devere reported doing great curing at home in Scaradale, N. Y.

Russ Kelly, burlesque comic, leaving Saranac for Boston, where his brother opened an insurance agency. Mrs. Betty Gordon, wife of Harry Gordon, left for New York after four months in the town.

Emily Kennedy drove into town from Maine to visit Alice Carman. Tom Temple back at Lodge after first stage of the thoracoplasty operations and doing splendidly.

Leonard Grotte, manager of Loew's Prospect, Flushing, spent his second day of vacation pulling out several large rock bass in front of 'Mother' Morris' Camp Intermission.

Jackie Roberts, former patient at San, went and did it last week; she was married to one of the musicians in the Saranac hotel band and is now Mrs. Ted Cook.

Mary Louden, wife of John Louden, one of our gang here, was called to bedside of her mother, who is dangerously ill.

Gladys Palmer had a surprise visit from her brother, Earle.

Harry Livingston, Bill Mulligan and Harry Camus, one-half of the electrical crew of the Capitol theatre, N. Y., arrived this afternoon to see their pal, Bobby Merrick, who just battled off a slight setback.

Write to those you know in Saranac.

## 15 YEARS AGO

from VARIETY and Clipper

Considerable space given the report that D. W. Griffith had bought the screen rights to 'Ben Hur' for \$1,500,000 and would feature Douglas Fairbanks in the title role. It actually was sold to Sam Goldwyn and passed to Metro when they consolidated.

Jewish exhibitors were refusing to run Henry Ford's weekly because of his anti-Semitic slant in his Dearborn Independent. A weekly two-reel industrial offered theatres at a merely nominal price. Only advertising was the name.

Marcus Loew planning a western trip to straighten out the political rows in the western studio.

Indie exhib were suing Finkelstein & Ruben in Minneapolis because the latter had cornered all the film.

Cecil De Mille was trying to recover from Pat Casey and the Protective Amusement Co. the rights to 13 of his father's plays which had been bought by Biograph on Casey's contract. Lease still had a year to run.

Shortage of proper paper for press books was anguishing producers. They could get better or cheaper paper, but not the standard quality, known as No. 60.

U. S. Supreme court declared picketing by film unions illegal. Refused to review a Missouri case on appeal.

Max Reinhardt's signature by Met opens to two productions. One was

to be 'The Miracle.' 'test made the production at the Century.

Palais Royal cabaret contracted Paul Whiteman for two years at \$2,500 weekly.

Producers claimed severity of Equity laws had thrown thousands of actors out of work. Partly due to poor road conditions.

Lew Dockstader and Gus Hill discussing a permanent home of minstrelsy in Times Sq. Nothing ever came of it. Ten years too late.

American Society of Composers, Authors and Publishers said to be collecting \$10,000 a month in royalties. Music men calling for a split of the \$175,000 already accumulated.

Caruso had just completed an 11 concert tour. Grossed \$250,000.

Fortune Gallo's San Carlo op. just closed a four weeks' stay at the Manhattan opera house. Gross was \$135,000. Jet black. But in Phila

the Italian Lyric Federation curled in the middle of a performance. No salaries.

Keith's Boston theatre bounced the box office men. Replaced them with women as less apt to sell out to speculators.

Gus Edwards mislaid his backer and had to pull his revue out of rehearsal.

## 50 YEARS AGO

from Clipper

Out in Chicago Nat Goodwin was elected to present Pop Anson, captain of the Chicago ball team which had just won the championship, with a silver baseball. Done at the theatre and it packed the house.

Harry Danforth, actor, was pinched in New Orleans on complaint of a Mrs. Loane. She charged his dog was vicious. His manager obtained his parole because he was needed in the show, but he told Mrs.

(Continued on page 50)

## THE BENNY RUBIN SHOW

### EQUALED

### ALL EXISTING RECORDS

OF

LOEW'S STATE, NEW YORK

DURING

### Week of October 11th

MANAGEMENT  
WILLIAM MORRIS OFFICE

## Just Closed at RADIO CITY NEW YORK

### MISS

# PEGGY TAYLOR

### WHO MADE

## "KITCHEN PIRATES"

### FAMOUS

Sailed to Open, November 4, for  
a Return Engagement in London

Booked Indefinitely for European Engagements

Now Under Personal Representation of

## FERD SIMON

RKO BUILDING • NEW YORK

## THE VIRTUOSO OF THE HARMONICA

# LARRY ADLER

Left for London, Nov. 6, 1934, on 8 weeks' contract for C. B. Cochran's 'Streamline Revue.'

And now, nearly a year later IS STILL THERE.

After TOPLINING in England's best music halls and night clubs, making 7 best-selling records for Columbia, doing a transatlantic broadcast for B.B.C., went to PARIS for opening program of ALHAMBRA and WAS BILL'S SOLE HOLDOVER FOR TWO EXTRA WEEKS.

Now back to London for a series of repeat dates and a new recording contract for Rex.

Returning to Alhambra, Paris, in January, 1936.

MANAGEMENT: NAT KALCHEIM, WILLIAM MORRIS OFFICE.

## What Critics Said About Paris Appearance

"PARIS MI

"A great artist—that's all we need to say."

"LE TEMPS"

"An entire orchestra in himself. Everyone should hear Ravel's 'Bolero' sneak out of his mouth organ over the entire auditorium and take possession of it."

"PATRIE HUMAINE"

"The public is right. This man is remarkable.

"L'OEUVRE"

"Shows rare skill. The way he plays Ravel's"

"PARIS SOIR"

"Aroused frantic enthusiasm by transforming a tiny harmonica into an entire orchestra."

"INDEPENDANCE BELGE" (Brussels)

"Stupefying sense of rhythm. Plays 'Bolero' with such mastery that it is doubtful whether a symphony orchestra could do as well."

"FIGARO"

"Organs, trumpets, violins, flutes and guitars seem to be hidden in his tiny instrument. Ravel's 'Bolero' played in this way becomes an extraordinary thing."

# Sally Quotes Bible in Fighting Prov. Censorship, but Is Cancelled Anyhow

Providence, Oct. 22. Providence censorship cracked down last week on Selly Rand. Sally has found out that there is no recourse when the censors snap the whip in Providence. Her scheduled appearance at the RKO Liberty theatre this week was cancelled; the clergy made the thrust. Sally can't ever appear in Providence even if she came on the stage wrapped in the back drop.

The tableau of Sally Rand vs. the censors was not without its dramatic moments. The fan dancer put up a terrific fight to win the right to appear here, and even made a personal call last week on the Rev. Thomas J. McKilloch, rector of the Sts. Peter and Paul Cathedral, in whose parish the Albee is located, and appealed to his fairness.

'But,' said Sally, 'he was adamant. He was cruel and most unreasonable. He seems to have forgotten that more than 1,000 years ago Christ raised his voice against the stoning of a woman from a city, and said: 'Let him who is without sin among you cast the first stone.'

I showed him letters from the police commissioner in Portland, where my show had been investigated at the highest of the Albee Catholic church. I showed him a letter from a Catholic priest in New York after members of his young ladies' auxiliary had seen the show under the name of the Albee and had reported to him. That priest gave his unqualified approval to the show.'

These testimonials had no effect on Rev. McKilloch. He told Sally that he could not permit her appearance in Providence, 'since your performance would cause sins of thought on the part of members of my flock.'

Sally was all set to take the issue to court, but the right of appeal against the board's ruling rested with the Albee theatre, and the theatre obtained its permit to operate from week to week, the management thought it best to drop the affair, rather than create a row with the clergy and the police.

# Shows Back in B'klyn Downtown Houses, but They're Just Amateurs

Amateurs have been added as extra ammunition in the stiff double-figure competition among the downtown Brooklyn houses. Fox, RKO-Albee and Loew's Metropolitan. All three are now exploiting simon-pures on the stage along with the duds on the screen, the Met and Albee at 40c top and the Fox at 25c.

While the Fox has been playing the Tyrone Monday nights for some time, with WPA broadcasting from the stage, the Met on Monday (21) entered the field also on Monday nights with a WHN wire and Jay C. Filppen as m.c. Filppen is handling out prizes and a WHN commercial job to the winners.

Albee this week is playing a 10-act amateur show nightly, the type having come out of the various RKO theatres in New York staging 'new talent' contests and getting salaries for the Albee date. Next Wednesday (30), the Albee reverts to the weekly amateur contest unaffiliated with a radio station.

# Hiltons Get Mex. Route

Hilton Sisters open week of Oct. 25 at the Ito's theatre, 300 E. 12th St. They will do eight weeks in the City, leaving provinces before returning to Mexico City for a return date. Act is getting salary in U. S. dough, unusual for acts down there, where peso pay-off prevails.

Martin Wagner of the William Morris office in New York set the deal for the Sia ex-Twins.

# PATTI MOORE ON MEND

Sammy Lewis and Patti Moore have returned to Europe for some foreign engagements.

Miss Moore's back condition due to old fracture from a stage fall is on the mend.

# Loew's Syracuse Vaude To Combat RKO Pool

Syracuse, Oct. 22. Loew circuit is moving in new scenery at the State, indicating an early return of vaude to combat the intensified RKO-Schline pool opposition. Meanwhile, the pool will make the first test of stage shows, Keith's bringing in one of Major Bowes' amateur units on Nov. 1. Same house has Jack Dempsey dated for a one-day engagement early in the month. Loew's will have the El-Wyn show on the stage for 'Spook Night' on Nov. 10 and is also considering Boake Carter for a one-day appearance.

# CLORE CALLED OPPOSISH BY G-B

Charles Clore has been declared 'opposish' by Gaumont-British in London. Clore operates two vaudeville theatres, Picaresque and Prince Edward, there, with Alfred Esdaile.

American agents understand that if booking with 'Clore' for his two weeks, they can't sell acts for G-B's 20 weeks.

# HUGHIE CLARK FOUND DEAD ON FREIGHTER

Hughie Clark, 42, standard vaudeville single, was found dead Sunday (20) aboard a boat docked off Brooklyn, N. Y. Examination indicated he died of heart failure while sleeping.

Clark went aboard the boat, a commercial freighter, Saturday night to attend a party on an invite from the captain, a friend. He fell asleep and was left on the boat. Members of the crew found him dead in the cabin the following morning.

Clark was a singer and ukulele player besides a comedian. He was one of the early picture house m.c.'s in the presentation shows of the 1920's. Clark spent most of his career in vaudeville and appeared in one legit musical, 'You Said It'. He was not married.

# Pitt. Stanley's Repeaters

Pittsburgh, Oct. 22. Couple more quick stage repeaters for Stanley. Benny Davis, who played WB deluxer about four months ago, is back this week and Ina Ray Hutton's femme band, last here just a short time before Davis, returns for week of Nov. 1. Davis is a Major Bowes' amateur unit. First of latter was here late in August and another of them had been booked for week starting Friday (25). Although entirely different shows, there's a bit of public confusion already.

# Acro Recovering

Reading, Pa., Oct. 22. Louis Bessling, acrobat, who 'cracked up' on the Palace, New York, stage Aug. 27, is slowly recovering and is able to walk with the aid of a cane. He expects to rejoin the Four Castles Terrors in the late winter or spring. The troupe will go to Europe next year.

# RKO BOOKS 'PARADE'

Max Halperin's 'Hit Parade' unit, nee 'Going Places', has been booked for the RKO midwest time by the Simon Agency. Show features Nina Oliveite. Troupe will open Friday (25) at Indianapolis. Then follows into Cleveland and Cincinnati.

# WB PAYING AIR TEAM'S WIRE CHARGES FOR P. A.

Pittsburgh, Oct. 22. With WB agreeing to pay wire charges for their broadcasts, air team of Melasius' January come into Stanley week Nov. 8 to head-line all-star radio show. Boys last played here year ago at Alvin, but only five days, returning to New York to enter RKO pool.

# Bowes Unit for Auto Shows at \$7,500 on Coast

West coast automobile shows, which last year played name talent at fancy salaries, this year will use a Major Bowes' amateur unit (No. 7) at \$7,500. Shows in progression in New York currently and will play a couple of dates on the way west before opening at the San Francisco auto display Nov. 2.

No. 7 Bowes unit will play the same towns as the auto show unit, but in theatres. Auto shows set the bookings for the new unit with Ruby Cowan of the NBC artist bureau, despite the competitive angle. Ten amateur acts, sans orchestra, will play the auto shows, going from Frisco to the Portland and Seattle displays. Following the latter, it will be routed north into Canadian theatres and then back down to the Coast, also in theatres.

While the booking of orchestras with the Bowes' amateurs will probably boost the unit to around \$15,000, the Coast auto shows aren't expected to spend quite as much as they did last year for talent. The '34 shows signed Maurice Chevalier at a reported \$25,000; Earl Whitman's ork for \$20,000, and Grace Moore for around \$15,000.

New York's auto show at the Grand Central Palace starting Nov. 2 does not garnish the cars with entertainment.

# Cohen's Toe Infected, Cancels Eastern Dates

Sammy Cohen, film and vaude comic, is confined to the Michael Reese hospital, Chicago, with an infected foot. Mrs. Cohen (Doris Roche) is with him.

Cohen's dates in Schenectady and Albany for the current week were cancelled, and it's likely that he'll also have to cancel in New York State, New York, opening Friday (25).

# American Adagio Act Asks Secy. of Labor to Ban French Counterpart Here

The 'copy act' question is up again, this time an American act referring to an alleged French counterpart, which is scheduled for appearance in the U. S. Complaint was filed last week by Lowe, Burnoff and Wensley, American comedy adagiolists, against a French trio known as Sonia, Gansser and Andre, with Francis J. Fox as secretary of labor, in Washington, through their attorney, I. Robert Broder. Actually, the complaint is based on a review of the Alhambra, Paris, show in last week's (Oct. 15) VARIETY. Description of the act, according to the American trio, tallies with their own routine, with the review also stating the French trio starts an American engagement next month.

Broder's letter stressed the fact that Lowe, Burnoff and Wensley have been turned down for European engagements by foreign booking agencies on the premise that there are so many similar acts abroad. Letter to Mrs. Perkins, in part, follows:

'My clients have recently sought engagements abroad and have been informed by foreign booking agencies that it would be impossible for them to procure engagements

# Vaude Boom Spreads in Paris Causing Talent Shortage; Mgrs. Now Hunting U. S. Acts Direct

# 'Bring on Dames' Unit Sets Midwest Time

Milwaukee, Oct. 22. 'Bring on the Dames' breaking in currently at Eddie Welsfeld's-Riverside and then is routed into November through Wisconsin time, including Asher Levy's Orpheum in Madison, and then into the Public-Great States time opening in Rockford. Cast of the show includes Muriel Page, Harry Havoy, Lawrence Blake, Pickard and Seal, the Somer Salts, Pete the Penguin, Beverly Rich, Lee Harrison, and a line of 18 girls.

# CHESTERFIELD'S MOSQUE, NEW K, VAUDEFILM

Henry (NVA) Chesterfield will venture into the managerial end next month. He has leased the Mosque theatre in Newark and will open it Nov. 29 with vaudefilm. Policy will be seven acts with films on two splits weekly, with no booking set as yet.

Associated with Chesterfield in the deal is John McCurdy, vet theatre and film man. They've taken the house from the Prudential Insurance Co. on a five-year lease. Mosque is a former Warner house and mostly dark of late.

Chesterfield is still running the NVA Club at 46th street and Eighth avenue, New York. He recently collected \$50,000 on an outstanding mortgage on the NVA sanatorium at Saratoga Lake.

# Geo. Price Sails

George Price, quoniam actor and Wall street broker, sails Friday (25) on his first London bookings for two weeks at Clore-Esdaile's Piccadilly. Contract is for a fortnight only but may be extended.

Price's brokerage business continues. The comedian hasn't retired professionally, planning, if anything, to further extend his stage activities this season. Walter Batchelor booked.

Paris, Oct. 13. Shortage of acts, first felt in London on success of the winter season, has spread to Paris because of the vaudeville boom here, and local theatre managers have started writing and cabling direct to America for talent.

Hitherto London has been the feeder for American vaudeville acts coming to Paris, but it looks as if this regime is over, at least temporarily. Direct booking is what local showmen want now. They are not only ducking the London agencies, if possible, but trying to get out of using Paris bookers, if they can get away with it.

Hitherto almost all bookings came from across the Channel, both because England is near and it is easier to know what the act is like, and because things were organized that way. Now American acts are becoming better known, personally, to managers here, and one act which has clicked often recommends pals for direct bookings.

Vaude boom here is holding out, and report is now circulating that the Empire, last year a vaudefilm spot and now dark because of the Pathe-Natan discomfiture, will be reopened for straight vaude.

Six Act Houses. If this comes about there will be three straight vaude houses in central locations where general trade can be expected: the Alhambra, Empire and A.B.C., and three front-line houses, Bobino, European and Money. Acts are also required by the Gaumont-Palace, Rex, Paramount and Olympia, which have vaudefilm or stage show policies and see the 'Cirque d'Hiver and Cirque Medrano. Also there are the miteries, and the revues: Folies Bergere, Casino de Paris, Alcazar, Concert Mayol.

Local talent is woefully insufficient and lots of American numbers are required. In addition to the vaude boom, strip revues such as Alcazar and Mayol are having a revival, and they also use Yank numbers.

Second fortnightly bill at the Alhambra here, reopened this season for big time international vaudeville, ends after having given Robitchek and Bizos a series of refugee managers, definite proof that Paris can take it. House (2,600) has not been far from capacity business for four straight weeks.

High paid American numbers, as well as French topnotchers, have been responsible for the house's click, and Robitchek and Bizos intend to go right on booking them, burning the cable to get them over here. But the old line spots, such as the Medrano, want them too, and are looking for them direct.

# Krivit Unit's Actors In Whistling Bit For Richmond Payoff

Cast of the 'Palais Royal Revue,' Harry Krivit's unit, were left whistling for the major portions of their salaries after the windup date at the National, Richmond, Va., Sept. 20. No official complaints have been filed by any of the acts so far, with the acts giving Krivit the go-ahead, through with his promise to make good the balances due.

Unit contained around 30 people, including the Bonu Brummels, Worth, Wyle and Howe, and Jack and June Blair. It had been on tour for several months. Krivit was in port out-of-town, bases the partial-payoff on the low take of the unit in its last two weeks, both on percentage. In its prior week in Norfolk, the show got \$1,600 as its share of the receipts; in Richmond it received \$1,215. Acts were brought back to New York by bus.

## NEW ACTS

## PATRICIA BOWMAN (3)

Dancing  
10 Mins.; Full  
State, N. Y.  
Patricia Bowman is strange to vaudeville, although she played a week at the Palace a couple of years ago, but her picture houses and legit revue background make her a name and her dancing takes care of the rest.  
They don't see expert toe work very often in the variety houses nowadays and Miss Bowman's efforts should prove a novelty and a treat. Besides which the audiences will be getting an advance look at a girl who stands to rate some day as the No. 1 ballarina of this country.

Act is not pretentious, with the stage simply dressed and the company confined to a femme piano team and the dancer. Miss Bowman's two numbers are separated by a piano offering. The dances are both on toe, the first strictly classical and the second a graceful eccentric.

## LEW AND EVELYN REVUE (5)

Dancing  
11 Mins.; Three and One  
Grand Opera House, N. Y.  
New act is stamped all over this troupe, but the work is excellent in all but the finale, which is slow for a flash. If hyped in this section act can't fall.

Femme team accompanied by Lew at the pianoforte appear in a slow, soft tap attired in black satin fashioned after male evening dress. Cane twirling and ciggie lighting in action, too. Girls' exit leaves room for another girl, followed by Lew in his stumbling drunk contortions. First pair reappear in extremely long frocks for more tapology on one stage.

Highlight is interpolation of a "black art" adagio bit. Toss team in luminous costumes against a black background assisted by invisible Lew for pseudo-magic of suspension of girl in midair. Faces are obliterated also. After going through routine pair unmask, lights go on and, hanging from neck of her partner, the girl is swung for half a second. The needle could be used here to advantage.  
Novel costuming and good production.

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## MOROSCO AND LAVAN (3)

Comedy, Dancing  
11 Mins.; (One)  
Grand Opera House, N. Y.  
A head in nurse's garb announced that this team was not funny and she was not kidding. Dialog is from shudders. Dancing fails to get team off with a little flurry.

One partner makes stage appearance to be drowned out by the other (purposefully) while he attempts a joke. Other half stooges from box. In answer to query on why he was present, he says he came in to suffer.  
Stooge descends from box and mounts stage on roller skates. Here is where act makes up for poor start. Pair tap, one soft shoe, the other retaining his wheels. Pratt falls in a la Willie Mahoney get nice laughs. If they could create something a little more novel for their entry the bad impression might be reversed.

## THREE WIERE BROS.

Dancing  
10 Mins.; Two  
State, N. Y.  
Imports turn comprising three youthful-looking boys with some fresh ideas in the knockabout line. They're good dancers, capable tumblers and their versatility extends to a neat threesome on the fiddle.

Act moves quickly with business switching from one interesting bit to another. Material is distinctly foreign, and some of it, particularly the mugging, won't go over here, but the boys should find out what fits and what doesn't as they go along. Their eccentric dancing in studied union is okay for any audience.

While they don't do much of it, their harmony singing is terrible and they could easily dispense with it. *Eigs.*

## Radio Lenses Jans

Harry Jans of the former standard team of Jans and Whalen, was screen tested by Radio in New York last week.

If he lands he'll go west as a juve.

## COLLEGIANS, BEAVERS EAST

Los Angeles, Oct. 22.  
California Collegians open eastern vaude tour at the Fox, Philadelphia, Nov. 2, booked by M. D. (Doc) Howe of Fanchon & Marco.  
Latter also spotted Louise Beavers, from pictures, currently at the Michigan, Detroit, with other eastern dates to follow.

## Unit Reviews

Broadway Bandwagon  
(ORPHEUM, LINCOLN)

A compact little show this, especially since clipped of about 15 minutes. Result is that Harper Rolman, heavily billed comic, hardly ever leaves his drum in the band, and is chopped off any stellar role he might have had previously. No girl lines with their usual folderol, but it's heavy on novelty and that's what this audience likes. But females are seen in plenty, there being seven in the acts. Band led by Les Rolman, was augmented here with the house standby and built up to double its normal size of eight.

Novelty opening is provided by Helet Beck's trio, two girls and a gent. It's a band balancing, strong arm, perch mixture and ideal for the spotting. Next are the Richardson Twins, pair of sweet looking kids. They're used on the breaks all through the show. This number is to the tune of "Lady in Red" which is carried out in costume for a swell effect. The duo comes back later in a military tap and the last time dots, and they're out.

Zander, whose bag of tricks is as old as his tuxedo which has a split tail, comes out of the maze of silk from the hat and gold fish from the outside into it after having shown it securely locked. Annette Artie, who has an acro-violin combo, which is expertly done, follows. Her music is good, and the counting, too.

Renard and West, for the comedy relief, and a couple of gags by Harper Rolman fill their tough assignment in good shape. The closing comedy at the expense of radio gets across okay. Girl in the act looks good and sings pretty well.

Rich Barnsdale, dressed like a Cosack, is up for the finish with his slack wire stuff. He not only works it slack, but rides a motorcycle, bicycle, and stands kneedeep in a barrel while sliding the wire.

Times when caught was 45 minutes, and its supposed to go nearly an hour. It's the No. 1 show owned by Rolman's Alabamians, there being a second following. Both were built for the Wilbur Cushman circuit, and heading north into the newly opening Minnesota time. Hence to Canada. Where novelty shows go, and most of this unpolished route of two bit houses eats 'em up, this layout will have no trouble. *Barney.*

## MELODY LANE REVUE

(Morton Downey)  
(PALACE, AKRON)

Akron, Oct. 19.  
Morton Downey heads his own company in a revue tagged "Melody Lane" and has surrounded himself with enough comedy and dance to properly enhance his singing of ballads. His reception was enthusiastic. Supporting Downey, who sings and sells the songs so well that he clicks throughout the almost hour's length of the entertainment, are players able to entertain in their own departments. Jack Pepper is emceeing the show and successful, assisted in most of the comedy by Sammy Cantor.

Perry Howard, a mis of slight stature, but a developed sense of broad comedy, sings frequent laughter. Frances Willis is a "control" dancer of considerable ability and scores heavily. Show stopping mimicry is offered by Harry Foster Welch the "one man band".  
The 10 Rhythmettes are a pleasing stage band and in addition to offering several specialties provide the musical background for the unit. *MacK.*

## 50 YEARS AGO

(Continued from page 48)

Loane his dog was better known in the business than her actress daughter. Back to the hoosegove.

Western Penitentiary, near Pittsburgh, first penal institution to encourage love of music. One-hour each evening allowed, and about 300 inmates played at once, but not the same tune.

Horse ridden by Gen. Grant at Vicksburg sold to a circus for \$11. Had been condemned by the government.

N. Y. Aquarium was playing along the Illinois Central R. R. Exhibited alligators, turtles and the like, stayed in the car and people came aboard to see. Carried a 10-piece band for rally.

N. Y. Elks and Actors' Fund had heads together discussing erection of a building for their joint use. Decided not to.

Daly Co. opened its seventh season with Piner's "The Magistrate". Piner's first sold hit on this side. Cast included Ada Behan, John Drew, Otis Skinner, James Lewis, Fred Bond and Edith Kingdon.

Fay Templeton went into the Rice revival of "Evangelina", playing principal boy. There with the legs in those days.

Touring managers were just discovering hotel du-bills. So new Clipper couldn't quite get the idea.

Margaret Mather, described by Clipper as "unknown", did nicely at the Union Sq. in "Romeo and Juliet". Long a star.

Panorama building, later known as Lenox Lyceum, had ousted "Surrender of Yorktown" in favor of a Monitor and Merrimack spectacle. Most every large place has its cyclorama building.

Mary Anderson made her American reappearance (after two years

in England) at the Star. Johnston Forbes-Robinson was her leading man in "As You Like It." Still a cold actor, though a very beautiful one.

Janisch, Austrian star, was still playing around. But she finally gave up and went home.

Zeffis Tiblury over with Mary Anderson. She was the only child of Lydia Thompson, whose British Blondes started the female minstrel craze over here.

## Quick Flops

(Continued from page 1)

score within the past four years. Shows no longer available for shows have changed policy definitely—exploitation and grind pictures, stock burlesque and dime show and dance acts. Two of the latter are dark and must be reconcoined before legit attractions can be accepted.

Show-night-club gap passed out quickly and only the Casino remains in that class. It was formerly the Earl Carroll. Plans to convert the Winter Garden into a similar enterprise have apparently been dropped. There are 26 attractions current, including six premieres carded this week. Figuring on further new show withdrawals there seems to be a safe margin of available theatres for the new shows now being readied.

## L. A. ORPH'S VAUDEVILLE

Los Angeles, Oct. 22.  
Count Berni Vici's "French Follies" unit goes into the Orpheum here week of Nov. 6.  
Show is managed by Harry Rogers.

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# Ticket Buys Set for Only Three Broadway Shows, All Musicals

Managements of three of the new season's productions have entered into ticket buys with the Broadway agencies. Trio is comprised of musicals—'At Abroad,' 'Winter Garden,' 'Jubilee,' and 'Porgy and Bess,' which has a moderate buy at the \$10. Significant none of the straight plays to have been considered for 'buy-out' deals by the brokers.

Agency men have been feeling their way in the matter of making buys, which has resumed in New York after several seasons. Buys were way down when the legit code was framed and that document ruled out such deals, one of the code rules that was adhered to.

From the difference of opinion expressed by agency men who journeyed out of town to see the major musicals, indications are that the brokers are out of practice in their treatment of such deals. Instead of advance buys, the brokers are now prone to await the press and first night reaction in New York before buying.

'Buy on Abroad' started Monday (21) Show, which was the season's first click, started strong and has approximated capacity right along. It has seemed for a while the argument that it was not necessary to hit the Hubert, Shubert, formerly adamant in the matter of brokers making buys on moderate shows in order to get tickets for the stand-outs, decided to have the agencies hit 'Abroad' on a buy basis because of other similar deals.

'Buy, as applied to 'Porgy,' is not the same as for the others. Brokers are purchasing what locations they can without the privilege of making any returns to the box office. After the subscription period (Theatre Guild) is over, a buy along regulation lines may be entered into.

Same applies to 'The Teming of the Shrew,' which is selling out at the Guild, with subscription aid. It's the only straight show among the newcomers evidencing that much strength.

## Current Road Shows

Week Oct. 21

- 'Ah, Wilderness,' Erlanger, Philadelphia.
- American Ballet, State, Harrisburg, Pa., 21; Temple, Scranton, 22; Strand, Ithaca, N. Y., 23; Binghamton, Binghamton, 24; Syracuse, 25; Erie, Erie, Pa., 26.
- 'Anything Goes,' Geary, San Francisco.
- 'Awake and Sing,' road, Philadelphia.
- 'Blossom Time,' Pittsburgh.
- 'Constant Wife' (Ethel Barrymore), Auditorium, Hopkinsville, Ky., 21; Auditorium, Nashville, Tenn., 22; Auditorium, Jackson, 23; Auditorium, Memphis, 24; Auditorium, Jackson, Missa, 25; Temple, Birmingham, Ala., 26.
- 'Dodsworth,' Erlanger, Chicago.
- Gilbert and Sullivan, Auditorium, Marietta, O., 22; Midland, Newark, O., 24; Weller, Zanesville, 23; Hartman, Columbus, 25-26.
- 'Great Wal,' Opera House, Boston.
- 'Kind Belasco, Los Angeles.
- at 8:40, Shubert.
- Plymouth, Boston.
- Shubert, New Haven.
- ride and Prejudice,' National, Washington.
- 'Romeo and Juliet' (Katharine Cornell), Forrest, Philadelphia.
- 'Rose Marie,' Shrine Aud., Los Angeles.
- 'Rose Marie,' Grand Opera House, Chicago.
- 'Student Prince,' Shubert, New Haven, 21-22; Court Square, Springfield, Mass., 23-24; Carlton, Providence, 25-26.
- 'The Three Wishes' Women, Colonial, Boston.
- 'Three Men on a Horse,' Harris, Chicago.
- 'Three Men on a Horse,' Ford, Baltimore, 25-26.
- 'Three Men on a Horse,' Shrine Aud., Oklahoma City, 31-32; Convention Hall, Tulsa, 23-24; Arcadia, Wichita, 25-26.
- 'Tobacco Road,'

## Shows in Rehearsal

- 'Swing the Lady'—Milton Shubert.
- 'Mother Sings'—Hugh Stange.
- 'For Valor'—George Tyler.
- 'The First Lady'—Sam H. Harris.
- 'Night in the House'—Helen Arthur.
- 'Jumbo'—Billy Rose.
- 'Scandal'—George White.
- 'Parnell'—Smith and Ayer.
- 'Love Is Not So Simple'—Theatre Guild.
- 'Dead End'—Norman Bel-Geddes.
- 'Body Beautiful'—Sidney Harmon.
- 'Let Freedom Ring'—Albert Behl.
- 'Play, Genius, Play'—Law Cantor.

## Williams Wins Suit Against Maude Adams; Is Awarded \$25,000

John D. Williams, who figured largely in the career of Maude Adams behind the scenes and who was formerly prominent as a stage actor, today was awarded \$25,000 by a jury in the Supreme Court, N. Y., Monday (21) in his \$200,000 damage suit against the one-time Frohman star and others. Williams' claim concerned a tour in 1931-32 by Miss Adams, which appeared in 'The Merchant of Venice' with Otis Skinner. He was to have participated, having arranged the tour with the Erlanger office. Williams was to receive \$500 weekly for staging and 25% of the profits. Miss Adams considered this too much and entered into a contract with Erlanger's on her own, she to get \$1,500 weekly and 50% of the net proceeds. That move froze Williams out, although he had worked with Miss Adams for four years, starting 1927, reading her stage comeback.

Contract which Williams had with

Erlanger's concerned 'The Glorious Adventures of Clementine,' which John Colton wrote but which Miss Adams rejected. He did not think it necessary to secure a new contract in light of long association with the star but, because Clementine was mentioned, the court, excused the Erlanger interests, Saul J. Baron, executor of the Erlanger estate, and Marcus Helman of the Corporation, from liability. Chances doubtful, anyway, because of muddled finances of the estate. Arthur F. Driscoll, of O'Brien, Dickson and Raftery, attorney for Williams, recited—the numerous friendly and managerial acts by Williams on behalf of Miss Adams' Showman, entered the office of Harvard in 1904. At the time, Miss Adams was at the height of her career in 'Peter Pan,' Williams was continuously with the attractions starring Miss Adams, first as press agent and later with added duties. After she retired Williams entered the managerial field, helping to rewrite 'Rain,' which Colton authored. Sam H. Harris presented the play, with Williams having a 25% interest. He was also concerned in 'The Shanghai Gesture,' another Colton work.

In 1937 Miss Adams sent for Williams, saying she was land poor. She proposed making a picture from Kipling's 'Kim,' for which she had paid \$50,000. Negotiations were entered into with various film companies but no deal was consummated because of Miss Adams' insistence that she be the director.

She then proposed a lecture tour, but after Williams arranged a contract guaranteeing Miss Adams \$250,000 in a year, it is averred she failed to go. In 1930 the 'Clementine' matter arose and after it was finally shelved the deal with Erlanger's was made.

Court's counsel until Friday to file briefs in the application for a new trial to set aside the verdict or an appeal.

## Actors in Bus Wreck

Fort Worth, Oct. 22.—Two members of the Ward Coast company of 'Three Men on a Horse' wished they were riding a horse instead of the bus which was wrecked near here in a collision with an automobile.

They were Elaine Temple and Frederick Kaufman. 'Injures not serious.

## Inside Stuff—Legit

Quick withdrawal of two recent Broadway attractions—'Sweet Mystery of Life' and 'Bright Star.' Each folded Saturday (19) following a weak press for both shows. Both had been tipped as good things and both were backed by picture money. Warners was behind 'Mystery' and Irving Thalberg was financially concerned in 'Star.'

'Mystery' was much the most costly production and the many scene changes required a crew of 28 dekhands. A gross of \$12,000 weekly was required to operate but the pace last week was around half that.

Two actors in minor parts, but securely spotted with established hits, chose to withdraw and take a chance in a new play. One is Garson Kanin, over whose bit and understudy services in 'Three Men On A Horse' there was some contest. The other is Phil Sheridan in 'Personal Appearance.' Both are in 'Body Beautiful,' second play about a burly stranger. First to come in was 'Strip Girl,' off to a delayed start at the Longacre, N. Y., Saturday (19).

William Harris Jr. booked 'Substitute for Murder' into the Barrymore, N. Y., at a time when it looked like there would be a shortage of desirable theatres. He therefore accepted the booking for two weeks, figuring on moving the comedy should it click. With several new shows suddenly folding, another berth will be no problem. 'Murder' opened last night.

'Parnell' had previously been booked into the Barrymore where it is now slated to debut Nov. 11.

Usually the road company of a success is scaled lower than the Broadway original. Its the reverse for 'Tobacco Road.' Latter, at the Forrest, N. Y., lowered its scale to \$1.65 during the summer and the same price scale will be retained indefinitely.

On tour 'Road' is \$275 top.

Robert Reud, who agented a number of Broadway attractions, and who performed similarly for the St. Moritz hotel, N. Y., returns from a retreat in the North Carolina mountains recovered after a long illness. He will resume the hotel assignment.

While convalescing Reud wrote a drama.

Shuberts, in presenting 'Bitter Sweet' on the Coast with Evelyn Laye, are advertising Miss Laye as having created the role.

Part actually was first played by Peggy Wood in London and for more than a year. Miss Laye, however, did the show in New York.

Several members of the cast of Larry Schwab's 'Venus In Silk,' which cancelled Broadway and was shelved, were guaranteed five weeks' salary. Show played out of town two weeks. Among those guaranteed were J. Harold Murray and John Sheehan.

To celebrate 52 weeks at the Miller theatre, N. Y., Antoinette Perry and Brock Pemberton, stager and presenter of 'Personal Appearance,' regarded the cast with a party after the performance Thursday evening (17).

Phillip Dunning is interested in 'The Body Beautiful' which Sidney Harmon is reading. Former is in on authorship and production but same billing.

# 'Jumbo' Set for Nov. 2 After Three Months, and Rose Gets Billing

## FIVE MORE EXIT

Four more new plays were more or less abruptly closed on Broadway Saturday (19) and at least another is announced to stop the end of the week. Picture money backed two shows in the group in whole or part and the same applied to another brace of hops which folded last week—'Kiss of Glory' and 'Most of the Game.'

'Bright Star' drew a weak press at the Empire and it was decided to yank the play after only seven performances.

## 'BRIGHT STAR'

Opened Oct. 15, Philip Barry's newest play hit Broadway just didn't reach the standards of a hit, according to the top-flight drama reviewers. Atkinson (Times) called it 'a dramatic irritant' but 'truth without ever touching it.'

Anderson (Journal) said 'Play touches a poignant theme, but leaves it somehow unclarified and unfocused.'

'Sweet Mystery of Life' was not accorded much better first night treatment and business failed to show any life after the debut. It closed after one week and two days at the Shubert.

## 'SWEET MYSTERY OF LIFE'

Opened Oct. 11, Elaborate scenic effects were chiefly blamed by the first stringers for this comedy's short-comings. Hammond (Tribune) decided that 'what could have been a healing burlesque became an irritant' but Louis Rudin (Sun) saw it as 'irrespressibly funny.'

Variety (Ibex) didn't think it would last on 'moderate takings.'

## 'ACHILLES HAD A HEEL'

Opened Oct. 13, Walter Hampden's blackface in Martin Flavin's play did not get a nod from the first-stringers. Gabriel (American) called it as 'just so much slangy mumbo-jumbo,' while Brown (Post) termed it 'muddled beyond comfort.'

Variety (Ibex) said it was 'doubtful of popularity.'

## 'TRIUMPH'

Opened Oct. 14, Hammond (Tribune) decided that the 'author of 'Triumph' deserves a good, constructive spanking for what he did to the Dramas.' Other critics felt the same way, though using different language.

Variety (Ibex) said it 'intentioned'

'If This Be Treason' will close at the end of the fifth week at the Music Box Saturday night (20). That is the end of the subscription period, show getting little coin outside.

## 'IF THIS BE TREASON'

Opened Sept. 23, Hammond (Tribune) termed the propaganda effort 'a bad and lowly play, about a good idea' and Gabriel (American) speaking of the Guild, said it 'couldn't have found a timelier play, but why not a better play, on the other hand, Gabriel (Telegraph) called it 'poor propaganda with a punch.' Majority of the opinions were against.

Variety (Ibex) said its chances were 'doubtful.'

After nearly three months of preparation, 'Jumbo' will debut at the Hippodrome, N. Y., Nov. 2, but pack one week after being announced to debut Saturday (20). 'Decision to not schedule it for the lobby gridiron over the ring, caused the postponement.

Billy Rose, impresario, pulled fast one late last week when new letters were added to the bright electric signs on the Hipp's 43rd and 44th street corners.

Signs, which extend downward from the roof to the second floor, do not read 'Jumbo,' but merely 'Billy Rose.' In red letters over the house name, there is no billing of the manager in the lithograph billboards posted throughout the metropolitan district, so, he evened it up with the electric.

'Jumbo' can top \$90,000 weekly in six days (matinee and night) if it sells out. Since Texaco will pay \$12,000 weekly for a half hour's radio broadcast, the show's weekly gross could exceed \$100,000. No performances will be given on Tuesdays at all. Afternoons will be devoted to rehearsing the air program. On these evenings the broadcast will go out from the radio studios, leaving the privilege of giving away free duets.

Postponement indicates the first radio broadcast will precede 'Jumbo's' premiere. Air program being definitely slated to start next Tuesday (23).

'Ticket scale will be \$4.40 at night, although announced to be \$3.30 top. High prices for seats on the mezzanine box row, now called 'star arena boxes.' There are 372 seats at that rate, aid stating: 'they shouldn't interest the public much. Let the speculators play around with them.'

Rows which range upward from the ring floor to the boxes are called the 'grandstand.' Prices there are from \$3.30 to \$1.55, latter going from side sections. Seats in the latter listed gives the converted Hipp a capacity of 4,237, but it is claimed several hundred seats are not included. First night, scale will be topped at \$5.80.

Upon advertising the opening of six box-offices at the Hipp it is stated there will be a staff of courteous treasurers—or out they go!

Total expenditure on readying 'Jumbo' is around \$200,000, Rose having the backing of Jack Whittey and Herbert Bayard Swope, it is reported. Show is a departure on this side, although one ring stationary circus, presented in continental Europe. 'Jumbo,' however, has a certain amount of story, also a score, making it unique.

Some of the ensemble people staged rehearsal in August. Book has been in rehearsal for nine or 10 weeks. Had 'Jumbo' been classified as a legit attraction, it would not have been possible to open it because of the overhead for rehearsing regular troupe. 'Jumbo' ruled it outside their field, being concerned mostly in permitting a flock of professionals to secure engagements.

## No. 2 Tryout

'Storm Child,' a horror play which was tried out at the Barter theatre, Abington, Pa., last summer, will be presented in its present form. It is to be put on by the semi-pro group at the Conservatory of Music, Cincinnati, week of Nov. 4.

Charles J. Harris, former general manager for Countess Barry, is considering presenting the play on Broadway. 'Child' has a six-character cast.

## FUTURE PLAYS

'Rolling Home,' comedy by John T. Doyle, goes into rehearsal in two weeks for Edward Mendelsohn. 'A Million Tomcats,' by Valentine Krievay, opens at Heekner theatre late in Nov. as season's first by Forum theatre.

'You Bet,' comedy by James P. Davis, will bow in for Lew White late in the fall.

'Storm Child,' meller by Griff Morris, Jr., and John Houston. Charles Harris is producing.

'Love On the Dole,' by Ronald G. Walcott, is currently playing in London, will be brought over here by Maurice Barber. Reginald Bach, stager, will do same here. Probably original cast.

# Unions Standing By as Squawks Pile Up from All Sides on Legit Relief; Program Still Involved

program of Works Progress Administration's \$27,000 project has not yet been available, although the coin is available, and is supposed to be expended by next June. Objections to the plans as outlined will probably delay the functioning of the legit end. Principal protest is over the managers being declared in so that they can try out new plays with little or no expenditure.

Managers gathered last week to select outlying theatres near New York in which try-outs could be spotted. It was found that none were available, all being used for picture and other purposes. Reports then arose that several Broadway theatres might be used. This brought a declaration from Equity that it would refuse to okay any try-outs except in the neighborhood districts. Only house mentioned was Daly's on 63rd street, not now considered competition to Broadway.

Another point that brought protest was the plan of managers to pay actors getting relief wages, but to insert one or more feature players for the try-outs. Managers would pay the feature players themselves. Equity did not see any objection to that idea, agreeing with the showmen that proposed plays would have a better chance to register. Actors Forum, an independent faction in Equity, objected however.

Argument was paid more than the relief wage, all actors in the latter category should at least receive \$40 weekly minimum. Report that feature people would be allowed higher wages than the \$23.50 weekly relief figure were spiked. Prevailing wage idea, however, was supported along the lines set forth by laborites in other fields in the various relief controversies.

Stage hands have apparently not definitely decided on what position they will take in the situation. At union quarters the try-out or "experimental theatre" plan was regarded with some skepticism. It was stated, however, that managers will be advised that, regardless of stage hands' participation, it would be considered a precedent to be used in any attempt to lower wages. Managers have no objection to the argument, since there is no idea of trying out musical shows. However, if house orchestras are employed, same situation holds as for the stage hands.

Plan calls for trying out new plays for three weeks, cost to be inconsiderable as far as managers are concerned. That such engagements should give the producers a regular 50% share of picture rights at the government's expense is being queried. Through the plays be regarded as flops, pictures may take them, as is the case in some regularly presented Broadway productions. Dramatists Guild is not figured to object, since the picture rights would mean some income to the author.

Current week may clarify the situation. With Equity's Council considering the issues and Elmer Rice being expected to put his plan on paper so that it can be persuaded. Equity asked that it be consulted in all PWA projects in which legit members are used. Rice is titled the regional director of the PWA theatre project in New York. That offer is understood to supersede the one held by Gertrude Fowler, who was suspended and then reinstated. He is reported away on vacation now.

## More 'Waltz' Rebuilds

Philadelphia, Oct. 22. Reopening of the Metropolitan Opera House for 'Great Waltz' next week (29) has necessitated extensive refurbishing of the old place. Being some years since it has housed an show of the size of 'Waltz' being unprecedented there, the entire stage, long since grown rickety, is being replaced and a complete system of backstage rigging has been installed. Lew Woods is house manager for the two-week engagement.

## 'GOES' LAST MONTH

Will for Road Nov. 16-Chi Date Indef  
"Anything Goes" its month at the 46th Street, N. Y. where it moved after making season's run at the Alvin. Holdover musical leaves for the road Nov. 16 and, after playing several eastern legs, arrives in Chicago, Dec. 16. Date there is slated to be indefinite. Theatre version of "Goes" is due in Feb. but will not be released in Chicago if the stage show is still current.

## BOSTON TRIES SUNDAY LEGIT

Boston, Oct. 22. For the first time in Boston a Sunday legit preliminary performance, under no charitable guise, was advertised and played at the Copley theatre, with the sanction of state and city officials.  
"Kind Lady" is the play, with Mary Young starring. There was no performance Monday (21), and it will be the policy of the Copley players to close the house Monday night.  
Understood that the company (under name of John Craig Players) holds six resident Equity contracts and that this number of senior Equity players are cast in each production.  
Other legit operators are apparently interested in the Sunday try-out. A. G. Munro, general manager for the Shuberts here, was among those who visited the Copley for a look-see. Actors from other legit attractions playing here were also seen in the audience.  
"Kind Lady" now in its second week, will be played next Sunday night, too, according to John Craig, Jr., company manager. This decision was reached on the basis of a reported favorable b.o. reaction to the experiment.

House, which has been dark practically all the time since the stock days, opened this season with two weeks of "Post Road," also starring Miss Young, who is permanently top-billed.  
Interesting angle to the Initial Sunday night performance was the pop price scale (\$5c to \$13.00), same as sometimes met at motion picture shows plugged in the publicity.  
Miss Young, in a curtain-speech Sunday night, explained that the policy would hold indefinitely to provide legit entertainment to those who could pay their theatre on Sabbath evenings.  
Major Bealy of the state entertainment bureau reviewed the script last week and gave the management an OK to go ahead with the new departure.

## 'Nother 'Varieties' Tour

When Lucienne Boyer finishes her chore at the Versailles, New York into club, the William Morris office will build a new "Continental Varieties" around her with imported Parisian acts. Show will be similar to the 'Varieties' show at the Little theatre, N. Y., last season.  
First date set is the Comedie Francaise, Montreal, Nov. 11. It will be succeeded by a week in Boston and split weeks and one-acters through New England. Company will then lay off until Christmas week when it will resume the tour until Lent. Martin Wagner of Morris office is handling.

## ACTOR'S BENEFIT JAN. 19

Daniel Frohman has set January 19 as the date for Actor's Fund 54th annual benefit. Theatre still unselected.  
In association with the Miami P.A., Chamber of Commerce, U. S. Federal Housing Administration and the Actor's Fund, Mr. Frohman will stage a pageant in Florida later in season.

## New Competish

Philadelphia, Oct. 22. Intensity of local political campaign has brought about unheard-of condition in show exploitation. When advance men for "Great Waltz" last week approached General Outdoor Advertising for billboard space they found it all taken.  
Democratic party got in some weeks ago and grabbed all vacant boards.

## REINHARDT'S 'PROMISE' FOR N. Y. AROUND XMAS

Max Reinhardt expects to have the Franz Werfel biblical play, "Road of Promise," ready for opening around Christmas time in New York.  
Manhattan Opera House is undergoing a makeover to resemble a huge tent, with the stage being revamped to hold cast of 150.  
Casting is still incomplete. Reinhardt is now on the Coast, but returns east in a couple of weeks to get started.

## Hollywood, Oct. 22.

George Breakston is set for Reinhardt's "Road to Promise" spectacle in N. Y. Goes east after finishing "Backfire" at Warners.

## Duffy Wants Howard

Hollywood, Oct. 22. Henry Duffy is dicker with Leslie Howard to play his original role in the Coast production of "Petrified Forest" at the El Capitan.  
Actor would double from the pictured version at Warners.

## 'How's Your Third Act?'

Pittsburgh, Oct. 22. Lawrence Riley, author of "Personal Appearance," visiting friends here last week, says he expects to deliver the script of his new play, "Carboard Castle, to Brock Pemberton early next month. Riley was en route to his home in Warren, Pa., where he will finish it.  
Author says it's a bit of third-act trouble. First two stanzas are completed, and Pemberton intends to put the piece into rehearsal before the first of the year.

## Texas Relief Unit

Fort Worth, Oct. 22. A Fort Worth committee to select at least 20 former theatre workers on relief to organize a WPA drama unit here has been named, by Charles Meredith, Dallas, district director.  
Members are Richard Slaughter, Jack Gordon, Robert Randolf, Miss Mary Hartman and Harry Hoxworth. More than one unit may be organized.

## New Title, Too

Elsaine Barris, who tried to land in vaudeville, with no takers, will attempt to launch a stage career in dramatic stock instead.  
Miss Barris has been set by the William Morris office with the John Craig stock company at the Copley, Boston. She opens there next week in a new play, "Katy Did, So What?"

## Chi 'Tobacco Road' Co. Plans Inj.

## Suit Against Mayor for Shutdown

Chicago, Oct. 22. Harry Oshrin and Sam Grisman, producers of the legit play, "Tobacco Road," are here from New York, planning to fight Mayor Edward Kelly's edict closing "Tobacco Road."  
Erskine Caldwell, author of the book from which the play was adapted, and Jack Kirkland, adaptor, are also here, Kirkland having flown from Hollywood, while the other trio flew here from the east.  
Producers are planning injunction proceedings to keep Mayor Kelly from interfering with the play. Show was going into its seventh week here, to consistently good business. Mayor Kelly said Saturday night and ordered a closure, with no performance last night (Monday) as a result.  
If managers don't succeed on the

# Special Equity Meet to Discuss Relief Shows; Forum Forces Issue, Insisting on Membership in Ass'n

## FORBES BOWS OUT

Special meeting of Equity will be called to discuss and clarify certain angles of stage presentations under the federal relief arm of the Works Progress Administration. A petition with 160 signatories leaves no other way out for Equity officials, although they believe the situation can be handled by the association through general discussion by the members.  
Petition was presented by the Actors Forum, younger group within Equity, which gathered to thrash out the proposals set forth by Elmer Rice, who will direct the relief project set forth by Hattie Flanagan. Charged in elder Equity quarters that the Forum grasped a chance to start the controversy for 'political purposes'.  
"Forumsites deny the challenge. They contend that it is possible for the relief show program to work an ultimate hardship on legit actors in the wake of 'experimental presentations' or try-outs. They fear such activities will bring a permanent try-out system, which they claim is a surcease in the off season.

## NEW FACE FOR N. AMSTERDAM

After 33 years of exhibiting the same phiz the New Amsterdam theatre, N. Y., is getting a face lifting. All work on the structure will be confined to the exterior. Lobby, marquee, and suspended signs are due for tearing down.  
Upper shelf, the old Frolic theatre, on the roof, has been completely rehabilitated, though main portion remains as it.  
Drydock Savings Bank, gone showmanship, holders of this and other Broadway properties such as the Selwyn, Vanderbilt, Harris and National, is carrying the nut. Intends spending \$25,000 in all on the project.  
Frolic is now used as a broadcast center by the WOR-Mutual chain. New Amsterdam will house George White's "Scandals" after Nov. 11.

## SHUBERT 'TOE BUSINESS' BY RODGERS-HART NEXT

As soon as "Jumbo" gets started, next week, Lorenz Hart and Richard Rodgers will start active work with the Shuberts on production of another musical "Toe Business." Expected to be ready late in November.  
Show, with a ballet background, will have a cast headed by Ray Bolger, Luella Gear, Gregory Ratoff, Harry Rosenthal and Thelma Lee. George Abbott is polishing the book, written by Hart, and Vincent Mnell has already started on the decor and costuming.

## EQUITY NAMES FOUR COUNCIL MEMBERS

Equity's council has named four new members to that body, replacing one councillor who recently died and three who resigned. Gertrude Fowler is the deceased member, while Frederick Perry, Florence Nash and Jerome Lawler withdrew. They were replaced by Mary, Morris, J. Malcolm Dunn, Richard Sterling and Beverly Bayne. New members will serve until the next annual election about June 1. Councillors are elected for five-year terms. There are 50 on the body, 10 retiring or re-elected each season.

## Freeman Directing Chi's 'Master's Voice'

Chicago, Oct. 22. Charles Freeman, localite, has been signatory to direct "Her Master's Voice," first local legit production in this town in several years.  
Play is dated to open at the Studebaker on Nov. 14. Features will be James Spottswood and Ann Dere, booked through the local Jilly Bennett agency.

## Tom Weatherly has acquired dramatization rights to "Double Indemnity," novel by James R. Cain.

Yarn was nixed by the Hays organization when Metro was considering picture rights.

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# Concerts Way Off in Paris but Town Still Claims It's Europe's Music H. Q.

Paris, Oct. 13.

With the big Theatre des Champs Elysees (owned by Ganna Walska and for the last few years devoted to concerts) closed down, and the Salle Erard recital hall turned over to films, Paris concerts seem to be getting 'off to a lull' season than usual. Matter of fact, heavy taxes on foreign artists and general depression conditions, which are more pronounced here than previously, make the music business pretty tough locally.

Yet most of the big international names will probably play or sing here at least once during the season, and there are 10 or so who can be reasonably sure of filling the Salle Marmont (former Salle Pleyel), only big concert hall now left.

And with it all Paris remains the biggest musical center of the continent, with Berlin out of the running and Vienna poor.

Half a dozen symphony orchestras, too, have chalked up schedules for one or two weekly concerts each. Sticking way out among them is the Orchestre Symphonique de Paris, under direction of Pierre Monteux, who is the only one of the local conductors with a big American rep. (Hollywood Symphony) and who is alone in scheduling a series of chamber one name soloists for the Parisians.

**Soloists**

O.S.P. is inaugurating spring days, from May 7 to June 22, Wednesday nights, at which it will present soloists such as the Parisian public hardly knows except in recital or opera: Argentina, Martha Eggerth, Jan Klepura, Sergio Lilli, Grace Moore, Lily Pons, Clotilde and Alexander Sakharov, Tito Schipa, Lauri Vopit and Jose Turbi, who will appear with this outfit on his return to Europe and conduct a concert, as well as playing as soloist, Turbi, by the way, has not yet ever closed in Paris despite his top money rating in the United States.

Earlier in the year O. S. P. is using people to whom Paris is a bit more accustomed, such as Brailowsky, Arthur Rubinstein, Schnabel, Enesco and Zimbalist.

Padeuol orch has a good list of soloists, too, including Wilhelm Backhaus, Walter Gieseking, Jacques Thibaud, Marguerite Lawrence and G. Thill, plus a flock of others with more purely local reps. Other orchestras are not going in so strong for names.

Among the recitalists, Lotte Lehmann got off right under the gun with a session at the Rameau, and Walter Gieseking will be the first piano of the season in the same hall on Thursday (17). First of the top violinists to come through will be Tehudi Menuhin at the end of Nov.

Flock of manifestations are taking place in honor of the centennial of Saint-Saens, who was born here 100 years ago. Opera will give a gala performance of Samson et Delila, and Padeuol orchestra and Conservatoire band are giving all-Saint-Saens programs.

## Detroit Bookings

Detroit, Oct. 22.

Lawrence Tibbett will open Friday (25) the third annual Detroit Concert Series at Orchestra hall. Others booked for season are Edith Lorand and Hungarian orchestra, Nov. 12; Rachmanoff, Dec. 6; Joes Burdett piano ballet, Feb. 1; Nino Martini; Kiratan Flagstad will close series April 5.

Don Cosasack's male chorus opened last Friday the series at Masonic Temple before a capacity audience. Others to follow are Grace Moore, Nelson Eddy, Fritz Kreisler, first Schoel Ballet and Josef Hoffman. Top price is \$2.25.

## Bledsoe's Partner

Jules Bledsoe has teamed with Clarence Johnstone, formerly of Layton and Johnson, for an extended series of London and continental concert dates starting Dec. 3. HE'll play the piano in addition to singing.

Following a tour of Great Britain the duo will visit other foreign countries. As 'wed-up' but not yet a year.

## 22-CITY TOUR BY '86

St. Louis Symphony Will Troup in Midwest States

St. Louis, Oct. 13.

Louis Symphony Orchestra will present concerts in 22 cities in middle west and south during 1935-36 season. Arthur J. Gaines, mgr. of orchestra, is setting three different tours, using full personnel of 86 musicians at each concert. Conducted by Vladimir Golschmann.

Initial away-from-home concert will be at Purdue University, Lafayette, Ind., Jan. 13, and the last at Joplin, Mo., March 25. Nine states will be visited.

Solicitation of subscriptions for annual Guarantee Fund of \$100,000 for maintenance of symphony has begun. Budget for 1935-36 season of 23 weeks is \$240,000. Approximately 60% of this is covered by receipts from ticket sales, tour, student and high school concerts and radio; the additional cost must be contributed through Guarantee Fund.

## BALLET'S \$80,000 IN NEW YORK CITY

Monte Carlo Ballet Russe's 12-day engagement at the Metropolitan Opera House (3,600), ending last Sunday night (20) grossed an approximate \$80,000 for its total of 16 performances. Last week-end had standees at the performance.

Right before departing on its 34-week tour, Col. de Basil started negotiations with several U. S. authors for continuities on pure American themes. Company wants to present something new with a U. S. angle next season to supplement its 'Union Pacific' number. It's probable that American composers will be on commission to compose music for the new ballets.

## Routes

SAN CARLO OPERA	
(November)	30—Port Worth, Fort Worth Theatre
4-10—Milwaukee, Peabody	31—Austin, Forum's
11—Minneapolis, Lyceum	1—S. Antonio, Texas
16—St. Paul, S. D., Coliseum	8—El Paso, Forum's
19—St. Paul, Ia., Orpheum	4—Tucson, Temple
20-21—Omaha, City Auditorium	10—St. Louis, Grand
24-25—Des Moines, Shrine	6—Clearmont, Auditorium
27—Davenport, Orpheum	7-10—Los Angeles, Philharmonic
28-30—Indianapolis, English	21—Sacramento, Auditorium
(December)	22 to March 7, San Francisco, War Memorial
Not definitely set (January)	9-14—Portland, Paramount
11-11—Memphis, City Auditorium	15-21—Seattle, Metropolitan
13-15—Jackson, Miss. City Auditorium	22—Hull
16-17—St. Louis, Municipal Auditorium	23-25—Vancouver, Grand
20-21—New Orleans, Municipal Auditorium	30 to April 1, Spokane, Fox
23-24—Houston, Aud-18-19, Winthrop, Auditorium	(April)
25—Dallas, City	1—St. Paul, Grand

## NELSON EDDY

(November)	8—Atlanta
7—Canton	15—Chicago
11—San Francisco	17—Detroit
14—Pasadena	20—New York, New Va.
15—St. Louis	22—Roanoke
(December)	23—Richmond
1—Jackson	(March)
7—Oakland	6—Minneapolis
10—St. Paul	10—Omaha
13—Spokane	11—Madison, Wis.
16—St. Lake City	15—New York
17—Denver	18—Springfield, Mo.
21—St. Paul	22—Indianapolis
23—Tulsa	24—Columbia
(January)	25—Cincinnati
1—Cincinnati	1—Cincinnati
2—Cincinnati	1—Cincinnati
3—Plymouth	1—Cincinnati
(February)	1—Cincinnati
1—Cincinnati	1—Cincinnati
3—New Orleans	1—Cincinnati
4—Birmingham	1—Cincinnati
7—Savannah	20-21—Paris

## JOSE ITURBI

(November)	6—Philadelphia
1—Detroit	16—Orlando
10—Davenport	15—New York
19—Kansas City	14—St. John, N.
21—Denver	23—Lansing
(December)	24—Indianapolis
1—Cincinnati	(March)
2—Cincinnati	12—Montreal
3—Cincinnati	13—Cincinnati
4—Cincinnati	17—Providence
5—Cincinnati	18—Birmingham
6—Cincinnati	20-21—Paris
7—Cincinnati	20-21—Paris
8—Cincinnati	20-21—Paris
9—Cincinnati	20-21—Paris
10—Cincinnati	20-21—Paris
11—Cincinnati	20-21—Paris
12—Cincinnati	20-21—Paris
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24—Cincinnati	20-21—Paris
25—Cincinnati	20-21—Paris
26—Cincinnati	20-21—Paris
27—Cincinnati	20-21—Paris
28—Cincinnati	20-21—Paris
29—Cincinnati	20-21—Paris
30—Cincinnati	20-21—Paris

## Busy Lucrezia Bori

Due to radio broadcasting and managerial losses at the Metropolitan Opera, company Lucrezia Bori is limiting herself to two concerts a week this season. She's on the opera board.

She sang Monday night (21) in Indianapolis and will appear Oct. 23 at Cornell. On Nov. 5 she sings in Grand Rapids, returning to N. Y. for an appearance on Rafaelo Diaz's musicale at the Waldorf-Astoria on Oct. 12. She has Washington dates for the 13th, On Nov. 24 she will ethertize for General Motors.

## 138 SYMPHONY CONCERTS SET BY NBC

NBC recently added 53 more symphonic concerts to its schedules, including 10 by the Rochester Philharmonic, 28 by the Rochester City orchestra and 15 special programs for children by the latter group. This, plus the 33 Saturday night airings of the Boston Symphony, and 52 Sunday morning programs of Radio City Music Hall symphony, makes a total of 138 sustainers already scheduled.

However this total does not include the future series by the Cleveland Symphony, the NBC Symphony and the NBC string Symphony, and the various symphonic rebroadcasts from Europe, nor General Motors sponsored program.

CBS airs the Philharmonic on Sunday, a top draw for dialers, with the Ford hour on the same night. On Dec. 1, the Philharmonic marks its 20th broadcast over CBS with a special program.

Network listings follows:

**NBC**  
General Motors Concert.  
Boston Civic Symphony.  
NBC Music Guild.  
NBC Radio City Music Hall.  
Radio City Music Hall.  
Magic Key of RCA.  
Rochester Civic Orchestra.  
Rochester Philharmonic.  
New York Chamber Music Society.  
Philharmonic.  
Ford Hour.  
Bolk Musicale.  
Packard Hour.  
Chestfield Hour.  
Curtis Institute of Music.  
Atwater Kent.  
Cincinnati Conservatory of Music.  
Victor Bay Symphony.

## Hageman with Chi Opera

Chicago, Oct. 22.

Richard Hageman returns to Chicago this season to direct a string of operas for the Chicago City Opera company.

Campanini longone brings Hageman back for his first appearance in this territory since he directed the orchestra for the summer Ravinia Opera company some five years ago.

## SAN CARLO OPERA

Chicago, Oct. 22.

Fortune Gallo started three weeks of opera in the Auditorium three nights before the first Chicago Symphony Orchestra concert. He charges but a dollar for the best seats on the theory its better to fill 3,000 seats at a buck top than to have 2,000 empty seats at five.

San Carlo company opened Monday (Oct. 14) to a capacity gathering and went right through the week without empty seats, changing the opera nightly, giving a performance Saturday afternoon, and billing another for Sunday night, although all the records through the ages indicate that one thing Chicago doesn't care for is a Sunday after dinner is opera.

Campanini never could get them in on that one with a melody, gaga and a cast of planets; no could Mary Garden while she was impetuous; nor could Insull; and Longone, now the impresario is not likely even to try. But for Gallo, at a dollar, they buy seats.

And for a dollar, they get a good substantial show, smoothly outlined and nicely staged, with a good conductor, Giuseppe Stagno, a conductor, a contralto who sang the 'bucchary' under Campanini, and Mary McCormick, who got her stage-start under Miss Garden's wing in the first of Gallo's three weeks.

Indications are that Gallo will have capacity gatherings for the remainder of the engagement.

## The Illustrated Lecture—In 1935

Chicago, Oct. 22.

This city, which through the decades has given steady strength for what used to be called 'illustrated lectures', currently has E. M. Newman back after three years of absence due to illness. Orchestra Hall management is said to be glad to have the camera-toting itinerant again among the listed attractions; for bookkeeping figures show that the other illustrated talker, Burton Holmes, not only does better business but also gives better shows when he has the competition of Newman.

Later is resuming cautiously because his doctor tells him that he is not yet strong enough to tackle a tour on the strenuous old schedule. So, for a fresh beginning, he is giving two courses of but three lectures apiece—Wednesday and Friday nights in successive weeks. He started 'the 16th' with a new 16mm-end new pictures, both films and stills, having to do with the immediate present in Italy. As in the past, Newman's photography is good by lecture platform standards and his text is packed with information and a reasonable measure of shrewd and humorous comment, although he does not, as does Burton Holmes, go in for much of what would, to a white-headed audience, classify as kidding.

The third and fourth appearance, Oct. 28, 25, will be devoted to Ethiopia and the series will end Oct. 30-Nov. 1 with the South Seas. Meanwhile, Paramount has an hour-long release called 'Wings Over Ethiopia'.

Incredible today to the younger generation are the tales of huge fortunes piled up by Stoddard, Reagan, and other old-time 'illustrated lecturers' when the reproduction of the world's scenic glories was by means of colored slides and coal-oil lamps which, in combination with the lecture, had the means of the late 19th and early 20th centuries.

## Soviet Concerts

Moscow, Oct. 6.

List of foreign artists, many American, slated for winter appearance in Moscow, includes Eftrem Zimbalist, Marlon Anderson, negro contralto who is special Soviet favorite, and Elvind Lohain. Other singers: Eva Brandrowska, Poland; Pia Tassinari, Italy.

Concerts include Alfred Coates of London and New York; Vittorio Gui, and Eugene Szenkar of Vienna, latter opening symphony season on Oct. 22. Later, State Philharmonic orchestra will appear under Deafuau of Blegium and George Szell of Czechoslovakia.

Henry Temyanka, English violinist, who won last spring's International contest in Warsaw, is also coming.

## SUNDAY JINX FIXED IN D. C.

Washington.

National Symphony opened fifth season Sunday (20) headed for most ambitious program in its history. Orchestra will play 30 concerts here as against 24 last year, will use 82 regular men against 78 in 1934, and will enter touring field for first time.

Biggest achievement of present season is deal with musicians on playing personnel on contract basis under which checks are issued weekly. Heretofore men were paid per rehearsal and per concert, which hampered practice and made extensive touring impossible.

Orchestra picked up tremendous following among popular crowd this summer with series of 12 open-air concerts at Watergate in Potomac Park. Tickets sold for 21 cents to \$1 and drew 10,000 per show.

Angle in local concert field is way Sunday afternoon has become top music market. Few need to shy because of the new season.

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## UNION TIEF STALLS ST. LOUIS OPENING

St. Louis, Oct.

Postponement of grand opera season here in Convention hall in Municipal Auditorium set for Thursday (23) appears likely due to jurisdictional disagreement between union elevator construction workers and electricians over installation of orchestra pit in hall. Carpenters on all city jobs quit way on Thursday (17) because of wrangle.

A. B. Park, sup't of McDonald Construction Service Co., general contractors on Convention hall project, said it would be impossible to complete operation promised that flank the hall in time for opening of grand opera season.

Genaro Papi, conductor of the St. Louis Opera Co., has arrived to direct chorus of 150 young St. Louis singers who have been rehearsing since last July. Brief season opens with Puccini's 'Turandot' with Maria Jertzta, Giuseppe Bentonelli and Edda Vettori, St. Louis' own, in title roles.

Papi has assured executive board of St. Louis Opera Co., that his re-engagement with Metropolitan Opera Co., in New York, will not interfere with his work here.

## Mrs. Moore Carries On

Chicago, Oct. 22.

Hazel Moore, widow of Edward Colman Moore, for fourteen years music critic of the Chicago Tribune, has been functioning since his sudden death (Oct. 9) while on his way from his residence to cover a concert.

Tribune has made no announcement that she has been appointed to the music desk, but she is familiar with the work and the paper's requirements, having both subsidized for and assisted her husband at times of high-pressure schedules of concert, recital, and opera.

Pierre De Reeder, who last year produced 'If a Body', is conducting for the Shubert's revival series at the Shrine, Los Angeles.

## Hallie Stiles in Reno

Syracuse, Oct. 22.

Hallie Stiles, Syracuse operatic and radio soprano, is in Reno, Nev., to establish legal residence as a preliminary step for divorce against Grant Dixon Jones. It is understood that the suit will not be contested.

Miss Stiles is formerly of the Opera Company, Paris, and the Chicago City Opera.

She has been singing with James Melton over the air.

Plays on Broadway

Plays Out of Town

STRIP GIRL

Drama in three acts and 28 scenes, presented by L. Lawrence Weber. Author, W. Woodville. Music by J. G. ...

EDEN END

Milton Shubert presents a drama in three acts by J. B. Priestley featuring Estelle ...

Milton Shubert brought this piece over from England. But his uncle Lee sold 75% of it the night before ...

Fishel Der Gerutener

(Lucky Fishel) Musical comedy in two acts (six scenes) starring Menashe Skunik and Ola Littli ...

This is the first musical comedy in Yiddish ... which could be visited by non-Jews with a fair amount of ease and certitude ...

Menashe Skunik, starring, is a comic making his first appearance ... years ago he thought he was a dramatic actor and appeared in a few shows ...

She played some concert dates and some vaude dates, showing at the Palace, on Broadway, about a year ago ...

There are several other talented cast members, some lovely scenery and costumes ...

Besides Skunik and Littli, cast now includes also by Dinah Goldberg and Irving Grossman ...

She's another interesting novelty for second Avenue. She's a tiny figure, almost a doll ...

Broadway. If she wanted to she could step up town and satisfy easily (her English is okay) but she prefers to stick to Yiddish ...

Grossman has a fine voice but a none-to-magnificent personality; an actor in three acts ...

BRIGHT STAR

Comedy drama in three acts presented at the Empire Theatre by Arthur Hopkins; written by Philip Barry ...

Reports from Boston, where this play is being produced, are very favorable ...

"Star" was tried out last season and received a rousing review ...

Quin Hanna, who was on the old N. Y. World, had gone to a New York ...

Lee Tracy is in his first serious role ... with conviction, despite the fact that it's supposed to be a heart-breaking ...

However, 'Bright Star' misses mostly because it is another play packed with troubles ...

Palmerton in 5th Wk.

Big surprise in local theatrical realm is the continued appearance of Guy Palmerton's Manhattan Players at the Capitol theatre ...

Local Little Theatre players are being given a real shake-up ...

National Symphony Orchestra of Washington ...

American Society of Ancient Instruments, Ben Stad, night of Nov. 18 ...

At Asheville, N. C., Ethel Lorand, Hungarian orchestra is due Oct. 26 ...

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WISDOM IN WOMEN

Comedy in three acts, four scenes and one act written by Joseph O. Beaudin ...

D. A. Doran continues to have faith in the possibilities of this comedy, although the first act is still almost hopeless ...

Kurtis Brownell Killed

Remaining dates on the two-week concert tour for Josephine Antoinette, Marian Kallajan and Kurtis Brownell ...

Johnson in Detroit Detroit, Oct. 22. Gen. Hugh S. Johnson opens the annual Temple Forum of 14 lectures ...

Other to speak in the afternoon include Louis Golding, George Sokolsky and Mathew Wolf, debate; John J. Flynn, Will Durant, Countess de Lounsbury, Lawrence Donnell ...

GRIEFER'S REVE

'Broadway Men and Maids' is new revue by Ben Grier, assistant manager of the Paramount, N. Y. Leonard Sillman, who is producing a musical with Phil Baker backing, may do it.

Jose Turbi, Spanish pianist, will inaugurate the 1935-36 season of the Detroit Symphony Orchestra as guest conductor Oct. 24 ...

ENGAGEMENTS

Frank Craven, June Walker, 'For Valor.' ...

Mildred Natwick, Nance O'Neil, Josephine Hull, 'Night in the House.' ...

Elisa Cook, Jr., Mary Rogers, Charles D. Brown, Charles Halton, Donald Randolph, Paul Huber, Jean Shelby, Edward Emerson, Grace Mills, Gay Seabrook, Robert E. Perry, Charles Keane, Max Marshall ...

John J. Durier, 'Verne,' 'Sketch Book.' ...

Melvin Douglas, Minny Watson, 'Tapestry in Gray.' ...

John J. Durier, 'Verne,' 'Sketch Book.' ...

Louis Keller, 'On Stage.'

polish up the rough spots, and directing Harry Wagstaff Gribble, which, much was expected of the Metro ...

Only minor revisions have been made in the script and the summer cast is being changed with the exception of the addition of Betty Lawford ...

D. A. Doran continues to have faith in the possibilities of this comedy, although the first act is still almost hopeless ...

Miss Antoinette is frequently on the Palmolive hour, and will return within a few weeks' time.

Her wife averts a divorce by throwing them into each other's arms ...

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John J. Durier, 'Verne,' 'Sketch Book.' ...

Louis Keller, 'On Stage.'

Louis Keller, 'On Stage.'

# Critic Into 'Protective Custody' For Panning Shows in Germany

Berlin, Oct. 13. Albrecht von Helldemann, Weimar critic and author, was taken into 'protective custody' by the state and put into concentration camp at Bad Sulza.

In spite of an excessively high state subsidy, topped by a 'personal contribution from the Fuehrer himself toward such an important cultural center as that of the German National Theatre at Weimar,' Helldemann permitted himself to take exception to the results in some articles.

Government 'cannot allow irresponsible elements to cast aspersions on this great work and minimize the efforts of Dr. Zeigler, commissary of the state of Thuringia.'

Result: See above.

## RESCUE OF PUPPY COSTS ACTOR'S LIFE

Sibourne, Sept. 28. Recognition of the bravery of Robert Capron, who was drowned Sept. 22, in an attempt to rescue a puppy, will be made by the Society of Animal Protection, Royal Humane Society will also recognize the actor's bravery, and that of Peter Finch, juvenile lead, in an attempt to save Capron.

A picnic party, comprising members of 'So This is Hollywood' was at Warrandyte when a puppy fell into the Yarra. Capron at once plunged into the river. Puppy struggled to the bank and was rescued; Peter Finch jumped into the river in an attempt to save Capron, but was unsuccessful. 'Two other men also jumped in the river but failed to save the actor. Capron made his first Australian showing in 'The Merry Malones.'

## Int'l Dance Fest

Moscow, Oct. 6. International Dance Festival for 1936 in Moscow and Leningrad has just been announced by the Commissariat of Education and Intourist. Dates, June 10-20.

Program will include Moscow and Leningrad ballets, national and mass dances and a demonstration of Soviet dance schools.

Five hundred visitors are expected.

Berlin, Oct. 13. German Dance Festival, which was held in Berlin in 1934 and 1935 with success, will be repeated this fall in the Folk theatre (Volksbuehne) commencing Nov. 3. Performances will be under direction of Rudolf von Laban.

## IFFLAND RING RESTS

Band for Best Acting Each Year Now Goes to Museum

Vienna, Oct. 11. The Iffland ring, long a symbol of supreme achievement among actors here, created by Wilhelm Iffland to be presented to the top Viennese actor each year, will find a final resting place in the Austrian Federal Theatre Museum. Last to hold the token was Moisai, who died last year.

At Moisai's funeral last year, Albert Basserman played the once-famous coffin. Many thought that he intended the ring to be interred along with the actor's remains signifying that Moisai was incomparable. But now he's appeared with the ring again and presented it to the museum.

## Berlin Circus Biz

Berlin, Oct. 13. Circus Krone, Germany's Ringling-Barnum and Bailey, comes to town late this month for a lengthy stay.

Circus Jakob Busch (no relation to Paul) will be split into two just outside Berlin, and will hit the capitals next week after exit of Strassburger-Busch.

Feature is Therese Remz, 76, only surviving member of the once-famous Remz circus dynasty. Therese is the oldest equestrienne alive.

## No Hurry

Moscow, Oct. 6. Valhtangov Theatre has begun work on 'Alexander Pushkin' played by V. Yersseyev and B. Bulakov about Russia's best-loved poet, who died in 1837.

Premiere is scheduled for the end of 1936.

## 7 AMERICAN ACTS AT SCALA

Berlin. Largest number of American acts ever at the Scala on one bill is current with the following: Three Swifts, Four Trojans, Haru Onuki, Fred Sanborn, Mathea Merryfield, Pive Royal Hawaiians and Reva Reyn.

Show runs in revue style, with acts squeezed in between. Production is called 'Herliche Welt' ('Magnificent World').

Acting head bookings include Flying Concellos, Four Franks, Barto and Mann, Maurice Colleano, Jushny's 'Blue Bird,' Buster West and Lucille Page.

## HACKETT'S LONDON 'ESPIONAGE' CLICKS

London, Oct. 22. 'Espionage' new play by Walter Hackett, opened at the Apollo Tuesday (15). It's a murder thriller unfolded through comedy medium, following the generally accepted formula. Was candidly received by the first-nighters.

Cast includes Marion Lorne, Jeanne Stuart, Ronda Keane, Elvira Fenderson, J. H. Roberts, Eric Martin, Edwin Styles, Cyril Smith and Frank Cellier.

## Hamburg Dom Again

Berlin, Oct. 13. Germany's largest open-air carnival, the Dom at Hamburg, will be held this year from Nov. 17 to Dec. 15. Besides the traditional midgets, giants, beef trust brigade, flea circus and roundabouts, show will have a number of American amusement devices from the Brussels expo.

Hamburger Dom in pre-war days was the annual gathering of vaude managers and agents from all parts of Europe, with every existing hall and theatre in Hamburg giving vaude performances in grand style.

## Russ Vaude Training

Moscow, Oct. 6. Soviet variety gets a boost with the establishment of a special studio to train and rehearse individual acts not connected with any entertainment organization. Moscow office of Gompitz, state entertainment bureau, will operate the studio, offering consultation and specialized coaching by professionals.

Studio will also try to raise the standard of acts and inject some new themes.

## BEAUVEL-TOVA CLICK

Berlin, Oct. 22. Beauvel and Tova opened at the Savoy hotel, scoring splendidly. Studio will also try to raise the standard of acts and inject some new themes.

C. B. Cochran is negotiating with them for his forthcoming revue.

## Teaching Theatre

Moscow, Oct. 6. Moscow's Malye Theatre got itself some publicity by taking two 15-year-old village girls into its school. Malye opened a branch in the country in July, 1934, and the girls saw almost every performance after that.

They graduate in four years and then get jobs teaching theatre in the home province.

## Renee Houston's Play

London, Oct. 22. Renee Houston (half of the Houston Sisters) has been signed by C. B. Cochran to star in a new play to be written especially for her by James Biddle. Will get a reported \$1,000 per week guaranty plus percentage.

Play is expected to open at the Adelphi in April.

## News: Legit Producer Turns In Big Profits

Sydney, Sept. 26. Williamson-Tait turned in a profit for the year of about \$101,740. This is at 6% net income accounted for depreciation and taxation. Previous year profit was \$48,830 and in 1932-33 it was \$17,900.

Preference dividend to Dec. 31 last at 6% net income accounted for \$22,500, and management proposes that balance \$78,740 be carried forward. Gross revenue amounted to \$312,130 from all sources, as compared with \$288,751 in 1934-35.

Directors point out that conditions in the theatre are still difficult owing to a lack of suitable attractions from overseas. Taxation still bears to the detriment of the report, with no relief given by the government.

## PLAYS ABROAD

### Distinguished Gathering

London, Oct. 3. New play in three acts by James Parish, produced by John Fernald at the Embassy theatre, Oct. 3.

Bill Montague..... Bernard Lee  
John Montague..... Bernard Lee  
Blair..... Keith Tomes  
Sir Blaine..... Alexander Arcule  
Lily Thalia Bell..... Noel Hood  
Lesley Gair..... Sanchia Robertson  
Caroline Baskin..... John St. John  
D. D. Williams..... Ronald Ward  
Cecilia Pearson..... Joan Barville  
Cordelia Caswell..... Joan Hickson  
Robertson..... Joan Hickson  
Inspector Rutherford..... Oliver Johnston

Nothing lacking in this new mystery play, except perhaps the fact that it is ingeniously entertaining far, and, after all, what more could one want.

An eccentric young publisher, for probably more sinister reasons, invites eight guests to dinner, all unknown to him and assigns to each a theme. His invitation is couched in mysterious terms, which compels them to accept out of curiosity slightly tinged with fear.

He discloses his intention by welcoming them with the news that the guest of honor, one of the couple who is on the verge of publishing his memoirs, in which he has claimed to be an entirely truthfully way, everyone present. Host has no intention of printing this book himself, but asks that the author will find ready publication in Paris, when they in turn will be morally or socially ruined. Quite fittingly and casually he suggests murder, as the only solution.

Despair's assembly agrees, an alibi is prepared in the shape of a girl who, disguised, is to disappear, telephone and all signs act. What should have proved fool-proof, fails, however. The police turn up a little too soon, having had a call from a man at the house who had an inkling of his impending fate and asked for Alibi, the vanishing girl, is caught before she can stage her river-side act, and the whole thing looks like collapsing, when one of the male guests, a renowned almanac, makes getaway, taking the 'alibi' with him, and trying to bring down the blame. Fact that the publisher's wife actually did the killing seems a bit out of line.

Some of the critics likened the suspense and construction to 'Ten Miles an Hour' which is, perhaps, as interesting, but is unlikely to repeat that amazing success.

Acting and production are convincing and realistic, and there is no reason why the show should not come into the West End for a run as a well-acted play.

## TROIS CAMARADES

(THREE PAL'S)

Paris, Oct. 9. Three act play by P. A. Breal, presented by Theatre d'Allee Paris.

Charles..... Claude Genta  
Marie..... Claude Genta  
Fred..... Claude Genta  
Helen..... Claude Genta  
Berthel..... Claude Genta

Young French author borrows troubles of the young generation of poor French students, the hard-ly days without any futures—except the possibility of becoming a 'fodder.' Shows their sentimental

# 2 of 3 New London Floor Shows Okay; Dorchester, Mayfair Click

## Keeping His Promise

Paris, Oct. 13. Play by Sacha Guitry called 'Chouva' was produced at the Theatre de Paris 28 years ago (1907) and performed nine times.

When rehearsals of Guitry's 'All World's a Stage' started at the same theatre this season, the author made Leon Volterra, manager, promise that it would last at least twice as long as the other one. Show folded night after its 18th performance.

## ITALY EXPECTS LEGIT BOOM

Rome, Oct. 11. Current legit season here is already far in advance of the preceding ten seasons. Eleven companies have been completed under the Inspectorate of the Theatre.

Although official opening of the year's activities in this field is still a month off, the '35-36 season has gotten fine sendoff. Total of 2,730 performances are anticipated.

Of the above mentioned total, only 635 have not been contracted for; 1,482 of the shows already contracted for, will operate on a percentage basis, the remainder at fixed rates.

## New Enough

Paris, Oct. 13. On top of the national lottery, horserace sweepstakes, government run, have started in a house Frenchman's money wholesale.

Entre proposition is easy, except pronunciation by French of racket's name, which is handed to them in English. 'Guitry' is too much for them, so they call it 'beefsteak,' that being an English word which has been in their language for years.

upsets, as well as their financial worries.

Fred, Nick and Henri live in a garret, and Mel is a poor little student, stumbles into their place trying to sell them what corresponds to Fuller brushes. Worn out she stays for the night. Fred accidentally happens into her bed, which creates complications in the trio, nearly busting it up, because Nick wanted her, too, and Henri has another girl, Marthe, who was barred from the house by the rule and the favoritism makes him sore.

Mel is turned out, but taken back in a favorable condition. Finally all decides to get out of town and go back to the farm owned by the peasant parents of one of the boys and Mel's kid.

Play sets no rivers on fire, but it's not boring either. Not for adaptation, but Breal's future work will bear watching. Stern.

## Two Share a Dwelling

London, Oct. 9. Play in three acts by Alice Campbell, produced by Leonard Allan, at St. James' Theatre.

Charles..... Robert Edmond  
Marie..... George Murray  
Ellen..... Margaret Withers  
Fred..... Margaret Withers  
Mrs. Verlock..... Helen Hays  
Miss Bannister..... Wynne Handley  
Sir Randall Falgout..... Wynne Handley  
Clara Verlock..... Greta Moshem  
Charles Verlock..... Henry Hewitt  
Dr. William Sutell..... Ivan Saxon

Another refugee from the persecution of the Nazis is Greta Moshem. It is impossible to judge her talents from the vehicle utilized for her debut in London. She obviously has the gift of emotion and is a skilled actress.

'Two Share a Dwelling' is not a play; it is more of a pathological study. There is but one situation, which comes at the end of the second act, wherein her husband finds her, late at night, dressed as a common prostitute about to haunt the streets in search of prey. Her own personality is that of a sweet, meek, thingy. There is but one spot.

There is a lot of clinical twaddle about everybody having two natures, which is dinned in with Freudian insistence.

Play is tastefully produced and generally well acted—more's the pity. What thing is artifice? Jolo.

London, Oct. 13. Three principal hotel cabarets in London that have produced shows recently are the Dorchester, Mayfair and Grosvenor House.

Dorchester started off with a new edition of the 'Hollywood Beauties,' and the principals, plus the Calliger Brothers, who were here two years ago and played the Pavilion for John Southers. Whole production has been a success.

Grosvenor has Count Salm's revue, 'Tyrol on Parade,' presented by Felix Ferry, a tedious affair, and no longer a novelty. Tyrolean dances were featured in 'Wives and Sons' at the Coliseum nearly two years ago. Their slap and bang work, lasting 35 minutes, is too much for soup digestion. Only recent is a continental singer and fanny dancer. With Henry Sherek getting in ahead with Marie Roland and her Tyroleans at the Ritz hotel, novelty was further nipped in the bud.

Novelty was nipped at the latter plicity is Hildegarde, an American singer, playing one of her numerous return dates.

Renee Houston, of the natively famous Houston Sisters, is supported in 'Wives and Sons' by a single turn at the Mayfair. She actually made a solo appearance some years ago. While she loses through lack of feeding by her sister, she is a favorite and gives a neat performance.

There are only two other acts, plus Brian Michie, m.c., who is said to have a broadcasting reputation. He is a big, bulky chap with a unique slant on humor. One can't make up one's mind whether he's good or not, which means he will probably grow.

A favorite cabaret turn is Lolita Benevise, billed as 'a lovely lady from Spain.' She does not belie her billing and gives an exhibition of Spanish terpsichoreanism with castanets and rotating midriff.

Third turn is Western. Bros., silly as duologists, so clever in their line they haven't even got imitators. They have special numbers for cabaret work, with verses slightly nearer the knuckle than they would utilize in a theatre. All their points are inclusive.

A detailed policy of having Vic Oliver as m.c. on eight weeks contract with option is well under way. Entertainment is dubbed 'Vic Oliver's Party,' with occasional change of name. Current attractions, outside of Oliver, are Gullit Guillu, magician, and Genia Nakolajewa, Russian dancer. With same management operating the Carlton, acts are switched about one spot to another without losing custom, as both places have their own clientele.

## LEGIT TALENT LOANS TO PIX IN VIENNA

Vienna. Gustl Huber has been farmed out by the Deutscher Volkstheater to a film company here for \$2,000. Actors will go into 'Young Gentleman from Oxford.'

Huber is considered a great box office draw to legit here and now has all local legit managers on their toes for all star breaks. They figure if they can rent out enough of their players for a work there will be no necessity to gamble with the theatre ventures.

## REVOLUTIONARY IDEA

Mexico City, Oct. 22. National Revolutionary Party, political organization which dominates the federal government, is drafting a program to stimulate native pic production.

Planck in program is organizing co-op societies of native producers.

## UFA EXPEDITION

Berlin, Oct. 13. For outdoor shots of the new Carl Ritter pic 'The Last Four of Santa Cruz,' a UFA expedition is off to the Canary Islands on a special chartered boat, with one spot.

This is the young director, Werner Klingner's first UFA picture.

# 'Dodsworth' Opens to Big \$15,000 as Chi List Ups to Quartet; 'Road' 14G

Chicago, Oct. 22. Steadily adding to its list, legit shows week after week, the loop continues to perk. Business throughout the legit field is remarkably strong with the managers talking glibly of "six months run" and "years' run." Last season they talked of a four-week run in the loop as a career.

'Dodsworth' was the new entry into the field last week and started off to excellent notices and word-of-mouth. It had a bang-up \$15,000 on its initial session, despite absence of Sunday performance.

Into the Hits Sunday night (20) entered the 'Rose Marie' revival at the Grand Opera House, with indications of the first musical of the season here.

**Estimates for Last Week**  
'Dodsworth', Erlanger (1,300; \$2.75) (2nd week). Walter Huston, Sinclair Lewis and Sidney Howard surefire boxoffice magnets for the class of the town. Took \$15,000 on its first session without Sunday performance.  
'Rose-Marie', Grand (1,300; \$2.75) (1st week). Revival opened Sunday night to good trade for town's only musical. In for four weeks only, with Katharine Cornell in Rome and Italy, due Nov. 11.

**Three Men on a Horse**, Harris (1,000; \$2.75) (30th week). Above \$15,000 last week. Heavy, steady and strong stride, which should carry show along without difficulty. Nearly \$14,000 on its first, then forced to close by mayor.

# WALTZ \$30,000 SOCK IN HUB

Boston, Oct. 22. Newest entry into the Boston legit field is "The Wisdom in Women," presented by D. A. Doran at the Colonial. Ruth Weston, Walter Pidgeon, and Jane Bancroft local sell, among the cast. Opened Monday night (21).

'Life Begins at 8:40' with road cast started a revival run at the Shubert Monday night.  
'Great Waltz' packed 'em in on its third week and stays one more. Last week hit \$30,000, huge.  
'Old Maid' continues at the Plymouth for two more weeks. Opened satisfactorily to around \$500.

**Estimates for Last Week**  
'Great Waltz', Opera House (3rd week), \$3,300. Tickets still scarce for this one, and last week netted \$30,000.  
'Old Maid', Plymouth (1st week), \$230. Booked for three frames, looks as if it would stand the gamut. Opening week about \$9,500.

## Reading Back

Reading, Pa., Oct. 22. 'Blossom Time', opening the first prospective season of stage shows in Reading in several years, drew a near capacity house to the Orpheum.  
House has booked a lengthy list of attractions out of New York to follow.

## Constance Morrow Acts

Constance Morrow, sister of Mrs. Charles A. Lindbergh, is playing "Ada" this week in the Kalamazoo (Mich.) Civic Players' presentation of 'Noah.' Her name does not appear on the program, being billed as Constance Reeves.  
Miss Morrow studied dramatics last summer under Paul Stephenson, who is now directing the Kalamazoo amateur.



## CORNELL \$28,000

First Good Show of Washington

Washington, Oct. 22. Capital's fall legit season, which got under way badly when the first show, 'Venus in Silk' died in its midst, swung into action last week with Katharine Cornell's 'Romeo and Juliet.'

Show had the critics dying trying to find adjectives, the S.R.O. sign up plenty and wound up with approximately sweet \$28,000 at \$3.30 top.

'Fride and Prejudice', Max Gordon's newest, bows in tonight (Tuesday). Next comes two weeks of 'A Midsummer Night's Dream' (WB). 'Great Waltz' is due Nov. 11, with a premiere of Laurence Schwab's 'May Wine,' 'Personal Appearance' and 'Anything Goes' as probable followers.

# Plenty Shubert Gray in 'Sweet' 25G Week, L. A.

Los Angeles, Oct. 22. J. J. Shubert's operatic revival at the Shrine auditorium had clean sweep of the local legit field last week. Opening attraction, 'Hitler' wound up by looking after the current attraction ('Ah, Wilderness') which is doing well, but may get 'Fly Away Home,' Garrick has nothing set for 'Fride and Prejudice.'

Forrest gets 'Anything Goes' after the current run of Katharine Cornell's 'Romeo and Juliet' in its two weeks at the Forrest.

Last week at that same house, 'The Student Prince' ran for a single week only, duplicated 'Blossom Time's' sensational bill at the Chestnut. 'Ah, Wilderness,' under the new Leventhal banner, drew an unexpectedly cordial press at the Erlanger and got by to a neat \$7,000 in the week.

## 'GOES' \$18,500, FRISCO; 'LADY' POOR AT \$4,000

San Francisco, Oct. 22. Not since the boom days has 'Fride and Prejudice' done as well at the same time, but that was the case last week and will be again next. The show, which was kept going of trying stock at the President or Alcazar again.  
'Anything Goes' is taking tapes. Max Baucus' 'Kind and Tender' bowed out to poor business Saturday (19) after two weeks. Audience didn't like the show, which was kept going by her personal following.

## Estimates for Last Week

'Life Begins at Minsky's' (4th week), Columbia (Minsky) (1,620; \$6-83-\$1.66-\$2.20). Did average big at \$9,000.  
'Kind Lady', Curran (1,550; \$3-\$1.65-\$2.75). Dribbled out at under \$4,000 for second week.  
'Anything Goes', (2nd week), Geary (Duffy) 1,650; \$5-\$1.10-\$1.65-\$2.20-\$2.75). Splendid business at \$13,500.

## MOORE STOCK \$3,300

Gets Good Baltimore Start With 'Fly Away Home'

Baltimore, Oct. 22. Only legit on tap in town last week was the bow-in session of Raymond Moore's top comedy at the Maryland. With Donald Brian as guest-star, five nites (\$1 top) and two matinees (50c top) of 'Fly Away Home' grossed a good approximate \$3,300. Biz started a bit sluggishly, but gained momentum from plauditing press and warm word-of-mouth. Show also is credited with having it built to capacity crowds Friday and Saturday performances.

The URO house, Ford's, yanked up its curtain for the first time this year on Friday (22) when 'Three Men on a Horse' comes in for eight nites and three matinees at \$2.75 top.  
Iva Le Gallienne opens her road tour at Ford's Nov. 7, in for four performances in three days at \$2.20 top, that's what's taking legit lined up definitely to date.

# Ethel \$5,300 in 3 Perf.

Indianapolis, Oct. 22. Ethel Barrymore, opening the English theatre for the fall season with 'The Constant Wife,' Thursday and Friday (17-18), played to near capacity houses for three performances.

Registering an estimated very good \$5,300 score at the box office at a \$2.20 top.

# Philly Expects a New Show Flood; Biz Continues OK

Philadelphia, Oct. 22. Apparently no change in the air taking cognizance of Philly's strong legit trade this fall. Show dates are being cleared for the coming year, with the present likelihood that five legit houses will be pretty consistently occupied during the next two months.

Latest batch of bookings to be received includes 'Fride and Prejudice' Max Gordon try-out at the Garrick next Monday (23), the Theatre Guild's 'Love Is Not So Simple' with Ruth Chatterton for the Chestnut (ATS-subscription) Nov. 4, and 'For Valor,' another tryout, this one by George Tyler, with June Walker and Frank Green, at the Broad Nov. 11.

Last named house will hold the two current Odets plays two weeks and then the Group Theatre outfit will offer 'Men in White' for the single week of Nov. 4, with the Forum taking two nights. After the engagement of 'For Valor' (two weeks) the Group people will come back to town with 'The Day After Tomorrow,' and one other new play, 'Weep For the Virgins.'

Sixth legit entrant, but temporary only is 'The Great Waltz' at the Strand, opening next Tuesday (23). Run is still officially skedded for two weeks only but rumors persist it may hold.

Student Prince's only opener was Cornell's 'Romeo and Juliet,' which has a terrific advance sale and won't fall far below its peak in its two weeks at the Forrest.  
Last week at that same house, 'The Student Prince' ran for a single week only, duplicated 'Blossom Time's' sensational bill at the Chestnut. 'Ah, Wilderness,' under the new Leventhal banner, drew an unexpectedly cordial press at the Erlanger and got by to a neat \$7,000 in the week.

**Estimates for Last Week**  
'Ah, Wilderness' (Erlanger, 1st week), Excelsior (Erlanger) 1,650; \$3-\$1.65-\$2.20-\$2.75). Splendid business at \$13,500.  
Odets plays (Broad, 3d week), OK considerably, but still helped by strong balcony and got \$7,500. Holds on well to 'Men in White' on Nov. 4.

'Student Prince' (Forrest, one week only). Surprise closed with \$13,500 claimed. 'Romeo and Juliet' with Cornell this week and next.

# 'ROAD' \$12,000, DETROIT; FINE

Headed for Detroit, Oct. 22.

Headed for at least a 10 months' run, 'Tobacco Road' at the Cass theatre enjoyed a powerful session Thursday (22) when it grossed \$12,000. Show opened Detroit's legit season Sunday (13), with the S. R. O. sign. Top net of \$2,200. The Cass is the only one of two local legit houses open so far, and General perk-up in business here has a lot of mileage.  
Show also got extra good copy in daily prints on threat that police will close the show for a hang-out. Police Commissioner decided otherwise, however.

**Estimate for Last Week**  
'Tobacco Road', Cass (1,400; \$2.20) (1st week). Show opened Detroit season Sunday (13) and brought in an estimated big \$12,000. The show continues to hang-out, and with exploitation covering every angle, should stay at least a month. House doesn't have any thing to report for Nov. 24, when 'Old Maid' moves in.

# 'Jubilee Sock \$35,000, 'Porgy' Big \$24,000 and Building; No Drama Clix

With the percentage of failures among the new straight shows exceptionally large during the past two weeks, scoring of the new musicals continues to highlight Broadway's new season. There were four abrupt closings Saturday. Three shows were last week's card of four premieres, the other playing only little more than one week.

However, favorable first indications concerning 'Jubilee' proved correct, musical comedy grossing nearly \$35,000 on the Imperial on its first full week. Standees were in for all eight performances. 'Porgy and Bess' did not sell out at the Alvin, but drew big money at approximately \$24,000 (without subscriptions the takings would have demanded for tickets. Capacity of the house allows for several hundred over those allotted subscribers. At the Alvin, however, the show, with virtual capacity again last week, despite the new musicals. Gross around \$40,000.

Best of the earlier plays advanced somewhat again last week, with 'Fride and Prejudice' (Broadway) (1st week), 'Strip Girl,' another arrival, opened Saturday (19) at the Longacre and drew a critical pasting, but had a fair show, with virtual capacity again last week, despite the new musicals. Gross around \$40,000.

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'Jumbo', set back from the coming Saturday, is also on next week's card, not due for Nov. 2 at the Hippodrome.

## Estimates for Last Week

'Achilles Heel', 44th St. One of several fails during last week, taken off Saturday after one week.  
'Anything Goes', 46th St. (49th week) (M-1,375-\$3.30). Going on tour after another three weeks. Next one year's run will be established; holdover still making profit; last week around \$18,000.

'A Touch of Brimstone', Golden (5th week) (CD-704-\$3.30). Better than most earlier entrants and operating at show with show and house under same management; \$7,500.  
'Blind Alley', Booth (6th week) (CD-704-\$3.30). Moves to the Elitz after this week; well regarded, but just about breaking even so far; \$5,500 or bit more. Night in the House' next attraction.

'Children's Hour', Elliott (49th week) (D-929-\$3.30). Also will soon celebrate one year's run on Broadway; average done to \$10,000 weekly and plenty okay.  
'Crime Marches On', Morosco (1st week) (D-931-\$3.30). Presented by George Bushar and John Tuerk; written by Bertram Robinson and Maxwell Anderson.

'Eden End', Masque (1st week) (C-700-\$3.30). Presented by Milton Shubert; written by J. B. Priestley; at Elitz; company opened Monday; light press.  
'Good Men and True', Biltmore (1st week) (CD-902-\$2.50). Presented by Frank Merlyn; written by same and Brlan Rowley; postponed from Tuesday, opens Friday (25).  
'If This Be My Destiny', Musical Box (5th week) (D-1,000-\$3.30). Final

week; aroused discussion, but little more than subscription money; next attraction 'Fride and Prejudice'.

'Jubilee', Imperial (2nd week) (M-1,468-\$4.40). Maintained standees after this week; added by at around \$3,000; 'On Stage' announced for house next week.

'Moon Over Mulberry Street', Mansfield (8th week) (D-1,097-\$4.40). May move to another house after this week; added by at around \$3,000; 'On Stage' announced for house next week.  
'Mutaste', Vanderbilt (1st week) (D-804-\$3.30). Presented by Martin Jones; written by Langston Hughes; mixed cast drama opens Thursday (24).

'Night of Jan. 16', Ambassador (6th week) (D-1,156-\$2.75). Among best of new season's dramas; has been picking up and should stick well into winter; \$11,000 estimated.

'Personal Appearance', Henry Miller (54th week) (CD-944-\$3.30). More than half of \$24,000 first full week places show among leaders.  
'Porgy and Bess', Alvin (3d week) (M-1,365-\$4.40). Not capacity but agencies report steadily.

'Remember the Day', National (6th week) (CD-1,164-\$3.30). With the best of new season's dramas; is operating profitably and should further improve.

'Sketch Book', Majestic (21st week) (E-367-\$3.30). Played revue making a run of it; although eye making a run of it; better an even break; \$12,500 estimated.  
'Strip Girl', 44th St. (1st week) (CD-957-\$3.30). Based off after moderately good start; aligned operating to some profit seen weekly, while picture money has production out in front; \$6,000.

'Squaring the Circle', Lyceum (4th week) (E-367-\$3.30). With booking pressure off can stay, but needs to pick up; theatre parties helped to around \$5,000.

'Sweet Vagary of Life', Shubert. Withdrawn Saturday; played week and two days; unable to stand up under adverse notices.

'Taming of the Shrew', Guild (4th week) (CD-941-\$3.30). Best money show of the new crop; capacity at all performances; with subscription bill around \$15,000.  
'Three Men on a Horse', Plymouth House (38th week) (C-850-\$3.30). Holdover leader; better than \$13,500 last week and with little opposition so far has good chance past one year.

'Tobacco Road', Forrest (98th week) (C-1,017-\$1.65). Run leader continued to pile up profits; few shows in line to surpass, but has been around \$8,000 lately.  
'Triumph', Fulton. Another casualty last Saturday; yanked after one week.

'Winter's', Martin Beck (5th week) (D-1,214-\$3.00). Improved again and climbed to around \$11,000; rated good gross for show of type and figures to clix.

## Boyes in Nebraska

Lincoln, Oct. 22. Chick Boyes Players, rep company which played here five months ago, is back in town in a new show in a circle in central Nebraska, headquartered in Hebron. It's a 14-day cruise around the circle, and prices are low to 16c.

Boyes announced when leaving that he would be back on the same lot here again in the middle of May, 1936. He has been here two seasons.

## I. MILLER

Shoefolks Shoeshop

Leading producers find the prices in our new theatrical departments, a pleasant surprise.

1552 BROADWAY

Open Till 9 P. M.

**Cal. Writers' Conference**  
California Writers' conferees start their fourth annual conference Oct. 24 in Claremont. Since California contains a far larger number of scribblers than any other state, turn-out is expected to be attractive. In every biggest gatherings of typewriter clickers than have ever assembled before for a similar reason.

Day will be occupied with a series of round tables, taking in every scribbling subject from short story writing to playwrighting. Scribblers who will address the round tables are David Taylor, Lee Shippey, Horace Winslow, Harlan Wood, Elaine Pauline Stiles, Breckenridge Ellis, John Russell McCarthy, Sara Taft Teschke, Hilda Teague Hill, J. E. McMullen, and Ainsworth Morgan. A special luncheon meeting will be addressed by Rupert Hughes. Conference will close with a dinner.

**Curb Coast P.A. Ven**  
Los Angeles news bureaus are plenty hungry at studios for wearing away their staffmen and are combining to do something about it. Issue came to a head when Henry Brand at Twentieth Century Fox publicized a spot to Leo Brown of United Press. Local bureau head okayed the move, but when New York heard that Brown wanted a leave of absence to see how he fitted into the job, the screws went on.

Now, other news services are taking a similar stand against what they call outright raiding, and all leave for studio jobs will be verboten.

**CCC Book Contest**  
Book contests coming in thick and fast. Now Bobbs-Merrill has one, in a tie-up with the Happy Days, the official publication of the CCC.

Best book, fiction or non-fiction, having to do with the CCC, submitted before Sept. 1 will win a prize of \$500. Script will run serially in Happy Days, after which it will be issued in book form by Bobbs-Merrill on a regular royalty basis.

**Knicht Reissuing Oldies**  
New book publishing house, Knicht Publications, Inc. will issue volumes of non-fiction, mostly of a topical nature. Firm will get out not only new works, but also will reissue those previously published books which failed to catch on when first issued.

As a starter, Knicht Publications has taken over Anna Louise Strong's 'China's Millions,' and will have the author enlarge it and bring it up to date for republication. Author recently had a good seller, 'I Change Worlds.'

**Harrison to Coast NEA**  
Paul Harrison took over Newspaper Enterprise Association's column for Hollywood and Los Angeles, replacing Dan Thomas, who has been doing picture column for service for several years. Move serves Thomas' connection with the magazine. Johnson remains as assistant to Harrison.

Harrison formerly wrote NEA column under heading of 'In New York.' He also covered legit openings on Broadway.

**Mabelle Jennings Quits Crickling**  
Mabelle Jennings, Washington, D. C. only contributor, has severed with the Herald. Heated morning sheet, Oct. '9. Scheduled to break out with chatter series on WJWS, Washington's Columbia outlet Oct. 23.

She has a 'mem' or town's critical quintet for eight years, four with Daily News and four with Herald.

**Tolerance Mag**  
Quarterly mag called Race will make its initial appearance around Nov. 1, advocating international operation and equality. Stressed by its sponsors, that the mag is not affiliated with any left-wingers. Mag's editor is Genevieve Schneider, with publication headquarters in New York.

**Underground Rivals**  
Subway Sun, after all these years, is to get a competitor. It is to be called the Subway Journal. Sun serves the Interborough subway line, with the Subway Journal to serve the City-owned Eighth Avenue line. Editor of the Subway Journal will be John Joseph Day.

**More Gum-Shoe Tales**  
John H. Hopkins & Son, which recently decided to increase its book output, will sponsor a series of detective books to bear the imprint of the Green Shield Mysteries.

Will be something like the Crime Club of Doubleday, Doran.

**Best Sellers**

'Vein of Iron' (\$2.50)	By Ellen Glasgow
'Euros' (\$2.75)	By Robert Briffault
'Shining Windows' (\$2.00)	By Kathleen Norris
'Honey in the Horn' (\$2.50)	By H. L. Davis
'Lucy Gayheart' (\$2.50)	By Willa Cather
'Stars Look Down' (\$2.50)	By A. J. Cronin
New Fiction	
'Seven Pillars of Wisdom' (\$5.00)	By T. E. Lawrence
'North to the Orient' (\$2.50)	By Anne Morrow Lindbergh
'John, Queen of Scotland, and the Isles' (\$3.50)	By Stefan Zweig
'Life With Father' (\$2.00)	By Clarence Day
'Asylum' (\$2.00)	By Willa Seabrook
'Woman's Best Year' (\$2.50)	By W. Beran Wolfe, M. D.

**Det. Book Fair On**  
Second annual Book Fair, or Week of Authors, is in progress this week in the auditorium of the J. L. Hudson Co., Detroit. Program is slated for every afternoon this week, with prominent authors as speakers.

Among those there for the event are James Kirkwood, Carl Raswan, Elizabeth Corbett, Upton Close, Ludwig Lewisohn, Henry Franck, Mae Massee, Irita Van Doren, Frances Winwar, James Weber Linn, Jack O'Brien, Nicholas Wredner, Eric Kelly, Arthur Stroy, Christopher Hale, Monica-Shannon, Margaret Ayer Barnes, Elsie Powers, Richard Dana Skinner, Dale Warren, Bertha Harding, Marjorie Black, Norman Forman, Mabel J. Hunt, May Lambert Becker, John Floherty, R. A. Jelliffe, Maxwell Reed and Ruth Harshaw.

**One Comedy**  
Mai Malcolm Wheeler Nicholson, who began the publication of Fun about a year ago, has a new periodical on the way, to be known as the New Comics Magazine. New one is a miscellany of matter with William Cook as managing editor.

Nicholson mags are published under the aegis of the National Allied Publications.

**Adrian's Dress Blurp**  
Adrian, Metro dress designer, is writing a section on modern dress for Encyclopaedia Britannica. Modern dress articles have never before been included in volume.

Milton Sills, who wrote an article for the volume on motion pictures, was only other film figure to be used by tome's editors.

**Bonis Expanding**  
With removal to new and larger quarters, the Bonis, A. and C., will resume something of their former activity in the book publishing field. Contenting themselves for some time with reprints and such, Bonis are publishing a new novel, 'The Old Man's Place,' by John E. Sanford.

Bonis also formed part of Boni & Liveright. Subsequently each name decided to go it alone.

**Peterson's New Pulp**  
West F. Peterson, reported to have quit the Dell organization when Inside Detective Magazine suspended publication, back with the firm as editor of a new pulp named Public Enemy.

One of those G-Men story mags.

**Texas Gets Class Mag**  
New state life mag is The Texan. Aimed as a class monthly, it will cover the Texas arts, society, sports and other activities of the Texas smart set.

Sponsored by the Texas Publishing Co., with publications in San Antonio, it will be one of those G-Men story mags.

**CHATTER**  
Kenneth K. Howell is the new editor of the American Architect.

Paul Green foregoing playwrighting for a time to turn out a new novel.

Mark Sullivan in town to correct proofs of his latest book, 'The Twenties.'

John Steinbeck has gone to the Mexican interior for data for a new novel.

Norman Messery acquired Van Nuy's (Cal.) Tribune from Fred B. Hitchings.

Fifty years in the book publishing biz for John Barnes Pratt, head of A. S. Barnes & Co.

Ilya Iiv and Eugene Petrov, selling pair of Soviet scribblers, being feted about town.

Stuart Rose quit the book biz to become an associate editor of the Ladies Home Journal.

Saxmy Fuller's first novel, 'Burn, Baby, Burn,' will be brought out by Phoenix Press, Dec. 1.

Rockwell Kent will get back from

Alaska in time for the publication of his new book, 'Salamina.'

Annual meeting of the Authors' Guild on Oct. 31; annual meet of the Authors' League, Nov. 7.

Johan Fabricius back to Holland, after arranging for a one-volume edition of his 'The Son of Marietta' here.

Books for the young only is the idea of Edward A. Powers, who is calling his organization the Youth Library.

Latest to do a book on news dissemination is Will Irwin. Calls it 'Propaganda and the News,' and Whittlesby House will publish.

Arihur Bryant has discovered so much stuff on Samuel Pepys that he has of the diarist will run to three volumes instead of the contemplated two.

Joseph Hergeshamer checked into Johns Hopkins hospital, Balto, last week to discover if he needed an operation, but his medicine handed him a clean bill of health.

Percy Bailey, 61, secretary of Pathfinder Publishing Co., which gets out the Pathfinder mag, died last week. Bailey had been with Pathfinder for 40 years.

Besides the regular trade edition of the Daniel Frohman memoirs, Kendall & Sharp will bring out a limited slims edition, part of the proceeds from which will go to the Actors' Fund.

National College Short Story Contest conducted by The Story, mag, edited by Elizabeth Hall, of Barnard.

Winning tale, 'Two Worlds Are a Story,' appears in the current number of the monthly.

Popular Publications, Inc., is currently celebrating the 25th anniversary of its Adventure magazine. Special issue of the thrill-story publication runs 176 pages, one of the biggest issues in the mag's history.

**SHEA'S, TORONTO**

(Continued from page 16)

juggling with the spheroids and the hats.

Lady billed as Miss Elsworth contrived to make a long slings pop without any apparent feeling and keeps her eyes too much on the milk. She has a good voice, good looks and figure, and dresses well, but should get rid of that stiffness.

Features, 'Public Menace' (Col) and 'Hot Tip' (RKO). McGraw.

**G. O. H., N. Y.**

They put it on this week at the G. O. H. on 23d street, using Roscoe Allis in an m.c. post, a fresh twist for this name house even at this date, as shows are generally shod out pronto and minus any particular flourish. They've probably had one before out front, but not of late. Allis' presence is threaded through program, somewhat vague at first to the mob, but after a while used to him it's okay with the G. O. H. customers.

The Cartons (4) are announced first, presenting a mixture of hoofing and acrobatics, mostly the latter. Two or three, both husky, decked out as bellhops, both correctly and slow-motion through a dance outfit. Their partners, one an elder, one a girl, appear in a monie, also pace through gymnastic turns.

Ruth Brent, diminutive congress, lends a touch of class to bill, being accompanied at the piano by her own pianist, and then knowing herself to want to correctly over the microphone. Three numbers. Plenty good down here.

Two to watch for in closing, including a girl and a stooge in the box. Regulation stuff, but Allis' stuff will with house by this time Allis get it easily.

Lee Murray revue (5) closes, a dance flash, with a center stairway utilized as a dance chore set in the conventional routing. They hoof it up and down the stairs, with a trunk number standing out. Two girls of same name, correct results with their toe-tapping.

Show clocked a full hour Saturday night, but Allis' extra chore set features 'Pursuit' (MGM) and 'Two for Tonight' (Param) on the screen.

**Fiction and Films**

By WOLFE KAUFMAN  
Theatre Books

An unusual assortment of fine books on and about the theatre have just been issued. Three publications in the past two years are especially outstanding and deserving of success and support.

'The Pulitzer Prize Plays' (Random House; \$3.50) is quite obviously a tome that will find a spot for itself in most theatrical libraries. It contains the complete and unabridged text of all the Pulitzer prize plays to 1931. Last winner, 'Old Maid,' not included, but probably will be in a future issue. Publishers of 'Maid' couldn't come to an agreement with the publishers of this book, which is a shame. It is a beautiful job, well edited and nicely printed and bound. Kathryn Coe Cordell and William H. Cordell are given credit for editing, with an informative introduction by William Lyon Phelps.

'A Treasury of the Theatre' (Simon and Schuster; \$3.75) is a more ambitious work and one that will win considerable approbation at the moment. It is a collection of considerable controversy. Edited by Burns Mantle and John Gasner, it contains the complete text of 24 plays going way back to Aeschylus and coming up to the modern times by way of 'Of This I Sing.' Only five modern American plays are included, 'Green Pastures,' 'Elizabeth the Queen,' 'What Price Glory' and 'An Act of Love,' and one of the others, mean much bickering as to why others were excluded. Whether or not the selections are the best or not, the fact remains that there are 34 plays in one volume, a huge book, at \$1.64 per page, in a readable print and on good paper, and that it is a book worth having.

Burns Mantle, N. Y. Daily News drama critic, is also the editor of the third book, 'Best Plays of 1934-35' (Doubleday; \$2). It is the newest edition of Mantle's annual publication and as valuable and interesting as usual. He picks the 10 best plays of the year, again debated by the general public. Book is stacking 'Children's Hour' on top and leaving room for argument by naming a couple plays that are not ordinarily put on such a list and another, 'The Great Book,' as usual, contains a lot of vital statistics and information, a story condensation of the 10 best plays, information about each subject along with the general legit history of the year. It is by now the standard book of the sort, and is right in line with past efforts.

**'Red' Lewi**

Sinclair Lewis becomes more than conscious of the connotations of his nickname in his newest book, 'It Can't Happen Here' (Doubleday-Doran; \$2.50). The book is about the regular roads travelled by Lewis, and his best in some time. It has all the characteristics of usual Lewis books, camera descriptions, terrific observations and lack of any sense or direction of realism; but it goes beyond by adding a feeling of heat and punch; it's the most gutsy Lewis book yet.

Novelist portrays America as it might be under a dictator and fascism. He makes it all sound surprisingly close at hand and real, and not at all like a detested dream; rather it's like a nightmare that has managed to slip into fact. It's a pleasant picture that he paints; but it's one that will give his readers pause to think. If the subject matter should deter its sales, it would be unfortunate; it probably won't.

Mette has a good story, though it's a bit difficult to see what stage what they're going to do with the book.

**Unusual Theme**

William Farquhar Payson was a magazine editor before he became a book publisher. Now he's a novelist, with an expertise on the other side of the fence. Shows it, too, in 'Give Me Tomorrow' (Dodd, Mead; \$2.50), a good popular novel with an unusual theme. Takes the young daughter of a millionaire and shows her evolution.

Shadow of her mother's cast falls over the child's life and almost seizes it, but a sudden twist at the end straightens things out.

Cleverly contrived, book is away from run-of-the-mill fiction and should do well. Could make a good film, too, though probably difficult to cast.

By FRED DONAGHEY  
Radi' ilm Strength

Films and radio have profitably exchanged performers with each other and with the stage.

'Radio has drawn heavily' on the stage not only for ideas (which, in the final consideration, are the basic of all formal entertainment, ever have been, and forever will be) but for actual material, also, and has in the last three years been drawing quite heavily on the screen. Taking material from the screen, radio has, as often as not, taken ideas and matter which the screen had taken directly from the stage. But, save in the matter of performers, the former has not looked to radio for either material or ideas.

Yet, radio has created immense name values in a number of instances. For an example there is the 'Lone Ranger' who, as 'Lone Ranger,' with close to four years' notable (and increasing) vogue through its direct romantic appeal. It is what is meant when the word 'radio' is used; also, it is what is meant when the word 'radio' is used in meaning to undertake to describe fiction or drama. That is, it has essentially to do with what writers until quite recently loved to call the American Scene.

'The Lone Ranger' is not a program of merely juvenile appeal. It is, in truth, a reflex of all the history, all the fiction, all the legend, all the 'reporting' having to do with the American scene, all the mishaps, as the Winning of the West. The hook-up of popular interest for the screen is that the era is not all in retrospect; it is not ended. And 'The Lone Ranger' may be explained to those who are not yet among its inveterate listeners, something for adults in all keys. Moreover, its appeal on the screen would be universal.

Just as a film producer has the rights to a new novel and then depends on the title to do the drawing, so might he buy the right to screen 'The Lone Ranger.' He would not get the best of the line of the uncounted thousands of lines that have been spoken in this serial on the air. Just the title and the title-character—the unafraid rider who serves mankind with his good deed each day.

These are other radio serials. 'The Lone Ranger' is mentioned at length because of its longevity on the air and the check-up on it. Of that other, that about those early prophetic tales by H. G. Wells' and what of 'The House of Glass'?

By EPES W. ARGENT  
Sluggish

There must be some market for English reprints, else publishers would not print so many. Some of them, of course, are good reading either side of the water, but many others have seemed to the general American taste.

One of these is 'The Wedding' (Doubleday, Doran; \$2), in which Dennis Mackall takes 320 pages to laboriously and sluggishly recount all the minute happenings of a very ordinary wedding day. Starts with the bride's father getting out of bed, after the first six pages are given to a 'prosy' description of the house. Goes on to the bride's presence of the groom's mother, the brothers and sisters, the uncles and the cousins and the aunts. Yards of stilted conversations, pages of cold description but little happy for the pictures; not even slow motion.

**ioneers**

There's more background than romance to Horatio Colony's 'Free Forester' (Little, Brown & Co.; \$2.50), but it is the interesting background of colonial Kentucky, and the loves of Harley Boydley to give the personal touch.

He and some friends go through the Carolinas to the west just beyond the Alleghenies, and through various characteristic adventures, including; almost as a matter of course, capture by the Indians. There are a number of outstanding characters, all of whom carry interest. Handy material for a picture, since most of the incident is slightly too salty, but in a more liberal earlier day there would have been cinema in Harley's many contrasting loves. It makes good reading in spite of heavy going at two or three points.

Football

By Benny Friedman

Columbia-Michigan After one disastrous season, Michigan is making a strong comeback...

Dartmouth-Harvard Dartmouth's schedule hasn't been tough to date and the Big Green has still to be tested...

Colgate-Holy Cross This should be one of the outstanding games in the east...

Minnesota-Northwestern Northwestern is going to knock somebody off before the season is over...

The schedule makers of these two teams must be psychic. They must have foreseen that this battle was going to be one of the standouts...

Ohio State-Indiana The Buckeyes should wait right through...

Alabama-Georgia Alabama has been beaten Georgia is still to be licked. But

Probable Football Winners and Proper Odds

October 26

By Benny Friedman

Table with columns: GAMES, WINNERS, ODDS. Lists various football matchups and predicted winners with odds.

(Predictions based on fair weather) (Copyright, 1935, by Variety, Inc.)

against backfield hocus-pocus (Colgate). Colgate should win.

Army marches through a stubborn Harvard defense, but took a terrific physical beating. Yale has a scoring punch, and an eleven that is filled with the best of combat...

Navy-Notre Dame The Middies have a powerful team, halted by the slightest of margins by Yale. They will rebound after that defeat and can step out to win.

Wall St. Dream

(Continued from page 1)

Century-Fox, RKO and Par. It is figured that around 400,000 Loew shares or working control could be purchased in the open market.

The GM Idea Smacks like a 'General Motors' plan. It's been talked about in the trade, off and on, for years.

Bankers see tremendous industry reformation through the means of such reorganization of business.

There is another case of the rebound. Alabama has played the harder team and even though Georgia is always hard to take it looks like Alabama.

Louisiana-Vanderbilt This is a case of the defender of the title vs. a team which has failed to lick those Yankees. They won't be talking about the war between the states on the line of scrimmage, Louisiana.

California-U. S. C. Here is one game in which anything is likely to happen, even though California is unbeaten and Southern Cal already has lost two games to the desert.

financial edict, suiting all and favoring no individual firm. Also, downward trend in operating costs. The purchase by Atlas Corp. of RCA's controlling interest in RKO, for \$11,000,000, is seen as a step in this reorganization scheme.

The Legal Hurdle Legal obstacles in effecting possible mergers are held to be avoidable through purposes of financial benefit.

Undoubtedly should this plan be achieved, and prove successful, company mergers would cease to interest the trade.

Because Hemphill-Noyes, downtown brokers, who are close to Atlas, are financially interested in Columbia, there has been considerable luncheon table talk about a possible amalgamation of RKO with Columbia.

Caesar

(Continued from page 3)

was no room for gag men in talking pictures. As for the boys, they were washed up. They could either write funny dialog, or else. Mr. Caesar

Next came the realization that the man who wrote good dialog is capable of serious writing, and it did not too long a time Caesar was able to call up his mother in New York and tell her he'd won a statue.

The wisecrack was the paragon of the depression, when men lived rapidly and had to get their joys on a quickly indicated—and Caesar is willing to forget the Past.

Stirred by A. P. Waxman, also of Gaumont British, Caesar was discovered at an A. M. P. A. luncheon hopefully scanning the faces of the throng in search of former Che-Chubbler.

A Curtly to Hollywood

Pictures recognize, said Caesar, now warning to his subject, that the mere making of profits will not perpetuate the industry.

Picture entrepreneurs as well find Caesar their champion. 'They're in a business,' he declaims. They make no pretense at being abstract thinkers.

'Look,' Caesar continues, 'at what good sports they were to take it, and state go to the picture. Now that they've made a success, they've a right to grow a little sensitive to treason on the inside.'

And to the New Boss

Michael Balcon of Gaumont-British in particular has got Caesar on his side. 'Balcon's got the only point of view,' Mr. Caesar said. 'He knows that there are some people living outside of manor houses, who go to pictures. People who don't get their teeth out of crystal glasses, stand up when a lady enters a room, get their clothes on Bond street.'

Canada Gets Almee

Guaranteed four of Almee Simple McPherson starts Nov. 1 at the Walker theatre, Winnipeg. Edmonton and Vancouver will follow.

BIRTHS

Mr. and Mrs. John Hearne, son, Oct. 12, in Los Angeles. Father is radio actor.

U. S. Pugs, Wrestlers in Rio Find It's Not Always a Bed of Rosin

Thirsty Legionnaires

Members of American Legion and delegates to recent convention here were a thirsty lot. Amheuser-Buech's statistics show that during four days of convention 142,132 bottles of beer were given away at 800-foot bar, manned by 70 barkeeps and 40 assistants, on brewery grounds.

Bledsoe Wins Damages Against Bus Line for Racial Discrimination

Decision was handed down in Municipal Court, New York, Monday (21) favoring Jules Bledsoe in his civil rights case against the Hudson Transportation Corp. (12th Bus Line).

Case was instigated when Bledsoe and two people accompanying him were refused admission in one of the company's coaches at Hastings, N. Y., last summer.

The sum of \$500 awarded each of the plaintiffs is the maximum penalty. David Greenstein, representing Bledsoe, has three attachments to place on one of the carriers at the depot in the Hotel Dixie to satisfy the judgments.

Midget Races Return

Midget Races moved back into the Coliseum on the State Fair Grounds for the winter season under the auspices of the Midwest Auto Racing Association.

MARRIAGES

Nan Blackstone, singer, to Helme Brand, athletic instructor, Oct. 15, in Los Angeles.

Geneva Mitchell, stage and screen actress, to Harry Bryant, Oct. 15, in Yuma, Ariz.

James Ballister, radio and picture singer, to Dorothy Fox, singer, Oct. 20, in Jersey City, N. J.

Eleanor Bond to Orville Stewart, film production aide, Oct. 17, in Grand Rapids, Mich.

Lella Godwin to Buddy Weiller, Oct. 20 in Los Angeles. Both are film players.

Louise Smith, non-pro, to Paul Phillips, assistant continuity director of WMCA, Oct. 19, in New York.

Police action in restraining the departure of American pugilists and fighters under one-sided contracts, which, it is claimed, allow them barely a living wage, was challenged by United States consular officials here who promised to 'crack this business wide open'.

Similar situations have arisen before with other American pugilists, foreign wrestlers and boxers, among them Battling Battalino. Battalino, however, beat them to it and the local organization was out several hundred dollars.

Trouble in Buenos Aires over contracts for U. S. vaude and musical talent, however, is not duplicated here as vaude artists have been 'pretty good' in dealing with American show material, according to the Consulate.

COPS NO CHUMPS FOR PRESS AGENTS IN UTICA

Local cops are on a wary eye for press agents. A few years ago they blew up one in which a smartypa: dropped a bundle of clothes on the bank of the Barge canal.

They saw a fellow, who said he was Dr. Andre Crespi, rise up in a coffin planted in the center of the room. Then he got a ride, not in a hearse, but in a police car for observation.

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Jai Alai in New \$100,000 Sports Aud. on Coast

Following granting of permit for erection of \$100,000 sports palace here, application is expected to be made at once for permission to introduce and operate Jai Alai (H-I-L) by Grand Old One, J. E. MacCready, of Shanghai, China.

Broadway

Pinky Green lost his mustache. Max Oberdorf off the sick list. Lou Goldberg back from the Coast.

Leo Marsh seriously ill at Park East hospital.

Tom Cline playing 'Fly, Genius, Fly,' due next week at St. James. Mitzl Green was 16 yesterday (Tuesday).

Tom Waller laid up with an injured foot.

Are Lastogef' for another week.

Jack Whitney, pioneer prexy, back from the Coast.

Frank (Chickie) Abdou visiting parents in Colorado.

Frank Cooper in charge of Curtis & Allen's radio dept.

Max Raymond now associated with Maurice Gold.

John Daley, the old Keith booker, is WPA office manager at Mineola, L. I.

Harvey Dean gets the next feed from the Friars' Saturday Night Boys.

James Phelan Cuddy, one of the radio timers, in town to see his publisher.

Roscoe Karns scrambled for Hollywood after spending six weeks in New York.

Two Par songsmiths, Ralph Ringer and Leo Robin, are east for a month's vacation.

Leon & Eddie's new wine addition being done by Otto and ready for unveiling shortly.

George W. Weeks off this week for a fortnight on a probation matter for Gaumont-British.

Frank Harrigan, of the d.a.'s office, is doing the burlesque inspection of the current shows.

Irving Mills to the Coast to meet up with Cab Calloway, who is slated for Warner Bros. on Broadway.

Lou Smith moving back to town after a year's experiment with the country at Garden City, N. Y.

Charles McKelvey, in his office, still away from office after more than month's stage in hospital.

Frank Freeman is ready to attend roller skates in order to attend meetings at the Paramount hotel.

Howard is in from the Coast Paramount studio to work for Hecht and MacArthur in 'Soak the Rich.'

Tom Irwin gets in from the Coast Friday (23) after a three-week wander.

Ralph Cooper is back at the Apollo 25th street, this week, m.c.'ing the stage show and amateurs.

Lou Smith continues to come into town every week from Boston to discuss shows at the Met up there, which he operates.

Tommy Todd, lately up from Atlanta, to Hollywood to pilotmaster an indie special. If he likes it out there he'll stick to it.

David Loew, who leaves Loew's, Inc., to join Hal Roach, is being well-dinnered at the Waldorf, Oct. 29. Strictly r.a.v.p.

Jean Deletré, Lucienne Boyer's vaude composer, since meeting the Franklyn company, is no longer digging in items 't' em.

Soc. of Restaurateurs honored Arnold Reuben in his 25th week, 25 years in the biz with dinner given in Reuben's own place.

Charles and Fontana, balroom duo at the Savoy Plaza, are changing their chores and now are doubling for both dinner and supper sessions.

Frank Oswald, who is m.c.'ing the missus, back after an extensive nine weeks' auto tour through the south on a business matter.

Morris Yushetitz, public relations rep. of Local 306, has one of his legs in a sling after an attack of blood poisoning, which laid him up for a week.

Most of the new niteries are being decorated either by Eugene Schoen or the Josef Urban Associates (Irwin Scott), carrying on the Italian manner.

Zeppo Marx's branch o' cehs here has added a niterie department.

Sam Sternay will handle Harpo Marx' arrival Sunday (27) from the Coast for premiere of new film at the Capitol.

Part of champagne as prize to first patron to guess number of red apples painted on trees decorating the Italian manner.

Champagne room recently opened by Michel, is yet to be done.

Dea'lozzy Dea'lozzy 'Schoolboy Rows' are new names for a brace of bucking brones at the Garden rodeo. T&D Lucas, contestant No. 1 in the rodeo, is trick riding with a fractured left arm in a cast.

The Marc Lachmanns (Melva Corcoran) finally made that long threatened Coast trip, sailing Saturday (19) via the Canal. Mrs. Lachmann's family is from California with the p.a. J. L. Lachmann.

Jack Norworth, light comic of silent pic days, is featured in a comedy film from the Grand Gemma company making at West Coast Service Studios for the Berwin Coal Co.

Stan O'Day also is in the cast. Just like Sam, doorman at the executive entrance to R. C. Music Hall, was graduated into the RKO art dept., the first red-headed youth who succeeded him at the desk, has been given his opportunity in a Radio studio spot on the Coast.

London

Bessie taking singing lessons.

Joe Termini opening Ritz hotel cabaret.

Henry Sherek spending week-ends in Paris.

Charlie Raymond in a new Saville Row suit.

'Ten Minute Alibi' to be presented in Budapest.

Jan Raftin, English band leader, in bankruptcy.

Reginald Forsythe sailing to rejoin Paul Whiteman.

Kingston Empire celebrated its silver jubilee Oct. 24.

Jay St. Heller debuting in cabaret at the Berkeley hotel.

Irene Hentschel spending week-end with St. John Irvine.

The Rivals moving from the Embassy to the Kingsway Oct. 21.

Seymour Hicks to revive 'Man in Dress Clothes' at Victoria Palace.

John Drinkwater has an unproduced play written around Garibaldi.

Willie sold out advance for premiere of 'Top Hat' at the Carlton.

Prince Edward Theatre esterything their policy opening on Boxing Day.

Jerry Verno will be in the new Gaumont-British-Globe Artistic circuit.

Conny Chappell back on dramatic and film desk of Sunday Dispatch.

'Love on the Dole' moves from the Garrick to the Winter Garden.

O'Neill Wallace to play the lead in 'Charlot' pantomime at Vaudeville theatre.

General, head of the Savoy hotel, has musical adviser to Herbert Wilcox.

John Chernalsky here looking for talent for Johannesberg Empire Exhibition.

Maasi, head of Trans-Variety Agency, Paris, here talent scouting.

Stuart Robertson signed to appear exclusively in Herbert Wilcox's productions.

Arnold Pilbeam, Nova's papa, renamed 'Little Earthquake' to John Wyse.

Slaney Howard's new film for British & Dominion written by Billy Harvey.

Walter Mudge completing score for romantic musical, 'Yolanda' by Walter Ellis.

Ramon Navarro signed with Concordia Films for a talker version of 'C. A. D.'

Jeanne Aubert throwing a housewarming party to principals of 'Anything Goes.'

George Barclay, agent, and Kate Carney, soubrette, celebrating their Golden wedding.

Alister Haysman on opening bill at Piccadilly theatre, doubling from Dorchester hotel.

Alister Haysman on opening bill at Piccadilly theatre, doubling from Dorchester hotel.

Impossible at the moment to secure a theatre for West End theatre for an attraction.

Reverlers on an European concert tour, crossing at end of November, with Doctor L. Leonidoff, starting Nov. 21.

Henry Sherek cabling 'Charlot' (2nd) to pack her grip and come on over.

Bob Flanagan moving the Mrs. to a home in the country, as doctors say she is recovered.

Tony Vivian of the McKelvey & Elliot office appointed Gilbert Miller's press representative.

H. G. Wells received \$500 for broadcasting, which is highest price ever paid in this country.

British Intertitles giving a gala showing to new Henry Hall Picture at the Regal, Oct. 16.

John G. Thompson, 'The Dominant Sex' for Greek production at the National theatre, Athens.

Lengthy Dutch production of 'Don't Spare the Horses.' A musical, opens at the Garrick, Oct. 23.

Edward Laurillard producing 'The Merry Widow' at end of November, with Mary Robson in lead.

Curt Courant, continental cameraman, will photograph 'Broken Blossoms' for Twickenham Films.

Oscar Homolka's indisposition gave the Broadway William Monk a break for a week in 'Close Quarters.'

Francis Mannan phoning his office he cannot return from Paris as he has had to go to the theatre.

P. G. Wodehouse's new farce, in which Ralph Lynn is to star, has finally settled on the Saville theatre.

Max McKelvey's official motto is 'Office of Public Relations' in 'Windfield Sheehan's' London venture.

'20 to 1.' Arthur Rose farce, tried out in the sticks by Lupino Lane, talked of as next production for the Globe.

The Robert T. Kanes missing their Beverly home, and cannot get used to London's erratic climatic conditions.

Chappell's arranging to broadcast 'Mitsuyama,' and Japanese Con-

Chicago

certo in C Minor, both Claude Latham compositions.

Jim walking out of the Star part in revival of 'Butterfly on the Wheel' at the playhouse, with Green.

Jack Buchanan has consented to appear as himself in a three minute scene with the play in the film, 'Street Singers Serenade.'

People's National Theatre presenting 'The Sign of the Cross,' The Hangar, at Duke of York's, Oct. 22, starring Frank Vosper.

Hugh Williams for 'The Play' in 'Amateur Entomology' Jeffrey Farnol story which Criterion Films is doing. Shooting set for Oct. 14.

'Close Quarters' closed at the Savoy theatre, Oct. 5, after twelve weeks' run. Succeeded by 'The Wind and the Rain' from the Queen's.

W. G. Goulding to direct the next Leslie Fuller pic for Joe Rock. It's 'One Good Turn' written by George Harris and Jeff Courtney.

Gordon Heckey substituting for William Hickey in 'These Names Make Us' in 'Daily Express' press, during latter's trip to Russia.

Criterion Films, new company formed by Douglas Fairbanks, Jr., will use Alexander Korda story at Denham as soon as completed.

Stephen Bell presenting 'Pleasure Garden' by Beatrice Mayor at Grafton, thereby acquiring an interest for American stage and world film rights.

Alf Badale claims he has Noble Sisse and band booked for the Piccadilly theatre, meaning he has prevailed upon the Ministry of Labour to relent on American bands' ban.

British Lion to do a filmization of Austin Croon-Johnson's radio feature 'Soft Lights and Sweet Music,' with Frank Williams supplying the musical sequences. Shooting starts early in Nov.

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Technical staffs in English studies. Regulars being lured away from big producing organizations by the numerous independent companies, with increased pay.

Berlin

lairs Track.

Berlin boasts one-Ethiopian citizen.

Four Whirlwinds rehearsing a new play.

Hara Onuki warbling at the Scala during Oct.

Merian-Merino to England after a Scala date.

Heleen Appert-Beed at the Bristol for a short stay.

Max Haibe, playwright, celebrating his 75th birthday.

Shaw's 'Pygmalion' on view in film and play versions.

Three De Long Sisters at the Hamburg UFA Palace.

Arnaut Bros at the Hansa Hamburg, last month Scala.

Berlin's first fan dancer, Matha Merryfield, at the Scala.

Sixteen Tiller girls in from London for the Wintergarten.

Lulista Leers, from the Ringling Circus, at the Wintergarten.

Episode' East-West Assembly Niennese film, in its second month here.

Dorothea Weick on 'Tobis-Europa picture, 'An Impossible Woman.'

Luise Hoffmann, circus actress, sidestepping into directorial box.

Hans Heinz Ewers holding brief for Strauss' 'Student of Prague.'

Shirley Temple continues her success streak with 'Our Little Girl' (1935).

Friz R. Fried applying titles for filmization of Ibsen's 'Pillars of Society.'

'Theatrical Show,' exhibit of musical instruments from Thuringia, at Voss Street.

Next season on. Prices for razor-brush bonnets and leather pants gone up.

Still 'Plagious' screens off its reddish old backdrops from the storehouse.

First circus parade in years given by Strauss-Busch in Northern section of town.

'When the Rooster Crows,' barnyard farce, trying it again after last season's debacle.

London's thumbs-down on Germany's International Film Chamber's unaccommodating attitude.

Lessing theatre up for forced sale in spite of 800 performances of 'Difficulties with the West.'

'New drama, 'March of the Veterans' adapted for screen, retitled 'Kopelien' by the German.

Russian Ballet Wolezkoewski, from the London Alhambra, booked for the Scala month of Nov.

Swiss 'Kopelien' appearing heavily in swastika flags, now compulsory for numerous Nazi jubilees.

Dadert certain crashed down during performance at Hamburg theatre.

No one hurt, but stage badly damaged by fire.

Groek, after three farewell seasons and a film, now back in vaudeville at the Circus Busch, Hamburg.

Tiger broke loose during circus performance at Rothenburg, but was roped in by the trainer an hour later.

Jules Marx, Scala proprietor who was killed in 1932, has a new agency, now managing the Budapest house 'Foearovs Orfeum.'

Vienna

Vienna Academic Mozart Community has prepared two cycles for this season.

'Wind and Rain' at the Deutsches Volkstheater is described as 'Scotland's Ait Heidelberg.'

Opera Director Dr. Erwin Kerber has returned from honeymoon with Anna Horvat.

Schnitzler evening given at Akademietheater, with 'Comedy of Words' as chief attraction.

Lawrence Emmet Huxley's 'The Wind and Rain' again by Oskar Kartwies is title roller.

Josef Szilagi, Hungarian violinist, will give his final European concert in Vienna before departing for America.

Erna Sack forced the critics to exhaust their vocabulary of praise when she gave her first concert of the season here.

'Hue-o-ho, White Horse, Hue-o-ho' is the title of the German language version of 'Roll Along, Little Dogie, Roll Along.'

Director Rolf Jahn has obtained German language rights on Elmer Bernstein's 'The Wind and Rain' and will personally supervise its staging.

On orders of the police a new Vienna night club was forced to change its name from 'Sylvan Village to Negro Village.'

Emanuel List will sing Sarastro in the 'Magic Flute' at the Vienna State Opera, but will personally supervise its staging.

'Der Liebes Augustin' is scheduled to be the next ballet premiere at the Vienna State Opera, photographed by Margarete Wallman and Rudolf and Willi Fraenzl.

'Laughternotes' is the nick-name given to the first of a series of matinee performances at the 'Theater an der Wien. Seats range from 10c. to half a dollar.

Erna Sack's film 'An 8-Year Fight in Asia' will be shown in Vienna's largest concert hall, now cinema, being considered large enough to show a full-length film.

'I must ask mamma first' was the reply of Austria's five-year-old film diva, Trudi Stark, when told by the Vienna State Opera's Hermann Thurn in the course of a film.

Franciska Gaal, Sara Fedak, Roszi Barsony and Gita Alpar are among the first matinee artists scheduled to appear on Vienna's operetta stages this winter.

Franz Lehar wrote four songs especially for Martha Gerhart for 'The Whole World Revolves Around Love,' last film she made before leaving Vienna for Hollywood.

Austrian censor forbade production of a drama by an unidentified officer of the pre-war Austro-Hungarian Empire, the grounds that it unduly reflects on the honor of the army.

'Dark Clouds' crook play, is Director Erwin Kerber's first work of what it takes to bring silver linings to his box office in the Neues theatre.

Jewish Kultur-Theater has been opened in Vienna by E. Jubal, formerly of the Theater for 49. Program will emphasize Jewish literature, especially music and chamber operas.

Lake Trier Pasion play, 'Tiersed, Tiro' was such a great artist to itself for the staging of Technikon decided to subsidize it as a permanent institution to rival Oberdaner.

Dr. Theodor Innitzer, Roman Catholic Cardinal Archbishop of Vienna, has accepted invitation to attend the premiere of Erwin Lavary's 'First Legion' at the Josefstadt-theatre.

'Vienna Opera Ballet happier than for a long time. Was recently permitted to have a whole evening to itself for the staging of Technikon's phantasy, 'Symphonic Waltz and Puppets.'

'The Wind and Rain' is ready for showing at the Deutsches Volkstheater to alternate in repertoire with the successful, novelty 'Knightly Affairs,' by Alexander Zemlinsky, 'Igal, and Wind' by Merton Hodge.

Edward Eyal's 'Golden Mistresses' is to follow suit in the new Savoy at the Neues Wiener Stadt-theatre. Rehearsals two and three days after for fourteen days is Director Goczny's plan now to prepare for its premiere.

Alfred Piccaver signed for the tour part in the operetta 'Theodor' at the Vienna Folks Opera. Book is by Countess Marie Blenheim-Clary, and music by Ernst Zortle. Premiere slated for Nov. 20. Title role will be created by Emmy Kreutzer.

William Furtwaengler will conduct first of his year's Choral Concerts of the Society of 'The Friends of Music' at the end of the year under Oswald Kobasta on Feb. 6; third also with Kobasta on March 18, and fourth with Bruno Walter on April 12.

Ulrich Liebel, as the name of the author of a comedy entitled 'Beethoven and Fitty' is believed to be the pseudonym of a famous Vienna writer whom, however no one has named, has been the victim of a number of crimes.

Clara includes Hilda Wargner, Alma Seidler, Hans Wengrat and Otto Tressler.

Honolulu

Mabel Thomas

Mrs. Trem Carr expected.

Marjory Crosby, dancer, back again.

Mr. and Mrs. Ben Goldberg sailed in and out.

Fred Beetsons with his parents for two weeks.

Mrs. Bill Courtney prolonging her stay here until Dec.

Fawn and Jordan, dancers at the Regal, back to California.

Prof. Ramon Bow, mental wizard, at the Roosevelt.

Henry King, director, and his wife spent the week at the Regal.

John Parker of the Film Exchange married to Daisy Praga.

Alister Haysman and wife continuing indefatigable at the Young Roof.

Max Maxani and son to Central America to visit a week.

Johnny Nobe signed and sealed with the Irving Berlin corp.

Mary Adams, former sex of Pancho, to Chicago to visit her mother.

Virginia Mahon and Art Rucker new incoming dance team at the Regal.

Fritze McGulgan, pianist for Consolidated, in talent hunt for K.G. film.

Yonnie Shelton honeymooning here with her husband, Les Malabar.

May Coll, Jr., led the band at Courtney's birthday party at the Roof.

Former Gypsy Armstrong, with Mrs. Helfand, making her home at Walkiki.

Arthur Owens and family back at Walkiki after six weeks' vacation on Coast.

Clay Thompson, colored dancer, at Consolidated houses around Honolulu.

Mr. and Mrs. Edward Arnold vacationing here for a week, as guests of G. Cracker.

Mexico City

By D. L. Grahams

Another neighborhood, Cine Colonial, under construction.

Roth Quartette, Hungarian, playing at the Regal.

Cine Lux local neighborhood, has increased its seatage to 2000.

Novice bull fighter badly gored in a local ring. First accident of the kind this season.

John G. Thompson, colored dancer, at Consolidated houses around Honolulu.

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The Hague

John Drinkwater in Holland.

First premiere 'Crusades' (Par) no panic.

Ferdj Kaufmann and orchestra playing for AVRO.

Holland has a new cabaret again; starts at end of month.

Dutch soprano, Liesbet Sanders, off to Paris to sing for Ravat.

Hotel des Indes tea-dancing resumed, which ushers in autumn.

Capitl Theatre, celebrating first anniversary with 'Evensong' (G-B).

Den Hertog-47, who for 12 years was managing director of Municipal theatre here, died.

Shirley Temple's 'Bright Eyes' (Rox) was in week at Amsterdam, which almost beats all previous records.

Concert season in full swing now in lieu of Mengelberg, the Concertgebouw is being conducted by Bruno Walter.

Walter, who has been in Amsterdam only stopping this week, then off to Paris and Prague, but not to the United States this year.

Hollywood

Burton Holmes visiting. Fred Perry off for Australia. Irene Dunne headed for N. Y. Agnes Ayres in for another try at...

Paris

Lole Fuller ballets playing at the Rex. Pola Negri visiting the Paris auto show. Curtis Melnitz wiggling out of a trip to Brussels...

Pittsburgh

It's a girl at the Joe Vandergrifts. Dickler downed with flock of carbuncles on his neck. Earl Rooser, ex-theatre manager, now a furniture salesman...

Chicago

Jack Huff opening a new nitery in the loop. Jack Osterman in to head the new Variety Law show. Lou Lipstone on a quickie to Montreal to do a unit...

Paris

City's neighborhood houses will have a new addition Oct. 31 when the new Rio is opened by Cohen Brothers. A Works Progress project for here, with Mrs. Cecil Ross Chittenden in charge...

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New Haven

By Harold M. Bone. George Reising ill. Charlie Gaudin on sick list. Gus Sun's son shining at Yale. Gene Brassi collects old coins...

Philadelphia

Jules Leventhal commuting from New York daily. Critt Harry Murdock and Tom Lewis for mispronounced title of Erlanger stockroom. Jeff Keen, Daily News reviewer, is making a tour of New Haven...

Indianapolis

Roscoe Ate booked for Lyric in the near future. Col. Ken Collins back at the Apollo after a long absence. Fred North making the rounds with Oscar Kuschner for Warners...

Milwaukee

Ray Mayer quit as manager of the Fox Palace. Saxo has taken over the Granada from Warners, with Joe Rosenfeld as manager. Evelyn Hammond, News theatre editor, in Michigan with Ted Hayes...

Madrid

Zuffoli-Paris stock off for four of the stock. Moreno Torroba company off for Buenos Aires. Julio Pena back from Hollywood after five years. Castilian artists and company off for provincial tour...



OBITUARIES

LANGDON E. MITCHELL
Langdon Edwin Mitchell, 70, who in earlier day shocked the public by his disregard in his plays for the weaker sex; died in Philadelphia Oct. 21. He was under treatment for nephritis in the hospital of the University of Pennsylvania.

His outstanding stage successes were 'Becky Sharp,' which he did for Mrs. Fluke, and 'The New York Idea,' also done for Mrs. Fluke. He was a dramatic bombshell, treating of divorce in a lightly satirical vein. He was a couple of decades in advance of his time and was widely denounced for his irreverent treatment of the theme and his flouting of the ages-long idea that women were more sinned against than sinning. He wrote many other dramas and dramatizations, but his fame largely rests upon these two plays. 'Becky' was the subject of the Players' 1928 revival. He was the son of Dr. Simon Weir Mitchell, famous in his time as a psychologist.

He is survived by his widow, the former Marian Lea, a son and two daughters.

CHARLES DERICKSON
Charles Derickson, 44, died at New York Post Graduate Hospital Oct. 18. He arrived from England on the 'Acquitalia' only three days previously. Although he had been several months hospitalized, against the advice of his doctors, on working only three weeks prior to his death, chiefly to keep his vaudeville company employed. He is survived by his mother.

His first stage appearance was in America as a boy in 'Marie Tempest's' company. He played the juvenile lead in 'The Great Switch' and 'John Follier' in 1919 and again in 'John Murray Anderson's 'What's in a Name' in 1920. He was Peggy Woods' leading man in 'The Clinging Vine.' He has acted with a number of singers and actor with his partner and accompanist, Burton Brown. Mr. Derickson was particularly popular in England, where he probably made his greatest success.

MO GLANZ
Mo Glanz, about 55, veteran theatrical agent, died suddenly last Thursday morning at his home in Pittsburgh of a heart attack. Glanz had been up and around only day previously, complained to friends of slight cold, retired early and was discovered dead in bed next morning by family.

For years Glanz had operated a theatrical agency here and had at one time or another been associated with several leading New York agencies. At one time he was in the Kitz franchise territory and before that advanced circuses, carnivals and unit shows. After a long period in New York booking New England circuits he returned to Pittsburgh in 1921 to become exchange manager of Select Pictures and upon the collapse of that organization went back into the agency business.

SAM HARDY
Sam Hardy, 52, veteran stage and screen comedian, died Oct. 16 in Hollywood following emergency operation for abdominal obstruction. He was stricken on the set of the Eddie Cantor picture, 'Shoot the Chutes,' at United Artists, in which he was working and passed way next morning.

He passed spent 25 years on the stage, appearing in Ziegfeld's Follies for two years, 'Princess Pat,' 'The Canary,' 'Kiki' and many others.

In 1927 he went to Hollywood and had been in pictures there since with exception of short period he spent in England in two films. Funeral services and burial in Glendale, Cal., Oct. 18. Widow is the former Betty Scott, stage actress, survives.

KURT BROWNELL
Kurtis (Kurt) Brownell, 27, formerly of the Metropolitan, was killed near Oklahoma City Oct. 19, when he drove his car off the road to avoid hitting a horse which had strayed and started across the roadway. He was stricken on the set of the Oklahoma City with his wife, the former Marlan Kalljan, and Josephine Antoine, also a Metropolitan singer, with whom he was making a brief concert tour.

His last New York appearance occurred this spring when he was hurried on from Chicago to replace

Richard Crooks in 'Die Meistersinger' at the Danmorsk sale when Crooks was taken ill. He was under contract to the NBC.

ALFRED G. ROBYN
Dr. Alfred G. Robyn, 75, died in New York Oct. 18 of peritonitis following an appendectomy. He was the composer of 'The Yankee Consul' in which Raymond Hitchcock scored one of his most marked successes. It was his outstanding accomplishment, though he is also known as the composer of 'Gypsy Girl,' 'Yankee Tourist,' 'Fortune Land,' 'Girl From Frisco' and 'Princess Beggar.' He also wrote two oratorios and cor posed a number of songs.

He was organist of the Rialto who there more than 40 years, died later occupied a similar position at the Capitol. He is survived by his widow, two sons and three sisters.

DAVID GLASSFORD
David Glassford, 70, who has been appearing with the Lunts in 'Taming of the Shrew,' died of pleurisy Oct. 17, in the French hospital. He was out of the cast following the Monday night performance.

He was born in Sydney, N. S. W., and made his professional debut there, going to London where he first attained a similar position at the Lyric in 'The Degenerates.' He came to the States in 1905, opening in 'The Walls of Jericho.' Thereafter he appeared alternately in the two countries.

He never married. He is survived by a sister, Mrs. Maria Gordon, resident in Australia.

ANDRU LEWIS
OF LEWIS AND NORTON
DIED OCTOBER 5, 1935 AT DAMARISCOTTA, MAINE
HELEN B. LEWIS

Andru Lewis, 54, died at Damariscotta, Me., Oct. 5, of heart trouble. He had been retired from show business for the past five years during which he owned a restaurant at Wiscasset, Me.

He was the son of Lewis and Norton and appeared in Jack Laird's act 'Coast to Coast.' His wife and former partner, Helen B. Lewis, survives. Body will be cremated.

SAM B. FOX
Sam B. Fox, former theatrical promoter, said by intimates to have started Claire Windsor on her way to film stardom, was buried in Poter's field, New Orleans, Wednesday (16). He was found dead in a hotel room from natural causes.

Former business associates and friends were sought by the coroner but no answers were received.

WHEELER BRADEN
Wheeler Braden, auto racer of Washington, D. C., killed Saturday, Oct. 19, during automobile races shortly after the start at Spartanburg (S. C.) fair. Son of Washington physician.

Death occurred result of Braden's car colliding with one driven by Red Redmond of Atlanta, Ga.

MOXLEY A. HILL
Moxley A. Hill, 60, died in Portland, Maine, Oct. 19. He had been with United Artists in his New York office for a time and had operated two picture theatres in Portland. He has been in retirement of late.

He is survived by his widow, two sons and a sister.

HUGHIE CLARK
Hughie Clark, 42, standard vaudeville single, was found dead Oct. 20 following a party aboard a tugboat off Brooklyn, N. Y. He was not married.

Further details in the vaudeville section of this issue.

JOS. S. MILLS
Joseph Stapleton Mills, 60, stage and screen character actor, died Oct. 19 of a heart attack. Best known for his portrayals of Lincoln. Widow survives.

EDWARD J. HUMPHREY
Edward J. Humphrey, 56, dean of Akron, O., theatre musicians, died at that city Oct. 15.

He leaves his widow, two daughters. Services from Ellwous chapel. Burial was local.

ALICE PALMER HENDERSON
Alice Palmer Henderson, 74, led in Los Angeles, Oct. 20. An author and playwright, she is best known for her 'Rainbow's End' and 'The Fifth Division.'

HILDA A. MILLER
Mrs. Hilda A. Miller, 48, snake charmer, known as Lady Hilda and wife of Walter (Busby) Miller, widely known outdoor showman, died recently at her home in Canton, O. She had been in ill health for the past three years.

Mrs. Miller had been a snake charmer for 25 years in various circuses, including Sparks, Gollmar Bros., John Robinson and others. Surviving are her husband, a sister and a brother.

DRANEM
Dranem, 66, one- of the leading comics of the French stage and screen, died Oct. 13 at a private hospital in Paris after a long illness.

He did more for the unfortunate of the profession in France than any other actor in the country, and was the founder of a home for the old which bears his name. He is survived by his widow, known on the stage as 'Suzette O'Neil.'

LEONARD S. MORGAN
Leonard S. Morgan, 67, for many years identified with theatre operation in Sharon, Pa., died Oct. 18 at his home in Cleveland where he had lived since his retirement from active business life several years ago.

He operated the Exchange and White House hotels in Sharon and for some time was manager of the Morgan Grand theatre. Burial was in Cleveland.

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Lucien Dubosoq, 40, who was named a partner in the Comedie

Tiny Tourists

San Francisco, Oct. 22. Due to the still active dock strike here, the Cole-Beatty elephants, en route to Honolulu to open with Joe Fernandez winter circus, had to be shipped on the class Malolo as passengers.

3 Amputations

Lynchburg, Oct. 22. Two employees of Cole Brothers-Clyde Beatty show were run down by heavy trucks while loading the canvas after the night performance, and both had to have amputations.

Max Cartha, 60, of Peru, was the more seriously injured of the two. Both legs were removed. He was hurt at the show grounds. Joe Nichols, 35, Negro, of Peru, had his right foot mashed when wagon slipped off a flat car runway in the yards. The leg was cut off.

Killed a Monopoly

Macon, Ga., Oct. 22. Georgia State Fair was restrained last week during its annual fair (14-19) from permitting only trucks of one bakery concern from entering its gates to deliver to concessionaires on the grounds.

Fair, which closed here Saturday (19), raised up a record attendance of more than 100,000, largest attendance of any Macon fair in more than six years. More free spending and more places to spend in evidence.

Puyallup's Take Ups

Tacoma, Oct. 22. Turnstiles at Puyallup Fair, state's largest outdoor show located a few miles from here, registered 262,000 this year, or an increase of over 30% compared to last year.

Midway business was reported 42% over last year. Hoot Gibson as m.c. of bronc shows was given considerable credit for a big draw.

Paid Out of Court

Charlotte, N. C., Oct. 22. Attorneys for Marks Shows, Inc., and Mrs. Pauline Spruce, of Fayetteville, settled \$15,000 suit brought by Mrs. Spruce for damages allegedly suffered by plaintiff when a snake charmer threw a big black snake in her face while she was attending a midway show at the Cumberland Fair.

Consent judgment did not state amount of settlement.

MABEL STARKE BETTER

Hollywood, Oct. 22. Mabel Starke has left the hospital, having from a tiger-crawling, for her El Monte, Cal., home. She won't resume cat-training at the Barnes Circus winter quarters for another month.

Francise at the end of 1934 and was the junior member of the company, died Oct. 12 at his home in Paris.

Mrs. Alice Schneider, sister of Earl, James and Norman Carroll, died of heart failure in New York Oct. 19. Husband, Frank Schneider, was an executive of the Sun, New York afternoon daily, until a few years ago.

Father of Henry Selinger, Chicago NBC agency talent contact, died in Chicago, Oct. 17.

other of Maxime Levy, former Variety correspondent in Paris, died at her home near Rouen, France.

Wife of Arthur Hoffman, Felst executive, died in Brooklyn, Oct. 12.

Martha Howell Lenihan, 61, mother of Whitford Lenihan, died at her home in New York, Oct. 16.

George Peters, former cameraman, died Oct. 17, in Los Angeles General hospital.

Della King, 49, film cutter, died Oct. 16 in Los Angeles.

PITT BURLY TO SPLIT WITH FILM AND FOWL

Pittsburgh, Oct. 22. Switch of policy at Variety, burlesque site, next Monday (23) won't fail that house under strictly grind policy, as first announced, but a half-and-half idea. Unusual setup will have Variety playing pictures and sections of regular burlesque production from noon to six o'clock, with house then closing and reopening two hours later for two-and-half-hour variety show, same film, under present reserved seat policy.

Top for the combo slick and burlesque offerings will be 50c, going back to \$1 in the evening. In addition, George Jaffe, who operates house, is instituting flock of special nights in order to bolster trade. Monday there'll be 'horse race' cash prizes for customers; Sunday, after midnight performance, is Harlem Night; Tuesday, amateur night, and Friday, Powl Night, with chickens, turkeys and ducks given away to payees with lucky tickets.

Minsky Quits Balto

Balti., Oct. 22. Minsky's, which last year took a five-year lease on the Palace from owners Lee Hecht, local theatrical attorney, and George Rife, gas and oil dealer, have been able to break the lease.

Burlesque outfit elial couldn't operate in Balto being harassed too much. After signing contract last winter shows were dropped after three months due to labor trouble and constant cracking down by the cops.

Started in again last month with opening of new season, but was raided by police. After the knockout, the cops continued to keep such constant vigilance over shows that the firm threw in the sponge and quit the town.

Two Bids for Tex Fair

Dallas, Oct. 22. Centennial expo has jerked out of its oldrums. The management has three permanent buildings going up, and the \$1,200,000 State of Texas has bid to operate.

All departments are going ahead, and recent management shakeup has been apparently forgotten. Continental Oil Company of Ponca City, Okla., came in last week paying \$10,000 for site of a \$55,000 exhibit hall.

Concessions contracts the fair has okayed include Boven Company, but the case Bros. auto scooter; Murray Goldberg, scales; Dr. Pepper Co., soft drink stands.

Cohan Was Right

Syracuse, Oct. 22. What George M. Cohan once said about Providence, R. I., as a show place, still comes true. George Katz, burlesque impresario, two weeks was enough for the Syracuse operator, who figured on Providence as a spoke for a new burlesque stock wheel.

Katz is now talking terms for Rochester and Baltimore houses; meanwhile, the Civic troupe is staying for another week.

For Japanese Fairs

Seattle, Oct. 22. Hadji Ali Egyptian water wizard, has contracted through Edw. J. Fisher, Inc., for a tour of Japan, sailing Oct. 12, on S. S. Maloja from Los Angeles. He breaks the Jump at Honolulu for four weeks.

In Japan Hadji will play the Tokio Merchants Expo, 8 weeks, this carrying option for additional Provincial fair dates throughout Japanese empire.

Track—No Dogs

Xenia, O., Oct. 22. Greene county may have a dog racing plant on its hands. There were no bidders when the abandoned racing plant at Fairfield, built five years ago by the Fairfield Amusement park, at a cost of \$75,000, was offered at sheriff's sale.

The county put the plant on at foreclosure in an effort to collect \$4,539.76 in taxes. The property may now be forfeited to the county.

THE MOST AMAZING PERSONALITY IN THE  
 WORLD OF MUSIC, NOW HEADLINING IN  
 CALIFORNIA'S LEADING THEATRES... ON TO  
 NEW TRIUMPHS... HIS HI-DE-NIGH-NER OF  
 NO-DE-NO!

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## WIDE OPEN SHOW BIZ

### Special Pro-U. S. Constitution Film As Anti-F.D.R. 1936 Politico Bally

Baltimore, Oct. 29. For some time it has been known that when the political parties pull the cork of their Presidential campaigns next year, show biz channels will be utilized as never before. Already radio has been resorted to on more than few occasions, though some of times the propaganda has been heavily disguised.

First reported direct propaganda for screen is a film of near-feature length called "The Sentinel," which has been made on order for an organization named "League for Upholding of the Constitution of the U. S." Flick is a conglomeration of shots from newscasts, private interviews and some especially screened material; also replete with numerous stills, and in part the sound is supplied by a commentator who chatters anti-Administration. Story of "Sentinel" starts with drafting and signing of the Constitution and depicts march through various eras of American history during which the Amendments were filed in the original document. Film is all very straightforward when touching on the Constitution, and at climax seeks to imbue audiences

(Continued on page 65)

### MINSKY'S NITE CLUB BURLEY IDEA ON B'WAY

Minskys have a yen to graduate from the burlesque business and step into other show fields, and with the William Morris office steering, they will shortly try a three-way venture in legit, vaudeville and night clubs.

"Life Begins at Minskys," Coast burley troupe currently at the Columbia, San Francisco, returns to Hollywood in two weeks for a repeat and after that will attempt some legit road dates. On its northeast it will be produced as a unit for picture houses. A second Minsky troupe will go out on one-niters. Minsky's nitery ideas are centered on Broadway and they're now looking for a location.

### Show Boat Merchandising

Birmingham, Oct. 29. The show boat fad has caught on again to such an extent that Rice-Six, manufacturing wholesalers of steamboat which is going down the Mississippi river, showing merchandise to department store execs. The boat carries samples of products produced in 40 factory units and at each boat stop merchants are admitted by card only. Another big wholesaler of Chicago went through the south recently with the train full of goods. The train was air conditioned and everything. Models, a merchandising m.c. and the usual props complete the showmanship aspects.

### Opera Scouts Niteries

Not to be outdone by the Chicago City Opera, which recently engaged Veloz & Yolanda, ballroom team, to dance, the Metropolitan Opera, N. Y., will use modern floor show people for its production of Puccini's "La Rondine," with Lucrezia Bori. Action for this opera permits acts and specialties not within the usual scope or talents of opera. Scouts are now scanning night club talent to see what can be used.

### Elbow-to-Elbow Intimacy with Celebs for Fee

Beyond the scenes glamour, personal contact with big singers, and a general holy-tokey inside stuff atmosphere are the advantages offered by the Metropolitan Opera, New York, to laymen who join the so-called Metropolitan Opera Guild. The benefits of membership are measured to fit the \$10, \$30, or \$100 classes. The big coin giver-uppers will presumably rub shoulders on slightly more chummy terms than those who do not pony up so handsomely.

Opera dress rehearsal for Guild members only, teas, receptions, and other ultra trimmings are the social attractions of membership. Admission to regular performances is not included.

### Holly'd Rest's Show To Have Twin for Vode

Instead of the usual process of waiting until a floor show has completed its café run, Joe Moses will stage a unitized duplicate of the current Hollywood Restaurant, New York, bill with a mid-November theatre opening in mind.

Numbers, costumes and scenery of the Hollywood show will be duplicated in the 40-people unit, with Danny Dear staging, Curtis & Allen agenting.

### Shearer-Garbo In with Selznick-Whitney Prods.

Norma Shearer and Greta Garbo are among those who are reported tied in financially with the new Dave Selznick producing firm, in which Jock Whitney is also concerned.

### STARS PLAY THE FIELD NOWADAYS

Result Is More Nationally-Known Performers Than Ever Before—Show Biz Branches Now Dependent Upon Each Other for Discovery, Creation and Maintenance of Talent

#### LIST OF STARS

The day of specialization as a formula for success in the acting profession seems to be over. Many of the big money stars of the present era are active in as many as five and six different fields of the amusement business.

Pictures and radio have combined to make interchange of talent by the various show branches not only a custom, but almost a necessity. There are now more nationally known actors than at any other period in American theatrical history, and one field depends on the other for talent and for the finding, creation and maintenance of that talent.

In the past, a star was a star in vaudeville, legit or pictures, and usually he stuck to his chosen field. (Continued on page 70)

### EVERY SHOW IN LONDON DOING GOOD BIZ

London, Oct. 29. West-End legit shows are reaping a big harvest, doing the best business in years. Every play on the street is in the money, even the weaker shows doing okay. No specific reason for this boom, but prosperity is general prospect.

Business is so good that Archie Parnell, who books two large suburban houses which play all attractions after their West End runs, is experiencing difficulty in securing shows. Nobody wants to leave the main sectors for the sticks. So much so that Parnell has been forced to toss in two weeks of vaudeville currently as a stop-gap. Cabarets are also flourishing. Current week, however, is expected to show somewhat of a drop-off due to the motorshow.

"Tovaritch," Gilbert Miller's Paris import, which opened at the Lyric in April, has been doing tremendous business ever since, but established a new high last week, creating, at the same time, a house record.

### Times Sq. Cops So Busy Protecting Payrolls, Grifters Having a Picnic

#### Gospel

Lincoln, Oct. MGM screen testing here on the Stuart stage got an answer from a child as to why youngsters go before the camera. One kid, about 9, was brought before the footlights and questioned by the director. "Do you want to go to olly-wood?" "Naw," cracked the kid, "but Ma does."

Theatregoers, diners and shoppers in the Times Square sector will continue to use the highways in association with taxicabs and private vehicles, and policemen will continue to have the sidewalks to themselves unless the Fusion administration, which means Mayor La Guardia and the board of estimate, appropriate sufficient funds to allow Police Commissioner Valentine to assign 100 additional uniformed men to the district.

With the return of cooler weather and the opening of the legit season, conditions in the Broadway show district have become subject for hundreds of complaints by merchants and trade associations. But little is being done about it and nothing is going to be done about it, according to police officials, until an adequate number of patrolmen are turned over to Captain Curry, at the West 47th street station.

It's another story of the depression, the police say. Five years ago the nearest a pitchman dared to approach the theatrical district was to

(Continued on page 70)

### Gillmore, Dulzell Threat to Resign Over Actor Forum

After a long session of Equity's Council yesterday (Tuesday), during which there was a hot dispute between representatives of the Actors Forum, and the association's executives, Frank Gillmore, president, and Paul Dulzell, executive secretary, planned to tender their resignations.

Gillmore and Dulzell were thoroughly aroused. A special meeting will be called late in Nov. If it is decided at that session that the membership desires the Forum to conduct the affairs of Equity instead of the administration, the proposition will be put before all the members by means of a referendum which would read that if the Forum is desired, Gillmore and Dulzell are ready to withdraw.

Yesterday's Council meeting was (Continued on page 68)

### Stage Stunts in N. Y. Booms Rostrum Bldg.

Influx of amateur nights, auction stunts and other stage ideas has forced numerous neighborhood houses in Greater New York to add stages or rebuild and enlarge ones already in the theatres.

Competition is so keen in some areas that indie theatres hold auction nights same date as a major circuit house is conducting its amateur event.

#### REVERSE TWIST

Berlin, Oct. 29. Dr. Lutz Heck, general manager of the Berlin Zoo, is now on a "Bring 'Em Back Alive" expedition in Canada and the U. S.

After viewing the Elk Island National Park outside Edmonton with its 2,000 buffalo, Heck is going to the Rocky Mountains for those grizzly bears.

### CLYDE BEATTY'S CATS 1ST TIME INTO VAUDE

Clyde Beatty is taking his animal act into vaudeville for the first time the week of Jan. 17, when he plays the Fox, Detroit. Theatre is booked by Llew in New York, with the deal for Beatty set by the William Morris office.

Beatty's act will be the first of its kind to play a major theatre in recent years, and probably the largest lion-tiger act ever to enter vaude. This past season, Beatty was affiliated with the Beatty-Cole Bros. Circus on a partnership basis financially and in the billing. He went over from the Ringling-Barnum outfit.

Cage for Beatty's act in vaude will have to remain up during the entire week, with the other acts in the show, probably four, all working in 'one.' In the circus, Beatty worked with more than 20 cats (lions and tigers), but he hasn't yet set the amount he'll take into vaude.

### 4-Night Theatre Party For Paper Firm's Anniversary

Probably a record theatre party has been the 4,000 seats for "Slight Case of Murder" at the 48th St. theatre, New York, by the Wilkins son Grey Co., paper, twine and glue outfit, spread over four nights, Nov. 4-7.

H. J. Grey, prez of the firm, is celebrating the 15th anniversary of the founding of his business. The fifth and 10th annis were similarly celebrated with large theatre parties—the fifth for one evening and the 10th on three theatre nights. Guests are WG customers in the metropolitan N. Y. district.

# Mary Pickford Reviews Personnel Setup of UA, Will Remain Prez If Wanted; Sales May Be Split Up

Ackford, acting president of United Artists, by virtue of Al Lichtman's recent resignation, will permanently accept this title in UA if the duties it carries do not entail too much and if the board of directors of her company desires that she take the office. Neither of these 'ifs' has been decided, however, Miss Pickford stated on Saturday (28) before she returned to the Coast. The star added that there is no particular hurry about it because UA is running itself, contacts in it and production plans are well laid for the current season.

Questioned whether she wanted the presidency, she herself has not yet determined, but Miss Pickford indicates that she might be in a position to accept it now that she is not alone in her own production ventures, having Jeanie L. Lasky with her own UA film-making unit. In any event, the UA star-producer-omnipotent pointed out that the board must decide whether she will become active president and whether or not she is the preferred and best qualified person to hold the office.

**Miss Pickford on Profit**

While Lichtman held the office of president of U. A. he had direct supervision of all distribution. Should Miss Pickford be elected, and it is held to be most likely that she will, all sales would be actively headed by someone else and she could spend most of her time on the Coast as Joseph M. Schenck did. When (Continued on page 64)

## Film People Lose Homes in Brush Fires; Pix Sold

Hollywood, Oct. 29.—Mountain brush fire near here last week wiped out homes of Llewellyn Atwill, Charles Farrell, Mel Brown, Michael Roseburg, Walter Anthony and Harry Becker. Houses were all located in hills back of Malibu beach.

'Chatterbox' set built by Radio was consumed by blaze at Zuma Beach. Heavy smoke and drifting ash stopped working for one day on location sets of 'Rose of the Rancho' and 'Drift Fence' at Paramount Ranch. Blaze menaced picture colony homes at Malibu for two days and cut off hot water supply, but did not reach buildings.

## BARRIER SPRINGS ON TWO PIX AT WARNERS

Hollywood, Oct. 29.—Warners sprung barrier on two pix this week. 'Man Hunt' getting away yesterday (Monday) and the musical, 'Colleen,' starting today (Tuesday).

Ruby Keeler, Joan Blondell, Jack Oakie and Hugh Herbert carry the load on 'Colleen.' Alfred E. Green directing, and Marguerite, Ricardo Cortez and William Gardner topping on 'Man Hunt,' under William Clemens' baton.

## Harlow Texas Queen

Hollywood, Oct. 29.—'Texas Queen,' original by Robert Hopkins based on a professional routine at Madison Square Garden, has been set for release as the next Jean Harlow starrer. Bernie Hyman will produce.

Pictur will go into production early in December.

## U SIGNS KALISH

Shaindel Kalish, 20-year-old girl who was with Chicago leg company of 'Girls in Uniform,' was signed to long term by Universal. She was screen-tested some time ago by Dan Kelly, U's casting director, when he went to Chicago to contract Edgar A. Guest, the poet.

Miss Kalish is fourth of group of radio performers given once over by Kelly, others being Don Briggs, Dorothy Page and John King.

## Keighley on Jolson Pic

Hollywood, Oct. 29.—William Keighley will direct Al Jolson's musical, 'Singing Kid,' at Warners.

Paula Stone, just handed term contract at WB, gets one of featured leads. Sibyl Jason also in the pic.

## REPORT JIMMY WALKER AS N. Y. FAIR CHIEF

Broadway understands that Jimmy Walker has been offered the job of heading the New York World's Fair, scheduled for 1939 and on which preliminaries are now being set.

Walker is due in London today (Wednesday), with no announcement as to his future plans. The Broadway understanding is that Walker is wanted to head the Fair on strength of his political-theatrical background.

## From Actor to Writer to Director, Tryon's Climb

Hollywood, Oct. 29.—Jenn Tryon, former actor, who has been on the writing staff at Radio for the past two years, is being promoted to post of director on that lot.

He will handle 'Thorobreds All' from original by Earle Johnson and Tom Storey. Tryon is also working on the screen play of the yarn.

## Lupe Looping Back

Lupe Velez sailed for New York Oct. 24 from Buenos Aires after eight weeks of personal appearances and radio work in Brazil and the Argentine.

She cancelled a subsequent four weeks. Miss Velez was supposed to sail for London when she washed up. No reason given for her sailing in this direction.

## 'CHUTES' 2D CASUALTY

Hollywood, Oct. 29.—Bobby Rose is the second stunt double for Eddie Cantor in 'Shoot the Chutes,' to break a leg.

Gordon Cravath suffered a broken limb last week.

## HOWARD'S METRO CHORE

Hollywood, Oct. 29.—Metro has signed Sidney Howard for the screen play, 'It Can't Happen Here,' from the Sinclair Lewis novel.

Luclen Hubbard produces.

## CAVENDISH TWINS DIE

London, Oct. 29.—Lady Adele Cavendish (Adele Astaire) gave premature birth to twin sons Oct. 26, both dying an hour later.

Mother is doing nicely.

## Wall Flowered Stars

Phizzes of Film Names May Adorn Patterns in Milady's Boudoir

Hollywood, Oct. 29.—For the young sheiks or rouses, they will be able to have their den of sisters' stucco papered with patterns depicting the enchanting beauty of feminine lure possessed by such as Mae West, Frances Drake, Eleanor Powell, Joan Crawford, Marlene Dietrich, Garbo, Ruby Keeler, Kay Francis, Alice Faye, Norma Shearer, Carole Lombard, Jean Harlow, Joan Blondell, Miriam Hopkins, Luise Oberon, Elizabeth Bergner, Melvyn Frank, Betty Davis and others, young and old.

As for the nursery, the familiar fairy tale characters that have adorned the walls of these rooms for so many years will be supplanted with the likeness of Mickey Mouse, Shirley Temple, Jane Wylie, Sybil Jason, Baby LeRoy, Jackie Cooper, Freddie Barthelme, Dickie Moore, Billie Burdud, Marilyn Knowlden and Our Gang Kids.



## WILL MAHONEY

The Evening Herald, Dublin, Ireland, said: "'Shot' seems to be the only word to describe it, for the audience had not time to stop laughing at the antics of Will Mahoney when a singer came on to add to the enjoyment in a different way."

Direction  
WM. MORRIS AGENCY  
Majestic Theatre Building  
New York City

## LLOYD PONDER'S 3 FILM DEALS

Hollywood, Oct. 29.—In the home stretch of picking up added scenes and editing on 'Milky Way' at Paramount, Harold Lloyd has three propositions for his next picture.

Paramount has offered him same deal of \$250,000 and percentage of net for another starrer on that lot. An English company has offered him one feature to be made abroad early next year. Comedian also has opportunity of resuming on his own unit with story that was shelved when he accepted the present Paramount solo picture deal.

## Benny Stays West For Airing, Awaits Next Metro Picture

Hollywood, Oct. 29.—Instead of returning to New York after his eighth broadcast as planned, Jack Benny will probably remain here throughout the winter. Benny has turned down Sam Harris' offer to star in the legit comedy, 'Sing Before Breakfast,' scheduled for Broadway production in January.

Metro is planning another picture for Benny pronto, the second on his two-picture deal. 'It's in the Air,' second picture to be made by Benny on his return to pictures, was a single picture deal outside of his contract. Benny personally is paying the lile charge on his air program in order to remain here.

# Publisher Sets Stiff Price on Tune In Unique Film-Music Situation

## Loses Plagiarism Suit

Los Angeles, Oct. 29.—Baroness Carolina Janssen lost her \$75,000 plagiarism suit against RKO when court ruled that story material in 'After Tonight' was in public domain.

Writer had claimed plot pilfered from her originals, 'Shirley Spies' and 'Love of Duty.' Studio attorney introduced several books during hearing to prove that her stories were not new ideas.

## METRO SIGNATURES 4 HUNGARIAN WRITERS

Budapest, Oct. 18.—Metro has signed four Hungarian scribblers to six month contracts. Quartet will leave for America in about two weeks. Alex Hudovsky, Lily Hatvany, Aladar Laszlo and Laszlo Fodor comprise the newly papered group.

Fodor will precede the others, as he is coming over to supervise the Theatre Guild's production of his play 'Love Is Not So Simple.' When through on Broadway he will entertain for Hollywood to take up his duties.

## Simon, Boyer Will Go Bi-Lingual for Wanger

Hollywood, Oct. 29.—Exchange of players between 20th-Fox and Walter Wanger will give the latter producer Simone Simon for one picture early next year.

Actress recently brought from France on contract by 20th-Fox, will be teamed with Charles Boyer by Wanger in a feature which will have both English and French versions. Paramount will release.

## Boris Morros All Set

Hollywood, Oct. 29.—Boris Morros, who came on last week to confer with Paramount executives regarding his heading of the studio's music department, has been okayed by Ernst Lubitch and Henry Herzbrun and has been installed in the office formerly occupied by Nat Fegin.

Finston resigned to join Metro.

## Young to London

Hollywood, Oct. 29.—Robert Young left last Sunday (27) for New York, en route to London, accompanied by his wife.

Young goes abroad to appear in one production for Gaumont British on loanout from Metro.

## BUZZELL LEAVES COL.

Hollywood, Oct. 29.—Eddie Buzzell got a release from his contract for Harry Cohn and planned east Sunday (27) for a visit with his family.

At Columbia for months, Buzzell returns in a month on another major assignment.

## SAILINGS

Nov. 1 (New York to London), Beverly Dexter, Robert Young (Berengaria).

Oct. 31 (San Francisco to Yokohama), George Barnett (Chichibu Maru).

Oct. 30 (London to New York), Jean Parker, Jack Melville (Aquitania).

Oct. 30 (London to New York), Mark Ostrer, Michael Balcon (Aquitania).

Oct. 26 (New York to Los Angeles), Jack Laura and Lois Lait (Santa Elena).

Oct. 25 (New York to Genoa), Kenneth Roberts, C. C. Pettijohn (Roma).

Oct. 24 (Buenos Aires to New York), Lupe Velez (Pan American).

Oct. 23 (London to New York), Clifford Whitley (Berengaria).

Oct. 23 (London to New York), Mr. and Mrs. Jimmy Walker (Betsy Compton), Bill Boehnel, Molly Ricardel (Manhattan).

If 20th Century-Fox wants to show 'The Man Who Broke the Bank at Monte Carlo' outside of the United States, it will have to pay Shapiro, Bernstein & Co., music publisher, \$5,000 for the title and \$1,000 for each use of the song of the same name. Film company was so advised by music publishing firm when the former sought to obtain world rights to a tune which, in the United States, is in the public domain.

Foxes asked for 'Monte Carlo' are the highest ever quoted in this country for the use of a popular tune in a motion picture. Largely responsible for the publisher's attitude is the cold shoulder Shapiro-Bernstein got when it informed the producer immediately after production of the film was announced that it held the foreign synchronization rights to the song and suggested the 20th Century-Fox open negotiations for its use.

**Never Registered**

'Monte Carlo' has never been registered in this country and is invariably included in folios or albums of oldtime ballads. The late Frank Gilbert, a British music performer, wrote it, and under the laws prevailing in England, France and Germany a song's copyright does not expire until 50 years after the composer's death. The English copyright on the ballad as it now stands is also good in Canada, since that dominion didn't modify its full adherence to the British copyright law until 1924.

Shapiro-Bernstein obtained the world synchronization rights to 'Monte Carlo' from Francis, Day & Hunter, London publisher. Negotiations for the sync rights have been left by 20th-Fox to its music contact, Sam Fox, and Edwin P. Kilroe, its legal specialist on copyright.

## Rogers' Fund on Air; Bid for U.S.C.-U.C.L.A. Game Turned Down

George M. Cohan will be master of ceremonies of a memorial birthday tribute to the late Will Rogers over combined NBC and CBS networks for the anniversary (Nov. 2) for one hour starting at 10:30 p. m. (EST).

Program, being prepared in cooperation with the Will Rogers Memorial Fund, will originate in New York, Chicago and Los Angeles, and will open the national appeal for funds in the campaign to perpetuate the memory of Rogers in some suitable memorial fund.

Effort was made on the Coast during the past week to interest U. S. C. and U. C. L. A. in a post-season football tussle between these two Los Angeles teams. Facilities and moment papers were sympathetic to the idea but Coast conference rules forbade the match and the suggestion was tabled.

Edison memorial facilities for the personal library and personal papers and records of the late Thomas A. Edison, and also the erection of a memorial shaft in honor of the inventor, are being urged by a national movement which has been put under way under the chairmanship of Owen D. Young. The memorial shaft will be erected at Menlo Park, according to expectations. This movement is to be reflected in the physical establishment of the Edison Center for the Advancement of Youth in Science. A wide educational program encouraging the study of science in the country to pursue scientific learning will be developed.

George B. Cortelyou is vice-chairman of the movement.

## Chevalier to S. Am.

Buenos Aires, Oct. 16.—Sr. Lombardi, theatrical impresario, arrived in Buenos Aires and declared that Maurice Chevalier will visit Buenos Aires in April accompanied by two French stars.

Lombardi says Chevalier will appear first at the Casino here and afterwards in other Argentine towns and South American countries.

# CALIF. WORKERS TAKE

## Treasury Dept. Refutes Hearst on 'Special Agt'

Washington, Oct. 29. Government people are firmed over assertion last week of W. R. Hearst Bros. to produce a "Special Agent" in order to throw a scare into tight-fisted citizens who are dodging paying taxes to Uncle Sam.

Hearst's statement, filed last week in the chain publisher's papers as part of a statement about confiscatory taxation, particularly irritated treasury big-shots who hurriedly let it be known that the original inspiration for "Special Agent" came from the film producers rather than from brain trusters. Mouthpiece for Secretary of the Treasury Morgenthau explained that Hearst requested to have a special branch of the Internal Revenue Bureau in order to get an idea of background of the special intelligence unit which does sneaking on tax-laggers.

Giving force to their report that Hollywood made the first move toward dramatizing the activities of the coin-chasers, treasury people declare that they were far from satisfied with the picture, which was exaggerated and melodramatic in their estimation. If the film had been produced at government request, federal Hearst-answers maintain, the tone of the pic would have been entirely different.

## Miss Gaynor Regrets She's Unable to Follow Jean Harlow in Role

Hollywood, Oct. 29. Janet Gaynor is reported to have declined to go on loan-out from Fox to Metro for the "Small Town Girl" opposite Robert Montgomery. Gaynor feels that the story was written for Jean Harlow and is still the latter's type regardless of a rewrite, and also is disinclined to take second billing to Montgomery.

Julien Johnson, Fox story head, in the meantime is looking for two vehicles adaptable to Gaynor which would cover the remainder of her Fox contract.

## WHEELER, WOOLSEY TO TAKE GAGS ELSEWHERE

Hollywood, Oct. 29. Radio's contracts with Bert Wheeler and Robert Woolsey terminate with completion of the comedians' next feature comedy, "Wild West."

Reported there are no negotiations on for renewals of their respective tickets and understood the team will tie up with another major studio for next year.

## Muller-Fox Appeal

Minneapolis, Oct. 29. S. P. Halpern, Minneapolis attorney, is in Washington to argue before the U. S. supreme court for A. D. Muller, Maple Lake, Minn., exhibitor, in the appeal taken by Fox films in a suit for breach of contract won by Muller in the lower courts.

The lower courts ruled that Muller had a right to breach his film contract with Fox because the entire agreement was invalidated on account of the inclusion therein of an arbitration clause which has been outlawed by the U. S. courts.

## WB'S AIR CANARY

Hollywood, Oct. 29. Warners has signed Marjorie Curtis, Chicago radio warbler, to a five-year contract.

She goes into "Singing Kid."

## 'Arty Bouncer

Mayfair theatre, grind picture house on Broadway, has a balcony bouncer named Eli Goldberg. He's on nights.

During the day he works hard at an easel and is Elliott. He's going to have a show of his paintings at Another Place, West Eighth street gallery, next week.

## ROCKETT-PAR TIEUP TALKED

Hollywood, Oct. 29. Al Rockett, former producer with Fox and First National, is slated to pull out today (Tuesday) for New York to discuss deal that will swing him into a major studio as a producer handling group of pictures.

Understood at this end that Rockett's connection will be Paramount.

## WB-DICK POWELL TIFF OVER VACASH, ROLES

Hollywood, Oct. 29. "Tiff between Warners and Dick Powell is headed for the courts unless attorneys representing the studio and tinsler get together on an amicable settlement of the differences. Powell stormed off the lot after a wrangle over a vacation and suitable roles and into hiding at Palm Springs.

Martin Gang, representing the actor, is ready to sue for a contract settlement unless the studio meets its client's demands.

## CAL. TAX DEFENDER

Legislator, in Hearst Rebuttal, Points to Other States' Taxes

Sacramento, Oct. 29. Replying to attack of William Randolph Hearst on the state income tax law, Assemblyman Ford Chatter, author of the measure, issued a statement reminding the publisher that 23 states have lesser income schedules than California.

In further defense of the tax set-up, Chatter pointed out that in 1932 only 21 state residents filed net incomes of more than \$100,000 in payment of federal taxes. He also emphasized that few states have a community tax law such as is in force here whereby husband and wife may file separate returns and avail themselves of individual exemptions.

It is believed that Hearst will throw the full support of his papers behind a movement to have the tax law repealed.

## BROWN CHOOSES NOT TO ACT

Haywood Brown, being repped by the Zeppo Marx agency for film work, has nixed any acting assignments.

Understood he found the water role in "Little Lord Fauntleroy" (Selnick) declined.

## CAGNEY-KEELER COMBO

Hollywood, Oct. 29. Warners is teaming James Cagney and Ruby Keeler in "Stage Struck."

Robert Lord and Patsy Flick concocted the original.

## MCAREY'S NEXT AT PAR

Hollywood, Oct. 29. Leo McCarey is to direct "National Velvet" at Paramount.

He also works on the screen play after the final editing of "Milky Way."

## Scott Sticks at Par

Hollywood, Oct. 29. Randolph Scott drew contract renewal at Paramount.

Player, currently on loan to Italo, gets the lead in tanker remake of "The Copperhead" on return to his home lot.

## DOESN'T WANT TO LOSE ITS CITIZENS

State Controller Rile Proposes 1% Gross Transaction Tax to Retain Good Will and Fair Balance

## PIX FAVORED IT

Sacramento, Oct. 29. California does not want to lose its high-bracket income citizens, especially the picture people, according to State Controller Ray Rile, who figures that the way out would be a 1% gross transaction tax, which was favored by the motion picture industry representatives at the last session of the State Legislature.

Riley, who returned Monday from a convention of the National Tax Association in Oklahoma City, stated that this would be an out for the state and would eliminate the state income tax, which is 25% of the Federal income tax, also the 3% sales tax and the 4% franchise tax. In addition to the elimination of these three taxes, Riley believes that the gross tax would provide enough income to take the state out of the red and balance its budget.

Riley also favors assigning all estates to the state government, with the property turned over to the heirs after deduction of the equivalent of the present inheritance taxes, which would deprive the Federal government of a large part of the cut it is now getting as the U. S. cannot tax the state, Riley says this would save the heirs of large fortunes plenty of cash and make it impossible for the Federal government to get a slice without the revision of the present Federal Revenue laws.

Riley claims that the eastern papers are carrying on a campaign of misrepresentation against California by claiming that the state is a Big Bad Wolf on the wealthy and that it is the home of screwy ideas, naming the Townsend and Epic plans as examples.

Riley says the change to a 1% gross tax and eliminations would require a constitutional amendment which could be provided through the immediate special session of the legislature and submission to the voters at the next general election, which is a year hence.

## Pidgeon Homes at Par

Walter Pidgeon, legit leading man, goes films on a five-year contract with Walter Wanger (Paramount). Deal arranged by Charlie Morrison.

Pidgeon starts at the conclusion of the run of "Wisdom in Women," Par-hits in special season of the playing. The show opens on Broadway tomorrow (Thursday).

## Anzac Co.'s U. S. Names

## Sydney Cinesound After World Market—Sets Helen Twelvetrees and Wants Others

Cinesound Studios of Sydney, Australia, has decided to go into film production with the world market in mind and will use American talent. First picture will star Helen Twelvetrees, who leaves Fox Sydney Nov. 12. She goes into "Thoroughbred," a racing yarn written by Edmund Seward, American scenarist already in Sydney.

"Big Timber," lumber story, and another yarn, untitled, about the Australian fishing fleet, will follow. American names will be used in both, and are now being negotiated for.

Capt. Harold Auton is Cinesound's American rep.

## Hi Test Footage

Warners figures it may run up a new high in test footage on "Green Pastures." Studio has already shot about 55,000 feet of tests but has picked less than half of the characters so far.

Marc Connelly is in N. Y. from Hollywood, with two cameramen, to test a flock of Harlemites and figures that he may pass the 100 reel stage before he will have his cast picked.

## MAE WEST'S 15G PERSONALS OUT

Mae West's 10 weeks of stage dates at \$15,000 per are considered a remote possibility, due to her contract status at the Paramount studio. The outside picture, in lieu of which the personals were suggested, is permissible only after Miss West has fulfilled her yearly quota of two for Par.

For the past two years Miss West has made only one yearly for Par, and this year "Klondike Lou," from present indications, appears to be her one and only. Unless she makes another one for Par she can't make an outsider, non-play stage dates without making a separate deal.

## SCHUMANN-HEINK LOAN TO SQUARE LASKY WAIL

Hollywood, Oct. 29. Loan of Mme. Schumann-Heink by Metro to Jesse Lasky for one picture during coming year, is expected as settlement within next few days of controversy between producers over priority to services of opera star.

Lasky claims he had already secured Schumann-Heink commitment when Metro signed her to term. M. C. Leves, singer's manager, has been handling compromise negotiations.

## Teacher as 'Jeeves'

Hollywood, Oct. 29. Arthur Treacher, who has butted in several pictures recently, has been tagged by Darryl Zanuck of 20th-Fox to portray the part of "Jeeves" in group of features to be made by that studio from the P. G. Wodehouse fiction character.

Initial picture of the series will be "Thank You, Jeeves," slated for production start in January under Sol Wurtzel.

## CALLAHAN STICKS AT RADIO

Hollywood, Oct. 29. Radio has signed up Margaret Callahan's option.

She's set for another six months.

## DISNEY'S CARTOON FEATURES FOR 1936-7

United Artists will not get either of the two cartoon features Walt Disney is making until the 1936-37 season. "Snow, White and Seven Dwarfs," already under way, won't be completed for release this season. A second feature, on which Disney is already set, will also be in color and cartoon all the way.

Roy Disney, in New York on business, left Friday (25) for the Coast.

## WESTCOTT, MAE MARSH, MENJOU CRITICAL

Hollywood, Oct. 29. Three film figures in hospitals are reported in critical condition. Mae Marsh, silent star, is not expected to survive an appendix operation.

Attendants are preparing Adolphe Menjou for a second transfusion, weakened by treatment for a stomach disorder. His wife, Verree Teasdale, is in the same hospital but condition not alarming.

Gordon Westcott still unconscious with fractured skull after polo pony rolled over on him Sunday (27).

Buster Keaton is improving from his nervous collapse.

## Dietrich's Finale For Par, to Vacash Abroad; 1 for Korda

Hollywood, Oct. 29. Mariene Dietrich winds up her Paramount contract upon completion of "Invitation to Happiness," scheduled to get under way Nov. 4. Actress may return to Germany, appear in two pictures there and then retire.

Miss Dietrich has no future deal with Par after "Happiness." She leaves her middle of March for a European vacation and will make one picture for Korda around April 1. Beyond the picture Dietrich has no present plans, according to her business manager, Harry Edington, who says, however, that it's unlikely she'll retire from the screen.

Mariene Dietrich wants Richard Boleslawski to direct her last picture on current Paramount contract, "Invitation to Happiness," and asked the studio to effect a loan-out with Metro.

Film is a remake of Hotel Imperial. She refuses to consider the directors offered her by the studio.

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# PAR'S RECEIVERSHIP AND BANKRUPTCY BILL MAY YET TOTAL UP TO \$2,500,000

### This, Despite Judge Cox's Decision Cutting \$3,000,000 Legal Claims About 75%—Pending Legal Entanglements May Tilt Total for Attorneys' Fees

Paramount's receivership and bankruptcy bill may amount to around \$2,500,000 finally. This estimate includes the compensation of new and temporary help which was brought into Paramount during receivership and bankruptcy but whose fees or salaries cannot be reflected in the court allowances which have been granted.

On Wednesday (23), Federal Judge Alfred C. Cox handed down his decision on claims for fees and expenses by lawyers, creditor committees and others. The court allowed the aggregate sum of \$1,045,211.48 in fees and expenses to 36 firms and individuals, out of \$3,235,828.15, which was sought by twice that number of firms or individuals in 53 applications.

This is an over-all reduction of amounts sought by around 68%. Judge Cox trimmed down the fees sought by around 75% and the expenses sought additionally by around 65%. The fees which Judge Cox has allowed amounts to \$766,428.50, and the expenses, \$278,784.98. Prior allowing of the Par situation amounting to \$468,029.39.

Paramount is happy over the result and the situation has been one in which wide general public interest has been manifested because of the extraordinarily large fees which were sought by persons who hitherto were unfamiliar with show business, and particularly the film business.

The court's decision follows pretty closely the opinion and the request for reductions, and which were submitted on behalf of the company by former Federal Judge Thomas D. Thacher, counsel to Paramount, in this matter. Assisted with Charles H. DeLoach, connection was Attorney Edwin Welsh, both of the firm of Simpson, Thacher & Bartlett.

#### Root's Big Cut

The reductions made by Judge Cox is calculated to have an important future effect on similar situations everywhere. He reduced the amount sought by Root, Clark, Buckner & Baintline, counsel to trustees, from \$700,000 to \$200,000. This is the biggest single reduction made by the court. The court allowed the firm \$7,679.08 additionally as sought for expenses. Prior allowance to this firm had amounted to \$225,000, so that the Root firm will have received more than \$400,000 from the Paramount case, which is less than the peak of the company's receivership and bankruptcy status averages around \$15,000 weekly.

Additionally, the Root firm stands to collect additional in this case from the presently pending suit instituted by this firm on behalf of Paramount's trustees against former directors of the company. The Root firm may get an additional \$100,000 from Paramount before it will have disposed of its bankruptcy connection with Paramount. There had been talk, off and on, about the Root firm possibly becoming outside general counsel to the company. The fee of \$114,287.29 sought by Kuhn, Loeb, Par's former bankers, and which firm wrote the plan upon which the company was reorganized and which was accepted by the court, is disallowed in toto by the court. Also, the court disallows the \$15,812.15 fee sought by the law firm of Cravath, DeGersdorff, Swaine & Wood, counsel to Kuhn, Loeb.

The court's opinion of the general situation is summarized by trustees, creditors and their attorneys, are court officials, acting under court designation, and there is no opportunity for what Chief Justice Taft called "private gentlemen's" or "gentlemen's" what accounts may be properly paid to them. They can neither expect nor be paid more than "moderate compensation."

Kuhn, Loeb, Par's former bankers, were turned down by the court because when the trustees contemplated suits against directors, K-L felt that it should withdraw from active participation.

## Showmen Ignore A.&P. Free Show but Choke At a Cooking School

Philadelphia, Oct. 29. Local showmen, who seem to view free admissions to visual broadcasts without alarm, were quick to protest last week when Philadelphia record (morning daily) carried big ads and publicity stories that there would be free entertainment at its cooking school sessions this week. Copying school ideas, used to newspaper's pages, has daily show with acts from local theaters. They perform gratis for newspaper publicity. But when paper came out with announcement last week, representatives from Stanley-Warner and Fox (major film exhibitors) lodged complaints with sheet's advertising department. It was pretty soon they argued for daily to offer direct competition to its own advertisers. Apparently squawks were ignored, for paper went right ahead with ballyhoo and show. So far there has been a peep from showmen about A. & P. hiring huge Convention Hall for Kate Smith show Monday (4).

## SELZNICK INTO PATHE STUDIO

Hollywood, Oct. 29. Selznick International late yesterday (Monday) signed a lease for use of the Metro-Pathe studios in Culver City and began moving effects from Metro last night, being installed in temporary offices this morning. Pathe is reconstructing the Liberty Picture quarters, with offices and a bungalow for Selznick, at a cost of around \$25,000. Selznick signed the lease after he found that the Warner Sunset studios, for which he was dickering, would not be available for lease before three months.

Phil Ryan, former general manager of Pathe Studios, becomes Selznick's production manager. Ryan until recently produced two-reel comedies for Paramount.

### THEW TO LONDON

Hollywood, Oct. 29. Harvey Thew sails for London Nov. 1. He'll supervise the writers there.

## Bill Koenig, WB Exec Studio Mgr., May Align with Selznick as Ditto

Hollywood, Oct. 29. Having informed Jack Warner that he wants to leave the Warner ranks as executive studio manager upon the expiration of his contract July 1, William Koenig for the past week has been negotiating with David O. Selznick to become the executive business manager for latter's new studio. It's reported that Warner is perturbed about the notice and will try to induce Koenig, who has been home ill since last Friday (25), to reconsider and make a new deal when he returns to work today (Tuesday). Koenig has been with Warners for 10 years, after having gotten his initial studio experience at Universal five years previous. Selznick, when asked about the Koenig deal, stated, "Word of the negotiations is premature, as a deal has not reached the closing stage, but might in a few days." Selznick deal for Koenig is in line with the former's plan to get outstanding department heads for his organization from the ranks of the major studios.

## CHRIS COOLS OFF

No. Info From Italian Co. On Gov. Subsidy Rig

Hollywood, Oct. 29. Proposed production of "Christopher Columbus" by Garibaldi Films in Italy seems to have struck a snag. German Matchless, the contract writer who was to be loaned to the Italian film company to write the script has not received any information as to the starting date. He was supposed to leave here for Rome two weeks ago. Feeling is that current war conditions may have chilled the Italian company, subsidized by the Government, on immediate production.

## WB EMPLOYING LIMITED RUNS FOR 'DREAM'

Warner Bros. has decided on a limited run policy in its roadshowing of "Midsummer Night's Dream." Instead of prolonged runs the various keys and lesser keys will be gated for a week or two weeks' run, or less, and the local agencies will be so advised.

If local demand warrants, the picture will be brought back, but on the same two-a-day, reserved seat policy. This will be followed for some months before the film goes out on general release at "popular" prices.

New York continues to support "Dream" (WB) at a \$2 per ticket in the Hollywood, where a good two-a-day run seems assured. Shakespearean classic at \$1,000 on its third week, beat its second week's gross of \$16,700. House at capacity is scaled to do around \$18,500.

London, Oct. 29. "Midsummer Night's Dream" (WB) started slowly here at the Adelphi and has been declining steadily ever since. Will stick its contracted eight weeks at the theatre nevertheless, house being on a guarantee for that period.

Los Angeles, Oct. 29. "Dream" in its second week at the WB Beverly Hills going strong at \$1.65 top. Wound up with a nifty \$13,600 the first stanza.

Pittsburgh, Oct. 29. "Dream" opened roadshow engagement last (Monday) night at Nixon to absolute capacity. House was sold in 15 minutes. (Continued on page 15)

## THREE FOR BING

Par Scries. Getting Year's Work Ready for Crooner

Hollywood, Oct. 29. Paramount has a trio of yarns in work for Bing Crosby. All are scheduled for production within the next twelvemonth. Stories are "Sun Of The Moon," mag yarn by Mildred Harrington, being adapted by Frank Butler and Don Hartman; an untitled original by William Slavens McNutt, and "Rhythm On The Range" in which Jack Oakie is also cast. Benjamin Glazer will produce the McNutt story while William LeBaron handles the other two.

## RADIO'S RITA SLESTER

Rita S Lester, nifty singer recently at the Rainbow Room, N. Y., has been given a terner by Radio. Deal was set by Irma Marwick. She leaves for the Coast in a couple of weeks.

## Schedule of Allowances

	Allowance requested	Expenses	Services	Allowed
Pettitioner				
Charles D. Hillis	\$250,000	.....	\$50,000.00	.....
Eugene W. Laska	138,000.00	.....	60,000.00	.....
Chas. D. Hillis	17,000.00	.....	5,000.00	.....
Adolph Zukor	18,454.84	.....	7,500.00	.....
Root, Clark, Buckner & Baintline	17,000.00	.....	17,000.00	.....
Cheats, Hall & Stewart	35,000.00	.....	25,000.00	.....
Root, Clark, Buckner & Baintline	17,000.00	.....	17,000.00	.....
Fillibury, Madison & Sutro	8,250.00	.....	2,500.00	.....
Bonnenschuh, Berison, Laut				
Levinson & Morse	6,750.00	285.16	4,000.00	
Struss & Hodges	501.08		501.08	
Kidde, Marston & Formide	700.00	14.00	700.00	
Harry Meyer	129.00		131.50	
Coak, Nathan & Lehman	2,000.00		2,000.00	
Winston, Strawn & Shaw	1,500.00	16.23	1,900.00	
Janney, Rice & Johnson	750.00	6.75	750.00	
Price, Waterhouse & Co.	10,430.00		7,500.00	
George W. Meyer, Jr.	2,200.00		1,500.00	
Joseph F. Day and Fear O'Grady	10,000.00		2,000.00	
Rosenberg, Goldman & Collin	18,500.00	229.70	2,000.00	
Stockholders committee	70,000.00	170,875.35	115,000.00	
Richard W. Matthews, secretary	2,000.00		2,000.00	
Vanderlip committee	80,000.00		8,000.00	
David Folk, warehouse			20,000.00	
Reed	150,000.00		75,000.00	
Bank committee	20,000.00			
Beckman, Bogus & Clark	100,000.00		85,000.00	
Kuhn, Loeb & Co.	100,000.00			
Cravath, de Gersdorff, Swaine & Wood	150,000.00			
Manager committee	8,000.00		8,000.00	
Stockholders committee	75,000.00		20,000.00	
General (marchanat) creditors committee	15,000.00			
Nathan Burrows	80,000.00			
Malcolm Sumner	350,000.00			
Garvin	11,000.00			
Orrin R. Judd and J.	11,000.00			
Charles D. Hillis, interim allowance as attorneys for The Chase National	1,075.22		1,075.22	
Milbank, Tweed, Hope & Webb	1,000.00		1,000.00	
Cravath, de Gersdorff, Swaine & Wood	100,000.00		100,000.00	
Stroock & Stroock	101,000.00		40,000.00	
Schenk committee	500.00		2,000.00	
Edwin, Peil & Gram	20,000.00		20,000.00	
Chemical Bank and Trust Company	21,425.00		10,372.50	
Charles H. DeLoach, interim allowance as attorneys for The New York Trust Company	3,275.50		3,207.50	
A. J. M. Frumberg				
Edward J. Schoen and Samuel Zira	75,000.00			
Frederick Hurdman	75,000.00			
Adolph Frohlich	3,000.00			
Saul E. Rogers	10,000.00			
Louis H. Lichten	10,000.00			
Bibb, Dederick & Osburns	25,000.00			
Archibald Blair	15,000.00			
Jacob J. Lesser	37,500.00			
Samuel	5,000.00			
Louis Boehm	10,000.00	12.74		
Total	1,631.84	\$888,700.35	\$700,426.50	\$278,784.98

\* Less deduction for Beckman, Bogus & Clark payments of \$18,500-\$200,284.58. † Richard W. Matthews was sec'y to the Stockholders committee.

### CLAIMS ALLOWED PREVIOUSLY

Charles D. Hillis, an interim allowance as equity receiver	\$20,000.00
Allowance as trustee in bankruptcy	50,000.00
Eugene W. Laska, allowance as trustee in bankruptcy	27,483.33
Charles D. Hillis, allowance as trustee in bankruptcy	52,483.33
Root, Clark & Buckner, interim allowance as attorneys for the equity receivers	15,000.00
Cravath, de Gersdorff, Swaine & Wood, allowance as special attorneys for the trustees in bankruptcy	175,000.00
Rosenberg, Goldman & Collin, interim allowance for services to June 10, 1934, for the debtors in the receivership and in the bankruptcy proceedings (in addition to \$5,000 paid to them by the bankrupt on January 29, 1933)	1,000.00
Allowance for services from June 10, 1933, to June 10, 1934, as attorneys for the debtors in the receivership and in the bankruptcy proceedings	3,500.00
Sonnenschein, Berlin, Lautman, Levinson & Morse, allowance as attorneys for the debtors in the receivership and in the bankruptcy	510.00
Interim allowance as special attorneys for the trustees in bankruptcy	750.00
Cravath, de Gersdorff, Swaine & Wood, allowance as special attorneys for the trustees in bankruptcy	100,000.00
Price, Waterhouse & Co., allowance as accountants for the receivers and the trustees in bankruptcy	750.00
Winston, Strawn & Shaw, allowance as attorneys for the receivers	250.00
Fillibury, Madison & Sutro, allowance as special attorneys for the trustees in bankruptcy	2,400.00
Frederick Hurdman, allowance as special accountant to the trustees in bankruptcy	1,000.00
Horner & Co., allowance as auditors and ancillary receivership action	1,000.00
Allen, Webb & Morehouse, New Haven, Conn., as attorneys for the receivers	100.00
Cravath, de Gersdorff, Swaine & Wood, allowance as attorneys for the receivers and for certain subsidiaries of the debtor	12,000.00
Camden, Clark & Co., New York, N. Y., as attorneys for the receivers	250.00
Pinsy, Hardin & Skinner, Newark, N. J., as attorneys for the receivers	2,400.00
Morse, Berlin & Coleman, Columbia, S. C., as attorneys for the receivers	1,000.00
Tompon, "light"	1,000.00
Donovan & Ritchie, New York, N. Y., as attorneys for the receivers	4,000.00
Morrison, Hoelcher, Foster, Shuman & Clark, San Francisco, Cal., as attorneys for the receivers and ancillary receivership action	600.00
Wilson & McElvaine, Chicago, Ill., as attorneys for the plaintiff in an ancillary receivership action	300.00
George Albert, Chicago, Ill., as attorney for the plaintiff	
Friedman, A. Bertson, King & Turner, Boston, Mass., "light"	
In an ancillary receivership action	
Rosen & Munster, Wolf & Farris, New York, N. Y., as attorneys for the trustees in bankruptcy	750.00
Barrow, Wade & Barrow, New York, N. Y., as attorneys for the trustees in bankruptcy	14,000.00
Arthur B. Hays, New York, N. Y., as special accountants for the trustees in bankruptcy	9,000.00
Arthur B. Hays, New York, N. Y., as special accountants for the trustees in bankruptcy	3,000.00
Abraham L. Mehn, Chester A. Heil & Co., New York, N. Y., as attorneys for the trustees in bankruptcy	180.00
Total	\$48,029.39

## LIGHTMAN'S DUTIES Hays Propheesies a Greater Film Advance At SMPE Conv. in Wash.

Al Lichtman is planning to go away on vacation Friday (1) before making up duties as executive assistant to Nicholas M. Schenck, president of Loew's, Inc. and Metro-Goldwyn-Mayer, he is going to Hot Springs, Ark., returning in time to step into his new association Nov. 18. Besides confir ing that Lichtman would act as his executive assistant, joining Loew's-Metro on Nov. 18, Schenck has not elaborated on his action in bringing the former United Artists president into his organization. Understanding is that Lichtman will be developed as right bowler to Schenck, relieving him of many varied matters. Schenck visits the Coast frequently and in his absence Lichtman will be at the home office. Duties of the president will be done in the same manner as he did for Joseph M. Schenck when Lichtman was v.p. in charge of distribution. While at a later date it is said Lichtman may fit into another berth at Loew's-Metro, he does not go into the company with that eventually foreseen, it is understood.

Washington, Oct. 29. Expressing appreciation of technical development in the film field, Will H. Hays, president of the Motion Picture Producers Distributors of America, last week forecast greater accomplishments for the film industry and visualized the opening of a new era in screen progress. With sound and color combined with higher artistic standards, films will go ahead to new high levels in the entertainment field, news reels will climb to more important places, and educational films will become the standard medium of education, Hays asserted in addressing the semi-annual convention of the Society of Motion Picture Engineers. Hays was gratified at Federally-sponsored movement to preserve notable films and pictorial records of historical occasions, commencing organization of new library in the National Archives as a first important step in the right direction. Called on the industry to co-operate in bringing about perpetuation of valuable films.

# ST. L. DEFENSE UNDER WAY

## Skouras Now Operate the Rivoli On Broadway for Fox Met Circuit

Skouras Bros. have assumed operation of the Rivoli on Broadway on behalf of the Metropolitan Theatre group, formerly Fox Metropolitan. Joseph M. Schenk is president of Metropolitan, and also president of the United Artists Theatre Circuit, from which Met takes over the Rivoli.

By this deal, Skouras Bros. become the ranking theatre operators of the business, operating houses on both Coasts. The three brothers aggregate operate around 500 theatres, presently. Spyras and Charles operate approximately 450 midwest and Coast theatres, formerly Fox-West Coast but now known as National Theatres, affiliates of 20th Century-Fox.

The Met chain, through the lvoil deal, takes on major circuit stature, the third in greater New York. Others are Loew and RKO. F-WC operates the Coast properties of the U. A. Circuit also, and with Skouras undertaking operation of U. A.'s Rivoli, trade observers see the interests of Skouras and the U. A. Circuit being more closely linked together. Whether an ultimate consolidation of the Met chain with the U. A. series of de luxe is only one of those conjectures just now.

**U. A. Franchise As Is**  
The United Artists film franchise goes with the deal on the Rivoli. While this franchise may be limited to the Rivoli, only, of the Met chain, as Loew's has first priority on the product, nevertheless this direct association of Met with a major film firm is important in the scheme of future things. The Rivoli lease runs for another year with the U. A. Theatre Circuit, but it is more than probable that Met and Skouras will retain this lease long after that expiration date in 1938.

Presently the Met group has only around six or seven highbys playing first-run, day-and-date with RKO.

20th Century-Fox product presently is sold to the two Radio City theatres, as is the RKO product, but the theatres are directly supervised by the Rockefeller interests. RKO, theatre subsidiary of RKO, owns 10% of the Met stock. Remainder is under control of United Artists Theatre Circuit and the Fox Theatre Corp. Met was only reorganized recently under the F.W.C. of the bankrupted act. Fox Theatres Corp., half owner of Met, is still in receivership. It is privileged to sell its assets to the group on an agreed price to United Artists Theatre Circuit. Whether it should sell this equity or retain same is pending before the Federal Courts.

**Buckley's Position**  
Increase of duties in United Artists which make it impossible for Harry D. Buckley to supervise the theatre operations brought about the arrangement under which Skouras supervises operating details of all UA houses. Buckley's UA theatres, numbering around 45, are tied up with other circuits or operators, an exception being the Rivoli.

Skouras was selected by Schenk, president of the U. A. Theatre Circuit, because he is one of the operators of Fox-Met and the UA circuit owns F-M. Operations of the UA theatres will not be conducted by Skouras as a delegate of the UA circuit, F-M not figuring in any way. While Skouras will supervise operation of the Riv. N. Y., this will not change the status of the theatre, its ownership or its bookings.

John Wright remains managing rector of the Rivoli.

## MG's Economy Survey

olymood, Oct. 29.  
A three-month efficiency survey is being conducted at Metro to iron out production problems and eliminate waste. It's the first time that a major studio is taking an account of itself by those within its own ranks.

Fred Pelton is in charge of the survey.

## PIX DISMISSAL MOTION DENIED

**Feist-Metro**  
In the Must Section of this issue is detailed Metro's third music publishing acquisition, the Leo Feist, Inc., catalog, for a consideration of \$400,000. Importance of financial activities has made Hollywood very Tin Pan Alley-minded of late.

## WB AFTER SIX FEMME NAMES ON 'ADVERSE'

ollywood, Oct. 29.  
Warners is attempting to line up a sextet of strong femme names to play opposite Fredric March in 'Anthony Adverse.' If matters work out the marquee will be able to herald Claudette Colbert, Merle Oberon, Dolores Del Rio, Verree Tesdale, Anita Louise and Kay Francis as being in the picture. The Misses Francis, Del Rio, Louise and Tesdale are under contract to WB. Miss Oberon is obligated to Korde and Miss Colbert to Paramount. Litter, however, owes Warners a picture.

Mervyn LeRoy will direct with the film probably going into production during November.

Mr. and Mrs. Fredric March (Florence Eldridge) left New York Sunday (27) to return to the Coast. They were east about a week after returning from a vacation in England. March will immediately prepare himself for the title role in 'Anthony Adverse' for Warners.

## 'OBSESSION' IN AFTER 15 WKS.; COST \$975,000

ollywood, Oct. 29.  
Universal's production of 'Magificent Obsession' finished shooting last night (Mon.) after 15 weeks in work.

Picture has cost Universal in excess of \$975,000 thus far, which is the most expensive picture John M. Stahl has directed during his five years with the company. Picture has been finished after 89 days of shooting, with 454,000 feet going to the cutters for a trim.

## U's \$1,000,000 B. R.

ollywood, Oct. 29.  
Universal got a \$1,000,000 loan through Standard Capital Corp. yesterday. (Monday) and the Laemmle headaches are over for the time being.

Final papers were signed by Carl Laemmle over the weekend with Willard Mackay, Universal attorney, getting the money on their delivery and leaving Monday night for New York.

Standard Capital is moneyed syndicate in Washington and New York. Universal Pictures and subsidiary companies report a net loss of \$755,756 for the nine-month period ending July 27. Compares with small net profit for same period in 1934.

Loss figure arrived at after all charges were deducted. These are listed as including depreciation of fixed assets, totaling \$301,120 and after giving effect to deduction from costs and expenses of \$197,448, on account of excessive provision for royalties and foreign income taxes, made prior to the beginning of present fiscal year.

## Film Companies Plead There's No Anti-Trust Conspiracy—Aver Legal Privilege to Do Business as They Please

### INTO FIFTH WEEK

St. Louis, Oct. 29.  
Following the government's legal victory, denying the defense's motions to dismiss the Sherman antitrust case against the film companies, the defense started its side of the legal proceedings late Monday (28) afternoon. Sam B. Jeffries, St. Louis attorney associated with the Warner Bros. defense, was the first witness called and was still on the stand all day today (Tues.).

The case, now in its fifth week of trial, consumed about half of the government's scheduled 47 witnesses. The defense plans to call 15 witnesses and despite the disparity in the number of witnesses, it's unofficially estimated that the time consumed to present the defendants' side of the case will consume equally as much time, if not longer.

The defendants were obviously crestfallen when U. S. District Judge George H. Moore declined to sustain motions for dismissal of the indictments and a directed verdict. (Continued on page 2)

## SHAUER A PRODUCER ON PARAMOUNT LOT

Hollywood, Oct. 29.  
Melville A. Shauer has been appointed associate producer on the A. M. Botsford staff at Paramount. Shauer, formerly Shauer's associate, becoming head of the talent department, which position Shauer held for two years.

Votton, former casting director and agent, will also have supervision of Paramount's casting department, which is headed by Fred Sisk, who's now on a three-month sick leave. This is a new innovation, having a talent scout supervise plant's casting.

## Mention Swope, Spitz or Rathvon For RKO Presidency; Reorg Activity

### \$750,000 Budget for Warners' 'God's Country'

ollywood, Oct. 29.  
Warners is allotting around \$750,000 for 'God's Country and the Woman,' forthcoming film of James Oliver Curwood getting epic ratings. Lou Edelmann will supervise from script by Charles Belden and Peter Milne. George Brent and Bette Davis set for tops.

## WANT SUTHERLAND FOR 'HUNCHBACK' REMAKE

ollywood, Oct. 29.  
Eddie Sutherland is being soundly offered by Universal to direct talker remake of 'Hunchback of Notre Dame,' slated for production early next year. Sutherland, who will direct Marta Eggerth in 'Song of Joy' as his next for U. has contract which gives studio option for two more pictures following completion of the Eggerth feature.

## Unofficial Estimate of Par's 9 Mos. Net at \$3,000,000; Wall St. Angles

### Silent Prez

John E. Otterson has ordered that he is not to be interviewed by the press, trade or otherwise, and isn't to be quoted in any stories released by Paramount's publicity department. R. E. Anderson has been delegated to speak for Paramount when that becomes necessary, but also reported Anderson will not be quoted though willing to listen to questions. Anderson is v.p. of Paramount, an Otterson appointee.

## PAR PRODUCERS TOLD WHAT'S WHAT

ollywood, Oct. 29.  
New production layout and system at Paramount was explained to producers on the lot in series of executive meetings last week, at which Henry Herzbrun and Lubitsch presided.

Producers were given routine for the handling of story purchases, negotiations with players, directors and writers, and informed that all deals had to be handled by the front office and not by the producers. Functions of the various departments and executives were also explained to the producers, who were told that the system being put in operation was designed to speed up production all around so that the company would meet all release dates.

Keith Glennon, executive studio manager of Paramount, had his first meeting with his department heads of the back lot since joining the organization.

Session was held yesterday (Monday) afternoon, at which the department heads were told that there would be a new method shortly for the handling of cost charges on all work outside of the back lot and that operating costs must be tightened up.

## Wanted for RKO Presidency; Reorg Activity

ose favored for the presidency of RKO, under M. H. Aylesworth who, as chairman of the board will continue as titular chief of the company, are Herbert Bayard Swope, Leo Spitz, Chicago attorney, and Peter Rathvon, of the Atlas Corp. Rathvon is Floyd Odium's man in charge of the RKO matter, with Aylesworth.

Reorganization activity is progressing at RKO and a definitive plan may be expected on RKO reorganization shortly.

Negotiation of a compromise in the Rockefeller claim of \$9,000,000 against RKO, is in progress. Also consideration is being given to the M. J. Meehan status in RKO.

The probability is that the Rockefeller claim may be adjusted. This claim also includes the question of the future operation of the two Radio City theatres, now directly under Rockefeller supervision.

Undoubtedly the RCA interest in the R. C. theatre companies now is assumed by Atlas. Meehan owns approximately 28,000 of the 53,000 shares of preferred stock in Keith-Albee-Orpheum. RKO owns around 21,000 shares of preferred and 100% of the common

Weakness in Paramount Pictures stocks and bonds first of this week was viewed in Wall St. as liquidation on part of officials who recently withdrew from directorate. Selling indicated that it partially reflected withdrawal of directors and their friends from any connection with corporation. Coming on day of adverse ruling in St. Louis case, decline was more accentuated than ordinarily would have been.

Coincident with decline of Paramount issues, particularly the 1st pfd, report on estimated earnings of corporation appeared in Wall Street. This estimate for third quarter revealed that Par earnings were running about the same as in the previous three months when the net totalled \$296,000, an allowance for about \$400,000 quarterly interest on bonds. Estimated that third quarter net will be between \$700,000 and \$800,000, after 1st lar deduction for interest.

This September quarterly estimate coupled with net of second three months of 1935 and first quarter net income of \$1,472,000 is expected to bring Paramount's net earnings for the first nine months to \$3,000,000.

When last quarterly statement was issued, management pointed out that the difficulties in studio operations and film production incident to the reorganization work in the first half might be reflected for some time.

Opinion of some observers in street was that these difficulties might be more drastically reflected in the final quarter statement, largely because some write-offs may be necessary on a few of more costly productions. Saving in reorganization fees, as ordered recently by court, however, were regarded as almost counter-balancing any anticipated dip in earnings for last three months of year.

## 'SARATOGA' OFF THE SHELF FOR CRAWFORD

ollywood, Oct. 29.  
'Saratoga,' on and off the production schedule at Metro, has been set finally as the next Joan Crawford picture. Latest and final script has been turned out by Robert Hopkins with Anita Loos assigned to whip up the dialog.

Company was sent to the New York spa during the racing season to get atmospheric footage. Bernie Hyman will produce. Studio is looking for a new leading man to play opposite Miss Crawford.

## U's \$25,000 'Kids' Switch

ollywood, Oct. 29.  
Due to poor biz by 'Three Kids and a Queen' locally, Universal is calling off the picture for a new title and different selling campaign. Posters will also be replaced.

Switch III stand the studio \$2,000.

## TINTING 'RAMONA'

Three-Color Job Sets Back 20-Fox Pic Till Spring

ollywood, Oct. 29.  
With all major studios nibbling at idea of using new three-color process of Technicolor for features, 20th-Fox jumped in to close deal with the new firm to produce 'Ramona' via the three-color process.

As picture calls for more than 90% of shooting to be done on locations around southern California, Darryl Zanuck has postponed 'Ramona' until spring to avoid the rainy season. With the picture set back for three months, Director Henry King will be given another assignment to handle prior to start of 'Ramona.'

# St. Louis Anti-Trust Trial Proving An Influencing Film Stock Factor

**IKE WEAR**

While most of stock market marked time yesterday (Tuesday), amusements sagged further, though most of losses were confined to fractions. Low common was contrary to this general trend, rebounding 1 point to 49 after early weakness. Selling persisted in Paramount 1st pd., stock dropping to new low at 82, off 3% on day. Warner Bros. pd. was another soft spot, dipping 1 1/4 to 44. Paramount-Broadway and Paramount Pictures also sold down further, both hitting new lows. RKO 6s fell 1 1/4 points and Warner Bros. bonds were off nearly a point. Weakness in amusement stocks and bonds attributed to St. Louis decision.

Before meeting a wave of liquidation Monday (29), the Amusement Group had edged up in last week's territory for the year in last week's stock market. But this burst of selling, apparently precipitated by adverse ruling in St. Louis federal action against picture companies, altered entire situation. Result was that the group, as measured by averages for 12 representative amusement issues, closed lower at 37 1/2 after two successive weeks of advancing.

Amusement Group hung up new 1935 high at 38 1/2, but later dipped to 35 1/2. At close for the group, averages were off 0.750 of a point. Increased volume on burst of selling Monday sent numerous amusements into reverse, Columbia Pictures, Loew's common, Paramount and preferred, Radio B and Warner Bros. preferred suffering most in decline.

In contrast to this general decline was marked strength for the most part early last week which sent over an amusement list to best 1935 prices. Included in these were Eastman Kodak common, at 164 1/2; General Electric, at 36 1/2; Keith pd., at 90 1/2; Loew common, at 59; 20th Century-Fox nfd., at 28 1/2; Westinghouse, at 89 1/2; and Warner Bros. pd., at 47 1/2.

While rail group did not set any 'place' in particular in last week's trading, the Dow-Jones Industrial averages closed up 1.52 points at 140.75. Averages for this group hit 142.08 on Monday's market, but profit-taking pared this big gain.

Issues of two companies bucked the trend Monday. 20th-Fox preferred rose to new high at 28 1/2 and held all but a fraction of this peak price. Stock wound up week with advance of 2 1/2 points. The common stock climbed 1/2 within fractional striking distance of its former top and lost only 1/2% in the Monday selling. The 20th-Fox common showed gain of 1 1/4 for week.

Universal preferred was a strong counter mover, surging 1/4 points in the one day's trading. Stock boosted gain of 1 point for week at closing quotation of 40. At this level, it was only fractionally away from the 1935 high.

Heaviest loser in Monday's reversal was Paramount 1st nfd. off 3 1/2 points. Stock was down 7 points at 87 at close. Other biggest loss of the day was Warner Bros. preferred, which fell 1 1/4 (Continued on page 36)

## Yesterday's Prices

Sales	High	Low	Last	Change
400 Col. Pict.	61 1/2	61	61 1/2	+
1,500 East. K.	105 1/4	104	105 1/4	+
12,500 Gen. E.	50 1/2	50 1/2	50 1/2	+
1,400 Loew	59	59	59	+
23,500 Paramount	86	86	86	+
7,000 Radio B	90 1/2	90 1/2	90 1/2	+
1,500 Pathé	56	55	56	+
1,000 Pict. Ex.	5 1/2	5 1/2	5 1/2	+
2,000 RKO B.	70	70	70	+
5,700 RKO C.	5 1/2	5 1/2	5 1/2	+
1,100 20th-Fox	17 1/2	17 1/2	17 1/2	+
13,400 W. B.	7 1/2	7 1/2	7 1/2	+

CURB		BONDS	
20%	109 1/4	109 1/4	+
3%	99 3/4	99 3/4	+
5%	104 1/2	104 1/2	+
6%	103 1/2	103 1/2	+
7%	102 1/2	102 1/2	+
8%	101 1/2	101 1/2	+
9%	100 1/2	100 1/2	+
10%	99 1/2	99 1/2	+
11%	98 1/2	98 1/2	+
12%	97 1/2	97 1/2	+
13%	96 1/2	96 1/2	+
14%	95 1/2	95 1/2	+
15%	94 1/2	94 1/2	+
16%	93 1/2	93 1/2	+
17%	92 1/2	92 1/2	+
18%	91 1/2	91 1/2	+
19%	90 1/2	90 1/2	+
20%	89 1/2	89 1/2	+

## Clayton Sheehan's Successor May Be Walter Hutchinson

Undecided yet who will succeed Clayton Sheehan as head of 20th Century-Fox's foreign department. Sheehan resigned last week after several confabs with Sid Kent, in contract, which had four more years to run, was bought off at a compromise figure.

Thought possible that Walter Hutchinson, company's London rep, may be brought to the U. S. to replace Sheehan, although no confirmation of this move yet. Meaning Irving, Mass. Sheehan's assistant, is continuing at the helm pro tem.

Sheehan's future plans, too, are undecided, although he will join his brother, W. R. Sheehan, when the latter has completed his production plans.

## ROACH FORMING OWN COMEDY STOCK GROUP

Hollywood, Oct. 29. First player to be signed by Hal Roach for his new stock company to be assigned to producer's increased output of features next year is Rostla Lawrence.

Player, recently finishing term at 20th-Fox, reports to the Roach fold Jan. 15.

## Barsky After Subsidy For Canadian Studio

Hollywood, Oct. 29. Bud Barsky, through his attorneys now in Ottawa, Canada, is negotiating with the Canadian government for certain concessions or subsidy to erect and operate a studio in Toronto.

Excessive duty and taxes on importing equipment and film across the Canadian border, it is claimed, makes it prohibitive for American capital to cross the border for making of pictures at a profit.

## Duals Pros and Cons

Many theories are expressed by industry sources from the Motion Picture Producers & Distributors down to exhibitors as to future of the dual billing policy, what changes in practice are being created and what may ultimately occur.

Among these are:

- That duals will run their course until the public tires of them.
- That as things now stand, with pictures going into dual houses immediately on top of first run engagements, downtown single houses are being hurt but that as public tires of doubles, tide may turn.
- That whatever box office injury is being felt by independent subsequent runs which now follow neighborhood circuit of other 'A' houses on duals, it was brought out by the indies themselves.

## Walter Eberhardt's Suicide Unexplained But for Failing Sight

Walter F. Eberhardt, veteran film publicist, committed suicide, Saturday (28) by inhaling monoxide gas in the garage at his home in Scarsdale, N. Y. His closest friends and business associates had news of Eberhardt's death only a few days ago, and his wife was distressed, mentally, physically or financially.

He held an important post as director of publicity advertising with Electrical Research Products, Inc., financially independent and had never inferred that he feared the loss of his other eye. His secretary Eberhardt was not sure whether he had consulted doctors about his eye, or whether it was troubling him.

Eberhardt had lost one eye as a boy, having worn a glass optic for years, and it is believed that his eye may have been affected finally. Understood that Eberhardt lost his eye in an accident. This fear of ultimate blindness was given as his reason for suicide.

He was 45, married and had no children. At the time of the suicide Mrs. Eberhardt, the former Harriet Howard Kimball, was in Duluth. She flew in from there Monday (29), with the funeral services held yesterday (Tuesday) at 11 a. m. at the Church of St. James the Less in Scarsdale. There are no immediate survivors besides the widow, Eberhardt having been orphaned when very young. He was reared by an aunt and graduated from Bowdoin college in Maine. His domestic life was said to be undisturbed.

After five years of newspaper work in New York, Cleveland, Washington, Duluth and other cities, Eberhardt joined Famous Players Lasky as an exploitation publicist. Later he switched to First National in charge of exploitation, remaining with this company for eight years. He swung from FN into Erpi shortly after its organization, joining Erpi in 1929.

In recent years Eberhardt had turned his hand to authoring mystery novels. He wrote 'A Dagger in the Dark' and 'The Jig Saw Puzzle Murder', latter a best-seller. He had done adaptations of two pictures, 'Sundown' and 'Classmates'. Eberhardt's recently expressed ambition was to settle down to writing entirely. He also wanted to see the world and was for a lot of traveling. Financial difficulties could not have figured in the Eberhardt tragedy, friends are positive. A few years ago Eberhardt inherited a large sum of money and he built a \$25,000 home in Scarsdale.

The suicide was very methodically planned.

Lately Eberhardt's sight might have been getting to fail him since he would often pass people he knew and not recognize them.

In 1926 and '27, Eberhardt was president of the Associated Motion Picture Advertisers, in which he remained active at his death as a member of the arrangements committee. He arranged to have Mayor F. H. LaGuardia speak before the A.M.P.A. some time next month. An A.M.P.A. delinquent had threatened the funeral services yesterday.

During the war, Eberhardt went overseas with the Canadian Infantry.

## DARMOUR'S RELEASE SET

Empire Distrib. of N.Y., Oct. 29. will handle the sales of six Larry Darmour features.

## Inside Stuff—Pictures

Despite what the news wires said over the weekend, Jackie Coogan did not get \$250,000 as the first installment of a million dollar trust fund on his 21st birthday Oct. 26.

In fact, his majority found Coogan's personal financial status unimpaired, a senior trustee of the University of Southern California, Coogan received \$200 weekly for living expenses from Jackie Coogan Productions, Inc. the old Coogan picture corporation in which his firm earnings are invested and which managed now by his mother and Arthur Bernstein, Coogan's business manager for years, deals in commercial paper, finances farmers and small industrialists, owns oil wells and orange groves and occasionally real estate.

Not until the death of his mother will Coogan actually come into control of his fortune, now said reliably to be about \$1,500,000. Corporation has shown a profit throughout the depression, and the fortune is expected to touch \$2,000,000 by the time it passes to Jackie, who isn't even a director of his corporation as yet.

Set-up, with its safeguards, reflects the native Coogan thrift back in Syracuse, N. Y., where the late John Coogan, Sr., was cradled.

counter-organization to the Better Business Bureaus has come to the attention of the Hays organization. Reports from the middle west and Coast describe the organization as the Manhattan Board of Commerce, 516 Fifth Avenue, N. Y. J. Cahill, secretary. Any steps taken by the Hays office in looking into activities of this organization will be carried on through the Better Business Bureau in N. Y. and similar bureaus throughout the U. S.

Officials in charge of the building at the Fifth Avenue address had never heard of the Manhattan Board of Commerce or Cahill. On the office of the N. Y. Better Business Bureau it was found that this organization had headquartered in the Lincoln Building but more recently at 62 West 45th street. No such building has offices at this 45th street address.

Animosity to Manhattan B. of C. towards Better Business Bureaus dates back to various actions which Better B.B.'s brought against the former outfit, in the opinion of B.B.B. or vice versa.

The Manhattan B. of C. in turn has launched a probe of the Los Angeles Better Business Bureau.

Between 70 and 80 feet of content 'March of Time' release was cut by Ohio Board of Censors Friday (28) at the request of committee of prominent Jewish citizens. Film is booked into Palace week of Nov. 25. Leaders of local German organizations also previewed the film and protested.

Roy Reichelderfer is supervisor of Ohio Board of Censors and is assisted by Susannah Warfield and Mary Edith Luthi. None could be reached for comment. Harry Schreiber, Palace, Columbus, manager, said portions of film had been deleted, but was unable to say which ones.

Reflecting expansion of John Hay Whitney in the industry is move to enlarge Pioneer Development Co. quarters in the N. Y. Central bldg. Company, which is eastern operating organization for Whitney's Pioneer Pictures, has taken two additional offices and soon will occupy nearly 1/2 of 27th floor. Lowell V. Calbert, president of Pioneer Development, is in active charge of operations. Whitney was named chairman of board of directors of recently organized Seiznick International Pictures, Inc.

Unless Carole Lombard demands other hand-picked co-workers, Universal will start 'Spinster Dinner' this week. Three changes had to be made at the player's request necessitating some delay.

At first dissatisfied with the story, La Lombard wouldn't consent to start unless Claude Binyon was brought over from Paramount to brush up the script. This was done. Her other corrections, also granted, had to do with cameramen and costumes.

Lewis Milestone has been withdrawn from directorial assignment on the next Marlene Dietrich starrer at Paramount. Invitation to Happiness, due to actress' contract which stipulates that picture must start within seven days after completion of his current film.

With three weeks of retakes on 'Anything Goes' besides process shots and cutting, which will require another two weeks, Milestone will be tied up. Another director will be called in to handle 'Invitation'.

Shift several months ago, which brought all Irish and foreign-made pictures under supervision of the Hays eastern production code office, said to have upped the number of features passed in New York.

Where in the past only eight or 10 features went through the Hays eastern code, figures show that 33 feature pictures and 602 shorts had been passed on a production purity seals issued from July last year until the middle of October, 1935.

20th Century-Fox's 'King of Burlesque' had to go into remake for three days last week due to scratches in the negative. Formerly a common trouble, this has generally been eradicated through the perfection of camera and laboratory equipment. Though the studio stock company and lab investigated, origin of the scratches was not discovered.

For many years a relative of a director has been drawing a weekly wage from the studio for merely strolling around the lot. Unbeknownst to the relative the coin was donated by the working member of the clan. Last week the relative hit a studio exec for a raise. Studio has passed the demand to the director, who has now transferred to another plant.

After the Maryland censors apparently had decided to reject 'Camera Three' Universal's two-reel thrill short, the censor board the next day looked at the reel again and passed it with certain eliminations. Canada's censor board eliminated all scenes showing the assassination of King Alexander in same short subject.

The way the press played down the earthquakes in Helena, Mont., caused most of newsreels to overlook disaster entirely. Newsreel cameramen found that hardly a building in the community had weathered the series of quakes, with nearly all scheduled to be rebuilt. Snowstorm that followed earthquake added to the discomfort of homeless populace.

'Hands Across the Table' (Par) which goes on release in a week, is being publicized, principally in the trade, in one manner or another as the first picture Ernst Lubitch has done for Paramount 100%, from selection of story to completion of production. Idea is to signalize the new regime at the Par studio.

United Artists is annoyed over the Republic ad on a forthcoming feature, 'A Minute', which ties up Chaplin in its copy. No complaint yet made to the Hays office, it is said at UA.

The Republic ad, prepared for the trade, includes a cut of Chaplin and leadoff copy to the effect that 'Republic has a comedy, too, Mr. Chaplin'.

Joe E. Brown's yen for dramatic roles is proving headache for Warner's execs, who want him to stick to comedy. Studio thinks he should play in pictures like 'I'm in the Legion', which he is reading as his possible next, rather than in part similar, to that he had in 'Bright Lights'.

Universal settled with Frank Mastroly, former studio manager on the Coast, on the unexpired portion of his contract. He is now negotiating a new studio contract.

- ### Indies' Petition
- Hollywood, Oct. 29. Independent Producers Association has been launched with I. E. Chadwick, president.
- First business is to petition the city council for a graduating downward revision of producer license fees from set figure, \$400 annually.
- ### L. A. to N. Y.
- Robert Young.
  - Rosalind Russell.
  - Cary Grant.
  - Fanny Brice.
  - Benjamin Zeech.
  - Howard J. Green.
  - Miriam Hopkins.
  - Al Rockett.
  - Walter King.
  - John Burton.
  - Erian Ahernie.
  - James R. Grainger.
  - Willard MacQuay.
  - Eddie Buzzell.
  - Hil Roach.
  - Howard Dietz.
  - Charles Butterworth.
  - John Factor.
  - Loe Irwin.
  - Arthur Phillips.
  - Lloyd Hughes.
  - Honoretta Crozman.
  - William Kerzgang.
- ### N. Y. to L. A.
- Mary Pickford.
  - Abe Laastogoff.
  - J. Theodore Reed.

# A. T. & T. AVERS RESTRICTIONS TOO TOUGH

Washington, Oct. 29. Questioning government regulatory powers, the American Telephone & Tele. Co. today (Tuesday) sought rehearing from Communications Commission application for permit to conduct television experiments and complained federal restrictions too severe.

Taking position commish lacks jurisdiction over experimental operation of co-axial cable. Company said conditions imposed in granting consent for research exceed government authority. Asked commish dismiss original application for want of jurisdiction. In hitting restrictions, company insisted it intends to permit 'other responsible parties' to have 'reasonable access' to proposed pipeline, and will not object to reasonable exercise of authority by government providing 'due regard' is given to company's interests and 'experimental use of the cable in other fields of communication' as well as in the field of television, provided said conditions are restated and clarified.

Phraseology employed by commish in specifying company shall not develop monopoly from experiments is so vague, company squawked, that it might prevent Bell Labs from acquiring exclusive rights to own invention. Requirement about monthly reports might lead to 'premature disclosure of discoveries or deprive company of fruits of their own research,' petition said.

Government terms so stringent, A. T. & T. protests, that they amount to requiring the phone system to lay itself open to conditions not now foreseen which would 'halt the project at any stage and without regard to the expense incurred.'

Protesting government stipulation that service shall be made available without cost, Bell system declared it did not expect to capitalize any part of cost during experimental stage, but contended outlay should be reflected ultimately in expense accounts and capital structure.

# ORSATTI VS. GRACE MOORE FOR \$98,500

Los Angeles, Oct. 29. Demanding payment of \$98,500, Frank Orsatti has filed suit in Superior Court against Grace Moore. No mention of written contract was made in complaint which declared singer had paid only \$1,500 of \$100,000 agent expected. Sum was asked, suit said, for services rendered player by Orsatti during past two years.

# 'Maytime' in May Time

Hollywood, Oct. 29. With the story still in the construction stage, Metro has had to put back the production of 'Maytime' until the spring because of Grace Moore's Columbia picture. Filmmaker was to have started immediately upon the completion of 'Rose-Marie' in which Nelson Eddy is playing.

# Couldn't Concentrate

Buenos Aires, Oct. 16. Clark Gable is still a big news item in Buenos Aires, where he continues to cause a sensation. Most of the newspaper interviewers seem quite amazed to find, he looks just like he does on the screen.

He lost about \$200 during his first visit to the Buenos Aires race track, where he was beset by a bevy of girls who wanted autographs.

# MIRIAM HOPKINS EAST

Hollywood, Oct. 29. Finishing in Samuel Goldwyn's production of 'Spartacus' today (24), Miriam Hopkins planned out for two weeks' vacation in New York. Flyer hit rough weather at Albuquerque and was grounded for a night. She returns to co-star with Merle Oberon in Goldwyn's next, 'Children's Hour.'

# No Eastern Feature Production, but Beaucoup Shorts

Although expected boom in feature-length picture production in the east thus far has not materialized, the studios around New York are operating almost at full capacity on short productions, with eight units, not including two cartoon concerns, producing.

In the past the Eastern Service Studios (Paramount) and Warner Bros. (in Brooklyn) handled the bulk of short picture production. The heavy grinding schedule set up by the Major Bowes Amateurs unit has lifted Biograph Studios into almost the same class as these other two plants. In addition to the Bowes neophytes, now on their sixth short, Mentone shorts (Universal release) also are made at this plant. Bowes' outlet is Radio Pictures.

'Voices of Experience' (Rex-Columbia) is being made at Hays-Beall plant, Oceanside, N. Y. At Christie production unit is making comedies for Educational-Fox release at the Astoria studio. 'Ferry-boat' cartoon comedies (also Educational-Fox) are turned out at a studio in New Rochelle. Max Fleischer establishment on Broadway makes the Betty Boop and Pop-Eye Sailor cartoons for Par.

# 'DRUNKARD' IN FLESH, FILM, STAGGERS HOME

Hollywood, Oct. 29. Film and stage presentation of Louis Welsh 'The Drunkard' closed at Tucson after being out two weeks. Several former film stars on the tour returned here and were told unit would be reorganized within a month for another try. Company opened at the Roxy, Salt Lake, and then took a crack at a week's run of one nighters, folding at Tucson.

# Wigs Wag for 'Tony'

Hollywood, Oct. 29. Fourteen hundred wigs are being individually made by Perc Westmore to cover pates of important characters in Warner's 'Anthony Adverse.'

Master scripts for 'Adverse' are getting novelty treatment by Dwight Franklin, technical expert and artist, who has done a color sketch for about 100 characters as well as props and sets as part of scene plot.

# GABLE'S 'NO HERO'

Hollywood, Oct. 29. Metro is negotiating with John Blystone for screen rights to J. P. Marquand's novel, 'No Hero' for Clark Gable.

Sum of book will include services of Blystone to direct.

# ANGELIC LEGITS

Hollywood, Oct. 29. Slim Thompson and John Alexander, Negro actors brought from New York to play their stage parts in 'Fetters Forest,' have also been set in 'Green Pastures' by Warners. They are cast as angels.

# Theatres Battling Again for Ad Rate Reductions in Newspapers

Seasonal battle of individual theatres and picture house circuits with daily newspapers over advertising rates is flaring again this fall. Drive of pix theatres to get an ad rate comparable with that accorded department stores has started in several spots in middle west. Reason old dispute has been revived is that theatres are using more lineage and believe this puts them in line for better rates. See no reason for 25% to 30% tilt in rates as compared with other large ad agencies.

While the Hays organization is keeping in touch with the situation, spokesmen are credited with saying that they see little that can be done about getting an adjustment. As has been the attitude for several years, publishers justify the higher rate on basis that they are

# 306-ALLED-EMPIRE MERGER SEEN AS A BLOW TO SO-CALLED 'RUMP' UNIONS

## Gov't's Farm Film

Hollywood, Oct. 29. Pare Lorenz and Lloyd Nosler, cutter, are busy at United Artists lot here editing 'Document of America' made by Soviet union under direction of Dr. Rexford Tugwell, President Roosevelt's No. 1 brain trust. Picture dramatizes hardships of American farmers. Lorenz and Nosler hope to finish in two weeks and take completed film east.

# Refuse Proj. Pay Tilt, 41 'Waukeeanes' Nabes Shut, Open

Milwaukee, Oct. 29. The operators' strike here was settled tonight (Tuesday) at 8 p. m. and the men returned to booths in 41 neighborhood independent film houses. They had been out for four days. Under move made today, both sides will sit down and negotiate a new scale.

Refusing to accede to demands of projectionists for a 7 1/2% raise, 41 of 80 neighborhood closed last Friday and remained dark until tonight (Tues.). Owners refused to pay increase and also demanded dropping one of two operators in booth. All independent houses involved with Fox, Warner, Saxe and a few more affiliated houses playing, so, having signed new contracts, which run 18 months.

Ed. Tesch, secretary of independents, claimed they will remain closed six months, if necessary. Oscar Olson, business agent of union, averred they would not back down on demands, claiming owners are interested only in cutting off men.

Fox, Warner, and Saxe circuits signed new contracts which boost the salaries in downtown spots into the \$80 class and in the nabes to around \$50. When the independents were approached, they refused to pay the raise because of adverse business conditions.

St. Paul, Oct. 29. At a conference of Allied (Indies) and circuit exhib heads and Motion Picture Operators' Union, 200,000 new contracts were signed until February, 1937, between Allied Exhibs and operators; and until February, 1938, between the circuits and operators.

New working agreement affects the entire city and carries a sliding scale of increases which at the expiration of the indie-union blinder will mean 7 1/2% more on the old pay check than the operators are getting today. In the case of the circuits, by February, 1938, when that contract expires, the boys will be getting 15% more than they're drawing now.

# State-Chartered Groups Viewed as Through Under N. Y. City Administration's Desire to Maintain Boothmen Accord

# Nov. 15 Starting Gun For Selznick's 'Faunty'

Hollywood, Oct. 29. First Selznick International picture, 'Little Lord Fauntleroy,' is scheduled to start Nov. 15 with John Cromwell directing. Freddie Bartholomew and C. Aubrey Smith are the only players cast. Richard Schayer is scripting. Second picture will be a Ronald Colman starrer. No story has been selected as yet. Bartholomew was placed under guardianship of his aunt, Millicent Mary Bartholomew, by Superior Judge White despite charges made by boy's parents, that he had been brought to America through 'trickery.' Roland Leigh corroborated aunt's testimony that kid actor came here with consent of mother and father.

# AGENCY ASKS \$23,000 PAYOFF FROM SANTELL

Los Angeles, Oct. 29. Al Santell refused to pay \$8,800 commission after Small-Landau agency helped him into one-year director's contract at Paramount according to suit filed in Superior Court for that amount.

Complaint also said director would earn another \$55,000 during remaining months of contract and second cause of action asks \$14,300, anticipated commission on Santell's total earnings of \$143,000 under ticket.

# Horton, Crews for 'Voice'

Hollywood, Oct. 29. Edward Everett Horton and Laura Hope Crews have been signed by Walter Wanger for featured roles in 'Her Master's Voice.'

Peggy Conklin, under personal contract to the producer, has top spot in the picture.

# Winner at U for 'Show Boat,' Then 20th

Hollywood, Oct. 29. Charles Winninger arrived last week from the east, going to Universal for lead in the film musical version of 'Show Boat.'

When he finishes that picture in January, Winninger switches over to the 20th-Fox lot to start his term with the latter company.

# Peggy Wood's Show

Hollywood, Oct. 29. Peggy Wood is considering an overture from C. B. Cochran to do a Shakespeare play next spring at Stratford-on-Avon, the Bard's birthplace. Actress is doing 'Countess Maritza' at the Shuberts in the Shrine auditorium here week of Nov. 4.

# METRO'S VOICE COACH

Arthur Rosenstein, musical coach who has tutored numerous Metropolitan stars, has been signed by Metro. He is to act as coach for musical comedy stars M-G now has grooming for musical productions.

# NAGEL DUE BACK IN 'WOOD'

Hollywood, Oct. 29. Conrad Nagel has been signed in London for a series of eight mystery yarns to be produced here by George Hillman. Roger Whately is doing the treatment on the initialer.

# METRO'S FEMME TESTES

Florence Britton, legit ingenue, was screen-tested last week by Metro. Company is also testing Doris Nolan of 'Night of January 16,' current stage play, this week.

The day of the so-called 'rump' union in New York state is held to be gone by informed labor men despite the fact that one recently came into the operators picture and another is reported about to organize. National Theatrical Federation Union, Inc. is a recent boothmen's union with offices in New York and Brooklyn which is trying to gain theatres presently employing members of several 306 Allied or Empire. Both Allied and Empire were organized under New York state charters and had no affiliation with the American Federation of Labor which chartered 306. The law which permitted union charters to be issued was repealed a couple of years ago, but understood that there are numerous old charters under which various types of unions could operate. Empire was the first to become active in the Greater N. Y. zone. Its willingness to accept lower salaries for boothmen brought about a serious fight with 306, and cross-picketing. Later 306 and Empire reached a purported 'arrangement' ending the cross-picketing and then Allied came along. It was branded by 306 as a company union but could not operate except under an old N. Y. charter.

arger Progress Now 306 is absorbing both Empire and Allied, with much progress reported during the past week toward successful conclusion of merger negotiations. With this step be-

(Continued on page 64)

# 4TH DAMAGE SUIT IN BERKELEY AUTO CRASH

Los Angeles, Oct. 29. Fourth damage suit has been filed in Superior Court against Busby Beshko in aftermath of automobile crash on Sept. 8 last in which his car was involved. Latest action was taken by Manon von Briesen, widow of one of three persons killed in wreck, who asks \$100,000. Before the death of Briesen had also sued director for \$150,000. Others with suits against Berkeley are Alvin Hudson, \$25,000, and Charles W. Burdick, \$75,000. Director also faces third second degree murder charge following von Briesen's death.

# WB's 7 Asst. Directors

Hollywood, Oct. 29. Warners is protecting itself against the raiding of its staff personnel by other producers and Saturday (24) announced seven assistant directors to term contracts. This number is more assistants than all the other major plants combined have ticketed.

# BACK TO THE MILL

Hollywood, Oct. 29. Ken Whitmore returns to the Paramount studio publicity department after an absence of three months during which time he served as an aide to Johnny Wolf, head of the editorial board. Whitmore will handle special exploitation on a group of three pictures soon to be released.

Bill Thomas, recently appointed assistant to Harold Hurley, Par producer, on account of the latter going on vacation has been shifted as assistant to Wolf.

# 'Fools' Marks Time

Hollywood, Oct. 29. With a completed script and everything set to go, Metro is being held up on start of 'Three Wise Fools,' awaiting word of John Stahl's 'Magnificent Obsession' at Universal. Robert Taylor and Charles Butterworth, both under contract to Metro, and slated for lead spots in 'Three Wise Fools,' are tied up in cast of the Stahl feature.





# Philly Off Vaudeville, 'Legs' and 'Chan' \$13,000 Each, 'Dream's' 3 Strong Wks.

Philadelphia, Oct. 29. (Best Exploitation: Stanley.)

Indications are for all-time takings this week in the downtown film sector than has been the case the last month, or so. There isn't a real standout in the batch of newcomers and such holdovers as 'Dreams' and 'Secrets' will probably do relatively better than the arrivals.

Just as Philly's legit biz has been up this season, so 'Midsummer Night's Dream,' first roadshow piece in several seasons, has been crashing through in the style of 'The Chestnut.' Second week beat the first and this, its third and last promise to be almost as good. Warner special must vacate after three weeks, as the Shuberts have not lost bookings since up for the theatre. Loose record of 'Dream' claimed by management to be as good as any of the 'Dream' units anywhere in the city.

Surprise wallop of another kind last week was terrific trade of 'Secrets' at 'hot' prices. 'Secrets' did not sell well second-week figures too, probably as high as \$7,000. 'Secrets' well above the Stanton's usual average for first-runs.

Crix were held in praise of 'Crushes' and local vaudeville did plenty of advertised exploitation. As it is, but trade at the Stanley was definitely under expectations. Considerable doubt exists as to whether, although second week was not forced, around \$13,000 indicated.

'Fox' is another that looks any too strong with 'Chan Shanghai' on screen and Henry Armatia heading a stage show. Figures here beat \$13,000 and hit \$14,000.

'Barby' could not overestimate a should wind up its successful three weeks' stay at the Aldine with a nice \$7,000 or close to it.

Incoming pic include 'Melody Lingers On' at the Aldine, and 'Fri Day' a whole group of outsiders, including 'Muttiny On the Bounty' (3), 'Three Men on a Horse' (3), 'Boy,' 'Metropolitan' at the Fox and 'Two Flirted' plus Major Bowes on the stage at the Fox. Little uncertainty in Muttiny. It is definitely skedded next at the Stanley, but the 'Crusades' status, as before stated, isn't set.

Last week was not notable except for 'Socrates' socko \$9,000 at the Aldine house, the first time in some time and something of a surprise since gangster and G-Men pic have been slipping in the last few weeks.

'Coast' pulled \$9,000 for its sixth week at the Aldine, nice but the rest of the crop rather ordinary.

Estimates for 'This Week' at Aldine (1,200; 40-55-65)—'Barby Coast' (UA) (3d week). Should achieve \$7,000, completing swell for last week's \$12,000. 'Fri Day' predicted figure, nevertheless fine.

second single week; not much over \$13,000 indicated. Last week, 'Ships Mates Forever' (WB) \$10,200; and 'Socrates' (WB). Surprised to see 'Socrates' (WB) surprise week, and to get possible \$7,000 in second week. Last week of 'Wanderer' \$9,000. House seldom holders.

## 'ANGEL' SOARS IN B'HAM, \$6,500; BOSS' IN 3D WK.

Birmingham.

Married Her Boss' goes into the second week at the Galax after opening at the Empire for one week. House, however, seats only 500, and 'Boss' didn't throw it takes a lot of customers to get anywhere. Should reach \$1,500, though.

Exploitation is a little weak this week with no house doing enough to get credit. Alabama has a fashion show in co-operation with 'Wanderer' new opening Thursday. 'Gay Deception' (Fox) for one day. Gross for week \$6,500, okay. Last week 'Live My Life' (MG), \$7,000.

Estimates for 'This Week' at Galax (Wilby-Kinney) (2,800; 30-35-40)—'Dark Angel' (UA) and 'Crushes' show. Latter a drawback. New opening Thursday. 'Gay Deception' (Fox) for one day. Gross for week \$6,500, okay. Last week 'Live My Life' (MG), \$7,000.

Estimates for 'This Week' at College (Loew) (1,565; 25-35)—'Here's to Romance' (Fox) and 'This Love' (Loew). 'Here's to Romance' \$3,400. Last week 'Here Comes Band' (MG) and 'Thunder in Night' (Fox) mediocre \$3,100.

## SEATTLE'S OG FOR 'BARBARY'

Seattle, Oct. 29. (Best Exploitation: Orpheum)

Against the Orpni is headed for the tops of money with 'Barbarity' (Fox) going into its second week at Music Box, this one being a real money-getter. Liberty has new bill, following the good weeks of the new bill. 'Boss' (Loew) is holding prices the same for 'Couldn't Take It' which is held to public view with 'Barbarity'.

Best exploitation at Orpni for 'Barbarity' with newspaper budget getting the best. 'Orpheum' here for second and good for \$3,200. Last week, 'Family Tree' (Radio) and 'Sinner's Thru' (MG) dual, \$2,300, slow.

Estimates for 'This Week' at Music Box (Hamrick) (950; 27-37-42)—'Big Broadcast' (Par). After first big week, Orpheum here for second and good for \$3,200. Last week, 'Family Tree' (Radio) and 'Sinner's Thru' (MG) dual, \$2,300, slow.

Estimates for 'This Week' at Orpheum (Evergreen) (1,800; 21-30)—'Accent on Youth' (Par) and 'Bonnie Scotland' (MG) dual. Slow at \$3,000. Last week, 'China Seas' (MG) and 'Welcome Home' (Fox) \$4,400, dual, last week turned in \$4,000, fair.

5th Ave. (Evergreen) (2,400; 27-37-42)—'Shimshams' (PN) Big \$8,500. Last week 'Live My Life' (MG) held up for \$3,800, good.

Liberty (G-V) (1,000; 15-27-37)—'The Fighting Youth' (UA) and 'A. B. Marcus show' on screen in advance, good pace, \$5,000. 'Bishop Miebehaves' (MG) dual, first and final week of okay run, \$3,200, good.

## N. H. BIZ UP. 'Rendezvous' —'Deception' Dual Turnaways, \$10,500

New Haven, Oct. 29. (Best Exploitation: Poli)

Business in general an improvement over this time last year. Poli's top money this week with one of longest (3 1/2 hrs) show on record. 'Giving' two features, news, Navy, day show, traveltalk and an organist.

Poli's ace campaign on 'Rendezvous' featured a half-hour broadcast night before opening and a bannered play. 'Rendezvous' and 'Deception' of Tale-Army game. Daily included a flock of bus cards, weekly heralds and a daily 'tear' being banners on 50 trucks.

Estimates for 'This Week' at Poli (Loew) (3,040; 35-50)—'Ethiopia' (Par) and 'Clairvoyant' (OB). Negative reaction, weak \$4,900. Last week 'Hands Across Table' (Par) and 'Wanderer of Wasteland' (Par) built to a nice \$6,000.

Poli (Loew) (3,040; 35-50)—'Rendezvous' (MG) and 'Gay Deception' (Fox). 'Rendezvous' saw over weekend; swell \$10,500. Last week 'Live My Life' (MG) and 'Public Menace' (Col) held the town with word of mouth response.

Roger Sherman (WB) (2,200; 35-50)—'Barby Coast' (UA) and 'Frenzied' (WB). Heavy \$6,000 on the way. Last week 'Socrates' (WB) and 'Red Salute' (UA) opened big, died last half, but closed okay at \$3,900.

## DOUPOST PLUS LOWBARDO IN HUB, \$28,000

Boston, Oct. 29.

Hub film men had a few reasons for rejoicing over the weekend. Good word of mouth for 'Harold Lloyd'—Dartmouth game crowd brought in hefty trade at most spots.

Crawford's 'Live,' following the boom-bust of 'Harold Lloyd' and 'Pig' two houses, on a dual bill with 'Pig' which hardly fires in the draw.

Met doing alright with Guy Lombardo on the screen, possibly \$28,000. 'Midsummer Night's Dream' will open roadshow here Nov. 8 at the Majestic. Exploiters have arranged impressive society backing and opening night (\$2,200) will be a charity benefit for the Epilepsy and the Epilepsy Concerts.

'Crusades' finished a disappointing third week, possibly \$12,000 for the Mat Saturday night (26), with palid \$3,900 in the till for final frame.

Evidence of product shortage at the Par and Fenway appears in the dual booking of 'Shimshams,' a second-runer, and 'Harmony Lane,' an indie.

Estimates for 'This Week' at Met (M&P) (4,200; 35-50-65)—'Last Outpost' (Par) and Guy Lombardo on stage. Swell combo here, bad getting 70-30 credit on draw; aiming for \$28,000. Last week 'Gibby' (Par) and stage show headed by El Brendel.

State (Loew) (2,300; 25-35-40-50)—'The Fighting Youth' (UA) and 'Pursuit' (MG), dual. Holdout biz through weekend and will total around \$17,000 for the week. 'Harold Lloyd' doing the drawing and secured strong enough to have played on its own for \$12,000 for the week.

Keith Boston (RKO) (2,900; 35-50-65)—'The Fighting Youth' (UA) and 'A. B. Marcus show' on stage. 'Shapes up' at bad \$6,000 and will be 'nuked' tonight (Thurs.). 'Three Minutes' (WB) and 'The Fighting Youth' (UA) and 'A. B. Marcus show' on stage.

# Frisco Ascribes Its Sluggish Biz To Too Many Costumers; 'Cape' \$15,500

San Francisco, Oct. 29. (Best Exploitation: Golden Gate)

'Business here, while not bad, is sluggish. It is owing to our opening right around the safety mark but no more. Town is having spell of unlooked for nice weather, with the mob going in for Sunday driving instead of weekend fix.

Also slight feeling exists that there are too many costumers hitting the screens all at once. Last week saw 'Down East,' 'Pompeii,' 'Waltz Time' and 'Barby Coast' (WB). This week brings on 'Crusades,' 'Musketiers' is due at Golden Gate Wednesday (31).

'Shimshams' will have the big takes at Warfield in second week of 'Melody,' and Golden Gate where near burley is running on stage. Second week seems to point new ways and times, for Golden Gate has been regarded as a backlist stunt as the mob went ga-ga over the stripped acts. Show doesn't use out and out testers, but features a gold dance ballroom for costumers hitting the screens all at once.

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Estimates for 'This Week' at Golden Gate (Loew-UA) (3,000; 15-25-35-40)—'Live My Life' (MG) and 'Public Menace' (Col). 'Live My Life' (MG) and 'Public Menace' (Col) held the town with word of mouth response.

Palace (RKO) (3,075; 30-42)—'Miss Glory' (WB). Indifferent prospect, about \$6,500 in view. 'Frenzied' (WB) went good, and \$8,000 was frisky.

Broad (Loew-UA) (2,500; 30-42)—'The Fighting Youth' (UA) and 'Pursuit' (MG), dual. 'Without Regret' (Par), ditto last week.

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Columbus, Oct.

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'Rendezvous' is best bet around town, with Bill Powell pics usually clearing \$10,000. 'Ohio Lights' will put better than most Joe Brown films have in past, with word of mouth response.

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# S H E ' S   A L L   T H E

"Style leader" in more ways than one! Because recent box-office statistics show she's tops in picture-after-picture vogue...And of course there's never been anything like



# KAY FRANCIS

in

**AND OBSERVE TH**  
**ian Hunter • Paul Lukas • Sybil Jason • Jessie Ralph**

And remember it's the show that won MERVYN Le

Coming! (Nov. 16)

Coming!

**"I FOUND STELLA PARISH" • STARS OVER**

All in 3 short wee

# W A R N E

# T H E S E D A Y S

Those Francis Frocks to give feminine hearts the flutters!  
Now here she is in the most seductive creations known to  
science—and her strongest story since "House on 56 Street"



## FOUND STELLA PARISH

IS CAST, PLEASE!

**h • Barton MacLane • Eddie Acuff • Joseph Sawyer**

ROY his appointment to direct "Anthony Adverse".

(Nov. 23)

Coming! (Nov. 30)

**R BROADWAY" • CAGNEY IN "FRISCO KID**

ks, and all from

**R B R O S.**

Short Subjects

'SLIGHTLY STATIC' With Thelma Todd and Patry Kelly, Comedy, 15 mins. Ziv Co., N. Y.

Hal Roach takes a slap-stick poke at radio in his two-reeler, even providing himself with a radio to laugh at the 'Todd-Kelly' joke.

Entire action is spotted in a broadcasting studio, with the Misses Todd and Kelly, young sister team, trying to crash the airwaves.

'OUR GANG FOLLIES OF 1935' With Louie Lerman, Comedy, 23 mins. Capitol, N. Y.

Roach-Metro An effort to follow up the hit 'Our Gang' in the two-reeler, even featuring their own family.

Spanky does not get much of a chance to shine in this two-reeler show is stolen by a youngster with plenty of missing teeth.

'Freckles' published as a novel in 1875, is shown to have sold 2,000,000 copies by the time it was published.

Three people carry 'Freckles' in Radio's version. They are Tom Brown, Carol Stone and the child actress, Lois Weldler.

'Public Opinion' is a Chesterfield release of Maury M. Cohen-Invincible production.

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out, since all are necessary for the film, and it is partly the need for concealment which robs the story of a chance to appeal.

'Revenge' (Metro). Corking comedy and sustained spy mystery which should score to the best tank town. William Powell.

'Feather in Her Hat' (Col). Adaptation of Wyllie novel too broad for general appeal, although all scenes are well staged.

'Transatlantic Tunnel' (GB). A Jules-Verne, highly imaginative picture that should engage big biz. Good names cast.

'Freelance' (Radio). A Gene Stratton-Porter book of the '80's, elementary in plot and appeal.

'Public Opinion' (Chesterfield). Second feature weight. With Lois Wilson and Crane Wilbur.

'False Pretenses' (FD). Comedy story and capable cast marred by indifferent direction and production. Strictly secondary dueler.

'Bad Boy' (20th C-Fox). Typical Yvonne Delmar story typically done by James Dunn. Mild entertainment for family audiences.

'Roaring Riley' (tan). Weak G-man. Staré Lloyd Hughes.

highlights distinguish the unrelenting. This is a motivated a comprehensive business and romantic background.

'Harmoney Lane' (with songs). Maroon release of Colbert Clark production. Features Tom Brown, Virginia Wilbur, Evelyn Venise, Joseph Cawthon, William Frawley.

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in a tender scene, and tells the boy well as to make the mother feel about not being his mother. To the boy it's a surprise, but to audiences it's a shock, suspected after the first reel or so.

Contending with Miss Lord for performance honors is a Nevada film, adapted by the difficult assignment beautifully. As a sappy lass whom the boy airs for the prettier and more beautiful, Miss Lord is the interest whenever she's on.

Bill Burke's eccentric actress part and the story that she can't get a lady. Basil Rathbone's playing is flawless, although as a broken down, brassy, gussying ex-gentleman, he doesn't age sufficiently to apply the name.

Dating is good, but the locale is London, and everything must be decidedly British in speech, manner and weather. The weather is unquestionable, but they're not likely to gander the talk everywhere over here.

In the story the boy becomes a playwright, and a producer turns his first play down on grounds that it's too expensive to produce. So the boy's mother sells her store for \$50,000, and the producer, who later appears, when turning the show down at first, wasn't figuring on the picture rights.

'Transatlantic Tunnel' Gaumont-British production and release. Features Tom Brown, Virginia Wilbur, Evelyn Venise, Joseph Cawthon, William Frawley.

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'Transatlantic Tunnel' Gaumont-British production and release. Features Tom Brown, Virginia Wilbur, Evelyn Venise, Joseph Cawthon, William Frawley.

Another chill-and-chuckle play aimed at "The Thin Man" trade, and scores a bulls-eye. William Powell finds in Rosalind Russell an actress who teams admirably with him, and they have the support of an all round good cast. Fine dialogue tells what happens when all production factors are contributory to good direction.

It's packed with laughs which do not interfere with the menace of the plot and the result is a film which should do business all the way down the line. It should figure in better money than many more ambitious efforts, not that it lacks ambition, but it does not class with the art efforts. Just a gripping plot and mild entertainment.

'Yarn' was developed by the Spewacks from a story by Maj. Herbert C. Yardley, in War Department intelligence office during the war. He must have sat in on production, for the background is always convincing. William Powell, newspaper editor of a Washington newspaper who quits to enlist in the army. The director here loses his name, Miss Russell, who takes one of the Under-secretaries of War. Love develops in the speedy way, and the director here loses his name, Miss Russell, who takes one of the Under-secretaries of War.

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an EDWARD SMALL PRODUCTION

THE *Melody Lingers on*

JOSEPHINE with GEORGE  
**HUTCHINSON • HOUSTON**  
HELEN WESTLEY • JOHN HALLIDAY • WILLIAM HARRIGAN  
WALTER KINGSFORD • MONA BARRIE • LAURA HOPE CREWS  
DAVID SCOTT • FERDINAND GOTTSCHALK

A Reliance Picture

Directed by David Burton

MUSIC HALL, N. Y.

Pretty lightweight in all departments this week, with a plenty above par stage show and 'Feather in Her Hat' (a play) which is an open season for deer in the mezzanine Thursday night.

Stage section is up to Music Hall average scenic and lighting. The bill is in front of the trimmings that draws the demerits. With the ballet, not appearing currently, the work burden is on the comedettes, who do well enough on their own, as always, but not enough to call an entire evening. The lack of a set reduces the stage pictures by 32 people, and though an effort to overcome this number problem was made by bringing the pit symphony to the rostrum for the finale, the effect is lost through scenic masking and lighting. For a bandstand that robs the number of mass effect.

Two 'outside' specialty acts, in addition to the regular stage play, are in the current spot, and that's one more than normally, but 50% of the evening is completely wasted. Bellet and Lamb might have better been eliminated from the show, for the act's sake as well as that of the audience.

This excellent mixed dancing and tumbling team from vaudeville finds its routine cut to less than half, with the man part of the act here and the girl's knockabout business, ordinarily the backbone of the completely danced play, for some mysterious reason. Besides which, the little action they're permitted to contribute is done to orchestral and organ accompaniment. Variety knockabout is the last word is dumb presentation.

The organ for the organ accompaniment is a complete shift of the orchestra. It happens that Bellet and Lamb are in the fill-in spot with the musicals. The act is a shame to toss away first rate talent as it's being tossed here this week. Team was an emergency replacement for a recalcitrant dancer. The given reason for the trouble.

The other specialty turn is Kay, Kay and Kay, adepts, who open the show with a trio called 'Music Box,' with the trio coming to life as figures on a huge music box. Their act is a very good, but the standardized pitcher-catcher type act, without thrills but with some of the best of the tricks. Act is the best thing on the bill.

'Helene Serenade' is a cat item, with a special song by Kay, Kay and Al Silverman. Kathryn Lewis and Llopis de Olivares open it with 'The Wine of the World,' which is very good, and the Rockettes are the chaser in one of their less disapproved routines. The Rockettes seem to be dressed to resemble bits of wool, although what they're really supposed to represent is anyone's guess. Applauding them with light for this Rockette number, which is light on treason here, although the girls are not that latter with a military drill.

The drill finale the closing number, a bi-geriatric idea that starts with the Glee Club, and ends with Erte, in Old Heidelberg, with girls and singing the customary drinking aria. The orchestra is up to the mark, and the girls are very bold, although its immense size belies the intended illusion. It ends with the Rockettes in a drill to justify its closing position.

Overture is Tschakowsky's 'Capriccio Italian.' Big.

IMPERIAL, TORONTO

Toronto, Oct. 25. Changes in Sally Rand's revue include the breaking in here of a new 'Word-of-mouth' act, which is a full stage jungle set with William Rasch on the drum for a voodoo dance done in gleaming ebony, a flash finale following the Rand bubble dance, and the replacing of Signorita Carita, soprano, by Irving Secora.

Bringing Miss Rand to this 'City of Churches' in one of the most daring pieces of the current season, credited to Jack Arthur. With most of the 'vokels' heading for those front row seats, the show started at 10:30 a.m., opening with a variety specialty business all day and standees at the rear for the last 'Word-of-mouth' act, which is the morality squad would scissor the show; they didn't but the rumor about the build-up of the opening day business.

Customers seeking sensation are going to be disappointed. Miss Rand works behind a screen, and is practically dark, the lady being followed by the mauve spot for her 'Word-of-mouth' act, which is an entrance down an elevated stairway and dances gracefully, but response is mild from the faintly interested customer. The girls do not see what they don't. What they do get, however, is an even 60 minutes of eye-filling sets of Clark Robinson. His 21 pieces, some flashing ribbed pant on velvet, are used in different combinations, with the riotous painted, score on taste. Line of 12 girls gets over nicely with appearance and work during the show. They're on for a chorus recitation as to what the

customers can expect and lead up to the entrance of Betty Lee, with the derogatory comments of Jack Sherman and Charlie Mayon coming over the p.a. system. Rose in 'Feather in Her Hat' (a play) does not do: lazy dance routine. Rest of bill has the Mandel Bros. coming out at the end of the show, with their clowning and trampoline hand-to-hand catches. Their curtain-tearing bit is out owing to other changes in the bill. The score as usual. The Thrillers, Margie Wyrick and Al Clarett, hold the show, with the Thrillers, who get that act scores heavily and then inject some comedy by swiveling audience stogees. 'Lazarus does his dumb' here.

Girls are on in black tights in black and white moderate full-stage act, with entrance and exit, back for 'Congo' in white feathers and headresses. They're also back in draperies for a straight ballet number to Strauss music as the build-up for Miss Rand's entrance. Finnish has the girls on in black tights, with the girls, with Ross bringing everyone on to the company round-up and Miss Rand making a neat closing speech. Arthur Frae conducting.

Feature, 'Dr. Socrates' (WB). McTav.

MICHIGAN, DETROIT

Detroit, Oct. 25. Short but tempting bill of fare on the Michigan's stage this week. There are only three acts, plus a short overture, but the headliner, Belle Baker, more than makes up for the lack of quantity. Her 'Underwood' (MGM) is too long to permit more than 45 minutes of vaude, so one act was dropped and others pared down considerably.

Medley of popular tunes constitute the brief overture, under the direction of Werner. Bit cut then accompanies acts. Merle Clark, whose regular duties are on the show, comes in to sing his bit, but performs the m'c'ing well. Mann, DuFree and Lee open the show with some nifty sophisticated rhythm, accompanied on the piano by Neva Christman. Allan Mann is here with some good crowd response. Bobby DuFree and Barbara Lee have a fine act, with a lot of wigging and hand springs, not bad. Mann comes back again for 'Lucky Number,' a song and some arm stunts clicking. Before act's finale, DuFree and Lee do a hotcha dance piece.

Acting as a link to what is coming, Miss Lee, Al Stone and Thelma Lee rock house with their nonsensical chatter. Miss Lee's interview with the girls is very good. Stone sings a clever parody on 'Flying Trapeze' and then plays the trombone while the girls dance. Both take several bows.

Belle Baker gets hefty applause as she takes her first bow. Her act, later here since the old vaude days at the Temple, Miss Baker presents several songs, reminiscent of her act on Broadway. She still knows how to sell a song and pointed comedy too. Her 'Ginsberg' from some white marine and song she tells several jokes, which also have their local in England.

Acting as a link to what is coming, Miss Baker returns for an interpretation of 'Little Man You've Had a Busy Day,' very bluesy. When the girls anchor in, they sing a sary, she peeps up things, with 'Never Say Never Again.' She takes her last bow, and then she sings a request number, 'Some of These Days,' with one who was unprepared for the Clark came through on the organ, and audience joined in at her request.

STATE-LAKE, CHI.

Chicago, Oct. 26. Standard line-up of acts on the bill this week is opened by the girls, which head-banging trio. Set neatly with a snow song, with stunts figure as clean-cut novelty. Gus Mulcahy arrives in the deuce with his 'banquet' to what is an easy click on really difficult mouth organ work and finishing with his 'banquet' to what is a show. Show goes along nicely by this time and looks ready to go places. When the girls anchor in, they slow it down. They take 10 minutes to get started, and then stop. The three boys need material.

Acting as a link to what is coming, Don Zelaya in the closing spot of the vaude half of the bill. His pianology with the right proportion of humor to entertain. Into the presentation, which was opened by a fine routine by the girls, consisting of a dance, with the girls contribute a dance act, mixed neatly with acrobatic and a novelty act, with the girls. Zelaya recently at the Chicago, completes the acts with his imperonations. Still a rather stilled performer, Boran gets his 'banquet' to what is Barrymore and a new one, President Roosevelt.

SCALA, BERLIN

Berlin, Oct. 18. Good old vaudeville is going high, though, that's the essence of the current stage, with the 'Festive (Festive) Play,' with a subtitle 'Herliche Welt' ('Magnificent World'). It's a good one, with a lot of fun.

Scala has been experimenting a good deal with always one eye at the Palladium, London, where, last summer, they were called 'Life Begins at Oxford Circus.' Certain great reformers will insist that vaudeville is dead, but it's not in these days. Scala patrons recall that his wasn't worse, maybe better, with straight vaude, and fortunate vaude again, so what?

Comedy isn't any too strong in the management, so vaude must provide the laughs. It's mostly flash and effects, with all those feather and flower ballets a dead end to every revue producer. But the public likes it.

'Four Trojans' (American) makes a splendid peppy opening, after a rather slow revue scene; Fred Sankin (American) goes very big in the 'Sylvester' (Fred Starr) (Japanese-American), gets an ovation with her brilliant voice; Three Swifts (American) are as marvelous as ever; the 'Three Girls' (American) are most charming dancers; Miss Merryfield (American) is the star; the 'Three Girls' (American) and Reva Reynolds (American) and Karline-Valdo-Hert (British); Five Royal Hawaiians (British); as well as the 'Three Girls' are very fine dancers. Trask.

KEITH'S, BOSTON

Boston, Oct. 24. Benny Rubin, being a local boy, means something on a vaude bill in this town—some! Those times are when he's given freedom to fling, and this week he's at his best. Last vaude appearance here was with Max Baer, and Rubin's was a masterpiece. He's a real ball act of the prizefighter.

Show is built around the comic, and the 'Three Girls' (American) along with the comic act, as the show proceeds is worth any boy's time.

Ruby's soft-pedaling the old school hayshaker and concentrating on straight delivery. In the latter part of the act, she goes to a familiar dialect stuff he interpolates just enough to make it interesting. In the latter part of the act, she goes to a familiar dialect stuff he interpolates just enough to make it interesting.

Comedian's own spot has him fooling around with the pit boys as a lead-up to the vaude half of the act. Buster Shaver and his unique 'midgets' (Olive and Geore) are the deuce. The little people are still charming and clever, and the dancers are still good. Miss Baker continues to rate as one of the most usually-routines in show bill.

Line girls fill in with a sleekly picture number, in which costumes feature. Logan, from the 'Three Girls' (American) sings here in a novelty dance.

Can and Harmonica Harlequins come next-to-shut, and they work with their catchy music and clowning.

Screen, 'Rainmakers' (Radio). Fox.

ROXY, N. Y.

The Roxy has the right idea this week with its curtailed show. It should be made a habit. The economy of the show is a good one, despite the ballroom about the 'big bargain shows' for 55¢—would have been a good idea. The girls are well trimmed a bit on every thing. It used to wear 'em out with entertainment.

Acting as a link to what is coming, there's still a flock of celluloid folio-rol to augment the 90-minute feature. The 'Three Girls' (American), the newswear, a Columbia-Barney Google color cartoon and an Edgar Kennedy-Radio short, plus a lot of trailers about coming and the week after picture, plus the institutional

ALHAMBRA, PARIS

Paris, Oct. 15. Mollere makes his vaudeville debut here, this fortnight in a sketch with the 'Festive (Festive) Play,' with a subtitle 'Herliche Welt' ('Magnificent World'). It's a good one, with a lot of fun.

A scene from Mollere's 'Misanthrop' is being presented. This is played by Miss Sorel and Gerbaud, also formerly of the Comedie, while Tramel sits in a box and reads and makes a number of comments, and interrupts the performance with humorous comments.

Box seats of the plot of the sketch, in which Tramel plays the butter-and-egger of Miss Sorel, who plays herself, a temperamental comedienne, who gives a number of Miss Sorel's antics? It all makes very peculiar vaudeville.

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STATE, N. Y.

Duke Ellington's part in the stage production, 'The Great White Hope,' is a 15-minute act, on its first run, with an extra stanza of 10 minutes allotted for encores. Management might have better been a little more generous in the first half-hour, the way the house went off. It still the same classy outfit, but the lighting effects and set off by the Duke's expert keyboard manipulation and smart showmanship. He's a real showman, and he's got the same group of entertainers as when spotted last, and they continue to click.

Following Ruby Zwerring's bating of the pit band, curtains aside for Three St. John Brothers, whose act is a real show. The act starts. Best feat is when trio stretches out on the boards; builds to a pyramid holding each other up. The deck is a brown and white rag.

Lee Girls, Jane and Katharine, deuce, making their grownup capers around the stage. The act is 'Why Did We Have to Grow Up?' Jane does most of the chores, from the 'Three St. John Brothers' in good taste, informal this time, and garner nice applause. Medley and DuFree, plus a stogie, for the most part on quick exits and speedy gags. They're next to closing, and Ruby's soft-pedaling the old school hayshaker and concentrating on straight delivery. In the latter part of the act, she goes to a familiar dialect stuff he interpolates just enough to make it interesting.

Ellington's act has the men in white jackets and hats, and shoes. Leader contrasts in grey and white. Colored lights play on the white. The act is 'Why Did We Have to Grow Up?' Jane does most of the chores, from the 'Three St. John Brothers' in good taste, informal this time, and garner nice applause. Medley and DuFree, plus a stogie, for the most part on quick exits and speedy gags. They're next to closing, and Ruby's soft-pedaling the old school hayshaker and concentrating on straight delivery. In the latter part of the act, she goes to a familiar dialect stuff he interpolates just enough to make it interesting.

CENTURY, BALTO

Baltimore, Oct. 25. Very good four-act bill this week and swell entertainment bracer to 'Live My Life' (MG) on screen. The vaude has variety, plenty balance and speed.

Acting as a link to what is coming, the Four Casting Pearls, standard turn of m'c'ing. Deutch, Carter and Holmes, couple of men familiar to populace who in the 'Three St. John Brothers' is somewhat unsteady on oral end, but good when they lunge through the long electric wires. The 'Three St. John Brothers' is somewhat unsteady on oral end, but good when they lunge through the long electric wires.

Smash of show is Molly Polon in the next-to-shut, looking better than ever. Starts with a special she announces it play as being a 'nervous scene.' It's a very good one. Next semi-serious monolog of aged Yiddish woman in a medico's office that gets some laughs. At this juncture, Miss DuFree comes on. Special she has never favored town with heretofore, a piece she dubs 'The Last Days of Pompeii.' The counts 'discords of life, lights and sounds in that strip of N. Y. It is probably the finest thing she has ever done. The 'Three St. John Brothers' is somewhat unsteady on oral end, but good when they lunge through the long electric wires.

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ALHAMBRA, PARIS

Paris, Oct. 15. Mollere makes his vaudeville debut here, this fortnight in a sketch with the 'Festive (Festive) Play,' with a subtitle 'Herliche Welt' ('Magnificent World'). It's a good one, with a lot of fun.

A scene from Mollere's 'Misanthrop' is being presented. This is played by Miss Sorel and Gerbaud, also formerly of the Comedie, while Tramel sits in a box and reads and makes a number of comments, and interrupts the performance with humorous comments.

Box seats of the plot of the sketch, in which Tramel plays the butter-and-egger of Miss Sorel, who plays herself, a temperamental comedienne, who gives a number of Miss Sorel's antics? It all makes very peculiar vaudeville.

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EMBASSY, N. Y.

That Italian-African war is certainly a boon to newsreels, to say the least. It's a very good one. Next semi-serious monolog of aged Yiddish woman in a medico's office that gets some laughs. At this juncture, Miss DuFree comes on. Special she has never favored town with heretofore, a piece she dubs 'The Last Days of Pompeii.' The counts 'discords of life, lights and sounds in that strip of N. Y. It is probably the finest thing she has ever done. The 'Three St. John Brothers' is somewhat unsteady on oral end, but good when they lunge through the long electric wires.

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# HAYS SENDS FRENCH REP

## Par Backing Out on French Prod. Again; Not Enough Coin in Market

Paris, Oct. 20. Looks as if French Paramount were through with local production again. Although none of the eight pictures locally made for Par this year has yet been generally released, and only three have come out in first runs, those who determine the policy are already beginning to figure that it wasn't such a good idea.

Paramount doesn't think it is going to lose money on this year's Frenchers. Still believes they can gross enough to cover Par's guarantees to the Indies who made them. But as one official put it: "If it keeps on like this, somebody is likely to lose money, even if not Paramount, and anyway, it doesn't look as if the company will get any special benefit out of the effort."

In other words, this company, like so many other American concerns distributing here, is coming to realize that the only way to make money in European markets is to give them outstanding, big Hollywood productions with international appeal, and it doesn't do any particular good to try to sweeten ordinary American product by ringing in some local-mades.

Calculations of possible grosses, which were valid when the Par local production was planned, are no longer good. Grosses have dropped since then, except for extremely big pictures. It was figured that an average moderately successful Frencher could gross about \$133,000, but you can't count on that any more for the less expensive French pictures, into which class the Paramount local-mades fall. You've got to have something outstanding in a French production to go higher, and therefore to make money on local product it is necessary either to produce very cheaply or else sock 'em hard.

Paramount has no decision as to whether it will continue to do a distributor yet on future policy, but this will probably come up when John W. Hicks arrives here in a few weeks. Inasmuch as Paramount's American production for this season has no other headache for its distributors here. The Jan Klepura picture, for instance, is only just getting started on the Coast, whereas locally it had been hoped that it would be here early in the season. Other big productions also are being anxiously awaited, especially in view of the fact that only the season counts.

Even the Paramount theatre on the boulevards, which once was fairly regular in bringing in trade, regardless of what picture was shown, is growing extremely quiet. The Par office, and it will take something outstanding to get it going in a big way again.

Par's season really only started Thursday (18) with one picture at the Paramount of 'Crusades', a subject capable of good exploitation here and in which local bosses place much hope.

## U.S. Exports to France Way Off This Year

Paris, Oct. 20. French customs figures reveal a slight falling off in imports of American motion picture prints in the first six months of 1935, and a corresponding drop of 1934. Negative imports were only 1,470 in 1935 against 39,328 last year during the first six months.

Imports from Germany were off by nearly one-third. France brought in 398,959 meters of prints from that country in the first half of this year, and 677,474 in the same period of 1934. Negative imports dropped from 39,327 meters to 19,181 meters.

Imports of English films, however, show an increase: 217,737 meters of prints in 1935 against 185,931 last year, although negatives slumped from 7,187 to 659 meters.

## NO HITS IN BUDA

New Film with

Budapest, Oct. 18. First American pictures shown here during this season had the following runs in the premiere theatre:

'Parade' (Fox) at Forum (seating 780), 7 days; 'Sequoia' (Metro) Metro-Scala (770), 15 days; 'Waver' Wolf (U) Palace (800), 14 days; 'Monte Christo' (UA) Royal Apollo (1,000), 10 days; 'Reclaimed His Head' (U) simultaneously at Decal (760) Casinoweg, 7 days; 'Callente' (WMB) Radlux, 14 days; 'Chan's Courage' (Fox) Palace, 14 days; 'Legong' (Par) Studio (300), 14 days; 'Whole Town's Talking' (Co) Palace, 7 days; 'After Office Hours' (Metro) Metro-Scala, 13 days.

Not one outstanding hit so far.

## EXPECT PEACE SOON IN MEX. FILM FIGHT

Mexico City, Oct. 23.

Although strike of workers for higher pay against the eight major American companies distributed in this country, which started Sept. 15, is still on and little hope of an early settlement is seen, the general film angle is being gradually unraveled. Finance ministry has allowed exhibitors to import from any country, and from any producer, excepting those involved in the strike, an aggregate of 4,000 kilograms of film up to Dec. 31 at the minimum duty of \$9.75 per kilo.

Ministry reports that representatives of American distributors have accepted report of duties situation the government investigators rendered. Government looks for an early and lasting settlement of this trouble. Negotiations between distributors and government executives and income tax application, among other major points at issue, are being furthered.

## Another Italian Suit Over Rights to Film

Rome, Oct. 13.

Litigation between Mr. Giordani, suing for Suvini and Zerboni, and Itala Film and Pittaluga over rights to film 'The Telephone Girl' has been settled in favor of the Giordani interests. Lawing was instigated by Suvini and Zerboni when they received notice that Itala was to make an Italian version. They contended they hold prior rights secured to them before 1932, when Itala and Pittaluga was given the rein.

Plaintiffs sued both companies on grounds that Itala had previously granted them sole rights. Society of Authors was asked to intervene in behalf of the plaintiff, Giordani. Decision of the court gave damages against Itala, but dismissed counter suit by Pittaluga against Itala because of the invalidity of its agreement with Itala. Decision was appealed but remained unchanged. However, disregarding the suit owned by Pittaluga, court has ordered Itala to refund money paid by Pittaluga for the musical rights.

## New Havana House

Havana, Oct. 23.

Ernesto Smith, operator of the Campanario and Alkazar theatres, has built a new house. New house is the El Encanto with an atmospheric interior. House, seating 1,100, is situated on Consuelo and Bidasua streets.

Presently running on straight film policy but expects to inaugurate stage shows after Jan. 1.

## DECREE LAWS IN; IT LOOKS SERIOUS

Maj. Herron in Paris for Last-Minute Pressure — 30% Minimum Native Product Required — Freeze-Out for U.S. Films — Laws May Pass Today (Wednesday)

## POLITICS

Paris, Oct. 23. Major Frederick Herron, head of the Hays' office foreign department, arrived here yesterday (Monday) on a sudden undercover trip from New York to do some last-minute work on the local film situation. Matters here are serious. The government's decree laws are expected to be adopted by the Cabinet tomorrow (Wednesday).

Although the decrees in their present shape are believed less tough than those first announced, the American film industry fears them as a sudden and drastic governmental control and strict quotas which would threaten the sale of U.S. films here. It is the first time since 1929, when Will Hays himself came over here to fight pending quota regulations, that the Hays office has deemed it important for a responsible official to come over in person.

Decrees that will probably be passed tomorrow are expected to require that theatres show 30% French features as a minimum and 20% local-made shorts. Although showcase specializing in foreign language films will probably be exempted, this will be no help because real business of Americans here now is dubbed versions, which would, of course, be cut down considerably.

It is not the size of the quota, which is changeable yearly, which worries the Americans but the principle of a theatre quota instead of a custom quota, as in the past.

No Direct Collections Provisions for the collection of rentals directly from theatres by a semi-governmental agency is believed to have been dropped out of the decrees, although it may still be there when enacted. If so, it will be an added headache to Americans, who will thus be barred from touching their own coin for a long time by governmental red tape. What has been offered in exchange for this provision is a ruling that the French

(Continued on page 69)

## FIRE AT TWICKENHAM DOES \$500,000 DAMAGE

London, Oct. 23.

Fire destroyed the old portion of the Twickenham studios today (23), delaying the first of 'Broken Homes' and Jack Hylton's film. Last studio fire in London was at Gainsborough six years ago when Lloyds, only company which accepts studio insurance here, tited the rate 10%. Now figured another 10% increase will prevail. Damage is estimated at \$500,000.

## 'KILLER' (WB), PAR'S 'MARKER' NIXED ABROAD

Budapest, Oct. 23.

Magyar overseers have cracked down on two new films here, 'Lady Killer' (WB) and 'Get Water' (German), re-refused entry by the censors. No reasons given.

Copenhagen, Oct. 23. 'Little Nine Marker' (German) drew a mix from the local censors.

Film stars Shirley Temple and the censors lads here, mixed the thought of a child romping around among gangsters.

## Ufa Busting Into French Market With 14 Films for Next Season

## MUGGING BRITONS

Gaumont Signs Otto D'yar to Set Up Still Dept'

Hollywood, Oct. 23. Otto D'yar, former Paramount and Fox still department head, has been given a contract with Gaumont-British to build a still and art photography department in both its studios in line with American studio operation. This is the first time a British film company has taken cognizance of American still and publicity technique. D'yar will supervise the making of all stills and portraits with an eye towards planting them in American journals.

## War Stymies Afghan 'Sheba' for Garganoff Bi-Lingual Production

Paris, Oct. 20.

Leon Garganoff, Franco-Russian producer, has switched from 'Colorado' to 'Lady From the West' as the title of the first two-versions (English and French) picture he will make for United Artists. Pierre Benoit is the author.

Story will be published as a novel in five languages before the picture is made. Production of a second Benoit picture, 'Queen of Sheba,' has been postponed until the Abyssinian unpleasantness is over, because the film has an Abyssinian background.

Garganoff made 'The Battle' only talking picture ever made in France to get general U. S. release. He will go to the United States in Jan. with Benoit to cast 'Lady' and settle other details.

## S. AFRICAN CENSOR BANS GANGSTER PIC

By H. HANSON

Capetown, Sept. 27. South African Censor Board has banned the gangster picture 'Let 'Em Have It' (U.A.). Johannesburg officials appealed to the Minister of the Interior, but the ban stands. 'Public Hero No. 1' (MG) got through with cuts.

## Schlesinger's Liquor Licence In Split of Position

Capetown, Sept. 27. Liquor Licensing Board granted T. W. Schlesinger a liquor licence to be transferred from one bar to the new cafe and restaurant he is building.

## Rhodesia Producing

Rhodesia has a film producing outfit, Rhodesian Film Productions, Ltd., with head offices in Bulawayo. Head of the concern is Gordon Cooper.

First film, titled 'Ordeal by Poison,' is played entirely by natives. 'Gold,' a short, has also been shot.

## Collins' Project

Frank Collins, American, arrived some time ago to look over the country and has picked Durban as his producing center. Has called for cameras and outfit from California. Collins intends producing native life and customs and has raised a local company in Durban.

## Following program

French versions and local made by Tobis, UFA is now announcing most ambitious project for French language pictures to be turned out by a German concern since the advent of talkers.

Total of 14 French pictures will be made or distributed by the big German concern. Six of these will be French originals, made in Berlin by French directors and French supervisors, and having no relation to any German films.

This is a totally new stunt. Hitherto French films made in Germany have all been French versions of German films made at the same time.

## Four Versions

In addition to the six French originals, four French versions, along the old-fashioned lines, will be made in the Berlin studios, simultaneously with four German pictures. A fourth version, made in Berlin by French directors and French supervisors, will distribute four Frenchers made in France by independent producers under order of UFA. This distributing contracts in hand before starting. This is Paramount's method of French production and Tobis is getting part of its local output under this scheme, too.

First two of the latter series will be made by Andre Daven, once with Paramount here and more recently listed to Erich Pommer in his ill-fated attempt at local production for Fox. They are titled 'Baccara' and 'Night with M. Bell.' First is to be merged by Yves Mirande and second by Marc Allegret.

Freeing of UFA's French production from tieup with German pix is expected to do the Frenchers a lot of good. German output is heavily restricted by censorship and Nazi propaganda, and that makes it pretty tough these days to produce a French version of a German film that will go in France.

This marks an attempted comeback by the Germans, who had lost their grip on the local market with the advent of Hitler. UFA has made a total of French versions so far, in five years, but during the past year or so its activities hit some snags.

The French, whatever their opinion of these German-made pictures, bear in mind that UFA has had employment to 1,000 French actors and 100 film writers, and that the Germans in this way paid some \$1,700,000 in francs to Frenchmen in Paris.

## Paris Riots Again

Paris, Oct. 20.

Anti-war demonstrations on Paris streets, with occasional small riots, are giving declining film grosses additional socks.

Paramount theatre had to close down Saturday night (12) and up safety shutters when a crowd fought police just outside its doors. House is in a tough spot, being on the last side street before the Place de l'Opera, where demonstrations center, and police reinforcements use Par's doorways to hide in while watching possible rioters. This 'tough' help to business.

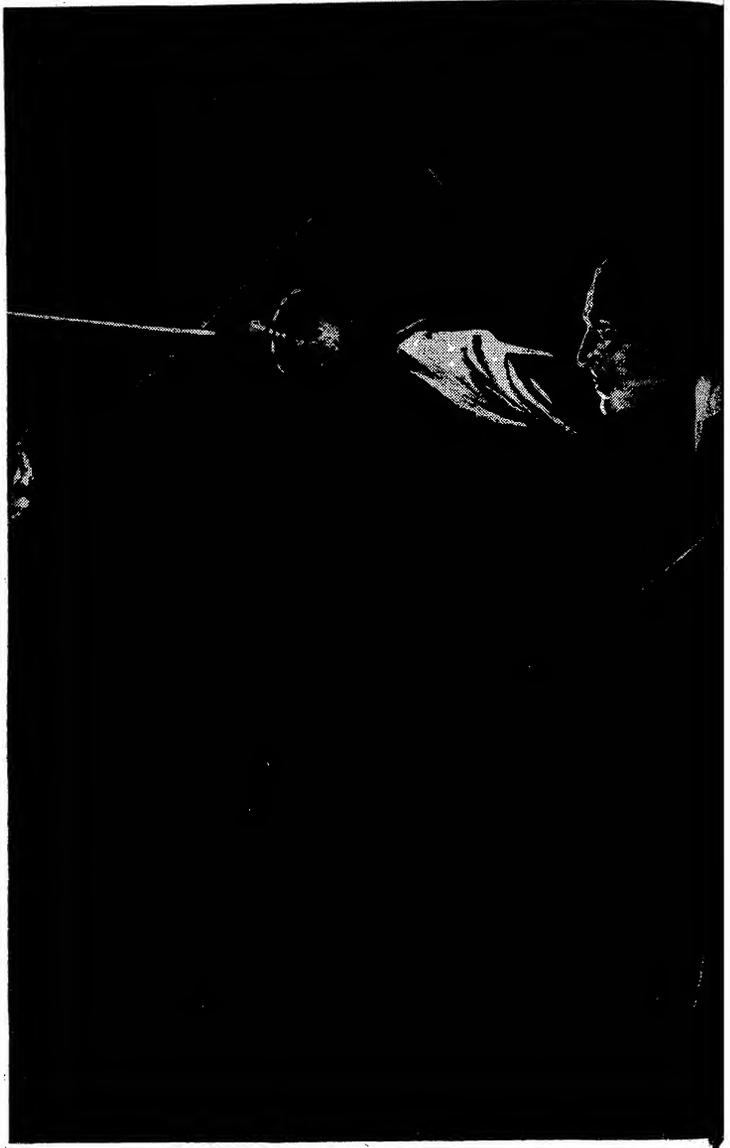
Even for less fortunately placed theatres the current war scare is resulting in diminished attendance.

## Fan Mag's 25th

Hudspost, Oct. 18. Sainzhazi Eket, leading theatrical and motion picture mag here, is celebrating its 25th anniversary. First fan mag of its kind in this country. Sainzhazi, editor and owner, says he started the mag 25 years ago with the equivalent of 12c. in his pocket. Anniversary number will print 150,000 copies.

# THEY LIVED FOR LOVE... LAUGHED

## RKO-RADIO'S WONDROUS PRODU



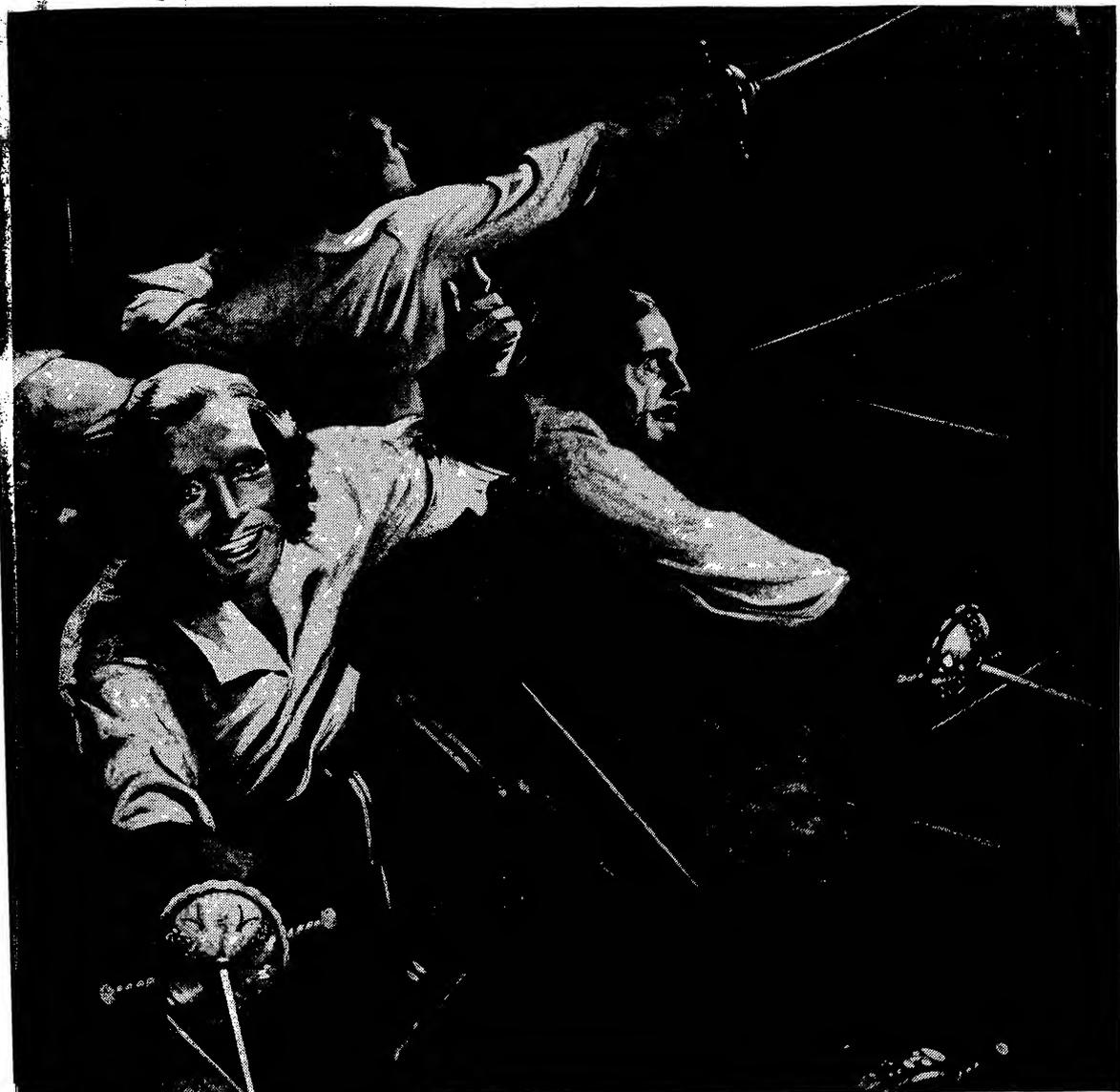
**A**dventure leaps to a tingling screen!... Feminine hearts stand still!... D'Artagnan the Dashing is here!... with the beautiful Queen, the glamorous Lady, the seductive woman spy, the scheming Cardinal... and all those others who have thrilled the millions of the world in the grandest romance ever written!

# THE THREE

**WORLD PREMIERE THIS WEEK  
AT RADIO CITY MUSIC HALL...  
OPENING IN HALF A HUNDRED  
KEY CITIES FROM COAST TO  
COAST THIS WEEK AND NEXT!**

# AT DEATH...FOUGHT FOR GLORY...

## ACTION OF ALEXANDRE DUMAS' DEATHLESS NOVEL



# MUSKETEERS

**WALTER ABEL**, Broadway stage idol, as the audacious D'Artagnan; **PAUL LUKAS**, heartbreaking screen lover, as Athos; **MARGOT GRAHAME**, English stage beauty, as intriguing Milady de Winter; **HEATHER ANGEL**, as Constance; **IAN KEITH**, as de Rochefort... **Moroni Olsen**, **Onslow Stevens**, **Rosamond Pinchot**, **John Qualen**, **Ralph Forbes**, **Nigel de Brulier** and hundreds of others!

**RKO-RADIO PICTURE.** Directed by **ROWLAND V. LEE**—Screenplay by Dudley Nichols and Rowland V. Lee; Associate Producer, **Cliff Reid**; Fencing arrangements by **Fred Cavens**

# St. Louis Trial

(Continued from page 5)  
for the defense. Film companies had argued at length, in their depositions, that the weight of the evidence was against any alleged conspiracy to withhold film product from the Ambassador, Missouri and New Grand Central theatres in St. Louis, and that nothing had been conceded by the motion law right of any merchant to do business with whoever he desires.

Jury, which had been agonizing since last Thursday, again became acquainted with the case, counsel, principals, etc., when seated in box.

One can only speculate on length of time necessary for defense to complete its case. This will be determined by number of witnesses summoned and how long they will be subjected to cross-examination by Russell Hardy and his G-men colleagues.

One defense attorney simply threw up his hands and exclaimed, "Who can tell?" when asked how much more time will be involved in case.

Jeffries, the St. Louis attorney associated with the WB defense, and the first witness called, because of illness, Jeffries spoke in so low a tone that he apologized to court as it was difficult for Judge, jury and counsel to hear him.

A proposal to set up a loud speaker system, to amplify witness's voice, was proposed and the court assented but Jeffries demurred and it was abandoned. One juror, Otto G. Dietz, St. Louisian, who sat in box farthest from witness stand was forced to have Jeffries' answers to questions, pronounced by defendant counsel, read to him by the court stenographer. Jeffries testified at length about litigation during past four years forming background of film theatre business here.

Another Gov't Point Government won another victory during the Monday afternoon session when it succeeded in keeping from the record decrees and other documents concerning receivership suits against Skouras Bros. Enterprises, a former holding company for the Ambassador, Missouri and New Grand Central theatres and the St. Louis Amia Co., operator of a string of neighborhood houses here several years ago.

Read and Jeffries referred to this litigation as the "Thal" case. Harold Koplar, pioneer exhibitor here, was a leading figure in that litigation. The two corporations, both in receivership, were controlled by WB. F. F. Frying pools for the November 1931 election had been operated for some time under a trustee in bankruptcy for Skouras Bros Enterprises which controlled the St. Louis movie.

Judge Moore, in his opinion, in favor of the government to prohibit introduction of papers. Testimony of Thomas N. Dysart, president St. Louis Chamber of Commerce and chairman of the Governor's Legislative Committee, and Joseph H. Grand, attorney for committee, was disputed by Jeffries with reference to a proposal of WB to obtain control of houses and which was not consummated.

Jeffries declared that WB's representatives always insisted, in discussions that came to an end Sept. 1934, that WB should control the theatres. He said an agreement draft prepared after that meeting by David Levinson, Chicago, another attorney for the committee, provided that "WB" have control of seven voting trustees for the stock. Dysart and Grand have testified the committee insisted on the committee having four of the trustees because stores in the city were involved. They testified that effort of WB to gain control ended all negotiations. Jeffries related that it was WB's idea that they should control the first year of the trust; he proposed to put up the money for the new reorganization and 40% of this money was to go to the committee to satisfy second mortgage bondholders.

In view of government testimony, it appeared Jeffries meant non-depositing first mortgage bondholders. After Jeffries read Levinson's agreement and spoke by reference to the "WB" thing in accordance with the previous oral agreement, he said there was no difference except that the draft provided for the 10-year bonds, non-consummative for the first year. He said the oral understanding was for 15-year bonds, uncommutative for the first three years. Jeffries was

still undergoing direct examination when court adjourned until Tuesday (28).

### Wood's Plea

In a three hour address to Judge Moore, Attorney Frederick H. Wood on Thursday (24) made an eloquent plea for a directed verdict of "guilty" against the five film executives of eight of their companies on trial for violating the anti-trust laws. Reviewing the Government's testimony in detail, citing authorities by the score to sustain his points, reading excerpts from a 60 page brief he has filed to sustain his motion, Wood displayed remarkable vitality as he strode up and down before Judge Moore's bench, hammering home his points and holding courtroom in complete silence. Occasionally Wood's voice reached a high pitch as he sought to convince the court that his clients were guilty of no wrong-doing in this case.

"Warner Bros. had a legal right to lease the Shubert-Rialto and Orpheum Theatres and Par for exhibition of their films in St. Louis," Wood said. "They had a legal right to operate these houses in competition with F&M interests who own a monopoly on the first run houses here except Loew's. Wood cited authorities holding every buyer or seller has the right to choose their own customers for their goods and services. Litigation so far on the part of the defendants had with Harry Koplar, exhibitor, who became associated with F&M interests."

Wood asserted that WB would have been forced to try their stockholders and bondholders if they had not made every effort to protect their equity in the St. Louis houses. He said WB had threatened F&M with threats were made against lessees of the houses on the grounds they were trying to protect and then salvage their equity in the theatres. One of the purposes in this case, exclude guilt and indicate innocence," Wood stated. "The Bondholders' Committee (which purchased the property) put the screws on the defendants. We did not want to be forced to do to keep our business which he had in St. Louis for many years and, whether fair or unfair, it involved only real estate in St. Louis and which did not directly affect interstate commerce."

He added that examination of the evidence showed more of it tended to meet the requirements of proof set down by the federal court that "unless there is substantial evidence of facts which exclude every other hypothesis but that of guilty, it is the duty of the trial court to direct a verdict of guilty in favor of the accused." Attorneys for the RKO and Par group devoted considerable time Friday in making its last argument.

### 525 Fine

Personal feeling between counsel for Govt. and defense broke into open eruption Friday (25) when Harold L. Schilz, youthful attorney from Washington was fined \$25 by Judge Moore for contempt of court. Incident occurred when George Lelsure of defense asserted at morning session that the prosecution in case showed its unfairness by returning copies and not the originals of certain documents supplied by Lelsure as evidence in the case. Without arising from his seat, from a table behind him, Schilz said audibly, "That's a damned lie." Schilz almost immediately offered an apology to Lelsure while still seated but was commanded by the court to arise and make his comment. Schilz obeyed and then was fined. Luncheon recess then followed and Schilz followed Judge Moore from courtroom and offered apology for his conduct.

At resumption of afternoon session a group of defense counsel, including Lelsure, suggested to court that Mrs. Schilz was \$800 as a young attorney had spoken over the spur of the moment and no good would be accomplished in assessing the fine. The court rejected the proffer by declaring, "Counsel should remember to conduct themselves with dignity. Where I come from, rural Missouri, language of that sort is considered fighting language and usually results in a fight. I regret very much that I cannot see my way clear to change the fine." After court adjourned for day, Judge Moore said he had no intention of changing his mind. "If you do not object, the fine will not be tolerated in this case as long as I am judge here." The arguments, beginning Thurs-

day, to free five defendants and eight of their companies by directed verdict by the judge, continued all day (29) and concluded Saturday (28). Voluminous briefs filed by both defense and the government compelled the Court to take time from the afternoon but before rendering a decision. Lelsure and William R. Gentry, defense attorneys argued along the lines adopted by Frederick H. Wood of WB on Thursday (24) and reasserted that the government had not established a conspiracy case in that the defendants restrained interstate commerce by withholding films from the Ambassador, Missouri, and New Grand Central Theatre.

### Gov't's Angle

Special Assistant Attorney-General Dwight H. Davis and Russell Hardy, chief of prosecution staff, cited numerous court authorities and charged that the U. S. Supreme Court has held it is not necessary to show that a conspiracy existed to prove a conspiracy but that it is sufficient to show a mutual understanding or meeting of minds, followed by acts performed, even though the defendants are not the desired purpose.

The citation was in reply to the defense attorneys that no evidence was adduced by Government witnesses that a conspiracy existed to form a conspiracy and that RKO groups on trial ever met to form a conspiracy and that contracts for St. Louis exhibition of their films were made separately by Harry Kahn, who supplied WBK with WB. Other authorities cited by Savage held that the fundamental purpose of the Sherman anti-trust law was to afford equality of access to business men and to protect the public by preventing destruction of competition. What motives WB had for refusing to supply F&M interests with films was not a matter for the court to consider, whether WB was protecting its equity in theatres here or whether the operators cut prices or billed singly or double features.

After losing its case Wednesday (23), defense argued Thursday (24) for Judge Moore to direct jury to return a verdict of not guilty for the eight corporations and five individuals of business men excluded from court, but about which they have been absent about half of the time since trial started almost five weeks ago.

Point lost by defense, which came after days of business men and the preliminary legal motions, concerned rules of evidence. It was lost when Judge Moore permitted Russell Hardy, in charge of prosecution, to read the transcript of evidence which had been tested by defense (22). This point had been bitterly opposed by defense counsel, singly and collectively. With the witness of C. Arthur, Jr., v. p. of F. M. and Inc. by Dr. T. U. Underhill, art. pres. St. Louis Chamber of Commerce and Chairman of Bondholders Protective Committee which owns the houses, were called to stand before the jury by refusing to cross-examine them. The prosecution was then formally closed when Judge Moore, on Hardy's motion, reversed his previous verdict that certain conversations between various witnesses and two WB execs, who are among defendants, should be admitted in evidence against all groups of defendants.

Defendants indicated during cross-examination of government witnesses they had a legitimate business reason for ceasing to do business with the St. Louis houses and that they were surprised by what they described as a former troublesome and unsatisfactory customer, became associated with operators of the houses, WB then opened Shubert-Rialto and Orpheum theatres to compete with the three theatres. RKO and Par have claimed they had no knowledge of any conspiracy by WB and took no part in it and when committing their pictures to WB for exhibition in St. Louis, did so as they would have done with any good customer.

### Bowes' 6th Short

With production started on his sixth short, Major Bowes Amateur group has submitted scripts for seven more to the Hays office for approval. The kind of script will all be coming in the old Biograph studios in N. Y. Supposed to be 26 in series when finished.

## MONTREAL

(Continued from page 11)

holder for six days: 50 at \$6,000. Capitol (FP) (2:00; 50)—"Here's to Romance" (Fox) and "This is Love" (Fox) but opposition will hold down to \$8,000. Last week "Bright Lights" (WB) and "Goose and the Crows" (WB) at \$7,000. Loew's (L. T. Co.) (3:00; 50)—"Gay Deception" (Fox) and "Chan in Shanghai" (Fox) with "vaude." Lila (Fox) (2:00; 50)—"Murder Me!" (WB) and "Sea Killers" (Rep) with stand out vaude. "Princess" (C.T.) (2:00; 50)—"39 Steps" (Rit) and "Alias Bulldog Brummond" (Rit) (2:00; 50)—\$7,000, nice after a fine \$10,000 last week.

Cinema Imperial (Ind) (1:00; 50)—"Gangster malgre Lui" and "Frenchie Revue. Should boost gross to \$4,000. Last week "Baiser devant le Miroir" and revue, \$3,000. Cinema de Paris (France-Film) (6:00; 50)—"La Mascotte" and "Le Fere Lampon." Will jump gross to \$2,000 after last week's \$1,000. "Crime et Chantment" and "Le Prince de Mitnil" grossed a poor \$1,000. "Les Ombres du Tableau" (2:00; 50)—"Les Ombres du Tableau" and "Les Coloucheles des Dames." Last week \$18,000. "Ray." Last week \$11,000. "Fille de la Nuit" and "Epoousez Ma Femme." \$6,000.

## Bill Powell, Local K. C. Boy, Makes Good At the B. O., Big 16G

Kansas City, Oct. 29. (Best Exploitation: Island) "Steve's Midland" celebrating its eighth birthday. "Rendezvous" making nice local angle as Powell is one of Kansas City's really own. "The Newman" is hitting it up with "Harris" across the table and for good measure has added "Ethiopia." "Fox Uplift" is out with a chance of popping double bill, both first runs, on Oct. 31 and 30, 1935.

Tower is splurging with "Couldn't Take It" and a nice stage show with Harry Kahn, who supplied the Columbia sent a special publicity account in to put this one over and it got a nice opening. After a smash week with "Fox" and "The Boy" (Fox) with Dionne Quintis. Getting nowhere. Dionnes and all, and will be pulled after six days. "Steamboat" will be considered the dance contest Tuesdays in addition to other special nights. Last week, "Steamboat" will be considered the excellent on eight days to \$14,600. Should have stayed over as continuing to run on the end.

Terminal (Skouras) (1:00; 15-25-40)—"Girl Who Came Back" (FD) and "Frontier Justice" (Times) with "Society" (Syn) and "Men of Action" (Syn) split. Not expecting over a week \$2,500. Auction night being used and got away to a good reception but not a financial success as it needs more publicity. Last week \$1,500. "FD" and "Branded a Coward" (FD) with "Dressed to Thrill" (Fox) and "This is Life" (Fox) likewise weak at \$2,500.

Mainstreet (Par) (1:00; 25-40)—"Pompeii" (Radio). Looks to close \$7,600, fair. Last week "Freckles" (Radio) and "Bowes Amateurs," \$18,500. Midland (Loew) (4:00; 25-40)—"Rendezvous" (MG). Another natural, probably will be a big hit. Last week "Barbar" (Coast) (1:00; 15-25-40) quite as well as estimated \$10,500, pretty good.

Newspaper (Par) (1:00; 25-40)—"Hands Across Table" (Par) and "Ethiopia" added. Management inventory shows a lot of extra space and operators as guests for opening and feature is getting some nice word-of-mouth boosting; expects \$7,000. Last week "Crusades" (Par), \$10,500, good.

Tower (2:00; 25-35)—"Couldn't Take It" (Co) an staged show. House all dressed up with a new marquee, with more neon lights than any other house in town. Conditions for closing \$10,500. Last week "We're in the Money" (WB) and stage show \$7,500, good. "Harmony Lane" (Mas) and "His Night Out" (U). Double. New policy: many several \$10,000. Last week "We're in the Money" (WB) and stage show \$7,500, good.

## WURTZEL GEARS PROD. FOR TWO PIX MONTHLY

Hollywood, Oct. 29. With 13 features to be completed this current season, a quota of 24 for 20th-Fox. Sol Wurtzel has leased the Western Avenue studio up to where he will deliver two pictures a week. This will keep studio busy until April at which time the producer will swing into the '36-'37 program.

### Shapiro Quits Quigley

Hollywood, Oct. 29. Terminating two years association with the Quigley trade papers as west coast associate editor, Victor Shapiro leaves Nov. 2 for a studio connection.

# 'Life,' 'Crusades' Both Good B.O. At \$15,000 New k

Newark, Oct. 29. (Best Exploitation: Broadway) "The Lightning of good business has struck again with Loew's nearly sure to lead with 'Life My Life,' maybe \$12,000 and the Newark suburb for the same for 'Crusades,' with the Branford not far behind with 'Slipmats Forever' at nearly \$15,000. Best business over the weekend is hurting the possibilities of these grosses.

"Crusades" has gone to town for 'Slipmats.'

Estimates for This Week  
Branford (WB) (2:00; 15-16-50)—"Slipmats Forever" (WB) \$15,000 or nearly expected. Last week, second of "Married Her Boss" (Co) and "King Solomon" (U); okay for \$12,750.  
Capitol (WB) (1:00; 15-20-40)—"Broadway Melody" (MG) and "Steamboat Melody" (MG) "Broadway Melody" has taken two weeks downtown and probably used up most of the business for it. "Steamboat Melody" maybe \$3,600. Last week "Big Broadcast" (Par) and "Call of Wild" (UA) best recently at \$1,700. "Soviet Russia Today" (Amkino). (2nd week). Will be held for four days. Last week \$1,700. It takes \$400. Last week took \$925, okay.

Loew's State (2:00; 20-30-55-75)—"Live My Life" (MG) and "Guard That Girl" (Col). Crawford not losing her drag and may get up to \$15,000. Last week "O'Shaughnessy" (MG) and "Bonnie Scotland" (MG) did well at over \$14,900. "Steamboat Melody" (MG) (Par) (2:48; 15-20-30-35-40-55-75)—"Crusades" (Par) and vaude. Going somewhere last week \$15,000. "Ethiopia" (Par) (2:00; 15-20-30-35-40-55-75) long, 4 1/2 hours, which cuts gross, of course. Last week, "Two Piped" (Par) and "Ethiopia" (Par) \$11,600.

Pretoria (RKO) (2:00; 15-55)—"Tere's Romance over the Wire" (Fox) with Dionne Quintis. Getting nowhere. Dionnes and all, and will be pulled after six days. "Steamboat" will be considered the dance contest Tuesdays in addition to other special nights. Last week, "Steamboat" will be considered the excellent on eight days to \$14,600. Should have stayed over as continuing to run on the end.

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## 20TH-FOX QUITTING WESTERN AVE. STUDIO

Hollywood, Oct. 29. On completion of four new sound stages, now in process of construction at the Westwood plant, 20th-Fox will abandon operation of the Western avenue studio, dismantle the buildings or lease the property intact.

New stages are expected to be completed around April 1 at which time the studio will be dismantled. Completed his present quota of features at the western plant.

Dallas Fitzgerald, former director of silent pictures, was bound over to the Federal grand jury on charges of forgery and issuing checks without sufficient funds.

Fitzgerald is held in jail in lieu of \$2,000 bond. He was charged with writing the checks for total amount of \$55.

FITZGERALD IN TOILS  
Los Angeles, Oct. 29. William Fitzgerald, former director of silent pictures, was bound over to the Federal grand jury on charges of forgery and issuing checks without sufficient funds.

WELLMAN'S 'GRANDFATHERS' Hollywood, Oct. 29. William Wellman to direct "Three Grandfathers" for Metro. Chester Morris is the only player set so far.



# BRANNO

# METROP

*Starring* **LAWRENCE TIBBETT**

**VIRGINIA BRUCE • ALICE BRADY • CESAR ROMERO**

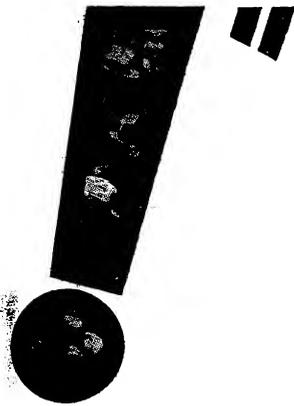
**THURSTON HALL • LUIS ALBERNI**

**a DARRYL F. ZANUCK 20th CENTURY PRODUCTION**

**PRESENTED BY JOSEPH M. SCHENCK**

**DIRECTED BY RICHARD BOLESLAWSKI**

Screen play by Bess Meredyth and George Marion, Jr.  
Based on a story by Bess Meredyth.



**THEY'LL BE SAYING IT WITH CROWDS  
WHEN "METROPOLITAN" STARTS ON ITS  
NATIONWIDE GLORY ROAD!**

# METROPOLITAN



THE KEYSTONE OF YOUR FUTURE

*Other*

**NOVEMBER**

*Hits:*

"WAY DOWN EAST"

"IN OLD KENTUCKY"

"THANKS A MILLION"

"THE MAN WHO BROKE THE  
BANK AT MONTE CARLO"

WARNER BROS. NET PROFIT; DEC. 9 MEET

Warner Bros. Inc., announced that the firm will show a net profit after all charges for the fiscal year ended August 31, 1935. This compares with a net loss by the company for the previous fiscal year of \$2,530,513.68.

Company stockholders have been notified of the company's annual meeting to be held Dec. 9, in Wilmington. In this letter, stockholders are asked by the company board to elect directors to be nominated by the management and to approve the compromises and settlement which has been reached on the controversies between the company on the one hand and Renraw, Inc., Harry, Albert and Jack Warner, on the other hand, arising out of the brothers' employment contract dated Sept. 1, 1928.

Preferred stockholders again will elect six directors, constituting a majority of the board.

Directors whose terms expire are: Haxton M. Warner, Albert Warners, Jack L. Warner, Abel Cary Thomas, Waddill Catchings and Henry A. Rudkin.

By the terms of the employment contract, the three Warner brothers were to receive certain weekly salaries plus 90,000 shares of the company common stock. This stock was to be given the brothers in installments over the period of the contract.

There was a minority stockholder suit by Max Goldberg on claims arising out of the legal aspects and performance of this contract. The compromise and settlement which was worked out and executed by the board with the advice of counsel, Davis, Polk, Wardwell, Gardner, Reed, follow:

The Warner boys, Harry, Albert and Jack, and Renraw, Inc., delivered to the company 100,000 shares of its common stock; the Warner company released the three brothers and Renraw from any employment claims against the brothers, arising out of the employment contract and the brothers and Renraw released the company for claims for non-payment of certain cash compensation arising out of the same contract. Also, the brothers and Renraw paid the costs and expenses of the Max Goldberg suit.

Renraw, Inc. is the personal holding company of the three Warner brothers. Davis, Polk, Wardwell, Gardner & Reed, counsel to the board in the controversy, had no former legal connection with WB which is why that firm was chosen in the matter.

N. W. Indie Exhibs Oust 26 Free Sunday Shows

Minneapolis, Oct. 29. Northwest Allied States was victorious in its efforts to block free amateur radio shows at the municipal auditorium for 26 successive Sundays this winter. In substance, theatre owners' protests that the shows would constitute unfair competition and work a hardship on exhibitors, the city council and the city committees voted to recommend that the offer for the building's rental be rejected.

Sponsors of the proposed free shows planned to obtain their revenue from advertisers whose wares would be plugged over the air during the broadcasts from the auditorium. Admission to witness the broadcasts would have been gratis to the public, the idea being to fill the 10,000 seats with non-paying customers each Sunday.

Fearless Phlegmatic Fans

Detroit, Oct. 29. A handful of noon-hour patrons turned the tables on Threnau last week when they got out of their seats, caught fire in the balcony. Audience remained in its seats and watched the flames put out the \$5,000 blaze, refusing to leave until the fire was extinguished. A half-hour later, the same handful of patrons reentered the theatre to see the finish of flicker.

Court Rules \$20,723 St. L. Skouras Fund Still Active

St. Louis, Oct. 29. Distribution of \$20,723, representing the Skouras Employees Mutual Benefit Aid Association Fund was denied last Wednesday (23) by Circuit Judge O'Malley who held that fund was still active. Decision was rendered in suit filed by Thornton W. Sargeant, Jr., former employe of Skouras Super Theatres Corp., who charges that established in 1921 by contributions and assessments of employes of Ambassador, Missouri and New Grand Central Theatres, has been abandoned and no steps had been taken to administer it for several years since theatres have been involved in receivership proceedings. Last December, Circuit Judge Green appointed a trustee to determine rightful owners of fund and take charge of its distribution. Action was later set aside on motion of St. Louis Amus. Co., affiliated with Skouras interest, which questioned trustee's right to conduct the proceedings and to benefit from fund as he was no longer connected with either Skouras Bros. Enterprises or St. Louis Amus. Co. Judge O'Malley held fund can be used for beneficial purposes for employes of the present St. Louis Amus. Co., and Skouras interests. If latter again comes into existence.

Biz Spurt Causes Theatre Bldg. Boom In Mich.; More Vaude

Detroit, Oct. 29. With the number of closed theatres in the state at its lowest level since 1923, box offices in Michigan are showing a spurt, according to chain and indie operators. And indications of general improvement are erection of several new houses, remodeling of others and booking of vaudeville.

Not only is the hum of auto factories aiding Detroit houses, but is likewise helping those in other industrial cities in state. Leading houses in Michigan, the Butterfield chain is now operating 89 theatres, highest in several years, and has plans for 11 more in the next few months. Opening of the Mecca in Saginaw, Michigan, also was the last of those which were closed in 1934. Construction is ready to begin on new houses in Midland, Grand Rapids and Mt. Pleasant.

List More Col Shares

Application for listing of 105,633 additional shares of Columbia Pictures Corp. voting trust certificates was approved by board of governors of the N. Y. stock exchange last week. It was explained that 91,191 shares will be disbursed as stock dividend.

Coincident with this action was that taken by the N. Y. curb exchange in approving listing for 105,633 additional shares of no-par common stock of the same company. It was explained that Columbia Pictures stock is fully listed on the curb. At present time only Columbia Pictures voting certificates on stock exchange are active. Transactions in stock on curb being of such limited character that transactions often are not recorded over two or three weeks' time.

More Milwaukee Price Cuts in Vaudfilm Tiff

Milwaukee, Oct. 29. More price cuts in downtown theatre admissions announced last week with the Fox Wisconsin dropping from 25c to 15c before 1:30 p.m. and 25c from 1:30 to 6 p.m. This admission is slightly lower for the same time of day. Warner but equals Warner price for the matinee. Warner started lower admissions for matinees some time back. Prices is also running at new low prices with the same take in the three houses at 40c. At the same time the iverside steaks to its 15-20-25 policy with stage shows and pictures. This week the city council and city committees voted to recommend that the offer for the building's rental be rejected.

COL.'S NEW 75,000 ISSUE NETS \$3,402,275 TO CO.

Proposed issue of 75,000 shares of new no par convertible \$2.75 preferred stock of Columbia Pictures has been underwritten in full by Hemphill Noyes & Co., registration statement made public this week reveals. Also shows that brokerage house will purchase stock at \$45.50 a share and offer it publicly for \$10 per share, netting Columbia Pictures company \$3,402,275, of which \$313,897 will be used to retire present 17,281 shares of \$3 preferred.

Legislation

Minneapolis, Oct. 29. As set forth what appears to be a political truce, Gov. F. B. Olson has called a special session of the state legislature on Dec. 2 and it now is regarded as a virtual certainty that a proposed 3% sales tax, believed to have been averted because of the governor's opposition, will be enacted over the likely way. The tax will be levied on admissions along with other items.

RCAs MEETS, NO DIVY—YET

Directors of Radio Corp. of America met last Friday (25), but transacted only routine matters, according to announcements made following the meeting.

Some stockholders anticipated some action on dividends for the Radio Preferred B stock, but this was held in abeyance until later session.

Incorporations

NEW YORK Albany. Road of Promise, Inc.; musical and dramatic professional stock, 200 shares, no par value. Pauline and Charles M. Gifford, 110 W. 42nd St., New York.

T. A. B. Co., Inc.; theatrical business; capital, 100 shares, no par value. Norman F. X. Rabitt, Thomas M. Hodman and George C. Garney, all of 20 Exchange Place, New York.

Wholesale Book Co., Inc.; general publishing and printing business; capital, 100 shares, no par value. Henry J. Berman, 375 East 98th St., Brooklyn, and Louis Holzman, 1200 Powell avenue, Bronx.

Dime Amusement games, prizes, premiums, etc.; capital stock, 200 shares, no par value. Donaldkin, 103 Van Buren street, Brooklyn; Shirley Frankfort, 170 East 94th St., New York.

Green Avenue, Brooklyn; capital, 100 shares, no par value. Harry J. Bushell and J. S. Linburn, all of 545 71st Avenue, New York.

Star Pictures Corp.; motion picture films, etc.; capital stock, 200 shares, no par value. Abraham Shrago, Leo Fox and Isidore S. Zimmerman, all of 56 1/2 West 11th St., New York.

Andre Lesky's New Free Revue Inc.; theatrical stock, 100 shares, no par value. 100 shares, no par value. Milton Shecter, Louis Benquet and Abraham Kaye, all of 100 West 11th St., New York.

Wood Cinema Corp.; operate the street, etc.; capital stock, 200 shares, no par value. Charles J. Katz, all of 611 1/2 Avenue, New York.

Columbia Pictures Corp., New York; 100 shares, no par value. Increased to 1,100,000 shares, no par value.

Change of Directors Modern Amusement Corp., Rochester; Theodor Schmitt Corp., Little, 243 Alexander street, Rochester; Modern Amusement Corp., New York. Filed by Marie & Marika, 526 51st Avenue, New York.

SOUTH CAROLINA Columbia. State Theatre Co., Inc., Columbia, S. C.; capital, \$22,500; to increase in a general theatrical and amusement business. Officers: Charles C. Charlton, N. C. and J. F. Falls of Danville, Va. officers.

TEXAS Galveston. Streets of All Nations, Inc., Dallas; capital stock, \$5,000. Incorporators: W. McCrawley, W. C. Wick, J. W. Hessel.

Greenville Theatres, Inc.; Greenville; operating capital stock from \$50,000 to \$120,000.

Stock Market

points. However, this issue was up fractionally on the week.

Bulk of amusement list issues were underwritten in full last week. Columbia Pictures, on the big board, dropped 4 1/2 points to \$23. To stockholders' attention points to 4 1/2 close for week. Radio pref B lost 3 1/2 points to 77 1/2. Paramount 2d pref dropped to 115 1/2. Others to show week on personal loans were Consolidated Film Industries (both issues), Loew preferred, Paramount common, Pathe, Radio common and Warner Bros. common. RKO was down a full point to 5, after its recent run-up to 6.

Several stocks followed course indicated here last week. It was stated that several amusement issues by their action over two previous weeks gave evidence that they were consolidating their gains and that more might be expected of them than of other favorites. Warner Bros. stocks and two issues of 20th Century-Fox were the most active with preferreds of both companies hitting new highs.

Warner Bros. common held steady while preferreds while preferred jumped to 47 1/2, best price this year. Twentieth Century-Fox stocks staged a great reversal of trend after a week of fluctuations. Preferred trends and consolidation. The common slipped up to 13 1/2, only a few points above its quotation of year and boasted a gain of 1 1/2 at the finish. The preferred was full point to 5, after its recent run-up to 6.

Farmout issues presumably would have done better had it not been for St. Louis situation. Some traders, aided and abetted perhaps by short sellers, became jittery over the fact that the week's unloading. The first preferred was hardest hit because it always has been the fastest moving issue of the three. It fell to 87 by Monday's close, but still well above the low for the week. Starting in the week, it had justified confidence in it, rising to 95 1/2. The second preferred climbed to 13 1/2 before meeting the same pressure. Even at its low quotation it was well above previous low mark and off little more than point at the week's end. Farmout common was up more than 50c at one juncture but it also was depressed in the one day's selling. At its closing price of 9 1/2, it was nearly 2 points above year's low.

Little reason for this selling of picture issues as far as St. Louis situation is concerned. That ruling undoubtedly served as an excuse rather than a reason for the decline. Part of the whole market was inclined to weakness in particular spots helped selling move. Then, too, there were many traders who felt that the technical position of amusement group would be materially aided by a healthy reaction. Thus far most evidence seems to bear out theory that this weakness in amusement list will amount to little more than a technical correction.

There is no question that the St. Louis situation is being washed up as an influencing factor.

Power output, carloadings and steel operating rate continue to rain. Bank clearings are far above those of last year. Despite this encouraging industrial news, some traders feel that the Italo-Ethiopian difficulties will continue to serve as a market factor for a while. Others now hold that the European situation is being washed up as an influencing factor.

Summary for week ending Monday, Oct. 28.

STOCK EXCHANGE table with columns: High, Low, Sales, Issue and rate, and Net change. Lists various stocks like High, Low, Sales, Issue and rate, and Net change.

Louis situation will continue to figure in the Wall Street picture as concerns market values, now that the thing has once been introduced as a factor. But once it is out of the way, the intrinsic value of various issues can be assumed being the determining factor.

Particular situation developed in Columbia Pictures' rfts. issues. With the street's view that the stock dividend has been decided, much of the ammunition for staging an advance has been swept away. And the healthy reaction of the past week probably will make for a nice technical rebound in the not too distant future. Stockholders are getting a 50% dividend first of December.

Columbia Broadcasting System issues went above 48 (ask price) in Monday's transactions, marking a new high for these stocks. Statement of earnings up to the close of last month aided in the bullish feeling towards them.

Some of the amusement lens were caught in the backwash of the market's advance. Farmout was the hardest hit, dropping 4 1/2 points Monday to a new low for the year. Other amusement issues were weak in late trading, slumping to 80 for a loss of 3 points.

Warner Bros. 6s represented the better side of the picture by registering a new 1935 peak at 84 1/2 and showing a gain for the week. Chart readers see in the amusement group's reaction, possibilities of a neat comeback in the next week or so. While any decision at this time is premature, indications are that the picture, shrewd traders are expecting even better things of numerous amusement issues providing the whole market structure remains as firm as it has recently.

Ability of whole market to absorb profitable-taking and the fact that professional operators have judiciously shifted their attention to other groups makes the whole picture remain bullish for the long-term. Not too much is to be expected in the next week or 10 days but a breathing spell of regular trend may develop shortly.

Chartists figure that the next test of industrial activity will be around 145-46 now that the market has shown decided tendency in penetrating the 140 level. It is entirely possible that there will be a more thorough testing on the ground around this level while other groups fortify their positions.

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OVER THE COUNTER, N. Y. table with columns: Bid, Asked, and Net change. Lists various stocks like Bid, Asked, and Net change.

# Par's \$3,000,000 Bill

(Continued from page 4)

In the Par reorganization activities, the court holds that K-L conceded that K-L couldn't qualify as reorganization manager. The court is loath to support its application on the grounds that it was an employee of principal committee.

Par went into equity receivership on Jan. 26, 1934, in prior bankruptcy followed on March 14, 1933. Trustees were appointed April 17, 1933. On June 15, 1934, the firm went into receivership. Trustees under 77-b were made permanent July 10, 1934. These trustees were Charles E. Richardson, Charles D. Hillis and Eugene W. Leake.

Hillis sought \$128,000 as final fees and is granted \$40,000. Leake sought \$113,000, and is granted \$60,000; Richardson sought \$37,000, and is granted \$35,000.

Leake and Richardson had received \$32,433.33 in prior allowances and Hillis previously received \$20,000 as interim receiver and \$32,433.33 as interim trustee allowances.

The general merchandise creditors' committee of which R. E. Anderson, formerly of Erpl, was chairman, and included Martin Quigley, E. C. A. Bullock and Hubert R. Cornish, all of whom K-L sought fees withdrew their applications and so were not considered in the present phase of the situation. Anderson is now an officer of Paramount and John J. Schanfer, formerly president of Erpl, represented by this committee, is now president of Paramount.

Those whose claims for fees were disallowed include the stockholders' committee, Duncan Holmes, chairman; Bank Creditors Committee, Percy Johnston, chairman; Kuhn, Leeb & Co.; Cravath, DeGersdorf, Smith & Wood; and the firm of Malcolm Sumner and Edwin L. Garvin, attorneys; Orrin R. Judd and J. Andrew Crafts, public accountants; General Creditors (merchandise) committee, headed by A. J. Schanfer, A. M. Frumberg, Edgar J. Schoen and Samuel Zirn; Adolph Feldblum; Louis Martin Levy; Bibb, Dederick & Osbourne; Arthur Falkenberg; and Samuel Spring, attorney; and Saul E. Rogers, attorney.

The stockholders' committee asked for \$240,875.68 and is allowed only \$12,500 expenses. No K-L.

Members of the stockholders' committee included Duncan Holmes, Barney Balaban, John P. Bickel, Maurice Newton and Gerald Brooks. This group sought \$70,000 fees aggregate. Judge Cox allowed the committee only \$110,533 for expenses. Brooks and Newton are members of the new Paramount company board.

This committee was organized Jan. 27, 1933. Ultimately it represented deposits of 2,154,000 shares of Par stock.

In disallowing the claims for fees for services by members of this committee, Judge Cox points out that Barney Balaban is the president of Balaban Studios Corp., 96 1/2% of the common stock of which is owned by Par. The court feels that Balaban in this post should not expect or receive compensation for acting as a member of the committee.

While a member of the committee, the court finds that Maurice Newton purchased and sold debentures, and Higley, who is a partner, bought and sold debentures and stock. Court also found that Brooks, who is a member of the stockholders' committee, purchased company debentures, and, therefore, both Brooks and Newton are disqualified from receiving compensation from the estate. It was the duty of these, after joining the committee, to refrain from trading or purchasing Par securities, in the opinion of the court.

For similar reasons, the court denied compensation to the bank of Anderson and Lawrence Stern. However it allowed \$2,500 each to Robert G. Casati, Morris L. Ernst and Duncan G. Harris, members of the committee. Ernst is the company who denounced the selection of the new company directorate, arguing that the body should include working artists in the board membership, such as actors and actresses.

Percy H. Johnston, chairman of the Chemical Bank & Trust, and Max D. Howell, v. p. of the same bank, who sought \$30,000 and \$20,000 respectively for services on the Bank Creditor committee were denied compensation. This committee was adverse to the interests of aggregate claim of \$14,000,000 against Par. Chemical Bank was among such group of creditors.

Much of this committee's work stands in opposition to a company suit by the trustees against the bank and which suit was settled. The court holds that in such instance much of the committee's work was adverse to the interests of the company and no allowance is justified. Officers Johnston and Howell of one of the largest bank creditors (Chemical) rendered services were required to protect the interests of their bank and in the court's opinion these officers should look to the Chemical Bank for compensation.

Nathan Burkan, counsel to the merchandise creditors' committee, who sought \$50,000 was allowed \$15,000. This committee withdrew its application for compensation. It was filed, but requested reimbursement for expenses amounting to \$1,197. Members of this committee included R. E. Anderson and John J. Schanfer, and now v. p. of Paramount; Martin Quigley and E. C. A. Bullock. These and Hubert R. Cornish sought \$13,500 aggregate fees. Cornish was on this committee and Anderson sought the biggest fee, \$7,500. Their requests, however, withdrawn, excepted the expense item.

In this phase, the court feels that a number of items scheduled in expenses by this committee are either unsupported by vouchers or are improper. He cut the expenses to \$78,000. As to Attorneys' Malcolm Sumner and Edwin L. Garvin, representing three holders of Par debentures amounting to \$15,000, and who sought \$150,000 for 1933 expenses, the court holds there was no justification for much of the work claimed to have been done by them. Sumner and Garvin performed unnecessary duplication of effort in the situation and contributed little if anything to the work of reorganization. In the court's opinion.

In line with this, the court also denied the claim by Myron Robinson for expert realty advice claimed given to Sumner and Garvin, for which Robinson sought fees of \$10,000. Orrin R. Judd and J. Andrew Crafts, employees of Sumner and Garvin, also denied compensation, on grounds that there was no authority to incur such obligations as these and the Robinson estate. Neither Robinson nor Judd and Crafts have any standing for allowances, the court holds.

The Peter Grimm committee, on the Paramount Broadway Corp. reorganization, which sought \$40,000 fees and \$18,914 in costs is allowed \$7,000 only in fees and \$15,334 costs. Members of this committee include Charles G. Casati, Robert E. Dowling, Harold V. Smith, Robert Goelt and George McAneny.

Members of the committee are allowed \$3,590 compensation each, excepted \$1,500. This allows Robinson \$2,100, because his services were for a lesser period than the others, and Robert Goelt, who is denied compensation altogether. Goelt purchased the stock of the company, while a member of the committee, and was therefore held disqualified from receiving compensation. Strook & Strook, counsel to this committee, which sought fees of \$100,000, was allowed \$40,000.

Attorney Samuel Zirn, who was counsel to several small debenture holders in apparently a part of the Par proceedings and who sought \$75,000 fees and \$12,307 expenses, is denied an allowance by the court. Zirn not only filed a claim on his own behalf, but he is also associated with another claim for fees filed in association with J. Schanfer, A. M. Frumberg and Edgar J. Schoen, of Chicago, who also sought \$75,000 fees, besides expenses of \$7,885. Zirn is from New York. The court holds that Zirn is a lawyer, and that these lawyers are not entitled to compensation under any possible theory. As for Zirn's personal claim on his own pattern as an expert, the court says: 'He did not recover any property, accomplished nothing by his attacks upon the jurisdiction and

## INDIE AFFLUENCE

Hirlman Sends 200 Out-of-Town for 'Rest Cure'

Hollywood, Oct. 29. George Hirlman has dispatched company of 200 to Vasquez Rock, Cal., for 81 ing exteriors for 'The Rest Cure.'

Producers is making English and Spanish versions of the picture under the banner of Regal and Metropolitan Productions, respectively.

## Steam Up on 20 Yarns at Republic, Two Pictures Away

Hollywood, Oct. 29. Steam is up at Republic, with 42 writers working on 20 stories representing 40% of scheduled budget for coming season's program. Figured that yarns represent production allotment of \$1,500,000.

Gene Artzy's 'Sagebrush Troubadour' on location at Kernville, is first of group to go before cameras. Others are 'Hitch Hike Lady,' which started yesterday (Mon); John Wayne western, 'G Men of the Nineties,' Nov. 5 at Lone Pine; 'Dancing Feet,' semi-musical, Nov. 20; 'Laughing Irish Eyes,' Nov. 23, and 'Darkest Africa,' next serial, Dec. 1. Twelve have been finished on new program, leaving 34 to complete. Those in preparation currently include more than half of number yet to go.

Joseph Santley goes to Republic for either 'Fest' or 'Eyes' upon finish of his current Walter Wanger directing assignment. Wanger just expected to be finished Nov. 7. Santley then returns to Wanger for second picture and is due back at Republic Jan. 5 to direct untitled musical special being prepared under supervision of Harry Gray.

## CAN'T ENJOIN COLORED VAUDEFILMER IN N. O.

New Orleans, Oct. 29. Because of restrictive legislative acts, the city lacks power to prevent operation of the Palace as a negro playhouse, Mayor Pugh Saturday (28) told complaining property owners of the vicinity at a public hearing on the matter. Property owners said the show would cause damage to the city. On the other hand, representatives of Milton Starr, operator of the proposed show, claimed that business in the neighborhood would improve because of the Million, Blanche and D. H. Holmes department stores, near the theatre, had not signed the petition against the operation of the negro theatre.

## Rush Sagebrush Operas To Get In Out of Rain

Hollywood, Oct. 29. With the rainy season approaching, Harry Sherman has scheduled the production of his next two 'Hop-Along Cassidy' westerns for Paramount without a break between productions. 'Bar 20 Rides Again' started on location at Lone Pine last week, comes into the studio tomorrow (30). 'Next picture,' fourth of the series, starts next Monday.

## SECOND OT SECTION

Hollywood, Oct. 29. Ambassador has completed last of the 1934-5 series of eight Kermit Maynard shorts.

Next eight gets start November 15. In disallowing the claims for fees on the part of Rogers, Louis M. Levy, Archibald Palmer, Jacob J. Lesser, Samuel Spring and Louis Boehm, the court holds that their services, although helpful to the court in the determination of the differences, in character presented, were not of such a character as to entitle any of these lawyers to an allowance.

## All Quiet on Chi Front as B.&K. Quits Fight for Extra Clearance

Theatre Mgr. Surrenders

Chicago, Oct. 29. Threat of Balaban & Katz to blow up the Chicago release and clearance system has cooled off suddenly and the entire town is back to normal with B. & K. backing down from its original demands for increased protection and clearing an agreement to continue the present releasing system for at least another exhibition year. It marks a considerable victory for the rival exhibitors and for the exchanges, none of whom wanted the change in the current release system. The exhibitors themselves were ready to go to court if necessary to restrain Balaban & Katz and the exchanges from putting through any changes in the release schedule. Exhibits held many contracts from the distributors allotting them a certain week of release and the exhibs were determined that the exchanges live up to that contract despite the threats of B.&K.

## FED'L TRADE COMMISH SPANKS MAIL ORDER CO.

Washington, Oct. 29. Bragging of the owner of a mail-order course in 'motion picture photography and projection' results in a spanking from the Federal Trade Commission. Negotiation of a stipulation wherein the self-styled 'expert' agreed to quit representing himself as a colleague of Thomas A. Edison's and pare down other statements made in his advertising copy. Outfit, which claimed to have studied 'the world,' is called the 'Hollywood Motion Picture Study Training Course' and its owner, who is referred to as 'Mr. Keepers' in the Federal Trade stipulation, describes himself as a recognized authority on motion pictures. His experience in these lines of endeavor dates back to 1900, when he started with Thomas A. Edison, at Orange, N. J., at the very birth of the motion picture in America, states the advertisement.

Federal Trade Commission says 'Mr. Keepers' experience does not date back to 1900 and he did not start with Edison. A representative that 'many theatre owners or managers are interested in the course' is exaggerated.

## Texas Allied Convenes, Resolves and Elects

San Antonio, Oct. 29. Department of Justice is to be petitioned by Allied Theatre Owners Association of Texas to bring suits wherever possible under Sherman anti-trust act. ATOA in Chicago here passed resolution calling for the petition as a means toward relieving monopoly which was principal discussion topic at meeting.

Col. H. A. Cole, Dallas, re-elected proxy. Rubin Fries, Victoria, Henry Hall, Beeville, Martha McSpadden, Electra, and R. M. Smith, Mission, elected vice-president and A. W. Lilly, Greenville, sec. treas. New directorate lists T. W. Lewis, Will Dorband, L. M. Throck, Paul Scott, F. V. Zimmerman, Tom Donahue, E. V. C. Riggall, Walter Stoppelman, B. Legg, Lynn Smith, and Homer Mulkey.

## 'Casanova' Cools Off

Hollywood, Oct. 29. Mary Pickford has decided against 'Casanova' as the first production for Francis Lederer with the Pickford-Lasky unit at United Artists. Miss Pickford can't see the greater love opera, a French farce which is scripted by Tiffany Thayer.

## RIDES FOR SUPREME

Hollywood, Oct. 29. In addition to making a series of Bob Steele westerns, Supreme Pictures engaged Johnny Mack Brown to star in a special outdoor action picture, now in production under title 'The Cowboy and the Girl.' Company is at Lone Pine filming exteriors under direction of R. N. Bradbury.

## Device to Prevent Film Fires Drops Insurance Rate 20%

Hollywood, Oct. 29. As result of tests conducted by Academy Research Council, device for prevention of fire in film projectors will mean a saving of 20% in fire insurance on Balaban housing projection equipment. Council's efforts have received the stamp of approval from the Pacific Coast branch of the National Board of Fire Underwriters. Device consists of a specially adapted sprocket fitted to the projector, with the necessary electrical relays and switches, operates to stop the projector motors and shut off the arc lights whenever a break in the film occurs.

## ZEIDMAN SKEDS 16 PIX FOR FIRST YEAR

Hollywood, Oct. 29. B. F. Zeldman's first year's program under his new setup as an independent producer will consist of 12 classes 'A' features and four Bret Herter 'B' pictures. Stories selected for the Class 'A' product includes 'St. Ivo,' 'Battling Molly,' 'The Gold Bug,' 'Mystery of Marie Roget,' 'Friede and Justice,' 'Worms,' 'Gypsy,' 'Gypsy Comes to Town,' 'Tempest and Sunshine,' and 'They Walked Alone,' 'Fantomas' and 'In His Step.' The Bret Herter group includes Outsider of Poker Palace, 'Bongler of Angel's Gulch,' 'Tennessee's Partner' and 'Luck of Roaring Camp.' 'St. Ivo' will be first to go before the cameras, with release date set for Jan. 15. B. F. Zeldman is to star with Paul in 'In His Steps,' Sheldon is adapting.

## Flood Directs First Cobb Starrer at 20-Fox

Hollywood, Oct. 29. James Flood directed by 20th-Fox to direct first Irvin S. Cobb starrer, 'Everybody's Old Man.' Flood moves over this week from Radio, where he just finished 'Husk.' From radio in picture goes to Rochelle Hudson, given a buildup by the studio in group of top ranking pictures.

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NEVER SEEN BEFORE!  
8 BOX OFFICES GOING  
FULL BLAST!**

Roxy . . . biggest theatre in the world . . .  
forced to stop selling tickets . . . 3 P. M..  
opening day . . . This box office wonder . . .  
doing wonders . . . in 78 day and date keys.

**Held over . . . naturally!**

**THE NEXT WONDER OF**  
**TRANSATL**  
**TUNNEL**

**NEW YORK TO LONDON**

**ROXY NEEDED 8 BOX OFFICES FOR GB'S 8 STAR SPECIAL... AND SO WILL YOU!**



**RICHARD DIX**



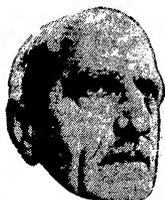
**LESLIE BANKS**



**MADGE EVANS**



**HELEN VINSON**



**C. AUBREY SMITH**



**BASIL SYDNEY**



**GB THANKS**

George Arliss and Walter Huston for special portrayals of the Prime Minister of England and the President of the United States.

*Maurice Elvey, Director*  
Based on the story by B. Kellermann

**THE WORLD!**  
**ANTIC**

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**CAN U.S. MAINTAIN NEUTRALITY?**



**A MIRACLE IN THE DESERT**

# YOU CAN'T BUY THIS

**E**VEN before it reached the screen, the public had heard about the new Seventh Issue of **THE MARCH OF TIME**. The type of exploitation which brought this about can't be bought. It has to be earned by the subject itself and the integrity of its producers. Behind the spectacular five-nights-a-week *March of Time* on the air, the territorial campaigns in the newspapers and on the billboards and the full pages in *Time* and *Fortune* magazines, is a campaign of publicity and exploitation no other motion picture can obtain. A campaign\* to sell tickets at the box office.

Take a look at the *March of Time*, now 7 months old. Watch its reviews—its increased importance in exhibitors' lobbies and daily advertising. If you are already showing it, feature it more prominently. (*See Motion Picture Daily, October 18, page 22.*) If you aren't, call the nearest RKO Exchange.

\*764 Rabbis and 23 Jewish organizations cooperating on the Palestine episode.

165,000 members in 2,297 Chambers of Commerce have been notified of the Safety episode by their local organizations.

2,500,000 is the estimate the story "And Sudden Death."

10,000,000 employees of the 4,000 companies, mem-

bers of The National Safety League, have had *March of Time* No. 7 recommended to them by their employers.

75,000 high school and college students study all *March of Time* No. 7 episodes in class through *March of Time's* own newspaper for students—**PHOTO REPORTER**—ordered for them by their teachers. (Circulation increasing at the rate of 15,000 a month.)

# MARCH OF TIME



**SPEEDING TO SUDDEN DEATH**



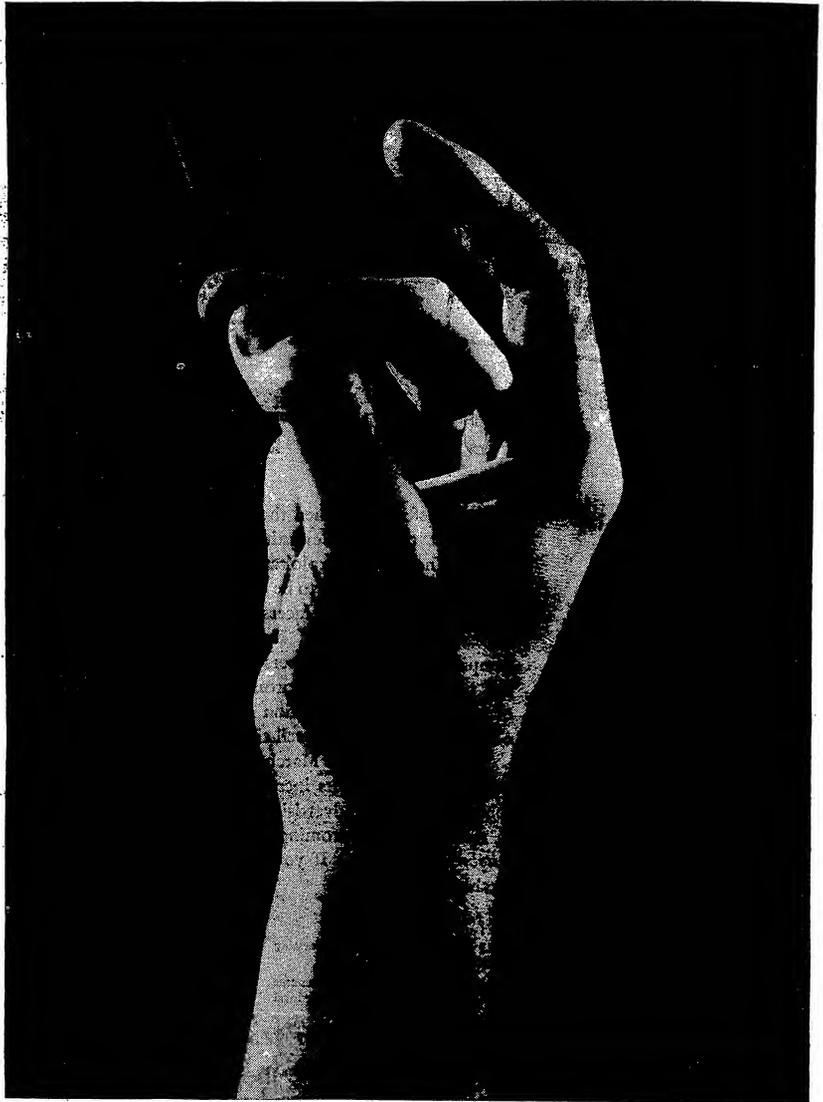
**FROM BARNYARD TO HOLLYWOOD**

**TONIGHT "RAIN"**  
with Sally Rand

## SNAP YOUR FINGERS!

hey! hey!  
1935-36 is  
M-G-M's  
party—  
you've  
enjoyed  
the feast  
thus far—  
but the  
banquet  
has really  
just begun—

*(and just a  
few below,  
of many)*



### M-G-M's BANQUET MENU HAS DARLING DISHES ON THE WAY!

#### **\$2,000,000 PRODUCTION** **"MUTINY ON THE BOUNTY"**

Such an attraction! The biggest since talkies! You'll see. Everything you've heard in the way of rumors is right. It's terrific! Charles Laughton, Clark Gable, Franchot Tone in cast of thousands, including exotic beauties of the South Seas. Oh-Oh! Yes, it's got everything.

#### **O'NEILL'S GREAT AMERICAN DRAMA** **"AH, WILDERNESS!"**

M-G-M paid \$125,000 (*the highest ever!*) for the film rights to Eugene O'Neill's drama because its heart-beat is the heart-beat of your public. The play won invaluable nation-wide attention in roadshows. Wallace Beery is starred with a great cast including Lionel Barrymore and other famed troupers guided by the wis of Clarence Brown.

#### **FUNNIEST FILM IN 10 YEARS** **"A NIGHT AT THE OPERA"**

Imagine a comedy that's been a year in the making and cost \$1,000,000. Tried out as a roadshow to get every uproarious situation audience-proof! Those mad Marx Brothers are in a Giant Show that will long remain a classic of laughter for the American public. Have you seen the reviews of the Coast preview? Don't miss them!

#### **YOU'RE READY FOR CHRISTMAS!** **"A TALE OF TWO CITIES"**

Begin it now! Don't let up! Tell your patrons that you've got the One and Only Christmas treat in picture business, Ronald Colman in "A Tale of Two Cities". Last Christmas it was Dickens' "Copperfield". This Christmas it is another Dickens masterpiece. Start your Christmas hopping-up now, and what a happy holiday you'll have!

CALENDAR OF CURRENT RELEASES

(Continued from page 30)

Two for Tonight. From the stage hit by Max and J. O. Lief. Gay-hearted playwrights on the loose. Bing Crosby, John Bennett, Mary Boland, Patricia Tilton, Frank Taylor. Dir. Frank Capra. Rel. Oct. 27. Rev. Sept. 4.

Inja Juggle. The Based on Walter C. Kelly's vaudeville character, Walter C. Kelly, Stepin Fetchak, Martha Hunt. Dir. Edw. Sedgwick. 60 mins. Rel. Sept. 27. Rev. Oct. 18.

Wanderer of the Westland. Zane Grey story. Dean Jagger, Gail Patrick, Edward Ellis. Dir. Otto Lovring. 62 mins. Rel. Aug. 16. Rev. Oct. 16.

Wings Over Ethiopia. Topical. 62 mins. Special release. Rev. Oct. 16.

Without Regret. From a stage play. Love and tragedy. London. Elissa Landi, Paul Cavanagh, Frances Davis. Dir. Harold Young. Rel. A.C.

R.K.O. Radio

Alma Adams. Small town girl dramatizes herself and tries to win a rich husband by lying about her life. Katharine Hepburn, Fred MacMurray, Fred Stone, Evelyn Venable, Frank Albertson, Hedda Hopper. Dir. George Stevens. 96 mins. Rel. Aug. 23. Rev. Aug. 21.

Annie Oakley. Events in the life of Annie Oakley, famous woman rifle shot. Barbara Stanwyck, Preston Foster, Melvyn Douglas, Moroni Olsen, Pert Kelton, Andy Clyde. Dir. George Stevens. Rel. Nov. 15.

Chances of a Lifetime. Adaptation of an Anatole France classic. Anne Shirley, O. E. Haggie. Dir. Geo. Nichols. Jr. 78 mins. Rel. May 3. Rev. Oct. 23.

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 Weilder, Carl Stone, Lumenau Hare, James Bush, Dorothy Peterson, Addison Richards, Dick Alexander. Dir. Edward G. Kelly. Rel. Oct. 18.

I Gaudcho. A romance of the plains of Argentina. John Carroll, Steffi Duna, Rod LaRoque, ontague Love. Dir. Thomas Atkins. 69 mins. Rel. Oct. 11.

His Family Tree. Old Man Murphy comes from Ireland to visit his son only to find that the family has changed its name to Murrfee. James Barton, Margaret Callahan, addison Richards, William Harrison, Maurice Evans. Dir. Charles Vidor. 67 1/2 mins. Rel. Sept. 20.

Hot Tip. An amusing tale of the vagaries of the race track and the unquenchable desire of a young man to win big money by following the ponies. James Gleason, Zasu Pitta, Margaret Callahan, Russell Gleason. Dir. Ray McCarey. 67 mins. Rel. Aug. 15. Rev. Sept. 13.

Room for Two. Comedy. A young man who is a great impressionist discovers the lady of his dreams. Henry Fonda, Peguina Burns, Eric Blore, Paul Porcasi. Dir. John Cromwell. 67 mins. Rel. Oct. 29.

In Person. A motion picture star who fears crowds runs away to a mountain hideout. Ginger Rogers, Fred Astaire, Samuel S. Hinds, Grant Mitchell. Dir. Frank Capra. Rel. Nov. 22.

Jaina. From the first of the Jaina series. Kay Johnson, Ian Hunter, C. Aubrey Smith, Nigel Bruce, David Langford, Peggy Wood. Dir. John Cromwell. 65 mins. Rel. Oct. 18.

Last Days of Pompeii. The destruction of the City of Pompeii. Preston Foster, Helen Mack, Alan Hale, Dir. Ernest B. Schoedsack. 95 mins. Rel. Oct. 18.

Id Man Rhythm. An adoring father deserts business to join his son as a college undergraduate. Six new songs. Charles Rogers, George E. Stone, Barbara Kent. Dir. Charles Lamont. 74 mins. Rel. Aug. 2. Rev. Oct. 27.

Powdermill Range. An epic western laid in a Southern California cattle town in the 1840s. Harry Carey, Hoot Gibson, Bob Steele, Tom Tyler, Guing Williams, William Farnum, William Desmond, Buzz Barton, Wally Waller, Alan Hale, Buddy Roosevelt, Franklyn Brown, Boots Mallory. Dir. Wallace Fox. 71 1/2 mins. Rel. Sept. 27.

Rainmakers. A rich but dishonest farmer tries to out Wheeler and Woolsey from working their rainmaking invention to help him beat farmers. Robert Woolsey, Bert Wheeler, Dorothy Lee, Freddie Roland, Barton Churchill, George Meeker. Dir. Fred Gullo. Rel. Oct. 26.

Return of Peter Gunn. From David Warner's hit. Lionel Barrymore, Helen Mack, Edward Ellis. Dir. George Nichols, Jr. 82 1/2 mins. Rel. Sept. 13. Rev. Oct. 9.

Three Musketeers. From the Dumas classic. Walter Abel, Rogat Grahamme, Rosamond Pincho, Onole Stevens, Paul Lukas, Heather Angel, Moroni Olsen. Dir. Rowland V. Lee. Rel. Oct. 26.

To Beat the Band. A beautiful girl with strings tied to it marries a big girl who is disillusioned chap about to commit suicide. Hugh Herlihy, Helen Broderick, Roger Pryor, Fred Keating, Eric Blore, Phyllis Brooks. Dir. Ben Stolter. Rel. Nov. 3.

Top Hat. American dancer who falls in love with a young girl, but has a hard time winning her on account of mistaken identity. Fred Astaire, Ginger Rogers. Dir. Mark Sandrich. Rel. Sept. 6. Rev. June 28.

Republic

Cappy Ricks Returns. Peter B. Kyne's familiar fiction hero. Bob McWade, Ray Charles, Florine McKinney. Dir. Mack Wright. Rel. Sept. 27.

Crimes of Dr. Crespi. Original by Felix the Premature Burial. Eric von Stroheim, Harriet Russell, Dwight Frye. Dir. John H. Auer. Rel. Oct. 21.

Forbidden Heaven. Suggestive of 'One More Spring.' Four delinquents in a London love. Charles Farrell, Charlotte Henry, Beryl Mercer, Fred Walton. Dir. Reginald Barker. Rel. Sept. 26.

Lawless Ranges. John Wayne western. Dir. N. H. Brody. Rel. Oct. 3.

Melting Trail. Western. Gene Autry. Ann Rutherford. Dir. Joseph Kane. 60 mins. Rel. Oct. 21.

New Adventure of Tarzan. Herman Brix, Uta Hoyt. Dir. Edw. Kull, W. F. McLaughlin. Rel. Oct. 18.

New Frontier. The Western. John Wayne. Dir. Carl Pierson. Rel. Oct. 24.

Thousand Dollars a Minute. A newspaper man makes a bet wherein he has to spend \$100 a minute.

Tumbling Tumbleweeds. Western. Gene Autry. Dir. Jos. Kane. 57 mins. Rel. Sept. 19.

Two Sinners. From the Warwick Deering story. Otto Kruger, Minna Gombell, Martha Sleeper. Dir. Arthur Lubin. 72 mins. Rel. Oct. 10. Rev. Sept. 13.

Yash Cape Mystery. The. From the novel by Ellery Queen. Helen Twelvetree, Donald Cook, Jack La Rue, Betty Blythe. Dir. Lewis D. Collins. Prod., M. H. Hoffman. Rel. Oct. 25.

Westward Ho. Western pioneer story. John Wayne, Sheila Mannors. Dir. N. M. Brubaker.

20th Century-Fox

Bad Boy. James Dunn, Dorothy Wilson, Louise Fazenda. Dir. John Blystone. 66 mins. Rel. Oct. 25.

Charlie Chan in Shanghai. For once Chan operates in the home port. Warner Oland, Irene Hervey. Dir. John Blystone. 70 mins. Rel. Oct. 11. Rev. Oct. 16.

Dante's Inferno. New version of an old thriller. Spencer Tracy, Claire Trevor, Henry B. Walthall. Dir. Harry Lachman. 90 mins. Rel. Aug. 23. Rev. Aug. 7.

Dressed to Thrill. Tullio Ruff, Clive Brook. Dir. Harry Lachman. Rel. Aug. 18.

Farmer Takes a Wife. The. From the title of the old name. J. Edgar Hoover, Henry Travers, Dickford, Dir. Victor Fleming. 94 mins. Rel. Aug. 2. Rev. Aug. 14.

Gay Deception. The. Francis Lederer, Henita Hume, Jeanne Dee. Dir. Wm. Wyler. 73 mins. Rel. Aug. 16.

Here's to Romance. Story of an opera singer. Nino Martini, Genevieve Tobin, Anita Louise. Dir. Alfred E. Green. 82 mins. Rel. Oct. 4. Rev. Oct. 3.

In the Kentucky. From the play by Edna Ferber. Dorothy Wilson, Russell Hardie, Bill Robinson. Dir. Geo. Marshall. 84 mins. Rel. Nov. 22.

Littlest Rebel. The. From an old stage play in which Mary Pickford was the child. Sherry, Henry Travers, Karen Morley, Jack Hill, Bill Robinson. Dir. David Butler. Rel. Dec. 29.

Man Who Broke the Bank at Monte Carlo (20th). Ronald Colman, John Bennett, Colin Clive, Nigel Bruce. Dir. Stephen Roberts. Rel. Nov. 20.

Navvy Wife. Claire Trevor, Ralph Bellamy. Dir. Allan Dwan. 72 mins. Rel. Dec. 13.

Metropolitan (20th). Lawrence Tibbett, Virginia Bruce, Alice Brady, Jack Botswick. 76 mins. Rel. Nov. 8. Rev. Oct. 23.

My Magic Alice Faye, Ray Walker, Bebe Daniels, Mitchell and Durant. Dir. Geo. Marshall. 65 mins. Rel. Nov. 15.

Nice to You. John Boles, Jean Muir, Chas. Butterworth. Wm. A. Seiter. 74 mins. Rel. July 12. Rev. Aug. 14.

Redeem or Parade. Picture making and how to make it. John Boles, Dixie Lee. Dir. Norman MacLeod. 78 mins. Rel. Aug. 30. Rev. Sept. 4.

Snatched (20th). Rochelle Hudson, Cesar Romero. Dir. Geo. Marshall. Rel. Dec. 6.

Steamboat Round the Bend. Rivet explains in a river row with a murder angle. Will Rogers, Irvin Cobb, Anne Shirley. Rel. John Ford. 30 mins. Rel. Sept. 6. Rev. Sept. 25.

Thanks a Million (20th). Musical. Dick Powell, Ann Dvorak, Fred Allen, Fatsy Wallman. Bann. Dir. Frank Capra. Rel. Nov. 15.

This is the Life. Runaway youngster takes a fancy to a delinquent. Jane Withers, John McGuire, Sally Blane. Dir. Marshall Nieman. 65 mins. Rel. Oct. 13. Rev. Oct. 9.

Thunder in the Night. Murder in Budapest. Edmund Lowe, Karen Morley, Paul Cavanaugh. Dir. Geo. Archambaud. 69 mins. Rel. Sept. 20. Rev. Sept. 20.

Thunder Mountain. Zane Grey Western. Geo. O'Brien, Barbara Fritchie, Francis Grant. Dir. David Howard. 8 mins. Rel. Sept. 27. Rev. Oct. 2.

Way Down East. The famous Jack London story. Clark Gable, Loretta Young, Jack Oakie, Orlan Williams. 83 mins. Rel. Aug. 3.

Welcome Home. James Dunn as a confidence man. James Dunn, Ariene D'Amico. 72 mins. Rel. Aug. 28. Rev. Aug. 28.

Whispering Smith Speaks. Western. Geo. O'Brien. Rel. Oct. 29.

Your Uncle Dudley. Ed Everett Horton. Dir. Eugene Foran. Rel. Dec. 20.

United Artists

Barbery Coast. A blazing story of America's last frontier of untamed conditions. Miriam Hopkins, Edward G. Robinson, Joel McCrea. Dir. Howard Hawks. 90 mins. Rel. Sept. 27. Rev. Oct. 16.

Call of the Chorus. Edin the famous Jack London story. Clark Gable, Loretta Young, Jack Oakie, Orlan Williams. 83 mins. Rel. Aug. 3.

Dark Angel. The. A love story that will give love a new meaning. Hedric Morte, Marie O'Brien, Herbert Marshall. 80 mins. Rel. Sept. 6. Rev. Sept. 11.

Man Who Could Work Miracles. Based on an original by H. G. Wells. Roland Young, Charles Chaplin, Pauline Goddard. Rel. Oct. 11.

Melody Lingers On. The. Lowell Brentano's best-seller. Poignant mother-ly Josephine Hutchinson, George Houston, Helen Westley. Dir. David Burton. Rel. Oct. 18.

Moscow Nights. From an unpublished novel by Pierre Benoit. Harry Bauer, Penelope Dudley-Ward. Dir. Anthony Asquith. Rel. Oct. 11.

Red Salute. Two young lovers who are stranded in a fast-moving series of amusing incidents. Barbara Stanwyck, Robert Young, Hardie Albritton. Dir. Sidney Lanfield. 77 mins. Rel. Sept. 13. Rev. Oct. 2.

Shoot the Chutes. Edin the famous Jack London story. Edna Egan, Eddie Cantor, Ethel Merman, Parkyakakias and the Golden Girls. Dir. Norman Taurog. Rel. Dec. 25.

Shadows of the Night. A dramatic adaptation from the H. G. Wells story, 'The Shape of Things to Come.' Raymond Massey, Ralph Richardson, Maurice Braddell. Dir. Wm. Cameron Menzies. Rel. Nov. 23.

Studios Universal City. Universal Office: 30 Rockefeller Center, New York, N. Y.

The Affair of Susan. Comedy. Zasu Pitta, Hugh O'Connell. Dir. Kurt Neumann. Rel. Oct. 7.

Diamond Jim. Drama. Edward Arnold, Jean Arthur, Blinn Barnes. Dir. Edward G. Robinson. Rel. Sept. 27. Rev. Aug. 28.

Eat of Java. Drama. Charles Bickford, Elizabeth Young, Leslie Fenton, Francis Albertson. Dir. George Melford. Rel. Nov. 18.

Fighting Youth. Football story. Charles Hall, June Martel, Andy Devine, J. Farrell Macdonald, Eddie Nugent. Dir. Hamilton MacFadden. Rel. Oct. 18.

King Solomon of Broadway. Musical drama. Edmund Lowe, Dorothy Faze, Philip Tomlin, Ed. Pawley, Louise Henry, Phillip Brooks. Dir. Alan Crust. Rel. Oct. 18.

Life Night Out. Comedy. Edward Everett Horton, Irene Hervey, Lola Lane, Billy Burrud. Dir. Wm. Hgn. Rel. Nov. 4.

Manhattan Moon. Drama with music. Dir. Stuart Walker, Ricardo Cortez, Dorothy Fae. Dir. Stuart Wheeler. 62 mins. Rel. Aug. 5. Rev. Aug. 21.

Outlawed Guns. Western. Buck Jones, Ruth Channing. Dir. Ray Taylor. Rel. Oct. 2.

Raven. The. From Edgar Allan Poe's story. Karloff-Bela Lugosi. Dir. Louie Friedlander. 69 mins. Rel. July 22. Rev. July 10.

Remember Last Night? Mystery drama. Edward Arnold, Sally Eilers, Constance Cummings, Robert Foubert. Dir. James H. Chase. Rel. Oct. 28.

She Gets Her Man. Comedy. Zasu Pitta, Hugh O'Connell. Dir. Wm. Nigh. 68 mins. Rel. Aug. 19. Rev. Sept. 11.

Storm. Drama. From the play by Antonio Moreno, Gene Lockhart, Mona Barrie. Dir. Christy Cabanne. 82 mins. Rel. Sept. 16. Rev. Oct. 2.

Stweet. Outdoor-drama. Noah Beery, Jr., Jean Rogers, Arizona Workacre. Rel. July 27. Rev. Nov. 2.

Strong Surrender. Musical. Frank Parker and Tamara. Dir. Monte Ericson. Rel. Nov. 11.

Three Kids and a Queen. May Robson, star. Comedy-drama. Henry Aronson. Dir. Benjct. Frankie Darro, Billy Burud. Dir. Ed. Ludwig. Rel. Oct. 21.

Throw Back. The. Buck Jones western. Rel. Sept. 9.

Studios Burbank. Warner Brothers Office: 321 W. 44th St., New York, N. Y.

Bright Lights. Small time burlesque. Joe E. Brown, Ann Dvorak, Patricia Ellis, William Gargan. Dir. Busby Berkeley. 83 mins. Rel. Aug. 21.

Broadway Gondolier. Rivet slinging star tries of the phoney atmosphere. Dick Powell, Joan Blondell, Adolphe Menjou. Dir. Lloyd Bacon. 100 mins. Rel. July 27. Rev. Sept. 13.

Dr. Secretes. Medicine and gangs in conflict. Paul Muni, Ann Dvorak, Barton MacLane, Robert Barrat. Dir. William Dieterle. 70 mins. Rel. Sept. 16. Rev. Sept. 16.

Freeze Kid. Barbary Coast action story. James Cagney, Margaret Lindsay, Ricardo Cortez, Lili Damita, George E. Stone. Dir. Lloyd Bacon. Rel. Nov. 20.

Going Highlow. Kansas farmer suddenly rises to riches through the stock market. Guy Kibbee, Zasu Pitta. Edward Everett Horton. Dir. Robert Florey. 87 mins. Made up movies in a mountain shack. Rel. July 6. Rev. Sept. 13.

Goose and the Gander. The. Kay Francis, George Brent, Genevieve Tobin, Ralph Forbes, Claire Dodd. Dir. Alfred E. Green. 72 mins. Rel. Sept. 8.

I Live for Love. Spanish artist on American stage. Dolores Del Rio, Everett Marshall. Dir. Busby Berkeley. 84 mins. Rel. Sept. 25. Rev. Oct. 23.

Little Big Shot. Two tough guys as a baby's guardian. Troy Donahue, Robert Armstrong, Glenda Farrell, Edward Everett Horton. Dir. Michael Curtiz. 72 mins. Rel. Sept. 7. Rev. Oct. 8.

Misadventure. Extensive cast of stars. Dir. Max Reinhardt. Wm. Dieterle. 133 mins. (Roadshow) Release pending. Rel. Oct. 16.

Moonlight on the Bay. Upper class waris. Eric Foner, Richard Fran. Sheila Hancock, George E. Stone. Dir. D. Ross Lederman. 62 mins. Rel. Nov. 2.

Page Miss Gandy (Cosmopolitan). Living prototype of ideal beauty in Hollywood. Marion Davies, Pat O'Brien, Dick Powell, Mary Astor, Frank McHugh, Lily Talbot, Patry Kelly, Allen Jenkins. Dir. Mervyn LeRoy. Rel. July 27. Rev. Sept. 13.

Personal Maid's Secret. Housemaid manages her employers into prosperity. Margaret Lindsay, Warren Healy, Anita Louise, Ruth Donnelly. Dir. Arthur G. Collins. 88 mins. Rel. Aug. 28.

Shipmates Forever. Made at Annapolis. Dick Powell, Ruby Keeler, Lewis Stone. Dir. Frank Borzage. 100 mins. Rel. Oct. Rev. Oct. 23.

Special Parade (Cosmopolitan). Woman G-man has her troubles. Betty Davis, George Brent, Jack LaRue, Ricardo Cortez, Henry O'Neill. Dir. William Keighley. 78 mins. Rel. Sept. 14.

We're the Money. Woman prosees various have adventures. Joan Blondell, Glenda Farrell, Hugh Herbert, Ross Alexander. Dir. Ray Enright. 65 mins. Rel. Aug. 17. Rev. Aug. 28.

Miscellaneous Releases

Cyclone Ranger (Spectrum). Western. Bill Cody. Ir. Boh Hill. 65 mins. Rev. May 22.

Circle of Death (Willis Kent). Western. Monte Montana. 65 mins. Rev. July 15.

Fighting Pioneers (Resolute). Western. Rex Bell. Ir. Harry Fraser. Rev. May 29.

Frontier Days (Spectrum). Bill Cody western. Dir. Rex Bell. 61 mins. Rev. May 29.

Red Blood of Courage (Ambassador). Western. Kermit Maynard, Ann Sheridan. Dir. Jack English. 56 mins. Rev. July 12.

Rustler's Paradise (4). Western. Harry Carey, Gertrude Messinger. Ir. Harry Fraser. 62 mins. Rev. July 10.

Speed Devils (Huffman). Two dirt track auto races go into the garage business. Paul Kelly, Marguerite Churchill. Dir. Jos Hennery. Rev. July 10.

Wagon Trail (Ajax). Western. Harry Carey, Gertrude Messinger. Dir. Harry Fraser. 56 mins. Rev. May 29.

(Continued on page 35)

'BANK' RIOT IN INDIANAPOLIS

Indianapolis, Oct. 29. 'Bank Nights,' now in almost every small house in the state, are taboo in Indianapolis, according to an order issued by Judge McGraw, following a riot at the Rivolt last Wednesday (23).

The nabe house was packed to the rafters when the number 5344 was called and E. Fletcher stepped onto the stage to receive the prize of \$500. When Mark G. Margolis, operator, was handing him the check, a young man leaped to the stage from the audience, occupied a handful of tickets from the barrel and announced to the crowd that all the tickets were number 5344. There followed a riot, with Margolis suffering a few bodily bruises at the hands of a couple of his customers, doors were broken, seat backs torn loose, and draperies torn from the walls. Police and firemen were called to quiet the disturbance. After some time a semblance of peace was restored and, to further quiet the audience, the operator intended to show the feature again, but instead a trailer on 'Bank Night' was thrown on the screen and pandemonium broke out afresh, closing the house for the rest of the evening.

According to Leo O'Conner, deputy prosecutor, 'Bank Nights' are a violation of the state lottery laws, so it looks like this angle of showmanship will be permanently barred in Indiana.

'BANK' FINE FOR \$100

Galveston, Oct. 29. Bank night, unmoleted here, ran into a snag at Texas City, this county, when Everett McClain, manager of Jewell, was fined \$100 and costs on charge of operating a raffle. McClain took an appeal. Jewell is one of the J. G. Long chain.

BILLY AND BEVERLY BEMIS



NOW APPEARING EDGEWATER BEACH HOTEL CHICAGO, ILLINOIS

IN THE FINE DINING ROOM WITH HERBIE KAYS ORCHESTRA

Management MILE INCALLS CURTIS & ALLEN OFFICE RKO Building, Rockefeller Center New York City, N. Y.



Those Royal Jesters of Dance Daily Mirror (Oct. 11) New Parade Review by Harry Winfield "Beverly and Billy Bemis are the most exciting thing I have ever seen."

MOORE AND BILLY REVEL

Family Restaurant Indefinitely Per. Mgt. Walter Baitcher

# ALL-AMERICAN *Box-Office Selection*

WARWICK DEEPING'S  
"TWO SINNERS"

with  
OTTO KRUGER • MARTHA SLEEPER

Directed by ARTHUR LUBIN  
Screen Play by JEFFERSON PARKER

"EXCELLENT!"  
—Hollywood Reporter

PETER B. KYNE'S  
"CAPPY RICKS RETURNS"

Directed by MACK WRIGHT  
Dialogue Director JO GRAHAM  
Adaptation and screen play, GEORGE WAGNER

"WAY ABOVE AVERAGE."  
—Variety

CHARLES FARRELL  
in  
"FORBIDDEN HEAVEN"

with  
CHARLOTTE HENRY  
Directed by REGINALD BARKER  
From the story by CHRISTINE JOPE-SLADE  
Adaptation and screen play by SADA COWAN

"BEAUTIFULLY MADE, SUPERBLY DIRECTED... GREAT PERFORMANCES."  
—Showman's Round Table

HELEN TWELVETREES in  
ELLERY QUEEN'S  
"SPANISH CAPE MYSTERY"

with DONALD COOK  
Directed by LEWIS D. COLLINS  
Adaptation and screen play by ALBERT DEMOND

"ENGROSSING ENTERTAINMENT, SUSPENSE CLEVERLY MAINTAINED."  
—Box-Office

EVERETT FREEMAN'S  
SATURDAY EVENING POST STORY  
"\$1,000 A MINUTE"

with ROGER PRYOR • LEILA HYAMS  
Directed by AUBREY SCOTTO  
Adaptation by JACK NATTEFORD  
Screen Play by JOSEPH FIELDS

"A PIP OF A SATIRE... SWELL JOB."  
—Hollywood Reporter



*That's Why*

THESE WALTER CAMPS OF THE FILM INDUSTRY HAVE JUST GONE REPUBLIC

INDIANA-ILLINOIS THEATRES, Inc.	INDIANA	BURLEY CIRCUIT	SALT LAKE CITY
INDIANA-ILLINOIS THEATRES, Inc.	ILLINOIS	FOX WEST COAST	ROCKY MOUNTAIN DISTRICT
WARNER BROTHERS CIRCUIT	PENNSYLVANIA	DUBINSKY BROTHERS CIRCUIT	
WARNER BROTHERS CIRCUIT	NEW JERSEY	& BLAIR CIRCUIT	KANSAS CITY
WARNER BROTHERS CIRCUIT	DELAWARE	WILLIAM SCHULTE	DETROIT
INTERBORO CIRCUIT	NEW YORK	DENT CIRCUIT	COLORADO
LICHTMAN CIRCUIT	WASHINGTON	PUBLIC NORTHWEST	MINNEAPOLIS
F. W. HUSS & PHOENIX AMUSEMENT CO.	CINCINNATI	STATE LAKE THEATRE	CHICAGO
LEKAY THEATRE COMPANY	CHICAGO	FOX WEST COAST	LOS ANGELES
CARBY & ALEXANDER CIRCUIT	INDIANAPOLIS	MEYER & LEFF CIRCUIT	NEW YORK

NOW IS THE TIME TO BOOK REPUBLIC



# THEY NEVER CHEERED

"'THREE KIDS AND A QUEEN' A PIP

Audiences of all kinds will roar with delight and box offices will echo the roars in happy mood. It is a pip of an audience picture ... a box office natural!" — *Hollywood Reporter*

"AN EXCELLENT AUDIENCE PICTURE that will warm the hearts of all patrons, due to the lively comedy and the heart throbs!" — *Showmen's Trade Review*

"I SAW A PREVIEW OF '3 KIDS AND A QUEEN' (THE ROXY NEXT WEEK). IT HAS THE APPEAL! LIKE THAT 'APPLAUDIE

PREVIEW IT for all the important people in your city to prove to yourself that it deserves your biggest smash campaign!

## 3 KIDS AND A QUEEN

STARRING MAY ROBSON with

# LIKE THIS BEFORE!

**"DISTINCT TRIUMPH...IN B. O. SMASH CLASS...**

Inspired writing, direction and playing and careful production combine to make 'Three Kids and a Queen' an outstanding comedy of the homely, heart-warming kind. It is grand entertainment throughout, should build for impressive box office" — *Daily Variety*

**"'THREE KIDS AND A QUEEN' indicates a full house of patrons forgetting their poker faces after the first reel"**

— *Motion Picture Daily*

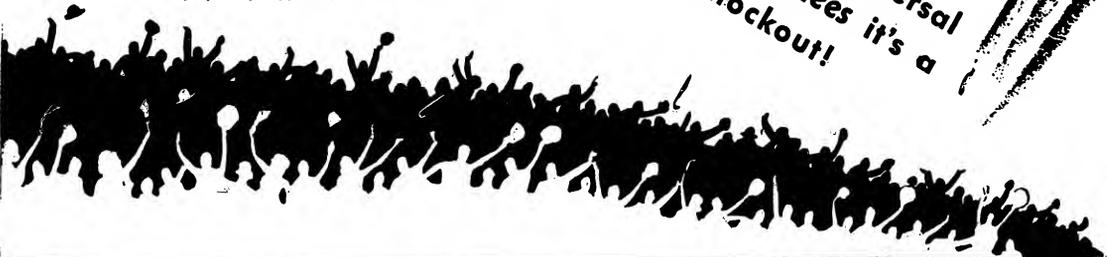
**"DS AND A QUEEN' (DUE AT HAS LOTS OF APPLAUDIENCE-NCE'?" —Walter Winchell, N.Y. Daily Mirror**

# A QUEEN

**CHARLOTTE HENRY • FRANKIE DARRO  
HENRY ARMETTA BILLY BURRUD  
HERMAN BING • WILLIAM BENEDICT**

Screenplay by Barry Trivers and Sam Ornitz  
Story by Harry Poppe and Chester Beecroft

**GUARANTEE IT**  
to your patrons  
and bring them  
stampeding, be-  
cause Universal  
guarantees it's a  
knockout!



Directed by EDWARD LUDWIG . . . Produced by BEN VERSCHLEISER

# SOUTH, FAR WEST 'WAY OVER QUOTA'

FIRST ZONE (NIGHT)				
State	As- signed	Units over or under	% over or under	
Calif.	2,131	322	+ 15.1	10
Del.	0.82	0.12	+ 14.6	33
D. C.	0.64	0.64	0.0	6
Maine	1.06	0.97	- 9.1	7
M.	2.16	1.93	- 10.6	8
N. H.	5.93	5.16	- 12.9	47
N. J.	0.82	0.43	- 49.0	31
N. Y.	6.39	4,105	- 35.5	23
N. Y.	16.69	18.73	+ 11.4	9
N. Y.	0.91	0.91	0.0	0
N. Y.	0.48	0.58	+ 0.8	17
Total	36,000	35,075	- 0.25	3

(DAY)				
State	As- signed	Units over or under	% over or under	
Calif.	3.85	3.44	- 0.41	11
Del.	0.57	0.32	- 0.24	42
D. C.	1.10	0.90	- 0.20	22
Pa.	0.16	0.20	+ 0.04	26
Va.	0.91	1.01	+ 0.10	19
W. Va.	3.27	3.42	+ 0.15	4
N. H.	3.11	3.58	+ 0.47	15
N. Y.	2.97	5.65	+ 2.68	28
N. Y.	30.01	21.15	- 8.86	30
P. I.	1.65	1.00	- 0.65	39
Vt.	0.88	0.58	- 0.30	0
Total	65,000	64,815	- 185	20

SECOND ZONE (NIGHT)				
State	As- signed	Units over or under	% over or under	
Ky.	3,883	3,935	+ 0.57	17
Mich.	5,753	5,095	- 1.12	19
Ohio	6,588	9,833	+ 1.25	15
Pa.	12,433	12,338	- 0.05	0
Va.	13,143	14,495	+ 1.52	49
W. Va.	2,231	2,119	- 0.04	2
Total	36,000	36,005	+ 0.05	6

(DAY)				
State	As- signed	Units over or under	% over or under	
Ala.	5,990	4,680	- 1,305	- 22
Ark.	4,119	4,775	+ 0.56	+ 13
Fla.	3,322	5,390	+ 1.98	+ 60
Ga.	6,582	5,200	- 1.38	- 21
La.	4,775	5,600	+ 0.85	+ 18
Miss.	4,655	2,422	- 2,233	- 47
Total	29,338	27,955	- 2,383	- 8

Latest chart of the Federal Communications Commission on the standing of the country's available air facilities shows that the southern and far western zones are way over quota. On the night-time set-up the former is 28% over what should be its allotment, while the latter is 27% above the segment of power that had been originally set aside for it. Still under quota, but to a slight degree (3%), is the eastern section of the country.

Among the states that are notably over-quota are: Virginia, 48%; Louisiana, 105%; Florida, 96%; Texas, 65%; Utah, 114%; Tennessee, 84%; Nebraska, 82%; Washington, 61%; Colorado, 47%; Oregon, 42%; and Montana, 32%. Both New Jersey and Delaware are shown to be decidedly under quota, but the slack in either case is taken up by the service they get from the high-power stations at New York, which is only 9% overboard.

THIRD ZONE (NIGHT)				
State	As- signed	Units over or under	% over or under	
Ala.	3,322	2,785	- 0.535	- 18
Ark.	2,624	2,477	- 0.35	- 15
Fla.	1,844	3,655	+ 1.81	+ 98
Ga.	2,942	4,265	+ 0.62	+ 37
La.	2,653	5,400	+ 2.77	+105
Miss.	2,529	1,320	- 1.20	- 48
N. Car.	3,971	4,119	+ 0.22	+ 6
N. Car.	0,811	2,311	+ 1.50	+ 47
Tenn.	2,318	1,300	- 1.03	- 40
Tenn.	3,230	6,065	+ 2.77	+ 84
Texas	7,249	11,414	+ 3.84	+ 53
Total	36,000	64,252	+10,252	+ 28

(DAY)				
State	As- signed	Units over or under	% over or under	
Ala.	5,990	4,680	- 1,305	- 22
Ark.	4,119	4,775	+ 0.56	+ 13
Fla.	3,322	5,390	+ 1.98	+ 60
Ga.	6,582	5,200	- 1.38	- 21
La.	4,775	5,600	+ 0.85	+ 18
Miss.	4,655	2,422	- 2,233	- 47
N. Car.	7,475	4,985	- 2.42	- 32
Okl.	5,428	5,200	- 0.22	- 4
S. Car.	3,322	2,785	- 0.535	- 18
Tenn.	5,920	7,655	+ 1.73	+ 29
Tenn.	3,183	3,405	+ 0.88	+ 7
Total	65,000	62,415	- 2,585	- 4

FOURTH ZONE (NIGHT)				
State	As- signed	Units over or under	% over or under	
Ill.	10,141	11,144	+ 1.00	+ 10
Ind.	4,500	5,347	+ 0.69	+ 14
Iowa	3,288	3,577	+ 0.26	+ 6
Kans.	2,500	2,449	- 0.01	- 0
Minn.	3,441	4,216	+ 0.47	+ 23
Mo.	4,824	5,244	+ 0.42	+ 6
Nebr.	1,833	2,311	+ 0.38	+ 21
N. Dak.	0,900	0,900	0.00	0
S. Dak.	0,922	0,886	- 0.06	- 7
Wisc.	3,900	3,877	- 0.23	- 4
Total	35,000	39,400	+ 2.40	+ 9

(DAY)				
State	As- signed	Units over or under	% over or under	
Ill.	13,810	15,322	+ 2.48	+ 14
Ind.	7,777	6,629	- 2.48	- 14
Iowa	5,933	8,266	+ 2.33	+ 29
Kans.	4,511	3,777	- 0.74	- 16
Minn.	4,824	5,244	+ 0.42	+ 6
Mo.	3,709	3,944	+ 0.24	+ 11
Nebr.	3,200	3,602	+ 0.72	+ 22
N. Dak.	1,623	1,355	- 0.28	- 17
S. Dak.	1,623	1,313	- 0.17	- 28
Wisc.	3,082	2,822	- 0.62	- 9
Total	65,000	64,828	- 0.12	- 0

FIFTH ZONE (NIGHT)				
State	As- signed	Units over or under	% over or under	
Ariz.	1,333	1,227	- 0.05	- 4
Calif.	17,118	19,447	+ 2.29	+ 18
Colo.	3,139	4,611	+ 1.48	+ 47
Idaho	1,385	1,500	+ 0.15	+ 11
Mont.	2,588	2,215	- 0.52	- 32
Nev.	0,810	0,900	+ 0.09	+ 11
N. Mex.	1,228	1,135	- 0.15	- 11
Ore.	2,219	4,122	+ 1.23	+ 42
Utah	1,574	3,350	+ 1.76	+114
Wash.	4,278	4,768	+ 2.90	+ 41
Wyo.	0,268	0,268	0.00	0
Total	36,000	45,838	+ 9.88	+ 27

(DAY)				
State	As- assigned	Units over or under	% over or under	
Ariz.	2,388	1,669	- 0.69	- 29
Calif.	11,022	22,327	+ 7.65	+ 25
Colo.	5,062	5,225	+ 0.41	+ 7
Idaho	2,310	2,310	0.00	0
Mont.	2,944	2,945	+ 0.01	+ 9
Nev.	0,429	0,210	- 0.19	- 19
N. Mex.	2,311	2,954	+ 0.64	+ 28
Ore.	5,621	6,119	+ 0.98	+ 19
Utah	3,854	5,529	+ 0.85	+ 19
Wash.	1,224	1,040	- 0.48	- 68
Total	65,000	67,834	+ 2,834	+ 4

## Clackett-Sample-Hummert Radio Contract Similar To 4A's Standard Pact

Chicago, Oct. 29. New station time contract which has been adopted by Clackett-Sample-Hummert is with slight exception the standard form devised by the American Association of Advertising Agencies. Clackett-Sample-Hummert is the only member of the association but took advantage of the Four A's invitation to make use of the clauses contained in the standard form.

Two important differences between the two blanks are the items dealing with cancellation privileges and failure to deliver program material on time. In the Four A's contract both the advertiser and the agencies are allowed two weeks notice, unless otherwise stipulated, to terminate the agreement. The new B-S-H reserves this cancellation right to the agency itself. Entirely eliminated from the Clackett version is the Four A clause which permits the station to repeat a program if the radio program material fails to show up in time for the broadcast.

**Competitor Clause**  
Through two clauses which it has inserted into its own form B-S-H prohibits the station from following or preceding the broadcast with a show or announcement financed by a competing product and reserves to itself the right to renew a contract for a year from date of rate or discount change. In the event the station makes any such revisions while the current agreement is in force, another Clackett clause requires the station to furnish such affidavits of its performance under the contract as the agency may request.

Eliminated are the two Four A clauses which bind the station against discriminating in favor of any agency and which has the agency agreeing that it will not reduce to its client any part of the commission allowed by the station.

**Vallee Opposition**  
Rudy Vallee-Fleischmann show will have an option program on the NBC blue (WJZ) link starting the early part of February. It will be the Pittsburgh Symphony orchestra, with the Pittsburgh Paint and Plate Glass Co. doing the backing.

Hookup will by necessity be confined to east of Denver. Fleischmann occupies the westcoast and southwestern supplementaries of the web.

**Lamping Joins Agency**  
Iank Lamping, sales manager International Broadcasting Company, Ltd., with headquarters in London, leaves the first of the month to join S. T. Garland Advertising Service, Inc., taking charge of the radio department. Lamping was N. Y. rep for his former firm.

## SUNDAY COMMERCIAL TRIED IN WINNIPEG

Winnipeg, Oct. 29. Possibly gambling on a more liberal interpretation from the new Dominion government, WJRC has penciled in a Sunday afternoon commercial which frankly is entertainment and not religion. "Princess Pat Players" a war series put in the United States is the new commercial.

While the commercial has not actually part of the radio law, the Federal Communications Commission has consistently frowned upon advertising in Sunday programs. Church and concert programs have been the typical radio fare in consequence. Only commercial programs reaching Winnipeg on the Sabbath have been from KFYZ Bismark, North Dakota.

## SCRIPPS-HOWARD IN DEFENSE OF RADIO

Washington, Oct. 29. Coincident with Scripps-Howard invasion of broadcasting fields, The Washington News, chain's daily sheet in Capital last week devoted nearly two full columns of news space to a strong defense of existing radio programs. Article was in reply to pamphlet by local lawyer in a privately published and distributed pamphlet.

Story landed on page one of the News' second section in all Friday (29) editions. Praise-awarding broadcasters is something new to the News. Complaining attorney was W. D. Jamieson, former Iowa congressman. Seems Jamieson had been listening to a probationary period during which the programs were carefully listened to by news staff members to discover indications of alleged radicalism. Pending the report by E. E. Mawney, managing editor of the vs. WEMP, was not included in the local log.

After deciding that WEMP was innocuous the News gave space. When and if the new entrant becomes more important locally the present space allotted will be increased, it is said.

**Milne Manages WELI**  
Bridgeport, Oct. 29. James Thompson Milne will spend five years of announcing at WICC, Bridgeport-New Haven Yankee webber, and Nov. 11 takes managerial desk at WELI, Patrick J. Goode's new 600-watter in New Haven.

Milne has been senior spokesman at WICC. With new manager's arrival at WELI, Richard Davis will return to New Britain to run WNEB, operated by Goode's son-in-law, Dr. W. J. Sanders.

## NBC'S DANCE TEAM IS A PROBLEM

NBC has signed Veloz and Yolanda ballroom dance team who are currently appearing at the Empire Room in Chicago's Palmer House. NBC wants to convert them into radio headliners and provide a stanza in which they get top billing.

Just how this is going to be engineered is not worked out yet. But C. L. Menger, production chief in NBC's midwest offices, is rehearsing the team for some kind of program. Most feasible suggestion to date has been to sprinkle sand on a mat and have the dancers swish around in that.

CBS has another dance team, Mino and Root under contract, but frankly is forgetting about any broadcast angles and is simply seeking booking commissions from hotels, etc.

## Regan's High (Bank) Notes

Hollywood, Oct. 29. Deal for Phil Regan to replace Michael Bartlett as vocalist on the Jack Benny program fell through when Irish canary set his figure too high for Regan's prospects.

No successor yet, although both agency and National Broadcasting company holding auditions.

**raham Gets KOA Post**  
Denver, Oct. 29. Fred W. Graham has been appointed as production manager of station KOA here, by A. E. Nelson, manager. Graham succeeds Walter N. Campbell, who died recently.

He has been in KOA for ten months, having been previously with the NBC Chicago staff.

## WREN STYMIED

Unable to Oppose Night License For WBB, Kansas City

Washington, Oct. 29. Final efforts of WREN, Lawrence, Kan., to prevent WBB, Kansas City, from gaining a toehold on night use of the 10-kc. channel, were thwarted last week when Supreme Court refused to entertain an appeal from a decision of the abolished Federal Radio Commission denying WREN's request to intervene in hearing on WBB petition for experimental right to operate after sunset.

Without comment, final editorial denials for writ of certiorari and by its action affirmed the refusal of the D. C. Supreme Court to enjoin the Commission. After the old F. R. C. declined to let WREN participate in the WBB proceeding, the Lawrence station tried to get an injunction and the Commission asked the Supreme Court to dismiss the case. When the Supreme Court refused to dismiss, the Commission carried the row to the local Court of Appeals, which over-ruled the lower tribunal. Then WREN went to the Supreme Court, which has washed its hands of the entire affair, leaving the way clear for WBB to press its long-standing request if it desires.

## KSL DISTURBED AT WOULD-BE STATIONS

Salt Lake City, Oct. 29. Annoyed by the increasing number of applicants for radio stations in the Mountain States Broadcasting corporation for permit to install a new station in Salt Lake City and also to intervene and become a competitor for the application of Paul Heltmeyer for a new station in town.

KLO, Ogden, Utah, 100-watter, is no longer tied to the apron strings of parent station, KSL, and has opened some time ago but not generally known. KSL used to feed programs to Ogden outlet and generally looked after its welfare.

Slid S. Fox, president of the International Broadcasting Corporation, which controls KDXL, 1,000-watter in Salt Lake, and principal competitor for the CBS outlet, trained for Washington Saturday (26), to appear before the F. C. in hopes of opposing new requests, and also to put out a request for additional power.

## Withycomb a Chairman

Philadelphia, Oct. 29. Donald Withycomb, manager of WFLI, will be chairman of the annual Poor Richard Club banquet scheduled for Jan. 17. WFLI will air program to raise change of that part of show. Poor Richard Club is composed of associates. Will Rogers was m. c. last year.

Dr. Leon Levy of WCAU-KYW is chief of Poor Richard's radio committee.

## Lift Charge Stalls Show Start, Agency Allays WOR's Fears

On the assurance of Clackett-Sample-Hummert that it would assume full liability resulting from a threatened infringement suit, WOR, Newark, last Wednesday (24) debated the 'Molly of the Movies' serial. Program had been scheduled to start the day before (23) but the station elected to investigate first a charge of infringement contained in a telegram which was received shortly before the broadcast was to go on.

Script show, which originated from WFLW, Cincinnati, bankrolled over the Mutual Network by the Wands. Co. Infringement allegation was made by Julian Ollendorf, who does the 'Molly of the Movies' cartoon strip for the McNaught Syndicate. In his wire to WOR Ollendorf asserted that any unauthorized use of the 'Molly of the Movies' title would be considered a violation of the copyright he held on the 'Oily' strip. It was Ollendorf's contention that despite the difference in the spelling of the central character's name the radio serial was identical associated with his strip. Also that the 'Molly' broadcasts would prevent him from selling the air rights to his own cartoon.

Clackett-Sample-Hummert advised WOR that it was not worried about Ollendorf's claim, since the author of 'Molly' had registered the serial with the Copyright Office before the cartoonist had availed himself of the same privilege.

'Molly' is on a five times a week schedule.

## Glass Co. Sponsors Pittsburgh Symphony

Pittsburgh, Oct. 29. Pittsburgh Symphony Orchestra under direction of Antonio Modaro, will be featured by the Glass Co. for 26 coast-to-coast concerts starting after first of year and resuming in fall after summer hiatus. Organization will present hour program Sunday afternoon over NBC network set-up still to be worked out.

First national recognition for local symphony, originally fostered by Victor Herbert but defunct after his departure from Pittsburgh until nine years ago.

Deal with Pittsburgh Plate Glass, which was closed last week by H. E. Edgins, vice-president of concern, and Eddie Spector, business manager of symphony.

**McLeod Leaves WFLI**  
Miami, Fla., Oct. 29. Murray McLeod, studio director at WFLI, was notified this week of program director post. He replaces Keith McLeod, who left last week after handling in his resignation a month ago. Arnold is from WFLI. McLeod's plans not known.

# SAFETY TIME IS

## San Francisco Base of NBC Moves To \$500,000 Hollywood Plant

Hollywood, Oct. 29. Western headquarters of National Broadcasting Co. will be moved here from San Francisco late next month when the web's new \$500,000 studio on Melrose avenue is dedicated.

Formal announcement of the new Coast base will be made by M. H. Aylesworth, who is coming on from New York with other chain execs for the ceremonial.

All production activity will be centered here with business offices retained in Erling. Don Gilman, vice-president, in charge of Coast operations, will be quartered here, making occasional trips north, a reversal of his former procedure.

New building now being rushed to completion is a two-story structure with entire ground floor devoted to executive and business offices. Four studios of latest design and equipment occupy the second floor. They are designed after Studio 6H in Radio City, only on a smaller scale and measuring 50 by 80 with seating capacity of around 300 persons in each.

Studio C will be set aside solely for agency and client audiences with seating capacity of 55. All studios have suspended floors, ceilings and walls to eliminate vibration.

O. E. Hanson, NBC chief engineer, spent several weeks supervising installation. Concentration of all chain activities will be centered in the new quarters. Presently, three branches of the chain's business here are in far flung areas. Executive personnel remains, John Swallow, studio manager; Cecil Underwood, production manager; Della Harshberger, manager, artists' bureau; Sydney Dixon, in charge of sales; Harold Bock, press; Donald DeWolf, chief technician; and Frederick Leuschner, legal.

Opening ceremonies will be broadcast nationwide with many film, stage and radio names set for a turn. Those already announced are Jack Benny, Wallace Beery, Al Jolson, Ruth Etting, Grace Moore, Sam Brothers, Jimmy Fidler and numerous orchestras.

## Democratic Station in Republican Community Brings Out Protests

Buffalo, Oct. 29. Roy Albertson is entering radio again as he left it a year ago amid a storm of protest. Residents in the vicinity of his new vertical radiator for WBNY, 100-watt, which will begin operation next week, stormed the Erie County Board of Supervisors with protests that the radiator, located in a residential community as it is, would blanket out all the other stations in town. Roy R. Brockert, supervisor of the Town of Tonawanda, made formal presentation of the protests to his colleagues.

Complaint also was taken before the Kenmore Village Board in the Town of Tonawanda by Edgar E. Teiler, Jr., realtor, who fears the effect of the station on value of his property near it. Both village board and supervisors decided the matter is in the hands of the F.C.C. and when Teiler took his complaint there, latter said nothing could be done. Protest should have been made within 20 days of granting license (granted in September).

## RATNER PROMOTED

Steps Into CBS Job Vacated by George Bijur

Following the resignation of George Bijur as director of sales promotion, Columbia Broadcasting System has named Victor Ratner to take the job when Bijur leaves November 26.

Ratner previously was Bijur's assistant, and has been with CBS about five years in promotional capacities. Vacancy thus created in Ratner's old position not yet filled, but CBS is contemplating an augmentation here with a copywriter and an art director.

## SPLIT-MINUTE TIME CHANGE AT NBC

NBC is realigning the starting time of its programs so that it will conform with the practice that Columbia has had in effect for years. Beginning Nov. 1, all NBC programs will be off exactly on the hour, quarter hour, half hour and three-quarter hour of the clock, instead of 15 seconds afterwards as is now the network's procedure.

## SCRIPPS' WNOX BUY

Per mission for Transfer Filed in Washington

Knoxville, Oct. 29. Continental Radio Company, a subsidiary of Scripps-Howard, has made a bid to buy Station WNOX here. Latter is affiliated with Columbia.

## W. H. BAUER HEADS COMMISH LAW DEPT.

Washington, Oct. 29. William H. Bauer, electrical expert and patent attorney, has been appointed boss of the Law Department of the Federal Communications Commission.

## Budget Time at NBC

It's budget juggling time at NBC. Heads of the web's various departments have been under pressure the past week trying to figure out how much they'll need for the running of their staffs next year, and why. Deadline for turning in the estimates is tomorrow (Nov. 1).

## PROGRAMS DRIP WITH WARNINGS

## Other Products Join with Automobile Advertisers in Hammering Careful Driving as Wave of Reaction to Motor Death and Mutation Swells—La Guardia Breaks Precedent

## CANTOR'S PLEA

Total of more than 35,000 motor deaths last year coupled with the realization of the death menace via such articles as J. C. Furnas' 'And Sudden Death,' is causing many people to think of driving as a capital offense on public attention via tie-ups with a timely topic.

Opinion of Janet MacRorie, editor of NBC's continuity acceptance department, is that the industry's all major NBC advertisers have of late shunned safety stuff into their stanzas.

Checkup by CBS shows that Philco, Eber, Aspirin and Pebecco are also following the trend, with Eddie Cantor (Pebecco) last Sunday (27) going into an impassioned plea for more traffic signs.

Just how intensely public interest has been focused on the traffic death matter is demonstrated by the Gordon Baking Co.'s 'Lone Ranger' program which now incurs rates a safety club for juveniles. After three announcements over WOR, New York, 56,400 youngsters joined up, setting a WOR response record for a single program.

With the auto show and new fall motor campaigns only a few days off, indications are that most auto companies will bear down harder than ever on safety plugging during the coming season. Gadgets that once were cracked up as giving more speed and power will reportedly be put in reverse, and advertised as factors aiding safety.

Motor-makers extremely leery about the whole safety movement, fearing adverse reactions on their products.

Detroit, Oct. 29. Replies to "The Lone Ranger" safety club stunts, the national web neared the 500,000 mark today, as letters continued to pour in from areas covered by four stations using program. First announcement of club formation was Oct. 14, two weeks ago, on Monday (14).

## Flood of Complaints on WLW, Cincy, Cancellation of 'Merry-Go-Round'

## Radio Nursery Rhymes

By George D. Lottman

Hy diddle diddle, The cat and the fiddle Haven't got a commercial yet.

Hickory, dickory dock, The mouse ran up the clock, The clock struck one—

Little boy blue, come blow your horn, We got an addition!

Old Mother Hubbard went to the cupboard, To get her poor dog a bone, When she got there the cupboard was bare, (You see, she was on sustaining.)

Humpty, Dumpty sat on a wall, Humpty, Dumpty had a great fall, (You should see his Crosby rating!)

Little Jack Horner, Sat in the corner, Eating his options.

Ding, dong, dell, Bussy' in the well, Who pulled her out? Paul Whiteman, Kate Smith, Vincent Lopez, Mildred Bailey, Bob Ripley, Eddy Duchin, Emill Coleman, Red Nichols, Tom Dorsey, etc. (Plugging the clients).

Washington, Oct. 29. Federal Communications Commission was plagued by another head-ache last week as big-shot members of Congress turned loose a flock of protests against WLW, Cincinnati, and screamed about cancellation of Washington Merry-Go-Round radio program by the Crosby transmitter.

Enlisting Congressional support and ready to go to bat, Drew Pearson and Bob Allen, co-authors of the daily Merry-Go-Round newspaper column and of the new air program, 'Merry-Go-Round,' defenders to deluge the Commish with squawks.

Chairman Anning S. Prall, however, ducked quickly, saying the row was one which does not concern the government but instead is a matter to be settled between Green Watch Co., program sponsor, and WLW.

Dispute is strictly one involving cancellation of the program, in which the Commission has no official interest, Prall argued.

Kicks directed at WLW were sent to the Commission by Sen. Wheeler of Montana, leading critic of the regulatory agency and chairman of the Senate Interstate Commerce Committee, which has charge of all legislation affecting broadcasting.

Senators Norris of Nebraska, Clark of Missouri, and Nye of North Dakota, outstanding champions of free speech and foes of monopoly; Senator Byrnes of South Carolina. Other squawks came from Rep. Maverick of Texas and Bland of Virginia, latter holding influential House position as chairman of committee on merchant marine, fisheries, and radio.

Cincinnati, Oct. 29. WLW execs took exception to the Merry-go-Round program of October 15 and eliminated the one scheduled for October 19, rescheduled for October 22. Following the broadcast of the October 15 program, the station followed immediately with a special announcement to the effect that the Crosby Radio Corporation was not to be regarded as approving or being responsible for the tone of comment by Pearson and Allen.

## PAYNE BLAST EXPECTED THURS. (31)

Washington, Oct. 29. Battle between George Henry Payne, militant commissioner of the seven-man Federal Communications Commission, and the broadcasting industry, will be carried forward Thursday (Oct. 31) with a lecture on "The Rights of the Fourth Estate (Press) in Relation to those of the so-called Fifth Estate (Radio)," before Columbia University's School of Journalism.

Payne, whose one-man fight to force the Commish to take a more aggressive stand on matters pertaining to radio broadcasting has stirred up internal ructions within the FCC, has been working through prominent universities in the East.

His last speech was delivered at Cornell University. Broadcasters, who objected to his Cornell criticisms of the industry and to cracks that radio would never compete with the newspapers as an organ of the people, are keenly curious about the Columbia speech, third in Payne's series.

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## CBS TO SPREAD ON COAST PRODUCTION

Hollywood, Oct. 29. Arrival last week of three executives from the home office gave rise to reports that Columbia Broadcasting System is planning expansion of production facilities.

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## Wolff Bros., Columbus, Seek WTAM, Cleveland; Deal Reported as Hot

Cleveland, Oct. 29. It was reported in radio circles last week that the Wolff Bros., who own and operate WENS and WGOB, Columbus, O., were negotiating for the purchase of WTAM, Cleveland 50,000-watt, from the Van Swearingen interests. NBC has had this station under lease for the past seven years. If the deal goes through it will make the first effort of the Wolff Bros. to extend their interests to Cleveland.

Wolffs' entry in Columbus pretty much the same position that the Van Swearingen Bros. used to in Cleveland. Former's interests, besides broadcasting, include banks, department stores, newspapers and utilities. Cleveland acquisition will take them out of the strictly local class as far as being financiers is concerned and give them statewide prestige.

WTAM has since NBC took over the (WEAF) link. Through WENS the Wolff Bros. are at the present time affiliated with Columbia. WCOL has no network connection.

Williams to Ft. Worth Dallas, Oct. 29. W. E. Williams, production and commercial manager of Broadcasting Productions, Inc., of Chicago, has been named production chief for the southwest network. He will maintain his office in Fort Worth. Williams succeeds Merle H. Tucker.



# 10% CHANCES FOR MENACE REPS

## Charge Sherwin-Williams Opera Idea Replica of Copyrighted Script

Notice was served last week upon Sherwin-Williams, Inc., paint manufacturers; the Cecil, Warwick & Cecil agency and NBC, by Charles Henry Freeman, Jr., of the Freeman Concert Management, that the programs which the account proposes to start on the network Dec. 1 is an infringement of a copyrighted plan for a show which Freeman claims he had submitted to several sponsors last August. Among these accounts was the Vick Chemical Co., a portion of whose radio business is handled by CW&C.

Program as outlined to Sherwin-Williams by Jack Warwick, of CW&C, would draw for its amateur material from the lists of those who have competed for a contract with the Metropolitan Opera Co. but failed. Edward Johnson, managing director of the Met, would do the picking from his files. Freeman contends that this idea is a complete replica of the one, "Knocking at the Doors of the Metropolitan," which he first registered in continuity form with the proper authority in Washington and then submitted to several major air clients. If Sherwin-Williams fall to heed the warning against using the idea, Freeman proposes to sue for a restraining order. Spot selected for the account on NBC is an hour Sunday matinee on the red (WEAF) link.

Freeman asserts that he has interested in the case a high executive officer of the Patent Lawyers Association who is anxious to get behind a test case of this sort and have the courts settle the novel issues of copyright involved or, if necessary, induce Congress to provide legal safeguards for original plans or ideas. Present copyright statute does not provide for a definite scale of damages that may be recovered in the cases of this type. Copyright holder is protected by common law and the statutes covering breach of business confidence and conspiracy to defraud.

Sherwin-Williams paint account, formerly handled by Henri, Hurst & McDonald, is being split up between T. J. Maloney and Cecil Warwick & Cecil. Former gets everything except radio which goes to C., W. & C.

Later now working on a program to begin Dec. 1 over the NBC network after Sunday afternoon auditions for would-be opera stars.

### THE HUNT GOES ON

New Twists for Free Talent Exploitation Continue

Boston, Oct. 29. Endless variations continue to bob up in the exploitation for profit of free talent.

Scott Furliers is taking Sunday after-noon shows, 10 to 11:30, over WNAE, Boston, and WEAN, Providence, to 'discover' talent in various industries and professions.

Follicemen, firemen, nurses, fishermen, etc., each are to be listed in a Sunday night to display amateur histrionics for prizes. Linus Travers, director of production for the Yankee web, putting show together.

### WOR's Criminologist

When Heywood Brown, World-Tide columnist, goes on his three weeks vacation, WOR, Newark, will replace him with a criminologist, Maj. C. D. Russell.

Recent epidemic of gangster slappings in the metropolitan area is largely responsible for the idea of the criminology series.

### Lucy Monroe in Opera

Lucy Monroe off the air this week due to engagement in St. Louis with Grand Opera company there on Nov. 1. She's slated in 'Faust' with Giovanni Martelli.

Margaret Adams of 'Jubilee' substituting for her on the Hammerstein hour next Monday over NBC.

### Girls, Giggles, Glim

Columbia brought 200 ad agency men together at the Waldorf Astoria last Thursday (24) to hear the first installment of an original Richard Rodgers-Lorenz-Hart script which the network has for sale. The audition was preceded by a luncheon.

Show, as was explained by the host, had been contrived on the theory that the thing a person visiting New York desired most was to see a musical comedy and then go to a nightclub. First 40 minutes of the Rodgers-Hart work was read as musical comedy and the subsequent 20 as nightclub entertainment. Lois Long was the m.c. of the latter phase, while the cast of the musical included Helen Morgan, Romney Bent and Ken Murray. Freddie Rich maestroed both sections.

## Rubinoff's Free Show for Chev. in New York Oct. 31

Dave Rubinoff with an orchestra of 15 men will give a free show for Chevrolet dealers and friends Thursday (31) at Mecca Temple, New York. It is similar to Chevrolet free shows in Detroit couple of weeks ago. Additional concert is being arranged for Philadelphia, Pittsburgh, Baltimore and other eastern towns.

Chevrolet also has cut-off guests Saturday nights for the broadcast. A stunt in this connection is giving actual working continuities to each of the guests. However, they get the scripts on the way out as the rattling of paper in the studio would sound like thunder or worse over the air. Joe Neebe of Campbell-Ewald credited with idea.

## Theatre Patrons Bored, Amateur Now in Studio

Buffalo, Oct. 29. After 26 weeks on the stage of the Lafayette Theatre, the 'Victor' Amateur Hour, sponsored by a department store, has returned to the WGR studios. Also changing time from Monday nights to Sunday afternoons. Hour had a 13-week run on Sunday p. m.'s before going into theatre.

Understood change now is mutually agreeable, theatre management feeling that patrons had grown tired of what had started out as a novelty and sponsors feeling timid trend might be drawn out to perform in front of Mike where not before theatre audience.

With the shift, Fred Danpfler took over as m.c. the fourth since the series began. Buffalo Evening News—Shea's Buffalo amateur hour—continues with broadcasts every Thursday night. Three turns from this show have moved on into Fred Allen's network broadcast.

### More A&P Free Shows

Kate Smith A. & P. program moves to Philadelphia on November 1 for presentation in Convention Hall, which seats about 12,000.

Although the hall is not definitely set Kate Smith broadcast is scheduled for a similar presentation in Pittsburgh November 13.

## BROKERAGE BIZ UNCOMFORTABLE

Another Cycle of Commission-Clipping Under Way—Plenty of Contracts for Station Reps Draws Fresh Influx of Would-Be Brokers

### DOWN TO 6%

Chicago, Oct. 29. Beginnings of a cut-rate war is in the making among the station reps as the fall season hits its stride and business is 'on the upgrade. Both here and in New York established reps are clashing about an influx of competitors into the brokerage biz, most of the newcomers being anything from ex-station, program, insurance and newspaper men to plain citizens who are attracted by the increasing cash. Stock-in-trade of the neophytes is cut prices, or additional forms of service which virtually amount to the same thing. Chicago competitors are doing things in the rep field, and previously established boys were always able to hold out against the cutters easily, letting them commit financially. Basis in fact was a solid foothold. Matter promises to be worrisome at the very least, with everybody having to waste time fencing off his clients against competitor's inroads.

Reps here reporting that in many instances the standard 15% commission is fading into discard during the melee. Early word is that for a monthly fee to take care of office overhead is also forgotten. Commission quotations have frequently dropped from 15% to 12 1/2% to 10% to 8% with the latest word from one rep standing at a flat 6% for which he promises to do as much as any 15% man.

Established New York reps state that the biggest factor currently is round-about cutting via offers of additional services, etc. One cutting outfit said to have promised a big station that it would put special salesman on its account, hire 'account executives,' provide advertising matter, and even plaster the station's name on its door to make it appear as if the station had its own New York offices.

In view of this bargain basement stuff, the established exclusive fraternity is mulling over some kind of control board or trade association to put order into the biz. This is figured as nearly 100% table-talk, however, inasmuch as even the big boys are still so new to the field that the jealousies and back-biting in their own ranks preclude much cooperation.

For the moment about all that will be done is for everyone to 'educate' his clients against cheap temptations. Meantime hopes are that the newcomers either will again die, or that they will be confined to squabbling over the small stations.

### Dykes Joins K-G

Boston, Oct. 29. J. Phillips Dykes has joined Kasper-Gordon Studios, Inc., Boston, as director of sales. Dykes has been an actor with Frank Presbrey and Hanft-Metzger.

Has directed air campaigns for two foreign governments.

### Uncle Wip Shrinks

Philadelphia, Oct. 29. After 12 years as a half-hour show, Uncle Wip, WIP's top spot, goes to 15 minutes beginning Nov. 15.

A nightly participating show, it now has only single sponsor, Phillips Packing Co.

## WLW Cincy Shuts Out NBC on Ohio State-Notre Dame Game; Network Officials Sizzle

### Come On Home

Buenos Aires, Oct. 16. Local Radio Communications department of the Post Office, which is responsible for the control of all wireless and broadcasting, has had to come down heavily to stop the latest advertising stunt which the Government considers undesirable. Abuse in question is the transmitting of fake sob appeals.

Announcements usually take the form of 'So-and-so, your poor mother is dying, come to her' at once before it is too late or 'Mary, your husband is pining since you left home. Return' and bring happiness with you. On the way, buy some schnapps, salami!

## FILE ANSWER TO WARING SUIT

Philadelphia, Oct. 29. Fred Waring's suit to prevent the broadcasting of his phonograph records reached the answer stage this week. Counsel for WDAS, named in the test case, filed with the Common Pleas Court a general denial of the contentions made by the band leader in his complaint.

Defendants scout Waring's claim to being unique in his musical service, holds that the bandman has no common law property right in the phonograph records he turns out or the interpretations of musical numbers and denies that the station's uses of Waring records is a serious menace to his business, rights and income.

Ehling Waring in his litigation to control the phonograph records made by him is the National Association of Performing Artists, while aligned with WDAS in defending the issue are the National Association of Broadcasters, NBC and the RCA Victor Co., manufacturer of the disc cited in the complaint as broadcast by the public outlet. Argument set up in the answer is that Waring was paid in full for his services in making the disc and that the buyer has a right to make whatever use of it he wishes as long as he has obtained the required performing license from the American Society of Composers, Authors and Publishers.

## U. P. News on Hearst Station in Fluke Deal

Baltimore, Oct. 29. Hearst-owned WBAL this week commenced series of three-a-day news periods for Esso (Standard Oil), with the dispatches on programs supplied by U.P., which wire-service is controlled by Scripps-Howard, Hearst's greatest chain-newspaper competitor. Esso exclusively uses U.P. on all the news periods it uses hourly on stations throughout the country.

Baljo broadcaster is on limited time asked, after 9 p. m. synchronizing with WJZ, herebefore having to carry whatever the N. Y. station is airing.

I. N. S. radio news service on WBAL twice-daily. But the Hearst-owned service remains on strictly a sustaining basis.

Strained relations which have existed between NBC and WLW, Cincinnati, for some time was brought to the boiling point this week when the Cincy outlet okayed the Mutual Network's request to broadcast the Ohio State-Notre Dame game from Columbus this Saturday (2). NBC, of which WLW is also an affiliate, had made a similar bid for the event but was turned down by the Ohio State University authorities with the explanation that the exclusive rights to all Oct. games had been sold to Standard Oil of Ohio through WLW.

Per ision has been granted Mutual to cut the credits out of the broadcast. Arrangement means that the only stations, besides WLW, which will be airing what is regarded as the outstanding gridiron tussle of the week-end from the angle of national interest and sectional rivalry are WOR, Newark; CKLW, Detroit, and WGN, Chicago. After it had been turned down by the University's athletic commission, NBC took its plea to the oil company and found that the latter was agreeable to letting in the network so long as it didn't include any Ohio stations in the hookup. NBC assented to this elimination, but when it again approached the University, it was told that nothing could be done about it by anybody but WLW, which had handled the deal for the refiner. WLW refused to budge, as far as NBC was concerned.

Columbia also had approached the University's athletic heads, but didn't press the issue after the former had replied that they would like to co-operate but there was no getting around the contract in force with the commercial NBC program execs declared Monday (28) that they felt certain that there would be no commercial tie-up on the OSU games next season because of the protest that the oil company has been swamped this year, and the anxiety of the Ohio state officials to get national coverage for the games.

## WARN BROADCASTERS ON REDUCING PILLS

Washington, Oct. 29. Broadcasters were warned against accepting account of a reducing tablet on a contingent basis last week. National Association of Broadcasters cautioned membership that sales of this sort are contrary to the code of ethics.

Pointed out that the concerned company's proposition was misleading in that it implied the University will receive the approval of the Communications Commission, which has scrupulously refrained from giving the nod to any type of advertising.

## Philadelphia Amateurs

Philadelphia, Oct. 29. WIP has sold two semi-regular programs to sponsors. One is Dr. Alcazar, 'Sunny Smile Stars,' airing half-hour twice a week. Prizes are offered at 'trials' held every fifth week, and they amount to \$10, \$25, \$10, \$10 and \$5. Tom Livesy, of WIP staff, m.c.'s show. Cox and Tanz is agency.

Other amateur on WIP roster is weekly, 45-minute Hollander & Fleischman (credit jewelers) show with Clarence Furman ark and Lynn Willis announcing. Prize of \$50 weekly is awarded there, with each contestant getting ring with his birthstone as consolation. Ralph E. Powell is agency on that one. Neither program uses gong.

# FCC's Washington Docket

## Grants and Applications

Washington, Oct. 29.

Three transmitters were put on 50-day probation, one power increase was granted and action was taken on a number of examiners' reports last week by the Federal Communications Commission.

Stations receiving 60-day extensions of their licenses were WHE, Kansas City, Mo.; KGM, Walkick, Honolulu, and WINS, New York. Application of WJER, Detroit, Mich., for big power boost from 10 to 60 kw was sanctioned.

Commish. sustaining Examiner J. P. Bramhall, stepped on request of WMAN, Mansfield, O., for a new station to operate on 1370 kc with 100 watts, but granted application of Pacific Telephone Corp., San Diego, Calif., for new transmitter to operate on 1200 kc with 100 watts, days.

Three power increases and one frequency change were granted by the commission, acting on recommendations of Examiners Seward and Walker.

Station KIEB, Eureka, Calif., will get frequency change from 1210 to 1450 kc and power increase from 100 to 500 watts. Stations WLBC, Muncie, Ind., and WTRC, Elkhart, Ind., which share the 1310 kc channel, each received power boosts, the commish upholding Examiner R. H. Walker's conclusions in part.

Flock of follows: as follows:

Merced Star Publishing Co., Merced, Calif., new station to operate on 1040 kc with 250 watts days; rs. C. A. S. Heaton, Las Vegas, Nev., new station to operate on 1470 kc with 100 kw; C. Matthews, Cape May, N. J., new station to operate on 1420 kc with 100 watts, specified hours; E. E. Long Piano Co., San Luis Obispo, Calif., new station to operate on 1200 kc with 100 watts; The Press Co., Inc., publishers of the Knickerbocker Press and Albany News, Schenectady, N. Y., new station to operate on 1310 kc with 100 watts; J. W. Stamford, Brunswick, Ga., new station to operate on 1310 kc with 100 watts; J. Laurence Martin, Tucuman, N. Mex., new station to operate on 1200 kc with 100 watts; Joseph C. Morrow, Oakland, Calif., new station to operate on 1150 kc with 250 watts, days; Struble, Strong and Fagan, The Dalles, Ore., new station to operate on 1150 kc with 100 watts.

Application of WEAN, Shippard chain transmitter at Providence, R. I., for power increase from 600 watts to 1 kw was set for hearing, together with that of WPAR, Parkersburg, W. Va., for day power boost from 100 to 250 watts.

### Petitions

The following applications were received: Herbert Hollister, Emporia, Kan., station to operate on 1590 kc with 100 watts; KFDJ Broadcasting Co., Bismarck, N. Dak., new station to operate on 550 kc with 1 kw nights, 5 kw days (facilities of KFJR, Bismarck); Ventura County Star, Inc., Ventura, Calif., frequency change from 1200 to 1170 kc; KFIO, Spokane, Wash., power increase from 100 to 250 watts and change in hours of operation from days to unlimited; Peninsula Newspapers, Inc., Palo Alto, Calif., new station to operate on 1160 kc with 250 watts days; L. Martin Courtney, Toledo, O., frequency change from 1290 to 1420; WAAE, Jersey City, N. J., power increase from 500 watts to 1 kw; WDAY, Fargo, N. Dak., night power increase from 1 kw to 5 kw.

American Broadcasting Corp. of Ohio, Cleveland, O., new station to operate on 880 kc with 1 kw; WAEK, Boston, Mass., frequency change from 1600 kc to 1470 kc, and power increase from 100 watts nights, 250 watts days, to 5 kw unlimited; WAVE, Louisville, Ky., power increase from 1 to 5 kw; KEWB, power increase from 1 kw nights, 2 1/2 days, to 5 kw unlimited; KOIN, Portland, Ore., increase night power from 1 kw to 5 kw.

### Examiners' Reports

Request of WSAR, Fall River, Mass., for a power increase and permission to erect a directional antenna, was turned over to the commish with recommendation of Examiner Melvin H. Dalberg for favorable action.

Transmitter, which is an independent using 90% canned programs, operates at present on 1450 kc with 250 watts and asks boost to 1 kw. Demand for better service from small towns in Massachusetts and Rhode Island, as well as from advertisers desiring to use facilities of station, would be satisfied through granting of the request, Examiner Dalberg points out.

Dismissing allegations that the station rebroadcast program without authority and dropping complaint that the studio was not kept in orderly condition, Examiner Dalberg recommended the license of WJOL, Jamestown, New York. Commish investigator was satisfied that the station had not violated government regulations and was conducting affairs in accordance with good engineering standards.

Jamestown transmitter's life was placed in jeopardy following complaints that a year ago an account of a world series game aired by WGR, Buffalo, was not broadcast in accordance with the originating station. Summarizing testimony, Dalberg said that while an announcer at WJOL did pick up the WGR account, the synthetic version of the game aired from Jamestown represented a composite of facts obtained from other stations and from a ticker service.

Dalberg finding that WJOL had not technically rebroadcast the WGR feature was based largely on an opinion handed down in 1931 by Commissioner Brown, then the general counsel of the Federal Radio Commission, establishing the fact that any radio communication broadcast for the use of the general public is not protected by regulations prohibiting rebroadcast without permission. Commish examiner said testimony showed the baseball game account aired from Jamestown was not illicitly restated but was a new broadcast which was heard by the general public from the originating station was restated. Furthermore, according to Dalberg, facts stated by the WJOL announcer were not obtained solely from the station or stations into which he had tunec. Consequently there was no violation of either the 1934 law or the commish rules, the examiner opined.

Application for a new station, by the Hammond-Calumet Broadcasting Corporation of Hammond, Ind., last week, was frowned on by Examiner Ralph L. Walker, who advocated denial of the petition to the Communications Commission. Transmitter asked for a frequency of 1480 kc, with 5 kw daytime power.

Walker based his recommendation on the already satisfactory service in the area involved; objectionable interference with at least one existing station and the doubtful character of the proposed programs.

Hammond-Calumet people operate a 100-watt, WWAR, also located in Hammond, and recently fell foul of the commish in their application for a license renewal, due to broadcasts of 'Dr. Schyman' and 'Pur-Erb' products programs.

### N. T. G. Exchanges Webs

Emerson Drug Co. (Bronzo Setzer) is switching the Nils T. Grand stanza from the Blue to the Red.

Program remains intact.

### Lloyd Huntley and ork began

second season at Statler Buffalo Thursday (24) and will broadcast each Thursday, Friday, via WBRN.

### Jack Keeney's Audition

Philadelphia, Oct. 29. Jack Keeney is auditioning for commercial as news commentator over WDAE. He's brother of Jim Keeney, who, as well as what he does daily chatter column for Philadelphia Record (morning daily).

Sheet previously mixed deal for columnist to do gossip series for commercial over WIP.

# ADVERTISERS' CANADIAN IDEAS

Toronto,

First questions to be dealt with by the new Liberal administration regarding Federal control of Canadian broadcasting include recommendations regarding program priority, the problem of spot announcements, the regulation of station and line rates, and the lifting of the present restriction prohibiting the quoting of the price of a product over the air.

Proposals were submitted the day after the election by a group, with headquarters here, which expends over \$20,000,000 a year in advertising and public relations in Canada and national advertisers as well as many whose parent companies are in the United States. There has been a noticeable decrease in advertising in Canada, particularly this season. Aim of the Liberal administration is to reduce Federal radio expense to the government and increase the revenues to the government.

Canadian Radio Commission's programs, while good as far as expenditure permit, cannot compete in time total with American stations. The practice of levying an annual \$2 license fee on set owners is vastly unpopular as a nuisance tax. Since there are many Canadian companies whose parent companies in the United States are producing regular and outstanding programs, it is recommended that the Canadian company be allowed to bring in such programs, these to be given second preference provided the program is coast-to-coast in nature. It is proposed that third preference be given to the sponsor who is prepared to put on a trans-Canada broadcast by electrical transcription but the program must be specially prepared by a high standard and of only 15 minutes' duration.

Sustaining programs of the Canadian Radio commission would take fourth preference. It has been pointed out to the government that the 'valuable' hours in Canada are 7:30-10:30 p. m. in each time zone and should be extended to regional and local stations as well as the Federal-operated network, with the CRC sustainers taking up the slack, if any, of the 'cheap' hours.

Rap Break Plans. If the Liberal administration desires to increase radio revenue thru sale of commercial time, as is admitted, the problem of spot announcements must be dealt with by the government, another recommendation suggests. National advertisers claim it is unfair that a station may sell time for a spot announcement and sandwich this 100% selling talk in between sponsored programs. At the present time, no spot announcement is allowed on either side between 7:30-11:00 p. m., but greater restrictions are sought to prevent the sponsor on either side of the spot announcement paying for the broadcast and building up an audience for the 'outsider'.

It has also been pointed out to the new government that the question of station and line rates requires a thorough and detailed study. The present situation is that the majority of radio stations in Canada have an absolute monopoly of the air in their own territory and that the three line companies form a virtual monopoly over the means of transmitting programs.

When in the past the Canadian Radio Commission has sought to secure lines at lower rates for sponsored programs, this Federal-appointed body has been accused of attempting to subsidize radio advertising.

# Inside Stuff—Radio

Dr. George Gallup, research director for Young & Rubicam, last week complimented radio as the pioneer in having in meeting potential buyers actually reached by an advertisement. Developments with radio along this line was pointed out by Gallup during a discussion of a paper on copy testing read by Dr. Paul Lazarsfeld at a meeting of the American Management Association in the Waldorf Astoria hotel.

Dr. Gallup declared that the progress made by broadcasting in reaching audiences has not only proved helpful to advertisers and the radio business itself but brought about a demand that the same efforts be applied to chart actual reader interest in newspaper and magazine ads. Any moves made in this direction by the print factions, he added, should prove equally profitable to them.

Inquiries in broadcasting, said Gallup, has shown that there are great differences in audiences for various programs. The same differences must exist in the readers who give their attention to ads carried in newspaper and magazines. So far little excitement has been evident in the advertising trade or within the newspaper or magazine industries to probe this interest variation, but no sooner does an advertiser go on the air he becomes determined to find out how many are listening to his program.

With the return of Edgeworth tobacco to NBC Nov. 16, the account will introduce a new policy as far as its program production is concerned. Though the agency has handed the business for year it will be the first time that Batten, Barton, Durstine & Osborn will have charge of the new direction. Program will again originate from WJVA, Richmond, which is owned by the tobacco company, but there will be no bit interpolated.

Arthur Fryer, Jr., will produce the first two installments of the new series and after that Sam White will be the agency's director on the program. Account has taken a half hour spot on the red (WEAF) Saturday, starting 10:30 p.m. For the first time the show will have a coast-to-coast release.

Fact-finding inquiry into refusal of the British post office to rebroadcast speech delivered in Geneva by Italy's delegate to the League of Nations was instituted last week by Federal Communications Commission. May be forerunner to formal U. S. protest that Great Britain violated the Madrid convention.

While objective is merely to make a record and keep commish skirts clean, the investigation can hardly help but spur the State Department into action and probably will lead to a diplomatic note that may have puffer made one last stab, guarding himself against the bog-off by taking the stand that if any protest is to be made the Italian Government is the party which should kick.

Snoopy radio canary, who's out to any and all press agents, finally submitted to a lensing last week on the Coast but she had to be tricked into it. Every time network pals brought along a photo for stills she pleaded she didn't have on any makeup. Wearing of the same old stail puffer made one last stab, guarding himself against the bog-off by taking along a makeup kit. He thrust it into her paws when she started to sound off and she couldn't squirm out of the corner.

Web press agent now keeps his distance as she's led herself against any further efforts to publicize the chain through her personality.

Wall Street traders continued heavily bullish on Columbia Broadcasting System stock (listed on the Cotes market) on official statement of company that its total receipts for nine months ended on September 30 were 24% over same period in 1934. Company reported total receipts of \$1,208,925 for 9-month period against \$971,198 for same months of 1934. This rate indicates that Columbia's new directional airings should exceed \$3 this year. Assurance of report for nine months sent both 'A' and 'B' issues to above \$44 a share, as asking quotation.

Western Electric is issuing a new house organ, 'Pick-Ups,' devoted to developments in field of sound and organizations, and men who use equipment manufactured by Western Electric. Two-color outside cover depicts new directional dynamic microphone in progress in the form of stories in mag. Break given to WOR in illustration showing J. R. Popple, station's chief engineer, explaining directional mike to Alfred J. McCosker. Will Whitmore is editor of 'Pick-Ups' and M. M. Beard is assistant.

NBC's red (WEAF) link led Columbia in the scale of network facilities through the past month of September. Breakup of NBC's gross for last month, \$2,162,217, gave the red loop \$1,234,766, and the blue (WJZ) trail, \$872,890. Balance was garnered from sales on the NBC Pacific string.

Compared to September, 1934, it was an increase of 1.4% for the red and 51.5% for the blue. ORS tally for last September, \$1,050,900, was 55.3% better than it was the year before.

In connection with recent talk about the mail pull of contests or offers, WOR, New York, claims an all-time single station record. Was set in April, 1932, on a program called 'Main Street Sketches' sponsored by Reid Ice cream.

When two of the characters in the sketches were fictionally married, the offer of their wedding picture drew 165,000 requests after one announcement.

Crosley Radio Corporation reports net profit of \$363,407 for six months ending on September 30. This is after royalties, depreciation, federal taxes, etc. Compares with \$412,942 reported for first half of 1934.

Despite this drop over period of six months, company net profit for September quarter totaled \$184,194, as against only \$72,274 in same period last year. Net profit for the preceding quarter this year \$180,212.

Mills Artists, Inc., has introduced a novel twist in publicity handouts. Material is encyclopedic with each page containing caricatures or other types of illustrations of the personalities mentioned. There are also humorous sketches of the happenings and places referred to in the copy. Richard Mack, chief ill s.p.a., thought up the idea.

Clyde Lucas' band opens on the Life Savers show over NBC Nov. 6. Local 802 had held that Lucas couldn't take the air assignment because he auditioned for it before he became a full-fledged member of the New York branch. Under a ruling by the International union Lucas has permission to take the job.

criticism. It is proposed that the commission remain a regulating body under which stations operate, keeping the air clear of interference arising from mechanical devices, and aligning wave-lengths that will give the most comprehensive coverage for Canadian listeners; and that the other function of the Commission, that of producing programs, be placed in the hands of a separate corporation consisting of a board of voluntary directors, together with a body of general manager who would take complete charge of sustainer program production and the sale of land lines. Group is headed by the Canadian companies of General Motors, Chrysler, Ford Hudson and by Canadian Industries, Ltd., the Borden company and Canadian General Electric.

# Station WOR to Operate Theatre With 50c Admission on 42nd St.

First broadcast theatre with an admission, charge in the New York area is slated to open under the direction of WOR, Newark, atop the New Amsterdam, former Times Square legiter. Station proposes to entertain at least three hours of entertainment on Monday-nights, with the whole thing fashioned along the lines of the Barn Dance which WLS, Chicago, has been operating at the Eighth Street theatre, Chicago, for about three years. WOR plans to charge either 50c. or 75c. per admission.

Only part of the evening's entertainment will be broadcast over WOR and the link it is affiliated with, the Mutual Network. In addition to hillbilly acts the Saturday night event will consist of a dance combo, singing and dancing turns. Idea is to make it a combination of revue and 'barn dance.'

WOR is currently using the small theatre atop the Amsterdam for its United Cigar-Whiter Drug Store stanza Friday nights.

## Baker Draws Rap

Washington, Oct. 29.

Check on radio activities of Norman Baker, gaged one-time Muscatine, Ia., medical broadcaster, was perpetuated last week when Federal Communications Commission denied Universal Advertising Agency of Laredo, Tex., permission to pipe programs over the radio to Mexico. Baker, following recommendations of Commissioner Thad H. Brown.

Flea for authority to service Mexican outlets, drew strong disapproval from Brown, who reported after hearings in Laredo six months ago that the agency is run by Thelma Yount, formerly of the Baker Hospital, and that agency headquarters is located in the same office with Baker, who operates XENY below the border. Evidence showed agency proposed to relay Baker programs from Laredo to XENY, service which Brown said was doubtful value, while the Commissioner expressed doubt that Miss Yount 'is in fact the real party interested in this application.'

Order denying permission to transmit programs originating in the U. S. goes into effect Dec. 3.

## ANYTHING CAN HAPPEN

Light in Studio Latest WDAS Program-Ends

Philadelphia, Oct. 29. Having had programs helmed by technician strike and police in last few weeks, WDAS on Friday (25) night had to cut one because of dog fight in studio. Thorold Crossland, contractor, driving home, brought the pooches (Scotty and Peke) to station with her and let them in studio when they howled on being left outside. Then they began battling and program got the zone. Recent technician strike had WDAS completely off air for seven hours. Other incident occurred when Jerry Stone, airing 'sidewalk interviews,' was chased by cop for not having license.

## WQAM'S News Emphasis

Miami, Oct. 29.

Without any newspaper affiliations, WQAM is emphasizing on light and heavy newscasting schedule, whipping out 104 weekly news features exclusive of the Press Radio staff fed by CBS. Ranks as one of the most comprehensive schedules in the south.

Breakdown of the news items shows five five-minute Transradio broadcasts daily plus one on Sunday. 11 brief national and local flashes every week day, three WQAM news commentator periods three weekly for 15 minutes apiece; three five-minute 'What's Behind the News' broadcasts weekly, and one 15-minute 'Ball score program on Saturday.'

Thomas G. Sabin in charge of radio division for G. O. P. in Chicago this week, conferring with Harrison Spangler on midwest ether program for the political party. He'll return east this weekend.

## Broadcasters' Blondes

Guests of the sixth annual International Radio Party are to be accompanied to Havana by 24 gorgeous gals chosen in 'Blonde Beauty Contests.'

WOW, Omaha; WTC, Hartford; Michigan Net and other big ones participating in the choosing.

# F. C. C. A. T. & T. SHADOW BOX ON CABLE

Washington, Oct. 29.

Treat of American Telephone & Telegraph Co. to abandon its projected coaxial cable experiments with piped pictures unless Federal Communications Commission cancels stringent conditions is regarded in government circles as just another bluff on the part of the phone system. Feds are sitting pat waiting for A.T.&T. to make some direct move which will precipitate the issue.

Washington for months has been hearing rumors that the phone system, griped by the Commish stipulation that the costly cable must be made available to other groups interested in image transmission, would refuse to proceed with installation of the New York-Philadelphia line. But until the past week there was nothing tangible to link the rumors on. Within the past four days, responsible sources close to Bell system heads let it be known, however, that the A.T.&T. will file a new application for consent to experiment across state lines and will protest that the conditions under which approval formerly was given are too stringent and discriminate against phone interests.

No overt move has been made to date, but F.C.C. officials are expecting the system to act soon. But chances the A.T.&T. can induce the Commish to loosen up its regulations seem remote, with majority of the government body committed on the point of riding close herd on the coaxial cable experimentation.

Luck Uncle Sam  
Possibility the New A.T.&T. may install its new cable-capable of carrying over 200 voice messages simultaneously—within the state of New York to avoid Federal jurisdiction—is seen to have been New York experts will not consent to allowing competitors to share their facilities. Another possible move to escape government regulation would be to conduct the experiments in Canada. But not much credence is placed in whispers that this step is under consideration. Washington believes it much more likely that the cable test will be installed between New York and Albany or Buffalo if the A.T.&T. really means to go ahead without Federal supervision.

Threats to drop the coaxial cable research entirely mean little to Washington, which knows that to date a huge hunk of cash has been sunk in preliminary laboratory work and in manufacture of equipment. With at least \$1,000,000 invested, A.T.&T. will not drop the project if the voice of interstate government officials believe.

Chance that the F.C.C. may attempt to compel Bell laboratories to give ahead with field tests is regarded as remote. While the 1934 law gives the Commish sweeping power to order telephone and telegraph companies to institute new service and install new lines, it does not say that there is any justification for taking an arbitrary stand on the cable. Since existing circuits between New York and Philly are more than adequate to handle the volume of interstate phone business, it looks as though government would have no valid excuse for directing the A.T.&T. to put in another line which might handle several score more conversations.

## No Mice This Time

Berlin, Oct. 29. Arnold Bronnen, author and television commissioner of Berlin Radio has been suddenly dismissed. No reason stated.

Bronnen's wife, a Russian, created quite a stir under the former Bruening government when she was charged in court for letting loose white mice during the showing of 'All Quiet on Western Front' at a local picture house. Demonstration helped her husband to get in when the Nazis assumed power.

## ASTAIRE'S AIR RETURN FIGURED FOR JANUARY

Fred Astaire will return to the Lucky Strike series on NBC Saturday nights as soon as Radio Pictures has completed its shooting of 'Follow the Fleet.' Originally figured he would be free to come on to New York to do the program the middle of December, but with 'Fleet' reported behind shooting schedule, Astaire will not start until some time in January.

Number of weeks Astaire will give to the cig account will be determined by the period allowed him to wrap up his radio and television to do pictures and radio at the same time.

Account auditions today (Wednesday) at Goodman and the warbling setup with which Astaire will replace the present cast, headed by Lennie Hayton, a week from this Saturday (3).

## 3 Sponsors Divvy U.P.

Charlotte, N. C., Oct. 29.

WBT has sold out remainder of United Press news periods, not already sponsored by Ford and Goodrich, to Standard Oil. This gives Standard four five-minute periods daily save Sunday.

Business was placed by Marshall-Fratt Advertising Agency, Marschall personally came to Charlotte with Standard official to audition WBT announcers for selection of men to present news bulletins. At the same time WTVG, Asheville, and WPTF, Raleigh, announcers were asked to meet men in Charlotte for auditioning of similar nature those stations.

## Just Talking Cowboys

Philadelphia, Oct. 29.

Harold Davis and Pat Stanton, WDAS staff members whose cowboy broadcast has been a success since the mike, yesterday (28) aired all the inside dope from rodeo staged at the Arena, Philly sports emporium. They gave word pix of the fuss, with the loud down on how it was done. Show was half-hour sustainer.

Boys declined offer to participate in steer bulldogging or bronco busting.

# Wisconsin U. in Business

## Radio Advertising to Stimulate Consumer Demand for Professors' Process

University of Wisconsin has taken to the air to sell the patents which it controls for the irradiation of food products. Stunt, which is the first of its kind in the advertising field, is creating a consumer demand for the process. Plug will stress the advantages of irradiated milk, with the idea being that listener request for milk so treated from their dealers will result in the latter subscribing to the process. First contract on the campaign has gone to the Yankee Network. It's a five-times-a-week scheduled broadcast.

Sale of rights to the patents, which were assigned to the university by staff professors who did the discovering, is being handled by the Fund and the latter's New York headquarters. Irradiation involves the passing of food products under ultra violet rays in such way as to get at every molecule, killing the bacteria that is injurious and stimulating the growth of the bacteria that is beneficial.

Profits obtained from the sale of rights to the process are being used to finance research work in its laboratories.

# Solution Unsighted in ASCAP Mess, Stations Confused as More Postponements Feared

Washington, Oct. 28.

Broadcasters are in a quandary concerning copyright situation. In view of continued silence regarding the status of the anti-trust suit against American Society of Composers, Authors and Publishers and continued silence at both National Association of Broadcasters headquarters and Federal Department of Justice.

With licensees all over the country wondering whether to attempt to negotiate new contracts with ASCAP on their own, renew the expiring agreements, or wait for further developments, grapevine reports from the Justice Department has stubbornly declined to come forth with any alternative for government scrutiny. Apparently the justice department is on a hot spot, unwilling to risk the outcome of a trial after present contracts have expired with all satisfactory with the copyright holders.

## O'Shaughnessy Indie Stations' N.Y. Front Man

National independent broadcasters, Inc., is opening sales offices in New York within the next few weeks, with James O'Shaughnessy in charge. NIB, which was formed at the last convention of the National Association of Broadcasters, is a co-operative organization and is concerned with the sale of time on a station group basis.

All national business will for the time being be contacted out of New York. Branch offices will be added later. NIB so far has station representation in 33 states.

O'Shaughnessy was for 11 years executive secretary of the American Association of Advertising Agencies. He later became in succession business manager of Liberty Magazine and a v.p. of Outdoor Advertising, Inc.

## Good Will Court Gets B. E.

National Safety Bank has signed with WMCA, New York, for its Good Will Court on Sunday nights. Sponsor wants to catch the masses with the small bankrolls on this one.

Program broadcasts at 9:45 p. m. EST for 45 minutes, with A. L. Alexander in charge of production. Guest judges appear weekly to hand out the advice palaver. Agented by Federal agency.

## Radio's M.M.M. Sponsored

Radio in MGM Music Club chatter on WHN, New York, has a commercial sponsor. Holland House coffee will underwrite it for 13 weeks from Nov. 1.

## Auto Radio Survey

Check of radios installed and operating in automobiles is being conducted by General Electric. Crew of men at several principal street intersections in numerous cities. Field workers step up to driver of motor car when he stops for red light, asking if radio is on, what station is tuned in, who sponsor and other pertinent questions.

Claim that it not only will answer what percentage of motorists keep radio turned on but other facts not previously known.

roduced i. Y. for Phila. Iamond Clothiers, of Philadelphia, has taken series of daily 15-minute broadcasts with Dal and Ann skedded over WIP, Philly. Program originates in WMCA, New York, being produced and announced by Walter Kelly, program director for Bess & Schill, Inc., New York, and broadcast on account. Piped to WIP, and not heard over N. Y. station.

While government spokesmen insist trial will be resumed on schedule in January, the fact that has given rise to considerable speculation about the possibility of further postponement, which would leave music users even more in the air, is none too confident about winning its case if forced to continue with the court proceedings and that

Opinion varies in broadcasting ranks as to whether continuance of the trial was a blessing in disguise. Certain factions feel that the delay until after present contracts have expired will react to the radio industry's advantage by forcing ASCAP to grant a new extension of three to six months. On the other hand, some groups fear that opponents the government is getting squeamish will result in ASCAP's taking a more dictatorial stand and declining to grant any concessions.

What is the subject of a distinct 'what now?' cloud hanging over the industry.

The justice department has been silent on the proposition, but is understood to be waiting for old industry inquirers that it will not advise broadcasters to pass up any opportunity to negotiate new contracts on more favorable terms. Just what this means is another matter of conjecture, with some individuals interpreting the D. J.'s squawks as indicating the government is so jittery about the outcome it does not want to take responsibility for shaking the industry on the course to follow.

N.A.B. Attitude  
Since the trial was put over until January, it has made no apparent moves to formulate a plan to advise the industry. Latest issue of the association bulletin informs membership that the ASCAP problem will be the subject of a personal letter; but throws out no hints as to directors' attitude. No meeting has been scheduled to mull over the question and indications are that industry members will get members decide for themselves just what steps to take.

Whether postponement of the trial has influenced N.A.B. members to step forward from N.A.B. sanctum or what it will contain is a jealously guarded secret. Communication will not, anyway, reflect the ideas of the directorate exchanged at New York two weeks ago, inasmuch as the board had no intention the trial was not going to resume on schedule and the entire ASCAP discussion was based on expectation proceedings would be picked up again.

Ben Bernie ending four-week engagement at Arcadia Restaurant, Philadelphia, tomorrow.



# A National Community Showmanship Survey

## AKRON, OHIO

Population: 285,700.  
 Analysis: Native white, 82.5%; foreign born, 12.9%; Negro, 4.9%.  
 Type of city: Manufacturing.  
 Retail sales (1933): \$70,445,000.  
 Department store index: 109.  
 Newspapers: Beacon Journal (eve), 70,256; Times-Tribune (eve), 41,370.  
 Bank deposits: \$41,148,000 (+\$0,500).  
 Autos: 68,720 (county).  
 Phones: 89,874.

### 1. WADC

2. WJW  
 Akron's little choice except on wattle; the advantage is with WADC. Due to the highly competitive situation in Ohio with numerous high-powered signals certain towns are more or less left out of the spot bidding. Distribution. Showmanship manifestations in Akron are minor and neither station goes in for self-exploitation to any extent.

## ALBUQUERQUE, N. M.

Population: 27,500.  
 Analysis: Native white, 89%; foreign born, 11%; Negro, 2%.  
 Type of city: Railroad, rail trading.  
 Retail sales (1933): \$11,800,000.  
 Department store index: 108.  
 Newspapers: Journal ( . ), 15,033; Tribune (eve), 18,312.  
 Bank deposits: \$12,277,000 (+\$4,037).  
 Autos: 1,700.  
 2. KGGM

Full time advantage with KGGM (350 watts night) but KOE has 10,000 watts out since 5 p.m. Some effort on part of stations to identify themselves with regional interests (cowboy sports, etc.) but little choice and town not usually on the advertising agencies lists.

## ATLANTA, GA.

Population: 284,000.  
 Analysis: Native white, 68.5%; foreign born, 1.7%; Negro, 33.8%.  
 Type of city: Manufacturing, rural trading.  
 Retail sales (1933): \$52,993,000.  
 Department store index: 149.9%.  
 Newspapers: Constitution (m), 160,847; Georgian (eve), 83,403; Sunday American (Sun), 124,719; Atlanta (eve), 86,824.  
 Bank deposits: \$19,211,000 (+\$1,153,000).  
 Autos: 67,716 (county).  
 Phones: 62,256.

### 1. WSB

2. WJTL  
 3. WGST  
 Advantages of WSB, 50,000-watt owned by Atlanta Journal, keep it first. Until recently town was lethargic on showmanship but agent of Steve Cleser to WJTL and James Clark to WGST introduced competitive element. As far as local stunts and enterprise could dislodge the long-established popularity of WSB the two smaller rivals set out to change the picture. Neither of them had an easy snap. WGST is owned by Georgia School of Technology and has had a series of managers. Clark was rated in the trade as a hustler and was supposed to be pushing some life into WGST but he was forced out of town for a fortnight ago. Minus Clark WGST can't rate better than third.

Cleser took over WJTL, Oglethorpe University station, last March. At that time it devoted from five to eight hours a day to academic lectures, etc., in literal fidelity to the school's Greek motto which translates as "If anyone has ears to hear let him hear." Station was now said to be growing \$4,000 a month. Aggressive showmanship such as Cleser previously displayed in Birmingham attracts local attention. Police court tie-ups, sports, high school started and attractions to interest negro element used.

Newspaper ownership of WSB is showmanship drawback. Another case where the business office of the daily is in overseas relation to the radio. WSB attracted attention to the south, has political connections, power advantage and NBC network programs. That keeps it first with a minimum of need or application of showmanship. Does little self-exploitation. Lambsie, Key liked and prominent in N.A.B. Station belatedly joined but did not take initiative in Georgia Broadcasters Assn.

## BALTIMORE, MD.

Population: 813,500.  
 Analysis: Native white, 70.5%; foreign born, 25.2%; Negro, 4.3%.  
 Type of city: Manufacturing, mercantile.  
 Retail sales (1933): \$231,401,000.  
 Department store index: 47.2%.  
 Newspapers: 187,750.  
 Bank deposits: News & Post (eve), 201,000; Sun & Eve, 278,100.

VARIETY again presents as a service to sponsors and advertising agencies a survey of commercial radio stations in relation to community showmanship. This is the fifth completion of this survey made by VARIETY. Service will be continued on an annual basis with publication on or about the first of November every year.

A certain arbitrary element of course cannot be avoided in a survey such as this. However, in a feature of fairness to individual stations VARIETY, starting with this compilation, has made an important modification in procedure. Stations have been invited to submit their own showmanship stories which were weighed as evidence. It is felt that this privilege, if used by stations laboring under the disadvantage of the (invitation) tended to cancel out the possibility of errors due to incomplete information.

As before VARIETY has not relied upon its own information alone but has drawn upon the intimate knowledge of local radio situations possessed by various persons within leading advertising agencies and upon spot broadcasting experts. These experts cannot, for obvious reasons, be named. Their courtesy to VARIETY can only be acknowledged anonymously.

Three main cross-checks are therefore involved in the showmanship survey:

- (a) The opinions of qualified trade experts whose familiarity with local radio stations is as comprehensive and sound as their freedom from bias is above reproach.
- (b) The stations' own reports of their activities in community showmanship.
- (c) VARIETY's knowledge and judgment of the subject based on year-round news gathering.

With some 66 cities and towns included VARIETY's present survey greatly extends the coverage of previous surveys which were limited to about 40 markets. Present compilation includes 219 stations, or about one-third the total number of commercial stations in the United States. Omission of a number of prominent stations (such as WGY, Schenectady) is explained by the basic conditions VARIETY has estab-

lished from the beginning. It has been felt that a showmanship survey to be pat must be in relation to definitely competitive situations. Hence only markets where two or more stations exist in rivalry have been included. In furtherance of this condition a number of towns that have two stations have been excluded on the basis that both stations were under one management and therefore not truly competitive.

Stress is made at this time upon the fact that this service does not purport to be an evaluation or in any sense an attempt to rate stations on a popularity or prestige. There are stations which would rank low in showmanship but would have a large listening audience due to network program strength. Such stations are fairly common. Some of them are operated from New York City by small instructions to local managers who possess a minimum of authority and perhaps very little necessity for showmanship. Their sales story is not the story of local showmanship but of network showmanship.

Showmanship, confessedly vague and all-inclusive as a term, is broadly interpreted in the sense of this survey as an effort by the local station to create a multiplicity of interlocking interests with community thought and action within the meaning of "public interest, convenience and necessity" as laid down by the Federal Communication Commission.

The growing number of advertisers who are prepared to sponsor local programs or to deal with individual markets on a basis of the idiosyncrasies and characteristics of stations and communities creates a strong logical suspicion of sponsor demand for this service. Correspondence and other corroboration has satisfied VARIETY that there is a need and an appreciation of this commentary upon the local showmanship of stations.

Emphasis is placed on a realistic basis, showmanship is a competitive lever with, which a station—regardless of its size or facilities—fights for business and audiences. No inclusive indication of this lever is found in the standard coverage surveys or rate cards, and this all the more emphasizes the need of a showmanship survey.

an adroit bit of reciprocal puffing called the Yankee Minute Men. Also has political tie-ins, sports remotes and other community stunts.

Station WBEZ again ranks second. This station remains under wraps due to the conservative policy imposed by Edison utility ownership. Joe Groce is the man in charge at the home office but Charley Burton does the actual management. Dignified the keynote but within that limitation there is considerable showmanship, and effort to identify station with community interests. Has Boston Herald-Traveler affiliation.

Boston situation has been stirred up somewhat in last year through new blood. Station WCOF, managed by an advertising agency exec, seems likely to divert some attention from WBEZ. WCOF has also displayed a topical and communal consciousness that has found expression in stunts. This station is doing lots a big and is after a power boost.

WBEZ is stylized by disadvantages that include the fact that it does not exist with WYB, Springfield. Two stations carry same programs and operate synchronously. That means that showmanship in community sense practiced by does not exist. NBC programs preserve its audience. Sales managers find this one of toughest jobs in radio, due to obligation to sell two stations in one contract, regardless of advertiser's wishes.

## BUFFALO

Population: 601,600.  
 Analysis: Native white, 76.8%; foreign born, 20.6%; Negro, 2.4%.  
 Type of city: Manufacturing, shipping.  
 Retail sales (1933): \$192,350,000.  
 Department store index: 133.000.  
 Newspapers: Courier-Express ( . ), 125,117; Post (eve), 191,482; Times (eve), 38,468.  
 Bank deposits: \$108,815,000 (+\$47,700,000).  
 Autos: 152,287 (county).  
 Phones: 178,920.

### 1. WGR-WKBW

2. WBER  
 3. WREN  
 Two stations, WGR and WKBW are operated separately but divide the Columbia program service which is shifted at will according to local needs. This is pronounced showmanship advantage giving local clearance to retail and regional accounts yet keeping the advantage of network service. Program creation, merchandising, follow-through and close association with civic enterprise keeps this two-way threat in first position.

Bank ownership, but showmanship management appears to make good combination of imagination and ingenuity supervised by hard cash boys. Ike Lounsbury, radio old timer, manages station. He is also a force in radio trade association matters. About 10% of program service is Buffalo-primed used. Has stressed dramatic presentations and talked through Herbert Rice. Sta-

tion imported showmanship ideas from England.

WBEW is owned by the Buffalo News, managed by popular Edgar Twamley, once of NBC's home office, and limits itself to semi-conservative operation. Twamley has taken initiative in preserving the "illusion" of radio and will not allow public to witness sound effects or other inside stuff of industry.

H. H. Howell owns WBER which is set up in snappy new quarters. Station is small but peppy. For some time while Roy Albertson was Howell's g.m. was hot-spot in local Democratic politics. Howell now avoids partisanship.

## CHARLOTTE, N. C.

Population: 88,400.  
 Analysis: Native white, 69.6%; foreign born, 1.1%; Negro, 29.3%.  
 Type of city: Manufacturing, rural trading.  
 Retail sales (1933): \$28,570,000.  
 Newspapers: News (eve), 25,571; Observer (eve), \$34,473,000 (+\$10,023,000).  
 Autos: 15,101.  
 1. WBT  
 2. WSOB  
 No argument here. Bill Schudt runs WBT for CBS which owns station. Constantly pulling stunts. Facing the fact of high-powered opposition WSOB does a commendable job and is constantly out to acquire a share of the spotlight from its big rival. If their tools were more nearly even in size and keenness the race here would be closer.

## CHICAGO

Population: 3,285,000.  
 Analysis: Native white, 67.4; foreign born, 25%; Negro, 6.9%.  
 Type of city: Manufacturing, commercial.  
 Retail sales (1933): \$190,084,000.  
 Department store index: 47.435.  
 Newspapers: American (eve), 447,011; Herald-Examiner (m), 364,491; News (eve), 462,327; Times (eve), 201,648; Tribune (m).  
 Bank deposits: 258,000.  
 Autos: 368,263.  
 Phones: 824,293.

- 1. WGN
- 2. WLS
- 3. WBBM
- 4. WJJD
- 5. WMAQ
- 6. WUPF
- 7. WENR
- 8. WAES
- 9. WAGF

WBBM enjoys reputation for zip and is the most probably a large proportionate chunk of listening audience but remains primarily a network carrying and originating station with a minimum of community identification. Does little, however, local newspaper (Tab Times) hook-up.

On showmans ip, Station WGN takes front rank due to the Independence policy (m) has steadfastly adhered to and the spare-no-one attitude of Publisher McCord. It risks the dangers of

self-reliance when cutting adrift from both CBS and NBC and for some time prior to the creation of the Mutual hook-up had no means of expansion but has had its own studios. Through the Tribune and in its own voice it has linked with innumerable stunts, civic events and promotions in Chicago and is now in the midst of a deluxe new broadcasting plant on Michigan Blvd. Within the meaning of this survey its claim upon first position is indisputable.

Station WLS is a buzzing center of showmanship but City of Chicago appeal of its service is outside the Chicago community. This station has been a trail-blazer in exploiting talent by products, hymn books, pictures, etc., and has had a profound influence upon radio practice throughout the country. WLS technique of using station to create drawing power which is thereafter captured at theaters and clubs has been widely copied around the country. WLS is the home stable for the barn dance idea which has spread even into such improbable pastures as New York City itself. One of the latest stunts by WLS is the making of a feature-length motion picture with barn dance personalities. Always a snappy operator, WLS has been the pursuance of advertisers interested in the fastidians around the old Fort Dearborn trading zone is not particularly difficult. Showmanship is the bedrock of WLS sales effectiveness.

Ralph Atlas, brother of WBEM's Leslie, has operated WJJD with close regard for community tie-ins. Long a station of varying policies and management, Atlas has brought in stability and coordinated administration and the station has been building steadily.

Of the various neighborhood stations existing in some cases by a few miles, WLS economics beyond the comprehension of the trade itself, it is difficult to comment. Some play to the foreign element, of which Chicago has a large segment, and are good customers for phonograph discs and needles.

WCFB, the Labor station, has not advanced much despite numerous proposals to lift it out of the rut. Some of the stunts envisaging a regional network pivoting around WCFB went blooey. Efforts to hype the quality of the talent through theatrical tie-ups failed of any particular result.

## CINCINNATI

Population: 462,200.  
 Analysis: Native white, 81.6%; foreign born, 10.6%.  
 Type of city: Commercial, residential.  
 Retail sales (1933): \$108,400,000.  
 Department store index: 70.1%.  
 Newspapers: Enquirer ( . ), 80,275; Post (eve), 108,338; Times-Star (eve), 107,138.  
 Bank deposits: \$130,657,000 (+130,657,000).  
 Autos: 50,174.  
 Phones: 125,233.

- 1. WLW
- 2. WKRC
- 3. WCKY
- 4. WCPD
- 5. WCPD

Crosley 500,000-watt takes the showmanship leadership of Cincinnati without argument and is one of the toppers on the same score nationally. In pushing ahead step by step through the years from a feeble signal to its present super-voltage the drive to bigness was Barnumesque to start with.

Howell Crosley has tied his various interests together. The baseball park and the radio studio are united with the big manufacturing plant. WLW has also kept itself free from reliance upon NBC program service. WLW has never insisted, and by demonstration proved, that it was unique, not to be classified under ordinary broadcast rules or groupings, and something of a law unto itself. The number one slicer of the commercial broadcasting industry.

By virtue of the Crosley set-up with programs also fed to the miniature running mate and to the Mutual network, as well as dozens of stations who take WLW commercials on a prestige basis, Cincinnati is one of the production centers of the program in the United States. WLW has sent talent scouts to New York and Chicago regularly and has built up a well-coordinated production organization. The station is run by John Clark with a tenacious devotion to profits. There is a minimum of frills and a maximum

(Continued on page 46)

# Community Showmanship Survey

# Market Data Sources

(Continued from page 45)  
of box office wallop. All the usual by-products have been exploited.

L. B. Wilson is seeking a power boost to 25,000 watts. At the same time Paul Godely is engineering WCKY a 600-foot wooden tower. With the power boost or without it, WCKY stands to widen its primary area by substantial masses of population. Wilson's transmitter is geographically credited to Kentucky but belongs to Cincinnati by the rule of common sense. A policy of non-spectacular showmanship at WCKY undertakes to keep excessive dabbling from clogging the ear conduits, to vary the pace, the voices and the entertainment and to meet the opposition of WLW realistically. Wilson owns theatres, dabbles in politics and is prominent in N. A. B. councils.

Within the last few weeks a new competitive factor has entered Cincinnati radio. Scripps-Howard has acquired WFBE and changed the call letters to WCPO in salute to its Cincinnati Post. This station, prior to the take-over, kept up a brave front against overwhelming advantages with the opposition. Cincinnati is one of the oldest communities in the country, having entrenched wealth, diversification of industry, model municipal government and a strong cultural life.

## CLEVELAND

Population: 318,000.  
Analysis: Native white, foreign born, 25%; Negroes, 8%.  
Type of city: Manufacturing, shipping.  
Retail sales (1933): \$274,000,000.  
Department store index: +1.5%.  
Radio: 205,540.  
Newspapers: News (eve), 11,077; Plain Dealer (m), 188,652; Press (eve), 294,344.  
Bank deposits: \$384,135,000 (+\$80,384,000).  
Autos: 220,944 (county).  
Phones: 100,702.

- 1. WHK
- 2. WJAY
- 3. WGAR
- 4. WTAM

Cleveland is active in a showmanship sense. WTAM, classified for several years as an NBC listening post, is regarded as somewhat closer to the community under its present direction. WHK appears to have the edge. Has developed a policy of co-operation with civic bodies, such as Parent-Teachers, the Bar, various professions, veterans, cultural societies. Has also been stumpy. Maintains a well-regarded merchandizing service which bills advertisers for service at cost.

Limited hours of operation keeps WJAY a step behind in mail, goes into partnership practically with its accounts and gives a demonstration of nimble footwork that establishes a gilt edge community popularity. Has developed a variety of novelty programs including a 'Jail House Follies' and its 'Parade of Nations' and Polish appeal programs have organized foreign market very neatly. Cleveland has a foreign population of 25% in a total count of 900,000.

WGAR is owned by WJR, Detroit. Interests.

## COLUMBUS

Population: 299,700.  
Analysis: Native white, 88.8%; foreign born, 5.3%; Negroes, 11.8%.  
Type of city: Commercial, residential.  
Retail sales (1933): \$32,533,000.  
Department store index: +2.8%.  
Radio: 147,458.  
Newspapers: Citizen (eve), 80,610; Dispatch (m), 147,458; Ohio State Journal (m), 61,510.  
Bank deposits: \$1,551,000.  
Autos: 68,476.  
Phones: 62,679.

- 1. WBNS
- 2. WCOL
- 3. WAIU

R. A. Borel of WBNS-WCOL regarded as showmanly-minded, but Columbus rather negative with some peculiarities inherent in the community seemingly reflected in the stations.

Proximity to Cincinnati on the south and Cleveland on the north no help.

## DAYTON, OHIO

Population: 213,800.  
Analysis: Native white, foreign born, 0%; Negroes, 8.5%.  
Type of city: Manufacturing, residential, trading.  
Retail sales (1933): \$18,000,000.  
Radio: 61,280.  
Newspapers: Herald (eve), 52,035; Journal (m), 24,092; News (eve), 31,000.  
Bank deposits: \$38,894,000 (+\$3,700,000).  
Autos: 84,070.  
Phones: 86,942.

- 1. WHIO
- 2. WJMK

This town suddenly came to life when an Erie, Pa. franchise was reallocated in Dayton under Gov. James M. Cox. Previously there was little radio showmanship in Dayton. At present, WHIO is giving off sparks which indicate that the anvil is being walloped. Dayton should be more highly regarded as a radio market hereafter. Cox interests made quite a nice excitement of the inaugural of the new station and has since adopted sales promotional methods playing Dayton as a test market with stable living conditions, etc.

Keen rivalry has been introduced. WSMK doesn't let WHIO bunch have it all their own way.

## DALLAS

Population: 278,000.  
Analysis: Native white, 60.8%; foreign born, 2.9%; Negroes, 14.6%.  
Type of city: Rural trading, shipping.  
Retail sales (1933): \$38,312,000.  
Department store index: +10.1%.  
Radio: 109,100.  
Newspapers: Impact (eve), 45,082; News (m), 83,348; Journal (eve), 48,084; Times-Herald (eve), 48,084.  
Bank deposits: \$184,818,000 (-\$8,233,000).  
Autos: 109,100.  
Phones: 70,944.

- 1. WFAA
- 2. KRLL
- 3. WRB

Dallas is prosperous and the boys are active. WFAA 50,000-watt is the edge on showmanship. KRLL, however, is well regarded by advertising agencies and other radio pulsars. Latter is newspaper-owned as is WFAA. Merchandizing service for radio clients, hilarity and other local flavor programs, tie-in with the theaters, sports, schools, all used by KRLL.

Texas has two competitive regional webs with Dallas as the pivot point. That keeps things lively. Largest state in the union intact

its program schedules with plenty of home town and native state identification.

WRR, owned by the City of Dallas, is a scrappy contender in the Dallas arena.

WFAA, managed by Martin Campbell, makes the usual civic tie-ups, goes in for historical dramatization, merchandizing, full service to inquirers, and remote pickups. Has an Artists' Bureau.

## DENVER

Population: 293,500.  
Analysis: Native white, foreign born, 18.9%; Negroes, 2.5%.  
Type of city: Mining, manufacturing, rural trading.  
Retail sales (1933): \$106,553,000.  
Department store index: +7.4%.  
Radio: 158,030.  
Newspapers: Post (eve), 158,030; Rocky Mountain News (m), 52,200.  
Bank deposits: \$103,006,000 (+\$20,761,000).  
Autos: 87,753.  
Phones: 87,753.

- 1. KFEL-KVOD
- 2. KLZ
- 3. KOA

Gene O'Fallon's duo leader in community showmanship and gives initiative to the new Colorado regional network. Policies are calculated to keep the fans well reminded that KFEL-KVOD does not snooze during business hours. KLZ, which has a woman program director, Mrs. Reynolds Bengson, also gets its share and displays competitive spirit. KOA is essentially an NBC network outlet.

## DES MOINES

Population: 143,800.  
Analysis: Native white, foreign born, 4.9%; Negroes, 1.5%.  
Type of city: Rural trading, residential.  
Retail sales (1933): \$19,023,000.  
Radio: 34,270.  
Newspapers: Register ( ), 140,817; Tribune (eve), 125,000.  
Bank deposits: \$26,108,000 (+\$19,519,000).  
Autos: 32,603 (county).  
Phones: 30,326.

- 1. WHO
- 2. KBO

This situation may be in process of change. Cowles' two stations, KRNT and KSO, are hitting a hot pace. WHO's dominance is definitely under serious challenge, and latter's brand of showmanship may need enrichment to meet the wallop drive of Cowles' camp. Latter strengthened itself by, recently bringing in a new general manager, Walter Preston, who is field-marching an attack that has already brought answering fire.

WHO plugs news, livestock and produce reports. Has University of Iowa and local baseball under sponsorship. Draws hillbillies like honey draws flies. Its Iowa Barn Dance Frolic led to an Artist Bureau which has trouped 60 performers in units playing fairs and under banners. Gene & Glenn now on staff.

KRNT is devoted to the farmers. KSO signates Des Moines itself. KRNT organizes at five a. m. in a determined effort to get the tillers in the habit. KSO stays on the air until one a. m., pretty goad darn care for a rural metropolis. KRNT carried through a small town brass band contest with Budweiser beer caps counting as votes. Amassed 36,000 caps and 14,000 protests from drags, still numerous in good old Iowa.

Market data to supplement the showmanship picture of each city included in Vanure's ratings is listed in the table. It does not attempt to give the facts about the total service area of stations, but only about the corporate city in which they are located. Credit is due the following sources:

Population figures are U. S. Bureau of Census estimates and cover the corporate limits of each city.

Population analysis is a breakdown of the U. S. Census of 1930. Retail sales are from the U. S. Census of Distribution of 1933. Department store index is a figure compiled by the various Federal reserve districts. Indicates the change in value of sales from Jan. 1 to Aug. 1 over the same period of a year ago. Wherever the figure is accompanied by an asterisk, compares any August of this year with August of last, no cumulative eight months' completion being available from the reserve district.

Radio set figures are a 1935 tabulation made for CBS by Dr. Daniel Starch, and now generally accepted. Represents number of radio homes within the corporate bounds of each city.

Newspaper circulation figures are taken from the September 'Standard Rate and Data', and show total circulation, but do not include Sunday circulation, (if any).

Bank deposits are from the final 1935 edition of Rand McNally's 'Bankers Directory'. Represents all bank liabilities as of July of this year. Figures in minus figure in parenthesis indicates the change in value of deposits over July of last year.

By autos is meant passenger car ownership unless otherwise indicated. These are the official Automobile Manufacturers Assn. data for Jan. 1, 1935.

Telephone figure represents total number of phones within the 'local call' area of each city. Is the official 1935 figure.

## DETROIT

Population: 1,068,000.  
Analysis: Native white, foreign born, 25.5%; Negroes, 7%.  
Type of city: Industrial.  
Retail sales: \$20,008,000.  
Department store index: +2.8%.  
Radio: 559,000.  
Newspapers: Press (eve), 211,124; News (eve), 207,000 (6); Detroit Free Press (eve), 257,707,000 (+\$14,707,000).  
Autos: \$50,429 (including taxis).  
Phones: 38,712.

- 1. WJR
- 2. WXYZ
- 3. WJWB
- 4. WMBB
- 5. CKLW

Detroit showmanship is notable. Numerous changes of affiliation have recently taken place (Sept. 29), WJR is now CBS, having rejected the NBC station compensation set-up. WXYZ joins NBC, withdrawing at the same time as the fourth spoke of the Mutual web, which is now represented by CKLW. These ratings, it should be emphasized, apply to the situation prior to Sept. 29. It may be necessary to revise the rotation on showmanship next year, although Detroit seems destined to remain intensively self-exploitative.

WJR continues to stand out. Its new power further strengthens it. CBS network regarded coup as a major announcement. Leo Fitzpatrick of WJR is president of National Association of Broadcasters, F. O. B. Detroit, one of its notable and significant accomplishments.

Pretty tight choice between WWJ and WXYZ. WWJ is building spiffy studio which scores under the showmanship survey. WXYZ meanwhile continues its program-building and general aggressiveness under Kunsky-Trende theatrical auspices.

With only 100 watts of power Station WJWB fights so hard and displays so much brain activity that it is one of the most remarkable recognition side by side with stations that have everything WJWB lacks. This is one of the country's best examples of showmanship, at least in the power, pull and prestige. Sports is WJWB's big dish. Special emphasis is given to hockey, which yields sponsor coin, but any athletic clash is apt to get attention. Horse racing, tennis, polo, speed boats have all been exploited for listeners and for commercial angles. Uses lots of remotes, ties in with churches and political groups. Foreign language programs in Yiddish, Rumanian, Italian and Polish cook a canny eye at Detroit's large polyglot population. Station has also developed Negro amateur talent.

WMBB is also spiffy. W. W. Gedge is a leader of new association of unaffiliated stations that seeks to organize and capture a larger chunk of the radio pie.

CKLW seems to be adopting more showmanly policies, but this is comparatively a recent spurt.

## FORT WORTH, TEX.

Population: 160,200.  
Analysis: Native white, 84.0%; foreign born, 1.9%; Negroes, 14.1%.  
Type of city: Rural trading, residential.  
Retail sales (1933): \$41,400,000.  
Department store index: +3.7%.  
Radio: 88,000.  
Newspapers: Press (eve), 40,440; Star-

Telegram (m and eve), 150,738.  
Bank deposits: \$76,624,000 (+\$3,438,000).  
Autos: 88,000.  
Phones: 34,487.

- 1. KTAT
- 2. WBEA
- 3. KFIZ

WBEA shares time and is affiliated with WFAA, Dallas. KTAT is the home diamond of the Southwest network (Lee Armer).

Town somewhat subservient in importance to Dallas in opinion of advertising agencies in New York.

## HARRISBURG, PA.

Population: 80,900.  
Analysis: Native white, 87.4%; foreign born, 4.0%; Negroes, 7.0%.  
Type of city: Manufacturing, residential.  
Retail sales (1933): \$20,400,000.  
Department store index: +8%.  
Radio: 10,870.  
Newspapers: News (eve), 63,000; Patriot (m), 15,200; Telegraph (m and eve), 36,858.  
Bank deposits: \$35,418,000 (+\$2,387,000).  
Autos: 10,870 (including taxis).  
Phones: 27,552.

- 1. WHP
- 2. WRBO

Neither station does much to make itself known to the advertising world, and information on any showmanship activities within the community is admittedly scanty.

## HARTFORD

Population: 108,500.  
Analysis: Native white, 88.8%; foreign born, 4.7%; Negroes, 6.5%.  
Type of city: Manufacturing, commercial.  
Retail sales (1933): \$93,943,000.  
Radio: 52,000.  
Newspapers: Courant (m), 37,377 Times (eve), 52,000.  
Bank deposits: \$275,438,000 (+\$1,780,000).  
Autos: 52,000.  
Phones: 35,224.

- 1. WTIC
- 2. WDR

A walk-away for WTIC, owned by Travelers Insurance and one of the deluxe local broadcasting units in America. Has continued its pretentious program policies. A big



## "HOLLYWOOD CINDERELLA!"

Planned for the feminine audience. And at the same time a show for all the family! Agencies: Radio stations: HOLLYWOOD CINDERELLA will bring an audience and business for any advertiser! Too, it will be hailed as one of the greatest recorded shows of the coming season! Finest quality transcriptions. Sample set of four audition episodes \$5.00, deductible from selling price.

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## Associated Recorded Program Service

# VINYLTE

the newly discovered material just released from the Laboratories of the Union Carbide and Carbon Chemicals Corporation after years of experimentation. NOISELESS SURFACE - NO WARPING - IMPERVIOUS TO CLIMATIC CHANGES - DEEPER, RICHER TONE QUALITY

Western Electric Wide Range System. VERTICAL CUT (Hit and Date) and recorded under license by Electrical Research Products, Inc.

Well balanced musical programs. Elaborate productions. Most carefully selected. Progressive and regular monthly releases.

PRODUCTION LIMITED Radio Stations Now Served in the Order of Applications Received

PRODUCED BY ASSOCIATED MUSIC PUBLISHERS, Inc. 25 West 45th Street New York

spender for talent, ties in with cultural and civic interests, stresses musical programs and operates for prestige rather than profits. Hartford itself, with stable living conditions, has long been rated an excellent test town.

WDRG is frank chaser of profits. Spends practically nothing for talent, relying entirely on CBS and phonograph records. Largely indifferent to showmanship or trimmings. Sits back and lets the 'spunducks roll in. Hartford, the city, sells WDRG. WTIC conversely sells Hartford.

### HOUSTON

Population: 317,000.  
 Analysis: Native white, 73.4%; foreign born, 26.6%; Negroes, 10.4%.  
 Type of city: Shipping, manuf. trading, commercial, rural (100%); 100%.  
 Retail sales (1933): \$58,802,000.  
 Department store index: -0.4%.  
 Radio: 67,000.  
 Newspapers: Chronicle (eve), 84,885; Post (m), 80,784; Free (eve), 51,035; Daily News (eve), 48,000.  
 Bank deposits: \$180,012,000 (+\$4,804,000).  
 Autos: 66,603.

1. KTRH
2. KPRC
3. KXYZ

KTRH is the pace-setter. Newspaper ownership helps tie-ups. Aggressive management of station. Goes after big share of air from 6:30 a. m. to midnight. Stunt programs and novelties frequent.

### INDIANAPOLIS

Population: 372,100.  
 Analysis: Native white, 84.1%; foreign born, 8.9%; Negroes, 12.1%.  
 Type of city: Manufacturing, trading, residential.  
 Retail sales (1933): \$1,377,000.  
 Department store index: +12%.  
 Radio: 87,700.  
 Newspapers: News (eve), 147, Star (m), 110,457; Times (eve), 140,000.  
 Bank deposits: \$234,625,000 (+\$48,680,000).  
 Autos: 308,892 (county).  
 Phones: 60,411.

1. WIRE

Utility-owned WFBM catches the dust on the 12-cylinder showmanship of WIRE. Since 1933 latter station has come from behind, caught up with, and passed the power company mouthpiece.

### JACKSONVILLE, FLA.

Population: 188,000.  
 Analysis: Native white, 30.4%; foreign born, 2.9%; Negroes, 67.6%.  
 Type of city: Shipping, rural trading.  
 Retail sales (1933): \$1,067,000.  
 Department store index: +3.0%.  
 Radio: 28,500.  
 Newspapers: Florida Times-Union (m), 62,262; Journal (eve), 30,410.  
 Bank deposits: \$17,760,000 (+\$9,023,000).  
 Autos: 30,820 (county).  
 Phones: 22,284.

1. WMBR
2. WJAX

WJAX is municipally owned and has reputation of being drenched in political gas. This failure to have pity on the listeners gives WMBR, more considerate, the edge.

### JERSEY CITY, N. J.

Population: 310,000.  
 Analysis: Native white 83%; foreign born 12%; Negroes 5%.  
 Type of city: Manufacturing.  
 Retail sales (1933): \$91,700,000.  
 Radio: 79,500.  
 Newspapers: Jersey Journal (eve), 83,000; News (eve), 77,000.  
 Bank deposits: \$257,050,000 (+\$78,000,000).

Auto: 75,040 (county).  
 Phones: 70,241.

### KANSAS CITY

Population: 352,000.  
 Analysis: U. S. born: Native white, 84.8%; foreign born, 4.1%; Negroes, 9.6%.  
 Foreign born: Native white, 70%; foreign born, 8%; Negroes, 18%.  
 Type of city: Shipping, manufacturing, retail trading.  
 Retail sales (1933): \$188,380,000.  
 Department store index: +11.3%.  
 Radio: 128,017.  
 Newspapers: Herald-Post (eve), 92,000; Star (eve), 310,881; Times (m), 309,217; Kansas City (eve), 275,000.  
 Bank deposits: \$370,044,000 (+\$40,000,000).  
 Autos: 190,000 (K. C., Mo.).  
 Phones: 145,936.

1. WWHB
2. KMBC
3. WDAF
4. WRN
5. WIXBY
6. WKWC

Hydraulic pressure behind WWHB's operation places it in a tie with KMBC for showmanship rating here. Although time and wattage advantages are with the latter, WWHB has a mortgage on daytime listeners but goes silent after darkness sets in. WWHB pays all talent, has wide variety of tie-ups and remotes. Dr. Pratt, formerly of Chicago radio, and Jess Kirkpatrick, of Earl Burnett orchestra, are getting personality buildups. Station has two hours of jazz and dance music at unusual time of day. Don Davis, advertising agency alumnus, and John T. Schilling, a pioneer in radio engineering, run WWHB.

Arthur Church's KMBC goes after community tie-ups and is showmanship-minded as is WIXBY, the experimental licensee in which Church is interested. Latter has done some unusual programming due to its tentative character. Among these are burlesques of other Kansas City station programs, a Swappers Corner, negro fraternity tie-ups, local baseball broadcasts.

Kansas City Star, which is the class of the town, has WDAF under Dean Fitzer's direction. Station corral a considerable audience and participates in the competitive picture dignified but with effect. Its presence is strongly felt both on the fan side and the trade front.

Bing Smith has built up an acceptance of WWHB as a Kansas City station although actually situated in Lawrence, Kansas. Smith keeps the community and the agencies reminded.

### KNOXVILLE, TENN.

Population: 122,000.  
 Analysis: Native white, 84.3%; foreign born, 1.9%; Negroes, 14.4%.  
 Type of city: Power center (TVA), manufacturing.  
 Retail sales (1933): \$27.4.  
 Radio: 11,800.  
 Newspapers: Journal (m), 46,238; News-Sentinel (eve), 45,112; News (eve), 42,000.  
 Bank deposits: \$30,234,000 (+\$8,058,000).  
 Autos: 24,000 (county).  
 Phones: 10,928.

1. WNOX
2. WROL

WNOX out front in showmanship activity. Not a town that looms prominently. Neither Knoxville station does much—outside Knoxville—to plug either itself or the market.

### LITTLE ROCK, ARK.

Population: 104,800 (including N. Little Rock).  
 Analysis: Native white, 74.5%; foreign born, 1.7%; Negroes, 24.1%.  
 Type of city: Retail, rural trading, residential.  
 Retail sales (1933): \$22,023,000.  
 Department store index: -0.4%.  
 Radio: 10,900.  
 Newspapers: Arkansas Democrat (eve), 10,805; Arkansas Gazette (m), 47,292; Daily Post (eve), 220,000 (+\$7,942,000).  
 Autos: 14,000.  
 Phones: 15,111.

1. KLRA
2. KARK
3. KGHI

S. C. Viscount is this town's best known radio showman and his station, KLRA's right to first place not disputed among spot broadcast fraternity of the time-buying centers. Little Rock's prestige as a market, however, needs pepping-up.

### LOS ANGELES

Population: 1,334,000.  
 Analysis: Native white, 72%; foreign born whites, 14.7%; Negroes, 21.1%; other races, 10.1%.  
 Type of city: Commercial, shipping, industrial, residential.  
 Retail sales (1933): \$433,340,000.  
 Department store index: +4.6%.  
 Radio: 241,000.  
 Newspapers: Examiner (m), 191,091; Herald-Examiner (eve), 273,720; Illustrated Daily News (m), 148; Post-Record (eve), 60,215; Times (m), 182.  
 Bank deposits: \$594,800,000 (+\$12,801,000).

Auto: 710,912 (county).  
 Phones: 84,171.

1. KNX
2. KHJ
3. KFWB
4. KEHE, KFAC
5. KFVD
6. KECA
7. KGJF
8. KFI

Little question that on showmanship effort and values KNX is the Grand Marshal of the parade here. KHJ, however, is highly regarded and asserts a strong claim on listeners. Radio stations in Los Angeles inevitably partake of something of the peculiarities of the transplanted farmers who inhabit its burgatores—KNX and KHJ do the best all-around job of adjusting the medium to the population. Cellular position of KFI in view of that station's 50,000 watts may possibly seem unwarranted, yet that station is entirely a listening post for network programs (it would rank higher on a basis of program popularity) and with almost no display of enterprise along showmanship lines, it is less impressive for the purposes of this analysis than stations with far less power.

KNX has recently taken steps to tie up with a Pacific outlet in order to command the Pacific market. It is deemed to have a good chance to get one of the 500,000-watt licenses which are expected in 1936 when the F.C.C. adopts (presumably) a new plan of clear channels. KNX just into new elaborate studios, symbolic of its showmanship. This station has come from below over a period of years. Had previous success in the beginning but now safely out in the clear.

### LOUISVILLE, KY.

Population: 358,892.  
 Analysis: Native white, 81.7%; foreign born, 2.9%; Negroes, 15.4%.  
 Type of city: Manufacturing, shipping, residential.  
 Retail sales (1933): 1,229,000.  
 Department store index: 6.4%.  
 Radio: 75,000.  
 Newspapers: Courier-Journal (m), 422; Times (eve), 96,832; Herald-Post (eve), 11,078.  
 Bank deposits: \$137,350,000 (+\$10,001,000).  
 Autos: 84,029 (county).  
 Phones: 54,011.

1. WHAS
2. WAVE

Not much of a battlefield. WAVE, smaller of the two stations, makes effort to offset the prestige of the Courier-Journal mouthpiece. This station makes little dent on advertising budgets of the town. Both stations under 'long list' brokerage.

### MEMPHIS

Population: 254,261.  
 Analysis: Native white, 69.7%; foreign born, 2.2%; Negroes, 28.1%.  
 Type of city: Shipping, industrial, rural trading.  
 Retail sales (1933): \$40,077,000.  
 Department store index: +0.4%.  
 Radio: 11,800.  
 Newspapers: Commercial Appeal (m), 110,570; Free-Scholar (eve), 60,424; Bank deposit: \$59,700,000 (+\$6,815,000).  
 Autos: 59,455.  
 Phones: 44,011.

1. WMC
2. WREC
3. WMBR
4. WHBQ

Harry Slavick and Hoyt Wooten fight it out here, although Mallory Chamberlain of WMBR also well being as a radio showman. Wooten is an old timer in radio, going back to the peep-squeak era. He also has theatrical experience. WREC therefore keeps on the tail of its rival, which has the Memphis Commercial Appeal as an ally.

WMC and WREC through self-exploitation have also helped the reputation of Memphis in the radio advertising world. This is the town where the stations got together and ended local retail advertising chiseling.

Strong stress on educational tie-ups at WREC with church publicity also included. Participated in Federal Housing Administration's 'House of Happiness' stunt. Goes in for local sports, Italian program, theatrical comment, etc. WREC has a number of firsts to its credit, including first in the state and now in pounding news programs.

WHBQ has a varied policy of showmanship, including an ability, a stuf, barn dances, spelling bees, negro choirs, amateurs, man on the street, local festivals.

### MIAMI, FLA.

Population: 113,403.  
 Analysis: Native white, 69.8%; foreign born, 17.5%; Negroes 20%.  
 Type of city: Resort, commercial.  
 Retail sales (1933): 410,170.  
 Department store index: 410.170.  
 Radio: 27,270.  
 Newspapers: Herald (m), 50,175; News (eve), 41,185.

(Continued on page 48)

## AGENCIES, SPONSORS and NETWORKS

# WARNING!

Because of past experiences involving appropriation of ideas, this one was given legal protection before submission.

Therefore this warning, the first—and last—before action is taken to enforce rigid safeguards and severe penalties under U. S. copyright provision in addition to the relief afforded by action under the Common Law, and decisions covering conspiracy.

Charles Henry Freeman Jr.'s systematized broadcasting contest plan for amateurs and "Great Unknowns" of Opera

was submitted in good faith by us to three national advertisers credited with ethical conduct.

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that responsible firms and individuals may well give the subject thought before tempting fate.

Those contemplating violation of our rights, or becoming parties to such a course, hereby are advised

that every avenue of prosecution will be followed, every lawful method for recovery of damages will be invoked.

What this means is clearly set forth in Federal and State Enactments and Decisions.

## FREEMAN CONCERT MANAGEMENT

Steinway Hall, 113 West 57th St., N. Y. C.



Introducing  
**"TALES OF THE FOREIGN LEGION"**  
 The TRUE story of a man who served for five years with the Legion. Thrills, drama, adventure, romance, laughs—EVERYTHING! Directed by RICHARD WEL, and including an all-star network and motion picture cast. Merchandising tie-ups also available. A sustained interest feature that will "click" right from the first broadcast. Finest quality transcriptions. Complete set of four audiotapes, \$6.00, deductible from selling price.

PRODUCED BY  
**RADIO PRODUCTIONS, Inc.**  
 HOLLYWOOD, CALIFORNIA

EXCLUSIVE DISTRIBUTORS  
**KASPER-GORDON, Inc.**  
 140 BOSTON ST.,  
 BOSTON, MASS.

# Community Showmanship Survey

(Continued from page 47)

Bank deposits: \$20,015,000 (-\$2,175,000). Autos: 44,212 (cont'd). Phones: 30, 2.

## 2. WQAM

## 2. WIOD

WQAM has unquestionable leadership on showmanship, although WIOD has recently revealed some strings of awareness along showmanship lines. In the great struggle between 607 odd commercial stations in the United States to personalized call letters in an alphabetical jungle WQAM has done an able job. Semi-seasonal.

## MILWAUKEE

Population: 401,800. Analysis: Native white, foreign born, 10%; Negroes, 15%. Type of city: Industrial, shipping, rural trading, residential.

Retail sales (1935): \$177,744. Department store index: 130. News: 100,000. Newspapers: Journal (eve), 165,100; Evening News (m), 100,538; Wisconsin News (eve), 95,200. Frank Bonnell (m), \$145,001,000. Autos: 102,588 (including taxis). Phones: 135,970.

## 1. WTJM

## 2. WISN

## 3. WEMP

Milwaukee Journal's WTJM holds the lead over the Milwaukee Hearst station, WISN. WEMP is a 100-watt station which just set up shop within the last month. WTJM has experimented with facsimile and has developed a number of Milwaukee-flavored programs. WISN and Columbia were divorced for some months, but remarried. Latter station is pulling a heavier stroke and the station is moving faster.

## MINNEAPOLIS-ST. PAUL

Population (combined): 764,070. Analysis: Minnesota: Native white, foreign born, 17.4%; Negroes, 0.9%. Paul: Native white, 51.2%; foreign born, 1.6%; Negroes, 1.6%.

Type of city: Shipping, rural trading and industrial, residential. Retail sales (1935): \$1,000,000. Department store index: 105. News: 100,000. Newspapers: Minneapolis Journal (eve), 5,800; Star (eve), 80,400; Tribune (m & w), 106,000; St. Paul Pioneer Press (m), 75,000; Dispatch (eve), 65,335; News (eve), 100,000. Bank deposits: \$50,118,000 (+\$4,850,000). Autos: Minneapolis, 105,411; St. Paul, 81,714. Phones: Minneapolis, 32,112; St. Paul, 7,414.

## 1. KTSP

## 2. WCCO

## 3. WTCN

Twin Cities have an up-and-atom situation. Rivalry remains quite intense. KTSP-WCCO generally rated as first and tuck.

## NASHVILLE

Population: 150,000. Analysis: Native white, 70%; foreign born, 8%; Negroes, 28%.

Type of city: Manufacturing, rural trading, residential.



BROADCASTING BOOTHS AT NOTRE DAME-KANSAS GASE, SOUTH BEND  
**FORD BOND, QUIN RYAN, TED HUSING---**

Did you ever mail one of those "and WHB!" station hotel postcards with an "X" mark in the "WHB at Notre Dame" but believe us it was no vacation! Just a lot of work, giving the Missouri and Kansas folks a play-by-play description of the season's opening game—Kansan and Notre Dame celebrities on the air over WHB exclusively between halves. Colorful programs like this enable WHB to compete successfully for the radio audience in the Kansas City market area—even against strong chain competition.

**WHB**  
DON DAVIS, President  
JOHN T. SCHILLING, General Manager

**KANSAS CITY'S DOMINANT DAYTIME STATION**

Retail sales (1935): \$50,560,000. Department store index: 44.4%. Autos: \$4,570. News: 100,000. Newspapers: Banner (eve), 60,372; Tennessee (m & e), 106,001. Bank deposits: \$30,150,000 (+\$15,600,000). Autos: 35,073 (county). Phones: 83,000.

## 1. WSM

## 2. WLAC

WSM, owned by National Life Insurance Company, has been showmanly conducted. Strong signal carries locally produced programs into wide area. Some of its trademark shows like Old Opry House are tops nationally on any list of leading local programs.

J. Truman Ward, ex-president of N. A. B., now is running WLAC on his own and reports indicate a stronger tempo.

## NEW ORLEANS

Population: 498,248. Analysis: Native white, 67. foreign born, 4.3%; Negroes, 28%.

Type of city: Shipping, manufacturing, commercial. Retail sales (1935): \$103,250,000. Department store index: 84.9%. News: 100,000. Newspapers: Times-Picayune (eve), 57,702; Tribune (m), 30,330; States (eve), 50,110; Times-Picayune (m), \$174,148,000 (+1,610,000). Autos: 15,300. Phones: 62,230.

## 1. WWL

## 2. WDSB

## 3. WDSU

## 3. WJWB

## 3. WNBQ

New Orleans radio partakes of the unusual conditions, politically and racially that prevail. Although native white is tabbed as 68% of the population the Creole French influence, the predominantly Catholic enrollment, and the shadow of Huey Long are all items that need to be underated.

Town has been made station-conscious by a variety of stunts. Advertising agencies in New York tend to rate WWL as the number one showmanship candidate, but the margin between the leader and the two others, WDSB and WDSU, tied for second place is narrow. WWL is Catholic owned, but operated on straight commercial lines with a minimum of ecclesiastics over the air. WDSU was during the career of the assassinated senator a very close associate of the ruling organization.

## NEW YORK CITY

Population: 7,151,200. Analysis: Native white, 50%; foreign born, 50.8%; Negroes, 14.2%.

Radios: 1,000,000. News: 100,000. Newspapers: Bronx Home News (eve), 100,000; Daily Eagle (eve), 100,000; Brooklyn Times-Union (eve), 67,771; American (m), 250,000; Evening Post (eve), 34,403; Herald Tribune (m), 31,700; Jewish Daily Forward (eve), 117,000; Jewish Day (eve), 70,100; Jewish Morning Journal (m), 81,154; Journal (eve), 650,000; Mirror (m), 120,000; News (eve), 100,000; Post (eve), 120,500; The Progress (m), 100,000; World (eve), 304,818; Times (m), 458,047; World-Journal (eve), 40,275; North Shore Journal (eve), 100,000; Long Island Press (eve), 62,822; Queens News (eve), 100,000.

10,611; Long Island Star (eve), 30,450; Ridgewood Advertiser (eve), 11,000; Island Advance (eve), 25,108. Bank deposits: \$1,812,374.00 (+1,450,210,000). Autos: 656,031. Phones: 1,426,374.

## 1. WOR

## 2. WJCA

## 3. WNEW

## 4. WHN

## 6. WINS

## 7. WJLB

## 8. WLWL

WABC, WJZ and WJEA are omitted from the New York City listing as they are primarily not showmanship points with practically no focus on character or activity although, of course, all have a scattering of retail and spot advertising.

WOR's right to first place on community showmanship leadership is as yet not seriously challenged. One of the oldest transmitters in country (1922) WOR is also one of the leading individual stations in America. Several stations additions within last year or two are listed as sources of new strength. Station has active promotional department and cutely snagged itself the benefits of NBC and CBS surveys under an adroit follow-up maneuver. Retains a variety of programs under important local sponsorship. Membership in Mutual pushes showmanship frontiers further. Station has great talent pool. Sidetracked by booker, Nat Abramson, whereby latter, operating in the name of WOR, exploits talent sources of income through WOR prestige and advertising.

WMCA, returned to Donald Flamm direction, has the same claim to second niche that WOR has on first. This is the station which did plenty for itself with the Morro Castle hearings and a number of bandwagons with an assortment of circus and spectacular stunts.

WNEW is now on a 24-hour schedule and notable for opening up unusual advertising and revenue sources. Puts on a good demonstration of showmanship. WHN passed under the direction of Louis K. Sideman late last spring. This change has brought a pronounced improvement in WHN. A parade of professional talent secured through Loew circuit and William Morris agency affiliation coupled with a policy against phonograph records has elevated the program quality. Several fairly big accounts have been signed. WHN has a great chance to one day crash through the metropolitan status quo and offer serious opposition. It is a showmanship station by instinct. Meanwhile Sideman, who must devote part of his time to his regular Loew position, is absorbing the peculiarities of broadcasting to which a few months ago he was completely a stranger. There have been, and still are, numerous obstacles to be ironed out. WHN dates back to 1922 but most of the time lacked clear-cut policies, well defined objectives and wallop management. It has to be re-built from the ground up.

WJWB in the Bronx has a smartly coordinated approach to its audience, a large element of which is foreign born and non-English speaking.

WINS, the Hearst station, is the victim of its own bad luck with, and numerous series of, managers. Burt Squire from WJZ, Cleveland, is now in the saddle but it is too soon to estimate either the direction or the speed of WINS. Once station is better integrated through building up esprit de corps, etc., which appears to be Squire's present aim, WINS should be able to capitalize on certain definite advantages it possesses through Hearst connections.

WLWL, owned by the Paulist Fathers, is now before the Federal Communications Commission in an effort to improve its status. With 5,000 watts and full time. It granted that would automatically thrust the station into the competitive picture. Most of this station's showmanship for last couple of years has been in Washington. It's fair for practical politics as there demonstrated suggests that the same amount of ingenuity devoted to actual broadcast operation would probably be felt in quick order once the time and power questions were settled.

## OAKLAND, CAL.

Population: 205,000. Analysis: Native white, 73.7%; foreign born, 26.3%. Type of city: Manufacturing, industrial. Retail sales (1935): \$10,000,000. Department store index: 410.0%.

Radios: 75,000. Newspapers: Post-Enquirer (eve) 54,282; Tribune (eve) 78,650. Bank deposits: \$15,276,000 (-\$21,000). Autos: 110,907. Phones: 110,907.

## 1. KROW

## 2. KKLX

## 3. KLS

Residential side of San Francisco Bay. Lacks the showmanship prestige of its sophisticated sister city. None of the three Oakland stations goes in much for self-exploitation outside the bay district.

## OKLAHOMA CITY

Population: 204,890. Analysis: Native white, foreign born, 1.9%; Negroes, 7.9%.

Type of city: Rural trading. Retail sales (1935): \$31,287,000. Department store index: 49.1%. News: 100,000. Newspapers: Oklahoma News (eve), 43,002; Oklahoman (m), 60,434; Times (eve), 80,670. Bank deposits: \$60,855,000 (+\$15,397,000). Autos: 65,070. Phones: 65,070.

## 1. WKY

## 2. KOMA

## 3. KFPR

## 4. KRCO

WKY is the stand-out.

## OMAHA

Population: 217,900. Analysis: Native white, 80.7%; foreign born, 15.4%; Negroes, 5.2%.

Type of city: Rural trading, farm product, manufacturing, residential. Retail sales (1935): \$19,968,000. News: 100,000. Newspapers: Omaha News (m & e), World-Herald (m & e), 127,104. Bank deposits: \$16,401,000 (+\$8,714,000). Autos: 40,000. Phones: 61,160.

## 1. WOW

## 2. KOIL

## 3. WAAW

Line-up as above seems to be almost unanimously okayed by qualified commercial radio men all three over 10 years old. Fraternal order insurance company, Woodmen of World, owns the showmanship first place. John J. Gillin, Jr., prominent in N.A.B.

## PHILADELPHIA

Population: 1,072,700. Analysis: Native white, 1.350; foreign born, 308,824; Negroes, 219,550.

Type of city: Industrial, commercial, residential. Retail sales (1935): \$54,150,000. Department store index: 114%. News: 100,000. Newspapers: Bulletin (eve), 528,540; Inquirer (m), 276,390; Public Ledger (eve), 200,736. Bank deposits: \$1,781,358,000 (+\$4,273,000). Autos: 193,039 (incl. taxis). Phones: 302,475.

## 1. WCAU

## 2. WIP

## 3. WFIL

## 4. KYW

## 5. W DAS

## 6. WPEN-WRAX

## 7. WHAT

## 8. WTET

Entrance of WFIL (merger of two stations) and KYW (moved from Chicago) has somewhat altered complexion here. WCAU has responded to the challenge with undeviated emphasis upon showmanship in move to guarantee its position and prestige. Meanwhile the second Levy station, KYW, has been, and still is, a problem as NBC has heretofore recommended WJZ, New York, as coverage enough for Philadelphia. Not only KYW but WFIL has to contend with this psychological obstacle of previous education.

Indeed the whole Philadelphia showmanship situation must be read in connection with the threat of New York stations. WOR, now 50,000 watts, has been sold in some measure as a two-market station. This affinity between the two big burbs is represented in another way by the regular exchange relationship between WFIL, Philadelphia, and WMCA, New York.

Peace now established between

most of the Philly stations and the Musicians Union ending a mess that did the town no good on showmanship. Fight was dramatically climaxed when a series of head-aches between broadcasters and musicians recently drove the Atlantic Refining program with Frank Parker out of Philadelphia to New York. This was a blow for Philadelphia radio showmanship, needs prestige as a program-building center.

Philadelphia's Withycomb, former NBC station relation, is at the wheel for WFIL and has attracted attention to the station. No push-over either on the sales or showmanship fronts with plenty of opposition with entrenched positions plus the excessive conservatism of the Quaker burgh. In another year's time the new management may have forged the station into a more commanding emprise.

There is a good deal of peppy enterprise in the smaller stations including foreign language-dedicated WRAX.

## PHOENIX, ARIZ.

Population: 54,420. Analysis: Native white, 82%; Mexican, 11.7%; foreign born, 5%; Negroes, 2.7%.

Type of city: Rural trading, residential. Retail sales (1935): \$29,720,000. News: 100,000. Newspapers: Gazette (eve), 12,029; Republic (m), 31,822. Bank deposits: \$35,850,000 (+\$11,600,000). Autos: 28,818. Phones: 14,122.

## KTAR

## 2. KOY

Longer hours on air favor KTAR.

## PITTSBURGH

Population: 678,900. Analysis: Native white 75.4%; born, 16.2%; Negroes, 8.2%.

Type of city: Industrial, residential. Retail sales (1935): \$19,251,000. Department store index: 45.1%. News: 100,000. Newspapers: Post-Gazette (m) 204,130; Press (eve), 172,398; Sun-Telegraph (eve), 155,000. Bank deposits: \$78,812,000 (+\$73,271,000). Autos: 78,836. Phones: 181,771.

## 1. WCAE

## 2. KWWS

## 3. WKVA

## 4. WJAS

WCAE retains showmanship lead.



Presenting "The MCCOY-MENDLE AGENCY"

Featuring Billy Gilbert, famous comedian and author, the funniest, most lovable, and outstanding comedian of the 1935-6 radio season. We guarantee you will laugh, cry, howl, weep, shriek, when you hear THE MCCOY-MENDLE AGENCY's Hollywood's Leading Booking Agency for Stars! Finest quality transcriptions. Sample set of four auditions episodes \$5.00, deductible from selling prices.

PRODUCED BY RADIO PRODUCTIONS, INC. HOLLYWOOD, CALIFORNIA

EXCLUSIVE DISTRIBUTORS: KASPER-GORDON, Inc. 140 BOYLSTON ST. BOSTON, MASS.

YOUR OLD FRIENDS ARE BACK

# THE O'NEILLS'

NOW RADIO'S MOST POPULAR FAMILY BRINGS YOU MORE LAUGHTER TEARS AND HEART-THROBS

Presented by Ivory Soap 99 44/100% pure

LISTEN 3:45-4:00 P. M.—E. S. T. WEAF

NBC Network—Coast to Coast

IN ••• Every Mon, Tues, Wed, Thurs, Fri.

Management Ed. Wolf, 1450 B'way, New York City—Dlr. Blackman Advertising, Inc.

ership. Had similar ratings in Vagary's two previous complications. KQV now a full time station in putting up a scrappy fight to divert listener attention from network-fed stations. Giving WWSW, another alert local, a race. J. J. Laux manages KQV.

PORTLAND, ORE.

Population: 312,118. Analysis: Native white, 1%; foreign born, 16%; Negroes, 0.7%. Type of town: Manufacturing, shipping, residential. Retail sales (1933): \$165,865,000. Department store index: +10.5%. Radio: 82,480. Newspapers: News-Telegram (eve), 75,641; Oregonian (m); 195,373; Oregon Journal (eve), 100,661. Bank deposits: \$158,000,000 (+\$18,020,000). Autos: 67,677. Phones: 57,468.

- 1. KOIN
2. KGW
3. KAI, KFUR
4. KEX
5. KXL
6. KJWJ

Newspapers use radio as sales promotion allies. Town is rather keen on showmanship but a long way from the advertising centers nationally so there are no clear-cut personalities among the stations so far as the east is concerned.

PROVIDENCE

Population: 337,000. Analysis: Native white, 72.2%; foreign born, 20.5%; Negroes, 2.2%. Type of city: Industrial. Retail sales (1933): \$85,200,000. Department store index: -4%. Radio: 85,800. Newspapers: Bulletin (eve), 44,633; Journal (m); 62,992; News-Tribune (eve), 28,577. Bank deposits: \$295,303,000 (-\$1,200,000). Autos: 116,707. Phones: 81,800.

- 1. WPRO
2. WGAN
3. WJAR

Town conspicuously active in radio showmanship but WPRO has been taking the initiative in a determined drive to improve its position within the community. Now linked with Inter-City group and Yankee web (alternate) and goes in for merchandising and stunts.

RICHMOND, VA.

Population: 184,000. Analysis: Native white, foreign born, 20.5%; Negroes, 20%. Type of city: Manufacturing, rural trading, residential. Retail sales (1933): \$85,082,000. Department store index: +4.7%. Radio: 41,280. Newspapers: News-Leader (eve), Times-D Dispatch (m), 73,221.

- 1. KMOX
2. KWB
3. KSD

KMOX, CBS-owned and managed by Jack Van Volkenberg holds leadership.

SALT LAKE CITY

Population: 144,500. Analysis: Native white, 86%; foreign born, 14%. Type of city: Mining, manufacturing, rural trading, residential. Retail sales (1933): \$12,100,000. Department store index: +6.4%. Newspapers: Desert News (eve), 36,915; Tribune (m), 51,900; Telegram (eve), 29,214. Bank deposits: \$19,664,660 (+\$11,005,000). Autos: 38,800 (county). Phones: 32,149.

- 1. KSL
2. KDYL

KSL closely identified with majority community interest. Has one of the best-situated transmitters in radio due to location in Utah salt bed. Has 59 hours per week of live talent, merchandising, mobile 200-watt unit. Adheres to 54% non-network program ratio. KDYL does some local producing and makes numerous civic tie-ups.

SAN ANTONIO

Population: 243,500. Analysis: Native white, 62.0%; foreign born, 2.4%; Negroes, 7.1%; other races, 80%. Type of city: Industrial, rural trading. Retail sales (1933): \$90,810,000. Department store index: +7.5%. Newspapers: Express (t), 37,300; News Radio: 50,200. News-Light (eve), 62,639. Bank deposits: \$38,728,000 (+\$14,061,000). Autos: 105,000. Phones: 165,000.

- 1. KOMO
2. KJR
3. KOL
4. KRCS
5. KVL

Seattle is an alert spot for radio. Stations employ various and devious tie-ups and stunts so that the public is kept well primed.

Bank deposits: \$415,913,000 (+\$124,903,000). Autos: 191,588. Phones: 40,800.

- 1. WRVA
2. WPGQ
3. WMBG

Larus & Bros. tobacco interests own WRVA and have created an individuality. Corn Cob Pipe program notable. WFRH is located in Petersburg but has offices in Richmond. WRVA has easy dominance.

ROANOKE, VA.

Population: 72,000. Analysis: Native white, 81%; foreign born, 19%. Type of town: Manufacturing, rural trading, residential. Retail sales (1933): \$81,000. Radio: 14,300. Newspapers: Times (t), 381,000. News (eve), 18,717. Bank deposits: \$29,498,000 (+\$1,586,000). Autos: 15,365. Phones: 14,488.

- 1. WDBJ
2. WRBX

WDBJ gets the showmanship nod here.

ROCHESTER, N. Y.

Population: 330,074. Analysis: Native white, 61.0%; foreign born, 37.2%; Negroes, 0.8%. Type of city: Industrial, residential. Retail sales (1933): \$106,221,000. Department store index: -1.05%. Radio: 77,400. Newspapers: Democrat & Chronicle (t), 78,727; Times-Daun (eve), 72,948; Journal (eve), 46,837. Bank deposits: \$334,371. Autos: 94,452 (county). Phones: 77,362.

- 1. WHCC
2. WHAM

WHCC is the fireworks in Rochester. WHAM (Stromberg-Carlson ownership) is the voice of class. On general network WHCC is ranked first for showmanship. With fewer basic advantages it sits up more excitement and hits the line harder.

ST. LOUIS

Population: 850,300. Analysis: Native white, 78.7%; foreign born, 8.2%; Negroes, 11.4%. Type of city: Railroad center, manufacturing, residential. Retail sales (1933): \$232,813,000. Department store index: +9.5%. Radio: 199,400. Newspapers: Globe-Democrat (m), 225,813; Post-Dispatch (eve), 263,007; Record (m), 210; Star-Times (eve), 149,010. Bank deposits: \$47,500,000 (+\$70,088,000). Autos: 106,742. Phones: 302,925.

- 1. KMOX
2. KWB
3. KSD

KMOX, CBS-owned and managed by Jack Van Volkenberg holds leadership.

SALT LAKE CITY

Population: 144,500. Analysis: Native white, 86%; foreign born, 14%. Type of city: Mining, manufacturing, rural trading, residential. Retail sales (1933): \$12,100,000. Department store index: +6.4%. Newspapers: Desert News (eve), 36,915; Tribune (m), 51,900; Telegram (eve), 29,214. Bank deposits: \$19,664,660 (+\$11,005,000). Autos: 38,800 (county). Phones: 32,149.

- 1. KSL
2. KDYL

KSL closely identified with majority community interest. Has one of the best-situated transmitters in radio due to location in Utah salt bed. Has 59 hours per week of live talent, merchandising, mobile 200-watt unit. Adheres to 54% non-network program ratio. KDYL does some local producing and makes numerous civic tie-ups.

SAN ANTONIO

Population: 243,500. Analysis: Native white, 62.0%; foreign born, 2.4%; Negroes, 7.1%; other races, 80%. Type of city: Industrial, rural trading. Retail sales (1933): \$90,810,000. Department store index: +7.5%. Newspapers: Express (t), 37,300; News Radio: 50,200. News-Light (eve), 62,639. Bank deposits: \$38,728,000 (+\$14,061,000). Autos: 105,000. Phones: 165,000.

- 1. KOMO
2. KJR
3. KOL
4. KRCS
5. KVL

Seattle is an alert spot for radio. Stations employ various and devious tie-ups and stunts so that the public is kept well primed.

Showmanship Firsts

- NBC KLRA
WBW WHAS
WRAL WQCC
WAFB WWL
WLW WCAU
WHIO KOIN
WFAA WPRO
WFOC WRD
WIRE WHCC
WMC KSL
WMTJ KGB
WSPR KPFC
WSM KPFF
WKY KWG
WOW WPEL
WTVT KVI
WDAE WDAE
WRVA WJWS
WQAI WORC
KOMO Independent

- CBS (34)
KOB
WGON
KXEL-KVOD
KXELZ
KTAT
WGN-WKBW
WHOM
WHB
WHK
WINS
WJR
WHP
KTRH
WLBX
WNOX

\*Recent acquisitions to the web, and not with in the time to which these ratings apply.

- Auton: 62,797 (county).
Phones: 40,418.
1. WOAI
2. KTSB
3. KMCC
4. KSCB
5. KONO

San Antonio has some unusual radio showmanship. Mexican population large and influences programs.

SAN DIEGO, CAL.

Population: 160,000. Analysis: Native white, 70.8%; foreign born, 28.8%; Negroes, 0.8%. Type of town: Shipping, resort, navy command, residential. Retail sales (1933): \$53,917,000. Radio: 45,480. Newspapers: Sun (eve), 19,300; Tribune (eve), foreign born, 24,296; Examiner, 0.8%. Bank deposits: \$41,114,000 (+\$3,118,000). Autos: 70,000. Phones: 35,200.

- 1. KGB
2. KFSD

Two stations, equal in wattage and operating time. KGB deemed the more showmanly.

SAN FRANCISCO

Population: 680,830. Analysis: Native white, 66.6%; Oriental, 5.0%; foreign born, 24.2%; Negroes, 0.8%. Type of town: Industrial, shipping, commercial. Retail sales (1933): \$254,075,000. Department store index: +8.8%. Radio: 1. Newspapers: Call-Bulletin (eve), 122,814; Chronicle (m), 37,705; Examiner (m), 168,254; Star (eve), 95,723. Bank deposits: \$2,104,436,000 (+\$172,429,000). Autos: 131,842 (county). Phones: 212,005.

- 1. KFRC
2. KPO
3. KGO
4. KYA
5. KFSD
6. KJBS
7. KGGG

Harrison Hollaway rated one of best radio showmen on Pacific Coast. KFRC enjoys number one reputation. Town has good deal of competition (plus three stations across the bay in Oakland) and is something of a production centre, despite tendency to divert western slope origination to Hollywood.

SEATTLE, WASH.

Population: 374,100. Analysis: Native white, foreign born, 29.9%. Type of city: Manufacturing, shipping, rural trading. Retail sales (1933): \$129,080,000. Department store index: +8.6%. Radio: 95,571. Newspapers: Post-Intelligencer (m), 102,163; Star (eve), 141; Times (eve), 102,163. Bank deposits: 220,064,000 (+\$177,000). Autos: 87,800. Phones: 165,000.

- 1. KOMO
2. KJR
3. KOL
4. KRCS
5. KVL

Seattle is an alert spot for radio. Stations employ various and devious tie-ups and stunts so that the public is kept well primed.

SHENANDOAH, IA.

Population: 6,780. Analysis: Native white, foreign born, 1.5%. Type of city: Rural trading, residential. Retail sales (1933): \$7,400,000. Radio: 4,030 (Pace county). Newspapers: Pentain (eve), 3,456. Bank deposits: \$1,544,000 (+\$110,000). Autos: 1.5. Phones: 1.

KFNF has the credit in this farm town. Senator Henry Field owns it. Earl May-Seed Company has other station.

SPOKANE, WASH.

Population: 116,900. Analysis: native 85%; foreign born, 15%. Type of town: Rural trading, manufacturing, residential. Retail sales (1933): \$38,375,000. Department store index: +10.7%. Radio: 28,1. Newspapers: Chronicle (eve), 43,687; Spokan-Review (m), 40,400; Free (eve), 22,654. Bank deposits: \$7,105,000 (+\$8,150,000). Autos: \$30,000 (including taxis, used cars). Phones: 1.

- 1. KPFF
2. KHQ
3. KGA
4. KFIO

Another of the far western spots that do little to keep the western buyers of advertising spot and otherwise, informed. Some of the Pacific communities might just as well be in Asia; the contact with New York is that vague.

SPRINGFIELD, ILL.

Population: 75,457. Analysis: Native white, 84.4%; foreign born, 0.5%; Negroes, 5.2%. Type of city: Manufacturing, mining, residential. Retail sales (1933): \$24,390,000. Radio: 15,370. Newspapers: Minnola State Journal (m), 31,329; Minnola State Register (eve), 31,784. Bank deposits: \$21,083,000 (+\$7,012,000). Autos: 11,300 (county, incl. taxis). Phones: 14,000.

WCSB-WTAX No choice here because no showmanship.

STOCKTON, CAL.

Population: 47,850. Analysis: Native white, 74.7%; foreign born, 24.8%; Negroes, 0.9%. Type of city: Manufacturing, rural trading. Retail sales (1933): \$10,521,000. Radio: 11,150. Newspapers: Independent (Max m), 7,684; Record (eve), 118. Bank deposits: \$14, 7,000 (+\$1,687,000). Autos: 18,878. Phones: 13,224.

- 1. KWG
2. KGDM

Slight edge given KWG, owned by McClatchy newspaper chain. But mostly phonograph records and a minimum of showmanship.

SYRACUSE, N. Y.

Population: 217,412. Analysis: Native white, foreign born, 17%. Type of city: Manufacturing, residential. Retail sales (1933): \$34,725,000. Department store index: +10.87%. Radio: 40,100. Newspapers: Herald (eve), 50.3; Journal (eve), 428; Post-Standard (t), 53,444. Bank deposits: \$180,870,000 (+\$8,087,000). Autos: 60,000 (county). Phones: 42,350.

- 1. WFBL
2. WSYR

Syracuse has displaced a tendency to greater activity along showmanship lines. WFBL in particular has sharpened up in the last year or so. Has a variety of specials, remotes, tie-ups and merchandising. Harry Wilder's WSYR also sensitive to local matters. Keen rivalry between two.

TACOMA, WASH.

Population: 108,200. Analysis: Native white, 90.8%; foreign born, 18.5%; Negroes, 0.7%. Type of city: Shipping, manufacturing, residential. Retail sales (1933): \$28,050,000. Department store index: +10.7%. Radio: 27,000. Newspapers: Ledger (m), 14,771; News-Tribune (eve), 30,054; Times (eve), 20,665. Bank deposits: \$100,000,000 (+\$973,000). Autos: 26,072 (county). Phones: 21,290.

KVI one of few far western stations which is habitually aware of the eastern buying center as evidenced by a consistent effort to remind east that KVI exists.

TAMPA, FLA.

Population: 108,000. Analysis: Native white, %; foreign born, 15.5%; Negroes, 23.0%. Type of city: Shipping, manufacturing, trading. Retail sales (1933): \$30,725,000. Radio: 22,000. Newspapers: Times (eve), 25,884; Tribune (m), 50,355. Bank deposits: \$28,505,000 (+\$430,000). Autos: 53,103 (county). Phones: 18,076.

- 1. WDGE
2. WFLA

Florida west coast is less resort and more commercial area but gets its seasonal influx.

TUCSON, ARIZ.

Population: 40,000. Analysis: Native white, %; foreign born, 20%. Type of city: Resort, rural trading. Retail sales (1933): \$9,950,000. Radio: 7,410. Newspapers: Citizen (eve), 11,217; Star (m), 8,231. Bank deposits: \$6,180,000 (-1,000). Autos: 15,915 (county). Phones: 7,582.

- 1. KVOA
2. KGAAR

Scant differential of choice here. (Continued on page 50)

A NEW SHOW TONIGHT "Refreshment Time"

Advertisement for 'Refreshment Time' featuring Ray Noble and His Orchestra. Includes text: 'ON THE AIR', 'Coca-Cola PRESENTS RAY NOBLE and His Orchestra with a supporting cast of stars Columbia Network EVERY WEDNESDAY 9.0 P.M. EASTERN TIME'.

An Invitation to Meet "THE GIRL FRIEND"

America's Newest Sweetheart! This new transcribed series is written by MAXINE ALTON, whose new show, "Daughter of Cain," opens on Broadway this season. THE GIRL FRIEND will SELL any product in the women's field—and is accompanied by merchandising plans for varied businesses! Sample set of four episodes for audition, \$5.00, deductible from selling price.

PRODUCED BY RADIO PRODUCTIONS, Inc. HOLLYWOOD, CALIFORNIA

EXCLUSIVE DISTRIBUTORS KASPER-GORDON, Inc. 140 BOYLSTON ST. BOSTON, MASS.

Fred Astaire's SPECIAL RADIO MATERIAL [LUCKY STRIKE HOUR] was written by Pat Ballard

REPRESENTATIVES: WINKLER-HANNA INCORPORATED SIX FIFTY FOUR MADISON AVENUE, NEW YORK

# New Business

**CINCINNATI**  
 Maryland Pharmaceutical Co., using one time signal nightly for six months to blue Rem. Joseph Katz Agency, Baltimore. WKRC.  
 Sears Roebuck & Co., 52 15-minute morning programs on "Saving Sue and Her Husband Jack." WKRC.  
 Graybar Dealers Assn., 26 100-word announcements (woman's hour). WKRC.  
 Kessen's Poll Parrot Shoe Store, 100 100-word announcements (woman's hour). WKRC.  
 Westler Hat Shop, 13 100-word announcements (woman's hour). WKRC.  
 Woman's Home Companion, renewal of 52 15-minute Jean Abbey program. Geyer Cornell Agency, New York. WKRC.  
 Maytag Co., 13 quarter-hour evening broadcasts (Stewart-Warner). Jesse Joseph Agency, WKRC.  
 Kroger Grocery & Baking Co., 52 half-hour transmissions. Ralph Jones Agency, WKRC.  
 Pure Oil Co., 52 100-word announcements.

ouncements. Fretlag Advertising Agency, Chicago. WKRC.  
 Cowditch Coal Co., weather forecast nightly for 26 weeks. WKRC.  
 Sanders Jewelry Co., 100 100-word announcements. WKRC.  
 Cincinnati Jockey Club, 26 100-word announcements offering free tickets of admission to Coney Island race track. WKRC.  
 Ohio River Refining & Terminal Co., 13 quarter-hour programs. Keeler & Sittes Agency, WKRC.  
 Cincinnati Athletic Goods Co., 36 100-word nightly sports reviews. WKRC.  
 Duro Drug Co., 52 15-minute bridge lessons. WKRC.  
 Group Laboratories, 26 one-minute e. l.'s on Bromo-Quinine. Through Kastor Agency, Chicago. WKRC.  
 Sterling Products, 208 Dick Tracy e. l. programs, burbling California Syrup of Figs. Stack-Goble Agency, WCKY.  
 Oldsmobile, 13 five-minute e. l.'s through the D. P. Brother Co. WCKY.  
 Plymouth Motor Car Co., 26 chain breaks and one-minute announcements. Through J. Stirling Getchell. WCKY.  
 Dodge Brothers, 26 chain breaks and nine five-minute e. l. programs. Through Ruthrauff and Ryan and Norman Craig. WCKY.  
 Standard Oil, 15 one-minute cold weather announcements. Through McCann-Erickson. WCKY.

**CHICAGO**  
 Holywood Mask Co., 15 minutes three times weekly. Schwimmer & Scott Agency, Chicago. WGN.  
 Charles Stevens, Chicago, 16 minutes once weekly. Direct.  
 Schaefer Pen Co., 15 minutes five times weekly. Philp. O. Palmer Agency, Chicago. WGN.  
 Carleton and Hovey, Inc. (Father John's), 15 minutes twice weekly. John Jones Agency, Boston. WENR.  
 Grobe Laboratories, St. Louis, 15 minutes (disc), four times weekly. Chicago Globe Agency, Chicago. WENR.  
 Sears Roebuck Co., Chicago, four one-minute announcements, Dade Spohn Agency, Chicago. WENR.  
 Bailey's, Chicago, 15 minutes (disc) once weekly. Julian Black Agency, Chicago. WENR.  
 Union Pacific System, one-minute announcement daily three times through Caples Agency, Chicago. WMAQ.  
 Battle Creek Food Co., Battle Creek, five-minute participation talks

twice weekly, to Dec. 31, 1935. William D. McAdams Agency, New York. WMAQ.  
 Kraf-Phenix Cheese Co., Chicago, five-minute participation to Dec. 31, 1935, twice weekly. J. Walter Thompson Agency, Chicago. WMAQ.  
 Massachusetts Life Insurance Co., Springfield, Mass., 15 minutes once weekly to April 6, 1936. R. J. Potts Agency, Kansas City. WMAQ.  
 Cranberry Cannery, South Hanson, Mass., five-minute participation twice weekly. J. Walter Thompson Agency, New York. WMAQ.  
 Libby, McNeill & Libby, Chicago, five-minute participation twice weekly. J. Walter Thompson Agency, Chicago. WMAQ.  
 Miles Laboratories, 15 minutes, three times weekly. Wade Agency, Chicago. WGN.  
 Samoline Company, 15 minutes, three times weekly. Blackett-Sample-Hummert Agency, Chicago. WGN.  
 Gordon Clothing Company, 15 minutes six times weekly. Harry Atkinson Agency, Chicago. WBBM.  
 McCann Company, Cleveland, 15 minutes once weekly for 26 weeks. Rogers & Smith Agency, Chicago. WLS.  
 McCann Company, Winona, Minn., two minute daytime announcements, three times weekly. McCann Company, Minneapolis. WLS.  
 Railway Express Agency, New York, 13 15-minute discs. Caples Agency, New York. WLS.  
 Drug Trade Products, Chicago, continuation order for 312 30-minute daytime shows. Boston and Dall Agency, Chicago. WLS.  
 Chicago Cold Merchants Ass'n., six 50-word daytime announcements. WLS.  
 Foley Company, Chicago, 156 15-minute daytime periods. Laussen & Solomon Agency, Chicago. WLS.

**NEW YORK CITY**  
 Philip Krinke, Inc., series of quarter-hourly, six times weekly, for 52 weeks starting Nov. 4. Placed through Bess & Schilllin. WNEW.  
 Prince Macaroni, series of spots, for an indefinite period. Placed through Moss Associates. WNBC.  
 Barry H. Spaw, series of spots for an indefinite period. Placed through Bess & Schilllin. WNEW.  
 Simplex Diathermy, thrice weekly, here, fall for 12 weeks. Placed through Friend Advertising. WMAA.  
 Silver Crown Remedies, Sunday series, 15 minutes, twice weekly. Placed through Bess & Schilllin. WNEW.  
 Garcia Grand Olivas, spots, for 20 days. Placed through Peck Advertising. WMAA.

# RADIO SHOWMANSHIP

### Stunts, Novelties, Tie-Ups

## Outstanding Stunts

### IOPIAN SIDELIGHTS

### WBZ, BOSTON

### NEW RESIDENT GREETER

### WMBD, PEORIA

### Ethiopia

Joseph Leone, 66, a sergeant with the Italian Army during the Italo-Ethiopian battle of Adowa in 1896, was guest speaker on the "Good News" show, Sunday, on WBZ, Boston, and WBZA, Springfield, Sergeant Leone, who received Ethiopian spear and shield wounds in the neck and legs, during the desperate fighting and siege at Adowa, spoke briefly of his experiences in a broken-American tongue.

Program also developed dramatic exposition of how news was despatched in 1896, taking four days for the United States to receive word from the front, after brought to telegraph office by native runners. Then the conditions of today, better but still difficult were explained. In dramatized form through cooperation of Henry Minott, New England Manager of the United Press, in Boston.

Rmy Weaker orchestra did the incidental music.

### Welcome Stranger Stunt

### WMBD, Peoria, Ill.

novel glad hand to newcomers to its hot city in which believed a new one for the airways. Announcer Hal Cufver, daily calls up New York's Retail Merchants Association for names of new residents, then gets the newcomers on the phone, gets exhaustive data-and sends them to their homes in a special broadcast. The new-comer usually falls for the idea and extends plenty of biographical data. It's a honey for goodwill and after the broadcast, with dedicated musical numbers, the Larkin Co., who pays for the airtime, follows with presents in a personal contact visit. The program, brain child of WMBD's Chief Hull, has clicked in a big way.

Another Radio stunt along similar lines at station WMBD, the universal "Pie Majesty." Knowing beforehand the universal interest in toddlers, the station calls the four hospitals here, giving a play to new arrivals, parents' names, etc. The theme song is a record combining baby's cries, fanfare.

### Seek Undergrads Good-Will

### Denver

To get the goodwill of Denver University undergrads and alumni and to boost its business, the University and Ship Tavern here gave a play-by-play broadcast of the Denver-Missouri game over KPEL-TVOD.

Latter placed the tilt in from Columbia Mo. where it was being played.

### Gum Stimulates Touchdowns

### New York

Wrigley Gum's latest sampling stunt is circulating the country's football teams with packages of the product. Cartons contain 100 pieces each and go to both players and coaches.

No testimonials are solicited.

Stations Use Road Signs  
 Des Moines, Iowa Broadcasting system (KRNT-KSO) has contracted for 26 billboard signs, 10 x 50 foot displays in Des Moines and highways leading into the city through the Des Moines-Cray System, with the boards to be used in spot programs. Five of the displays, in addition to the two painted displays will be lighter and changes will be made frequently in the displays.

Estimated circulation is 426,000 daily in 18 hours.

### Hot Dates History

### Cincinnati

Kroger Grocery & Baking chain, currently sponsoring a disc program called "Hot Dates in History" to plug coffee, is releasing a second series of 13 midwest stations. "Newcomer" is called "Hot Dates in History" to plug coffee, is releasing a second series of 13 midwest stations. "Newcomer" is called "Hot Dates in History" to plug coffee, is releasing a second series of 13 midwest stations.

### Dutch Schultz Special

While Dutch Schultz lay on his deathbed in a local hospital WOR had Thursday evening (25) went on with a special broadcast in

which Deputy Chief of Police John Haller, who is in charge of the department's detective division, gave his impressions of the shooting and the motive which he thought lay behind the deed. Vincent Slavin, Newark News police reporter, did the quizzing of both Haller and Acting Capt. Thomas J. Rowe, who described the scene of the shooting and his conversations with the wounded mob leader.

Toward the end of the quarter-hour the proceedings were given a bit of moral salving, with the deputy chief, in response to the announcer's pleading, delivering a homily on the theme that crime doesn't pay. Haller held that crime flowers from a combination of poverty and inherent moral weakness.

Stunt was the first staged by WOR's new special features division which is headed by G. W. (Johnny) Johnstone.

Program also developed dramatic exposition of how news was despatched in 1896, taking four days for the United States to receive word from the front, after brought to telegraph office by native runners. Then the conditions of today, better but still difficult were explained. In dramatized form through cooperation of Henry Minott, New England Manager of the United Press, in Boston.

Rmy Weaker orchestra did the incidental music.

**CHARLES PREVIN**  
 REALSILK'S  
 MUSICAL DIRECTOR  
 SECOND YEAR  
 NBC, Sundays 8 P.M., CST

**BENARY VENTURA**  
 EVERY TUES. 6:15-6:30 P.M.  
 EVERY FRI. 10:30-10:45 P.M.  
 EST-WABO  
 And Entire Columbia Network  
 Now Appearing "Anybody's Business"  
 46th St. Theatre, New York  
 Management, CBS Artists Bureau  
 Personal Manager  
 JULES ALBERTI, 115 Madison Ave.  
 New York City

**AL SHAYNE**  
 Radio's Ambassador of Song  
 THIS WEEK, OCT. 25  
 HEADLINING  
 FOX, WASHINGTON, D. C.  
 EVERY SUNDAY  
 WOR-12:30 to 1 P.M., for  
 ANSONIA SHOES  
 Foot Fashions for Footlight Femmes

**EASY ACES**  
 FOR ANACIN  
 TUES.-WED.-THURS.  
 7 P.M. EST  
 NBC-WJZ

**ODETTE MYRTIL**  
 BOURJOIS'  
 "Evening in Paris"  
 MONDAY EVENINGS  
 8:30 P.M., 8:57  
 WJZ-NBC

**ALEX HYDE**  
 musical director  
 WHN new york

# Showmanship Survey

(Continued from page 49)

## WASHINGTON, D. C.

Population: 465,000.  
 Analysts: Native white, 68.5%; foreign born, 8.1%; Negroes, 21.1%.  
 Type of city: Governmental, residential.  
 Retail sales (1933): \$241,615,000.  
 Investment store (1933): \$1,000,000.  
 Radio: 121,767.  
 News (Gazette) (no. 161,234; News (eve.) 73,276; Post (m.) 80,921; Star (eve.) 122,890; Times (eve.) 114,812.  
 Bank deposits: \$28,900 (+ 0.844,000).  
 Auto: 145,807 (district).  
 Phones: 158,017.

### 1. WJW

### 2. WOL

### 3. WRC, WMAL

No argument in the advertising trade about WJW's romping away with showmanship laurels in cap. Columbia station is both artful and dextrous in rendering all things to all men. It's the congressman's ready voice, the vigilante of Virginia (in which technically it is assigned) and the soft whisper protecting the health and home in Maryland. It has more tie-ups than the Long Island railroad during a snow storm. Doesn't stop with the ordinary man-on-the-street stunt; but goes beyond to include a man in the fog, man in the rain, man in the corridor. (Up to now has stayed out of the wash rooms.) Everything from singing canaries to donkey baseball on WJW.

WOL is LeRoy Mark's small-water that does a nice job among showmanship lines. Aims its job announcement at the clerical strata and exploits sports and thrillities.

NBC stations, WRC and WMAL, also undertake to keep the politicians supplied with opportunities for eloquence.

## WATERBURY, CONN.

Population: 101,300.  
 Analysts: Native white, 70.5%; foreign born, 7.5%; Negroes, 1.7%.  
 Type of city: Manufacturing.  
 Retail sales (1933): \$34,203,000.  
 Radio: 20,800.  
 News (Democrat) (eve.) 11,018; Republican (m.) 14,233; American (eve.) 1,160.  
 Bank deposits: \$57,072,000 (\$822,000).

Auto: 12,761.  
Phone: 18,223.

### 1. WJWB

### 2. WATR

This Connecticut trading post has assumed competitive aspect within year. Both stations were established in 1934, and both have revealed a nascent appreciation of radio showmanship. Evident, however, is the lack of interest in broadcasting, the engineering and sales details are still too new to allow much time or awareness of the philosophy which Shakespeare expressed in the phrase "the play's the thing."

## WILKES-BARRE, PA.

Population: 87,100.  
 Analysts: Native white, 82%; foreign born 17%. Negroes, 1%.  
 Type of city: Manufacturing, mining.  
 Retail sales (1933): \$31,649,000.  
 Investment store (1933): 1,478.  
 Radio: 17,200.  
 News (Gazette) (eve.) 19,105; Record (m.) 20,003; Times-Leader (eve.) 29,718.  
 Bank deposits: \$100,628,000 (+\$3,340,000).  
 Auto: 43,322.  
 Phones: 24,686.

### 1. WRE

### 2. WBAX

lor market in radio sense.

## WORCESTER, MASS.

Population: 198,000.  
 Analysts: Native white, 73.1%; foreign born 25%.  
 Type of city: Manufacturing.  
 Retail sales (1933): \$54,597,000.  
 Investment store (1933): 4,270.  
 News (Gazette) (eve.) 61,504; Telegram (eve.) 62,000; Record (eve.) 29,800.  
 Bank deposits: \$100,279,000 (+\$3,240,000).  
 Auto: 55,727 (including taxis).  
 Phones: 25,461.

### 1. WORC

Independent station has the showmanship claim. WTAG is owned by Worcester Telegram and its subordinated to the interests of the daily. Rated as stuntmaster in showmanship, with most of its specials simply sales promotional tie-ups for the paper.

Worcester is a city of considerable wealth and diversified interests despite large percentage of foreign born residents.

"LITTLE"  
**JACKIE HELLER**  
 The Old Maestro's Radio Sensation  
 NBC NETWORKS  
 Mon., Wed., Fri. and Sat.  
 Week of 13  
 METROPOLITAN  
 BOSTON  
 Direction HERMAN BERNIE, in association with NBC Artists Bureau

**LEON BELASCO**  
 And His ORCHESTRA  
 NOW APPEARING  
 CHEZ PAREE, CHICAGO

second year  
**french casino**  
 new york  
**carl hoff**  
 and his orchestra  
 cbs-wabo-sun. 11-11:30 p.m.  
 mbs-wor-fri. 11:15-11:45 p.m.

**'LAVENDER AND OLD LAKE'**  
With Frank Munn, Lucy Monroe,  
Fritzi Scheff, Gya Haenschler  
orchestra and the Amsterdam  
chorus  
Musical  
30 Mins.  
BAER  
WABC, New York  
(Blackett-Sampner-Elmer)

Bayer is dropping a wispy-washy plot (22) previously woven into this series in favor of straight musical change is distinctly for the better. Whereas the plot was vague and wandering, an unspiced showmanship in a disorderly fashion, attention is now focused solely on the music. Latter continues to be the familiar light opera type which is not easily dated out. Without any gabbling or silly love stuff to interrupt, it ought to prove doubly effective.

Rest of the stanza remains essentially as it was. Frank Munn continues to sing melo songs and refrains from interpolating showy cadanzas, etc. Does a neat job, and his pipes have an unusually rich volume for a tenor. Lucy Monroe also handles her assignment ably, doing best as a duet partner for Munn.

Sole change on the singing end of the program is the inclusion of Fritzi Scheff as a standard member of the cast. Done to bring the nostalgic interest to a climax. Miss Scheff gets one number per program. About right. Over-doing the mauve decade stuff would be a mistake. Miss Scheff makes nice impression.

**ABE LYMAN**  
AND HIS  
CALIFORNIA ORCHESTRA  
COAST-TO-COAST  
WABC—Tuesday, 8:30 to 9 P.M., EST  
(Phillips Dental)  
WEAF—Friday, 9 to 9:30 P.M., EST  
(Phillips Mills)

**ART KASSEL**  
AND HIS  
KASSELS IN THE AIR  
ORCHESTRA  
Hear Him on the Elgin  
Program Each Friday  
10:30-11 P.M. EST  
WEAF-NCB Coast-to-Coast  
Met. Music Corp. of America

**AL GOODMAN**  
AND HIS ORCHESTRA  
PALMOLIVE BEAUTY BOX  
EVERY FRIDAY, 10:30-11 P.M. EST  
9 P.M. EST, 7:30 P.M., EST, NBC  
LUDEN'S PROGRAM  
Sundays, 5:45 P.M., WEAF  
COAST-TO-COAST

**PHIL BAKER**  
Gulf Refining Company  
Sundays, 7:30-8 P.M. EST  
WABC-CBS  
Direction  
& S. Lyons

**DON MARIO**  
Star of  
"Penthouse Serenade"  
NBC  
Coast to Coast Sunday Afternoon  
New York Rep., MAX HICKNER  
Radio City, New York

**EMERSON GILL**  
AND ORCHESTRA  
HOTEL WEBSTER HALL  
DETROIT, MICH.  
MCA Direction

**'MARRIAGE LICENSE BUREAU'**  
With Quin Ryan  
Interviews  
15 Mins.  
EDEN-WEILAND DAIRY CO.  
WGN, Chicago  
(Hanff-Metzger)

Such ether idea that can't miss. Taking the listeners, especially the female marriage license bureau at the County building and letting them in on heart-to-heart interviews with the would-be wed is a cinch for sure-fire interest.

Couples are interviewed by Quin Ryan. He asks just the right questions, elicit the human interest "Folks as to how they met," "what their plans are," etc.

**'COLLEGE PROM'**  
With Red Nichols' orchestra, Harry  
Dance Music and Football  
30 Mins.  
WJZ, New York  
(N. W. Ayer)

Coming around to its 4th session, the 'College Prom' drops Ruth Eitting, who is contemplating a vacation and a cruise, and puts a silencer on some of the hyper college stuff that previously threatened to blast eardrums and loudspeakers alike. Less noise is in itself a boon, and the fact that the college fans can now hear Nichols' ork on a long enough stretch to do a few steps to the music is a double asset.

Nichols always has had a strong feeling for semi-live stuff. His sale of his phonograph records shows, and he should have got more rest started with it. That the program used to be burdened with hurrahs and cheers shows what happens to college grads when they become alumni in an advertising agency.

Aside from allowing Nichols' a chance to show his hot stuff, the program also includes some good chorus work by the Songwriters and the Wallace Sisters. About 10 minutes are given to the former, throwing a sop to the football dopsters.

The program caught for this review (25) Harry Kipke, Michigan coach, spied a bit about his team, his superstitions and the pending encounter with Columbia. Not too long and probably of considerable interest to both east and west. Les Qualey does not stand out as more or less identifies him as one of the college boys.

Now on a solid sansempation standard, the series should continue to gain in popularity, although the loss of Ruth Eitting removes a top-notch name from the program lineup.

**BOB CROSBY**  
Songs, Band  
15-Mins.  
ROGERS & GALLET  
WJZ, New York  
(Marshall & Pratt)

With the band and staff of arrangers that the fellow's managers, Rockwell O'Keefe, have put behind him, the act that Bob Crosby is doing for Rogers & Gallet, maker of perfumes and toilet soaps, can't be faulted. The act that stacks up niftily with the best of them and the fact that the youngest brother of Bing Crosby is making a definite interpretation to a pop love dittie should make it that much easier for the turn to build a nice Friday evening following.

What is decidedly to Bob Crosby's credit is that he makes no attempt to ape his brother. He stands on his own talents for giving straight, clear and melodious treatment to a list of the moon and Juneteenth songs.

At no time does he step out of his depth. His is a baritone that has few vocal limitations, and as for style that is bound to develop with experience. But there is enough in that voice as it is to garner heaps of female interest. The element of style does make itself strikingly noticeable in the band. The 10 minutes that are allotted to him, most likely will prove much too short for the listeners' liking.

For 15 minutes the stanza the advertising on this one goes away overboard, even though part of it is wrapped up in a bit of deft dialog impersonation. The element of style around a dream idea, with Alice Frost nickmicking the radio name she has been dreaming about. Through the crossfire between herself and a drugist character the listeners are regaled with an inventory of the sponsor's various products and their virtues. On the initial program (28) of the series, Alice Frost did an adroit takeoff of Gracie Allen.

Also given a major segment of the program's running time is the palaver about a contest slated for the next eight weeks. Prizes are \$100 dollars a week and 25 bottles of R. & G. perfume for Christmas greetings written on the wrapper of a bar of R. & G. soap. The grand prize is a grand prize of \$1,000. Besides soap and perfume the ad copy extolates on the sponsor's brand of

Announcer on the show is Norman Brokenshire, who has recently joined Bob Crosby's operating firm. He disclosed a neat touch for tie-in phrasing. It spoke of Bob Crosby's relation to the show, and the former was 'living up to a grand tradition, the same as his sponsor is in the field of perfumes and toilet soaps.

**REFLECTIONS**  
With Charlotte Woodruff, Elinor Gail, Drury Lane, Joseph Bernhardt, Wilbur Hatch Orchestra  
Music and Narrative  
15 Mins.  
KNX, Hollywood

Station made a big to-do about this musical potpourri and as such lived up to its billing. A most commendable... a musical novelty never before attempted on the Coast! It falls far short. It's all been done before, on seaboards and in the provinces.

The Half hour program marked debut of Leonard L. Coe as program director, as a producer. Also it unveiled the spot's master studio A. Cox as a substituted matter news. Idea of idyllic narration preceding each number has been well thumbed by now. Also the Fred Waring takeoff allowing the tempo for choir background.

**FLEISCHMANN 6TH ANNIVERSARY**  
With Rudy Valle, Ferde Grofe, Vicente Escudero, Lucienne Boyer, Gladys Cooper, Gladys Cooper, Stepin Fetchit, Joseph Lhevinne, Graham McNamee.  
60 Mins.  
WEAF, New York  
(J. Walker Thompson)

For its sixtieth anniversary on the air, the Fleischmanns staged a galaxy of international talent. Rudy Valle got special attention in frequent spots. The success of his career is plus a suite specially dedicated to him by Ferde Grofe. Good program by the Fleischmanns more than make up for national in meaning. Escudero certainly little known and Boyer's rep, while big in New York's sophisticated belt, is limited outside. Metairie is primarily a New Yorker, while Gladys Cooper is a Los Angeles actress.

Grofe at the helm in the beginning presented his Rudy Valle Suite, which traced the radio entertainer's life from college to the 'Scandals.' It was typically descriptive in the Grofe manner, set off by neat arrangements. The first of the first of the guests, with two songs, still delivers her stylized ditties in a soft and charming manner.

Escudero did finger-nail snapping and staccato castrating. Stepin Fetchit for ferocious behavior. McNamee announces his chore as coming from Ethiopia by way of Hollywood, giving his familiar drawing made mauling and well high stole the program.

Joseph Lhevinne, representing Russia, did not do so well. He played Chopin brilliantly and was one of the high spots. Gladys Cooper for ferocity, both of the first of the first of the season of Shakespeare, and presenting a scene from 'Mary of Scotland' (an act which made reminding the fact that this would be Katharine Hepburn's next Radio production).

**'MILKY WAY WINNERS'**  
With Frank Dalby Fox White, Evangeline Hedrick, Jim Blane, Vincent Coleman, Bob Jellison  
15 Mins.  
MARS CANDY COMPANY  
WGN, Chicago  
(George W. Davis)

Mrs. Ethel Mars, the sponsor, is distinctly race-horse conscious as evidenced by her ownership of the Milky Way Farm, one of the largest racing stables in the country. She has made it her business to know of the country is also horse-conscious, as evidenced by the sharp pick-up of betting, race information media.

Mars candy company is sponsoring a serial script concerning horse racing on the coast. Five times weekly in the evening the horses run around the track and the men and women who work with them are interviewed. The show will be entered in the big race next week, which's wrong with the favorite and who's hot to work when 'Kentucky,' the hero horse falls to clock the mile in record-breaking time. The show will be entered to children, as well as the oldsters.

Tied in with the show is contest with a thoroughbred race horse as evidenced by the horse to be trained, stable and run by the Milky Way stables in all the leading races and the prize money to be awarded to the winner of the horse-naming contest.

WEAF spot in the show at present is the sound effects department. Foot-beats and crowd noises are brutal and should be eliminated entirely. The show is not to turn into present laughable style. Cast is only fairly capable, handling their lines in pretty conney manner. Gold.

**'EDDIE AND FANNIE'S GRAB BAG'**  
With Eddie and Fannie Cavanaugh, Harold Isbell  
Extemporaneous Rhyming  
15 Mins.  
ILLINOIS MEAT COMPANY  
WBWB, Chicago  
(J. L. Sturgeon)

For years a chap named Bob Hall was a standard act in vaude with his extemporaneous rhyming of the type 'there's a little lady sitting over there; and she has a flower in her hair.' The audience is invited to call out names of things, places and events with Hall finishing his act by putting all these names and events into the patter.

Eddie and Fannie Grab Bag radio act is based upon the same principle. Listeners are asked to send in letters of strange items and names which the Cavanaghs must put in rhyme. If the Cavanaghs call, the listener is awarded a prize: a toastmaster, set of cosmetics, etc. This program is set by Illinois Meat to exploit its new pork sausage product and supplements the Eddie and Fannie gossip club program on Columbia. For the meat company's Broadcast hash product 'Grab Bag' is on as a Chicago test and will probably spread to CBS as did the 'Gossip Club' show as soon as the pork sausage gets sufficient national distribution.

Program is infinitely childish and juvenile in content and handling. But the makers of the pork sausage are completely convinced that simplicity is the way to sell the meat product. Gold.

**'COLUMBIA ART'**  
**LITTLE JACK LITTLE**  
and his  
**ORCHESTRA**  
Appearing Nightly in the  
CONTINENTAL GRILL  
of the  
ST. MORITZ HOTEL  
on the Park  
New York City

**JOHN AUGUSTINE**  
+ His Music  
Featured on  
"MARTY-MAY-TIME"

**RAE NOBLE**  
and His Orchestra  
Saturday, 8:30-10 P.M., EST  
Coast-to-Coast Columbia Network

**EXCLUSIVE MANAGEMENT**  
ROCKWELL O'KEEFE INC.  
WILLIAM MORRIS AGENCY

**Shell Young**  
and His Orchestra  
SATURDAYS 8:30-10 P.M. EST  
WEAF  
Wednesday  
CITY

**EXCLUSIVE MANAGEMENT**  
ROCKWELL O'KEEFE INC.

**THE VIRGINIANS**  
Radio's Best All-Around Colored Quartet  
MUTUAL NETWORK  
TUESDAY, 10:30 A.M. EST  
WEDNESDAY, 10:30 A.M. EST  
THURSDAY, 11:15 A.M. EST

# Gershwin, Whiteman Pop Tune Reps On Roosevelt's Top Hat Music Bd.

Washington, Oct. 29. row music will be dishes the American people by needy musicians employed in the work-relief orchestras to be organized under President Roosevelt's \$4,000,000 unemployment aid program.

Advisory committee of 25 prominent musicians, composers, radio engineers, and music directors was set up Friday (25) by Administrator Harry Hopkins to aid Dr. Nikolai Sokoloff in mapping out details of the musician-relief undertaking. Group is sprinkled with big names usually associated with top-rank music, while nearest approach to pop stuff is the inclusion of George Gershwin and Paul Whiteman in the list of advisors.

Committee includes numerous symphony directors, among them Leopold Stokowski of Philadelphia, Hans Knipper of New York, Clifford Hertz of San Francisco, Frederick Stock of Chicago, and Walter Damrosch of New York.

Silk hat crowd is further represented by Olin Downes, music critic of the New York Times and radio interpreter; Mrs. John Alexander Jardine, president of the National Federation of Music Clubs; Edna Johnson, director of the Metropolitan Opera Company; Mrs. Frederick Steinway, president of the National Music League, and Lawrence Tibbett.

Other names are William Earhart of Pittsburgh; Carl Engel of New York; Rudolph Ganz of Chicago, Wallace Goodrich of New York; Dorothy Gordon of New York, Howard Hanson of Rochester, Walter Kramer of New York, John Powell of Richmond, Va., Samuel L. Roehlf (a Roxy) of New York, O. G. Samaroff of New York, Carleton Sprague Smith of New York, Augustus D. Zankis of New York, and Joe Weber, president of the American Federation of Musicians.

## Joe Pickett a Suicide

Lynchburg, Oct. 29. Police believe the death of Joe Pickett, proprietor of the Old Homestead, committed suicide. Pickett was found in his wrecked automobile, bullet hole through his skull. Apparently he shot himself while the car was traveling at a high rate of speed.

Three days before his death Pickett gave orders to padlock the Homestead.

## BRAZIL'S MUSIC MUST BE 50% NATIVE

to de Janeiro, Oct. 29. New law which goes into effect Nov. 10 requires that 50% of the music broadcast by Brazil stations and played in Brazil theatres, cafes and restaurants be by Brazilian composers. Also imposed by the measure are employment restrictions which demand that the personnel of theatre, radio studio, and cafe orchestras consist of at least two-third citizens of Brazil.

In every case, according to the statute, these spots and stations must employ Brazilian conductors, and the only exception to the rule is made for the local opera's regular season, when guest conductors (imported) may be placed on the podium.

## Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the following is the listing of the songs most played on the cross-country networks last week in relative standing, according to the approximate number of combined plays on WEAF, WJZ and WABC.

- 1. Got a Feelin' You're Fooli
- 2. You're My Lucky Star
- 3. Here's to Romance
- 4. Cheek to Cheek
- 5. On Treasure Island
- 6. Without a Word of Warning
- 7. Top Hat
- 8. Broadway Rhyme
- 9. I Found a Dream
- 10. I Never Danced On Me
- 11. I'm in the Mood for Love
- 12. Truckin'
- 13. Isn't This a Lovely Day
- 14. I'm On a See-Saw
- 15. Everything is Okey-Dokey
- 16. I Live for Love
- 17. 24 Hours a Day
- 18. Oregon Trail
- 19. At a Little Church Affair
- 20. I Wish on the Moon
- 21. No Strings
- 22. Will Love Find a Way
- 23. Red Sails in the Sunset
- 24. I Wish I Were Aladdin
- 25. In the Dark
- 26. No Strings
- 27. I'd Rather Listen to Your Eyes

## S. & B.'S FRENCH CASINO, MIAMI

L. F. Blumenthal and Jack Shapiro, operators of the French Casino on Broadway, are building a similar spot in Miami for premiere Jan. 2 or 5.

'Bole Parisienne' show current at the Broadway cabaret-theatre moves to Florida for the winter and Al Fischer opens a new show to follow into the Broadway spot.

# Publishers Not Individually Liable Under MPPA's New Incorp. Setup

## Powell's Disc Taps

Victor has Eleanor Powell for recordings. As with Fred Astaire on Euphonia, Victor's new Top Hat taps, Miss Powell has recorded her taps from 'Broadway Melody' with the Tommy Dorsey orchestra.

First two releases will be 'Lucky Stars' and 'Foolin' Around', from the Metro film musical.

## Little Quits St. Moritz Over \$3 Broadcast Stall

Deprived of his CBS release for the second time within a week, Little Jack Little handed in his two weeks' notice to the management of the St. Moritz hotel, New York, Monday (28). Little had the week before advised the hotel that if he wasn't provided with a permanent wire he would quit the engagement.

Little's jam' with the St. Moritz comes as the latest installment in the contest that has had the New York Hotel Men's Association and the musicians' union trying to outsmart the other for over a year. Twice within the past week the St. Moritz has broken away from the association members' agreement to resist the union's \$3 a week pickup broadcasts and give Little a release over CBS, but the break in each instance was short-lived. Pressure from the association brought the St. Moritz back into line.

From the hotel's viewpoint, it is not so anxious to collect the \$3 fee to get the hotels to signature contracts on a 100% union basis. Under such agreements, party and club dates in the hotel would have to employ union musicians. Latter engagements, which are as a rule let out to concessionaires, are estimated by the union to be 60% non-union.

Ralph Hiltz, director of the New Yorker and Lexington, has been negotiating with CBS for a wire in exchange for a party and club mentioned no definite dates for the hookups. Lucius Boomer, head of the Waldorf-Astoria, has arranged to route Al Donahue over an NBC link (WJZ) link the middle of next week.

Cincinnati, Oct. 28. Hotel Managers' Association and musicians' local are at a standoff after a meeting yesterday (Monday) on demand presented last week that union musicians be employed for hotel functions, whether management or guest-sponsored. Nov. 6 is deadline set by union for hotels' acceptance.

Netherland-Plaza has Tom Coakley's orchestra doubling in its dining room and night club. Combo opened Thursday (24) and was promptly given warning notice by the local. William Seelbach, Netherland-Plaza manager, says contract with Coakley is for two months.

Gibson hotel has Bob Chester and Johnny Lewis bands. Only other hotel employing bands of late is the Alms, which allowed its orchestra to depart under receipt of a union ultimatum. Alms is managed by Dan Myers, president of Hotel Managers' Association.

Myers declares hotel managers favor listing union musicians and are willing to co-operate in their behalf for private date, party and banquet work, but feel it unfair to be called upon to enforce the union demand on guests.

## Montgomery Off-to-Buff.

Buffalo, Oct. 29. Ann Montgomery, proprietor of Little Harlem, Buffalo night spot, was granted a default divorce in Supreme Court here this week from her husband, Dan Montgomery, proprietor of the Montgomery hotel.

The Montgomerys have both conducted niteries here; they were married in 1918, although living apart for many years.

Revised setup of the Music Publishers' Protective Association as an incorporated trade association with limited liabilities was approved at a meeting of the popular music industry in the Astor hotel, New York, Thursday (25). Also adopted were the new by-laws of the association.

Under the MPPA's new method of operation the association will not concern itself with enforcing fair trade practices. This angle had been previously incorporated in the by-laws, but was voted out at the meeting. In the old organization members bound themselves to conform to certain structure of business conduct and to abide by penalties imposed for violations of the MPPA's code. As members of the new incorporated trade body, the publishers may not be held personally liable for any acts of the MPPA or designated as defendants in litigation brought against it. Because of this new liability angle it is expected that publishing firms which were previously leery of joining could now be induced to signature membership blanks.

Incorporation process was completed yesterday (Tuesday) when the directors who applied for the new MPPA met for their first meeting. Election of new officers and directors will be held following a campaign for additional memberships.

## Appellate Division Refuses Cohan Plea To Reargue Appeal

Appellate Division, New York, last week refused to allow George M. Cohan attempt to reargue an appeal or serve an amended complaint in the suit he brought to restrain Robbins Music Corp. from continuing to copy the act of old Cohan tunes. Cohan had previously lost out when Robbins appealed a decision of the Supreme Court, New York, which upheld the former's property claims in the suit, which included 'Give My Regards to Broadway,' 'Yankee Doodle Dandy,' and 'Mary's a Grand Old Name.'

Cohan originally took the case to Federal Court in Manhattan, but encountered defeat when Robbins' counsel asked for a dismissal on the ground that the U. S. court had no jurisdiction over the act of old Cohan tunes. Robbins acquired the right to publish the tunes from the late Fred Mills, publisher, and it has been Cohan's contention that Mills had no right to give the act of old rights to any one. Julian Abeles has been representing Robbins in the litigation, while O'Brien, Rafferty & Diocoll is handling Cohan's side of the case.

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## Flooring 'Nellie'

Los Angeles, Oct. 29. William O'Keefe's production 'Nellie, the Beautiful Cloak Model' at Ebell Club theatre tomorrow night (30).

Cast includes Bess Stafford, Richard Erskine, Gertrude Short, Theodores Lorch, Doris Deane, Walter Ware, Dorothy LaMar, Hall Taggart and Ben Hall. Walter Willis directing.

## Bee Lillie's Discs

Beatrice Lillie has been set by RCA-Victor for recordings. Actress-singer will do four discs to be released with the Red Seal stamp, which are higher priced plates. Dick Kraicauer of Leo Morrison's office also included a guest appearance on RCA Corp.'s 'Maggie Eye' program, at 11:00, Sunday (28).

## CHARLES DUE IN U. S.

Paris, Oct. 20. Jacques Charles, local Paramount scenic producer, who originally put on 'Billboard Pictorial' series of Bee's shows and is now with J. C. Stein, plans to go to the United States in Jan. to work up the Stein attractions.

Meanwhile Charles is sending over acts such as Chrysis de la Grange, to take part in preliminary productions, and he'll be going over to London presently to put on a show with Felix Ferry at Grosvenor House.

## OBERSTEIN OUT AS HARMS' B. M.

Oberstein quit as business manager of Harms, Inc., last week. Although the departure was sudden, he had for some time been dissatisfied with the conditions surrounding the job.

Oberstein came from RCA Victor four months ago, where he was in charge of the loan in the U. S. He artists and the selection of their tunes.

## Plenty Rochester Spots, But It's Strictly a Saturday Night Town

Rochester, Oct. 29. Rochester has more night clubs this season than at any time in its history, but remains a Saturday night town. New Paradise is spending more than \$700 a week for entertainment, which plays to nearly empty chairs until the weekend, when the place is packed. Same is true at the Chateau and Terrace Gardens, other large spots.

Exceptions are Brownie's and O'Connell. Pencock Room, which plays up food and drink with entertainment secondary. Sagamore has a hand only Saturday night. Bard's, Times Square Casino and Grandrock Club all feature on the Saturday night take to meet the week's nut. Host of smaller spots try in vain, to lure spenders on nights.

## Billy Arnold's Spot

Billy Arnold, back from Europe after 15 years, has opened his own spot, Club Rendezvous, in Paterson, N. J., his home town.

With the exchange current the American tourist trade to Paris and the Riviera, where Arnold was long a dance band standard, the maestro decided to remain in the U. S. He was forced to come back to America. Last year to settle the family estate.

## Inside Stuff—Music

Paul Specht's objection to Jack Hylton's American advent, culminating in Specht's going to Washington to testify in person before the immigration authorities, dates back to professional differences between both orchestra leaders. A decade ago Specht was among the pioneering American bands into England, including himself, and a number of his band units. Because of his intensive exportation of talent, the British labor authorities set up some barriers, which to this day have left more or less technical hurdles, and which Specht at the time ascribed to professional interference from Hylton, long rated as 'the Paul Whiteman of England.'

Other American bandmen, of course, are rally aware of Hylton's British hospitality when coming over there, but Specht took the position that admittance of Hylton to the U. S. for his commercial (Standard Oil of Indiana) was a breach of A.F.M. as well as U. S. labor regulations. The officials in Washington have since sustained Hylton under the 'special' and 'high artistic' clause for unusual foreign talent. Hylton will use several American musicians and will only conduct. He's bringing over his arranger and a number of specialty people. That's the same procedure as with Ray Noble, excepting that Noble is also his own chief arranger.

Another royalty distribution by the American Society of Composers, Authors & Publishers is due around Nov. 1. It's the \$400,000 collected from the British and French performing societies.

ASCAP bookkeepers have for the past several months been engaged in checking the performance reports that came with the money and apportioning the points among the writer and publisher membership. Not all publisher members will realize a slice of the plum. Those passed up will be the American firms which through their foreign contracts transferred the performing rights along with the printing rights to their catalogues.

Mills Music, Inc. has sold the British rights to four Will Hudson compositions to Keith-Prowse, London publishers. Tunes are 'Yankee in Havana,' 'Cowboy in Manhattan,' 'Hobo on Park Avenue' and 'Memoirs of a Dying Whiskey.' Sl' har deal was also made on Duke Ellington's 'Ducky Wucky.'

Joe Morris Music Co. has yet to close for the European rights to its current and future publications. Agreement with Campbell-Connelly expired this summer. Morris firm has had bids from Keith-Prowse, Bert Feldman and Francis, Day & Hunter.

Exchange for the Blind division of the Brooklyn Association for Improving the Condition of the Poor has started music classes for the blind under appropriation from the relief funds. The society has no money for the purchase of instruments for the pupils, many of whom find their only recreation in music, and solicits contribution of unwanted banjos, guitars, mandolins, cornets and the like. Instruments may be sent to 401 State street, Brooklyn.

Those Sunday night jam band sessions at the Onyx, a fave musicians' niter in N. Y., are getting some lifts. The boys from the Casa Loma, Bob Crosby, Ray Noble, Lennie Hayton, Peter Van Steden, Freddie Rich and similar type combo sit in with the Eddy-Riley band, regular fixture at the Onyx, and jam out some torrid late-hour licks.

Harms, Inc., again publishes the Rodgers and Hart songs, having the 'Jumbo' score under the Rodart imprint. This is the R-H subside of Harms.

Rodgers and Hart merely broke away when under Metro contract and it became imperative that Robbins Music Corp. do the publishing.

'When Love Turns You Way,' song in the current Jubilee score was first written by Cole Porter about four years ago for 'Star Dust,' but never used.

# FEIST SELLS FOR \$400,000

## Chi Pluggers Having Their Troubles; Banning Bands in Retaliation

Chicago, Oct. 29. Music publishers are running up against an increasingly serious problem in this town as they find themselves being pushed around and banned from cafes, night clubs and ballrooms. Some pluggers have instituted outright bans and others are laying down strict rules regarding the behavior of the music reps when contacting band leaders. Cafes are setting up days and hours at which the band leaders may be contacted by the pluggers and others have instituted orders that the reps must consider themselves strictly as cash customers.

Publishers were called into a special meeting by the NBC band booking department here and were told that in the future the representatives will not be admitted free of charge at two spots booked with NBC bands, Morrison and Bismarck hotels. From now on these rooms will charge the publishers the regular scale for entering and sitting at tables.

It is agreed that the publishers in many instances brought these restrictions upon themselves, since many of the lesser fry pluggers have been hustling around the club rooms in their hats and overcoats, without bothering to check them at the door. They have been generally handling themselves badly from accounts and have been banging up around the bandstand to the annoyance of paying customers.

One jam came with the Andrew Karzas ballrooms, Trianon and Aragon being banned by the song contacts. This is the first time such an order has come through on these ballrooms, the relationship having been entirely friendly since the opening of the dance spots.

**Some Weakies**  
While even the publishers themselves agree that several of their boys have been exercising poor judgment in contacting the band leaders, by chiseling on their café expense accounts and by using such methods in getting their sales talk across, etc., there are other items which the publishers claim are the fault of the band leaders themselves.

Many music representatives are running into jams with band leaders following actual instances where the musicians have entirely ignored the publishers even when the rep entered the café as a paying customer. Publishers are complaining of the attitude of several orchestra leaders in demanding that pluggers make an appearance at the café at a certain time on a specified day. Many of the publishers complain they cannot properly handle contact work on their songs when they are forced to mob into the spot with some 20 or 30 other representatives.

### Turn-About

Publishers in some instances are beginning to stand upon their own rights and are waging their own campaign against leaders with whom it has become difficult to do business. First instance of such retaliation occurred when the local Harm's office, through its manager, Bob Mellin, informed Horace Heldt that his band no longer would be permitted to play any of the company's restricted songs that ban going to the local broadcasts on WGN, and for the Stewart-Warner broadcasts on CBS. This break was the result of Heldt's refusal to play the Harms popular songs after allegedly promising that he would play the songs which are named in the "most played songs" listing.

Harms has sent notice to the two broadcasting outfits of this ban. This feature at a meeting has started since the Harms restricted catalog contains many Broadway musical show tunes.

id Austin band slated to open at Joe Howard's nightclub in the Times Square. Combo will have an NBC wire.

### Diane King Divorcing Ex-Pitt Footballer

Pittsburgh, Oct. 29. Diane King, night club entertainer and prize-winning Pittsburgh beauty, is suing for divorce from Paul Reider, star and captain of University of Pittsburgh football team four years ago. They were married shortly after Reider's graduation from Pitt and separated several months ago.

Miss King, a singer, entered night club work shortly after her marriage. She later has been at the Bachelors Club here.

## Ticker News Submits Rate Plan to MPPA

Ticker News Co. last week submitted to the Music Publishers' Protective Association a royalty plan to cover the service's use of music over its wired radio system. Proposition, as advanced by the TNC, calls for the payment of a monthly fee on each loudspeaker installed in a taproom, restaurant or private club. Fee would be 25c a month or \$3 a year. If the service continued on a sustaining basis, and 75c a month per set, in the event it sold its facilities to advertisers.

MPPA was inclined to accept the proposal as the most logical one if the Ticker News Co. would agree to maintain a tabulation of all musical numbers broadcast so that the association would be able to determine in each publisher's share of the license fees. TNC has expressed itself as hesitant about conforming to such arrangement because of the expense this maintaining of records would entail.

Tele-Flash, TNC's competitor in the wired radio field, has Milton Schwartzwald, formerly general manager of music for RKO, to do the contacting with MPPA on license matters. Tele-Flash is waiting for the TNC to work out a deal with the publishers before undertaking to negotiate its own license.

MPPA has always operated on the principle of dividing the money it collected on the basis of actual uses, and is opposed to assuming any obligation which would depart from this method of doing business.

## PA. L. D. DEALERS' HEAD ADVISES FEE PAYMENT

Reading, Pa., Oct. 29. Hotel and roadhouse proprietors employing musicians who play copyrighted music had better pay the royalties and avoid trouble, says a statement by David E. Houck, Jr., president of the Berks County Retail Liquor Dealers' Association. The association held a meeting to make plans to fight payment of royalties claimed by the American Society of Composers, Authors & Publishers, but took no action. Since then Houck has been advising his attorneys that payment should be made, and is passing the advice to all members of his association.

Oliver Lentz, an assistant city solicitor and legal adviser to attorneys and hotel men, furnished Houck an opinion in which he recommended payment of the royalty fees claimed on copyrighted music. The legal contests looming up, because of various individuals' refusal to pay, may not materialize as Houck's suggestion will probably be accepted by the association members.

## METRO CLUNGES BIG MUSIC DEAL

Mrs. Feist, Rubin, Bernstein, Robbins, Bregman, Bitner, Abeles Officers Under Buy — Warner Bros. Offered \$500,000

### VOCCO GOES WB

After months of negotiations, Mrs. Leo Feist, widow of the founder of Leo Feist, Inc.; A. S. Gilbert of Gilbert & Gilbert and the Fifth Ave. Bank, trustees of the publisher's estate, closed last Saturday (24) with Metro-Goldwyn-Mayer for the sale of the music firm. Consideration is \$400,000 plus adjustments of assets and liabilities. Edgar F. Bitner, president of Feist's, who, with Mrs. Feist controlled the capital stock of the firm, continues as an employee. He will probably be the general business head.

Officers and directors of Feist, Inc., under Metro control will be designated this week but will probably include J. Robert Rubin and David Bernstein of Loew's, Inc.; Metro; Jack Robbins and Jack Bregman of the Robbins Music Corp.; Bitner, Mrs. Feist, and Julian T. Abeles, attorney for the Metro-Robbins music interests, who figured in negotiating the deal. Abeles is also a director of the Robbins firm since it went under the Loew-Metro direction.

Behind this, one of the most important film-music deals of the decade, are sundry trade circumstances. It dates back to the recent American Society of Composers, Authors & Publishers complications which resulted in Warner Bros. threatening to bolt from ASCAP. More importantly, it gives Loew-Metro the availability of one of the most fertile music catalogs in the world for current music usages, background stuff, etc.

**100 Show Scores**  
Feist's own and controls the musical scores to almost 100 musical comedies and operettas, none of which has been sold to any film producer outside of Irene and "Rio Rita." It gives over three music publishing affiliations. It has Robbins Music Corp. It also has the recent acquired Olman Music Corp. catalog, and now Feist's.

Jack Robbins, now a Metro employee in its Hollywood studio, will scout musical compositions for Feist's and look for the firm bearing his name. Olman Music was to have absorbed some of the overflow compositions which Robbins might have published. Instead, Olman will be continued more or less as a pop house and the Feist catalog will be bolstered with musical works, along with usual Robbins catalog.

Al Olman, whose firm was acquired by Metro-Robbins, will desert the firm bearing his name and become a member of the Feist organization. Chester C. Hearst, Johnny White now holds that post. Conn's Ch Aid will assume charge of the midwest.

This switch comes from Rocco Vocco, newly deciding to join Warner Bros. and assume general management of Remick Music Corp. Vocco was all set for the Feist berth, took a vacation and, he says, expected to start upon his return, only to find that the Feist and Metro attorneys were still wrangling over legal technicalities. Impatient, Vocco went to Warner Bros.

Jack Robbins and Jack Bregman's direction of Feist's will be superficial, chiefly advisory along with the rest of the board, and all under Loew-Metro home-office supervision. (Continued on page 54)

## See Possible 100% Boost in Disc Fees Behind MPPA's New License Arrangement for 1st Half of '36

### Whiteman's Dad Selling Farm to Come East

Denver, Oct. 29. W. J. Whiteman, father of Paul Whiteman, has placed his 163-acre farm home near Denver, up for sale, as he wishes to join his son in the east.

Paul's mother passed away over a year ago.

## AFM'S H'WOOD STUDIO, AIR RULINGS

ollywood, Oct. 29. New regulations governing radio and picture studio musicians under Local 47 of the American Federation of Musicians goes into effect today, whereby the maximum earnings of the men cannot exceed \$77.50 a week.

Rule provides that if a member works two or more broadcasts a week he cannot take a picture studio job that week.

Members cannot accept 'sideline atmosphere' engagements in studios for any instrument they are not qualified to play and are registered with the union as playing it. If they violate this rule, they are prohibited from taking studio jobs.

Officers of Local 47 are directing the studios' attention to the expulsion from N. Y. Local 802 of Don Bestor, with a \$1,000 fine, for allegedly paying below scale the men on the Jack Benny-Jello program after evidence showed that Bestor was paid by the sponsor over the scale for the engagement.

## NIGHTSTICK HANGS OVER DALLAS' HEAVY BIZ

Dallas, Oct. 29. In midst of best amusement business season in years, Dallas operators fear the city is going to clamp down with a bunch of new "blue laws. First warning came last week when the police department took over the nitery policing job from the city welfare department. Chief ordered that every club must hire at least one officer, who must be shifted every few days and report to the department regularly.

Although films, vaudeville, burlesque, clubs, horse races and concerts have pulled record gates in Dallas during October, biggest money maker now is the tavern-saloon, with or without floor show, Bagdad, jinx nightclub on the Dallas-Fort Worth pike, has almost set a record by staying open two weeks under same owner, R. S. Sims. Jimmy Garlgan's ork is there.

### Bob Crosby Stricken

Canton, O., Oct. 29. Bob Crosby, orchestra leader who had been playing through Ohio with his band, had left St. Vincent's hospital, Toledo, where he was hospitalized for a respiratory infection which threatened to develop into pneumonia.

What may develop into a 100% increase in musical fees for electrical transcriptions is the new licensing arrangement which the Music Publishers' Protective Association proposes to put into effect for the first half of next year. Radio disc manufacturers will pay the same master fees now prevailing, \$5 for an unrestricted tune and \$15 for a restricted tune, but the contracts issued will be for six months only. Formerly the \$5 and \$10 price provided for a full year's right to the tune.

John G. Paine, chairman of the MPPA, declared last week that he has been authorized to lift his licenses to the six month ending June 30, 1936, and the retention of the present master fees for music used in sustaining records could not be regarded as a boost until the publishers decided on a policy for the second six months of 1936. It was quite possible, he said, that the relicensing of the music used during the first half of the year would entail no second payment of fees. Under such circumstances the price for the full year would remain \$5 and \$10.

**Commercial Rights**  
In addition to the six month limitation, the new contracts issued for transcriptions will have a clause giving each publisher the right to charge as he will for sponsored use of a tune. At the present time there is a fixed fee for commercial recordings of 25c for an unrestricted tune and 50c for a restricted number. Same arrangement applies when a station sells to a local advertiser a program made up of tunes culled from a recorded library service. As yet no publisher has put himself on record with the MPPA as intending to increase the commercial price for any of his music.

It is expected that all manufacturers of transcription services, including NBC, World Broadcasting System, Standard Advertising Service, Muzak (Associated Music Publishers, Inc.), and McGregory & Solle, will renew under the same form of license that now prevails in each case. Contracts are pretty much alike, with exception of the one taken out by NBC, which gives the station use of the library the right to broadcast a tune six consecutive times, whether sustaining or commercial, without having to pay a fee to MPPA. Clients of this service have in some cases interpreted the free use provision as applying to the first six commercial broadcasts.

### A Full Week

Lincoln, Oct. 29. Squire Heathman, who has the Marigold ball room here, picked up the old Chanticleer in Emerald, a subway and booked Art Tarnet in for the opening Sunday (27). Heathman, owner of three Iowa spots, needs a Sunday night play to complete week work, since Sundays are shut-in town here.

### 24-YEAR-OLD NEWCOMER

London, Oct. 29. Michael Hodges, 24-year-old English songwriter, "discovered" by Charlie Manny, has placed his first four efforts with Irwin Dash. Since then, boy has been placed under exclusive contract with Louis Dreyfus (Chappell-Harms), who, when he sailed for America, took six of Hodges' latest numbers with him for U. S. publication.

### Lou Bring on Own

Lou Bring, long with Vincent Lopez, has bought the band at the house of Morgan (Helen) oneing Nov. 7. Another 71 with Coq Ron

# Night Club Reviews

## FAMOUS DOOR

(NEW YORK)  
When Louis Prima vamped the Famous Door for the coast, the across-5th street, NYC started to take away some of the biz. Red McKenzie, the Spirits of Rhythm, etc. hold forth at the Onyx. With Red Norvo and his Swing Sextet's advent into the Door, this musicians' and Broadway hangout started catching on again.

Norvo with his swing stuff is what the A.F.M. addicts ordered, for jazz and rhythm of which Norvo is such an expert exponent.

Four Ink Spots (since replaced by Roy Eldridge) when caught last week also had their licks. This hot quartet was taken abroad by Jack Hyton last season. The latest newcomer, is very Louie Armstrong with his hot trumpet and four men. In the argot of the tin pan alleyites, he's known as "Little Jazz." He hails from Detroit.

Famous Door is the cooperative niterly which a group of the theatre leaders and musicians bank-rolled to give themselves a hangout and possibly, at the same time, sophisticated lay-out. The place may bunch got a kick from just listenin'. There's no room for dancing, but the kiddies, who hang around, the better, and the 50c drinks makes it all worth while all around. Abel.

## THE CHATTERBOX (PITTSBURGH)

Pittsburgh, Oct. 25. This spot, which is the only one in the Penn hotel, still gets whatever class trade there is in town. While competition is keen as hell, Chatterbox more than holds its own without the conventional floor show, concentrating for most part on a name band.

Right now, it's Kay Kyser, a clinch for this time of year when the collegians are out. Chatterbox, Kyser is a pushover for the collegiate crowd and has enough on the ball to satisfy the other as well.

Novelty and variety in Kyser's personnel makes lack of floor entertainment less noticeable than it otherwise might be. Virginia Sims, a brunet looker with a great pair of pipes, gives the boys and girls plenty to look at and listen to, frequently doubling with two boys, Art Wright and Ed Walker, for more elegant trios. Kyser also goes in prominently for the glee club stuff and he's cooked up some corking arrangements for his crew's vocal calisthenics.

Spot needs bands of Kyser's calibre, something hot management-wise enough to realize, since Chatterbox itself isn't particularly a room to attract new talent. One spot of spot, it's built all wrong, bandstand hitting patron square in the eyes at he steps in, and doesn't help the matter, either. However, it's a break for hotel that there are few if any spots in town to fit that description.

Room for one thing is too long and only customers at immediate ringside can take the band at all. Enough space here, it seems, for an attractive-looking bar which might help a lot in overcoming coldness of room otherwise.

Drinks bring town's tops, with

cover abandoned this year in favor of minimum week nights and \$2 on Saturday, Matt Kiwett, newcomer but quite popular as result of his expert handling of hotel's tip-ster. Kiwett does a good job in looking after the Chatterbox and giving it some of warmth place lacks generally. Kiwett does a good job in the type of music certain to enliven a spot even more drab than Chatterbox.

But hotel has 'em coming, and will probably keep 'em coming with right kind of bands, unless somebody with enough dough and imagination comes along with some real competition. Cohen.

## HOTEL LEXINGTON (NEW YORK)

A tipoff on a dance band's popularity with Young America is the spontaneous manner in which the kids rush from their tables onto the floor with the first rhythm vamp-off. It's the most accurate barometer on a dance band that's yet been established, and invariably is commensurate with the attendance.

Such is the case at the Hotel Lexington's Silver Grill where Ozzie Nelson and his highly hoofing dance combo holds forth. The Nelson rhythmation, a standard at the New Yorker last season, is transferred to this Hitz-directed hostelry on the east side, and putting the Lexington on the map.

Contraction with Nelson, Rutgers current show number, now batoning his dance orchestra, is Harriet Hilliard, at present on a leave of absence doing the night Astaire-Rogers (Radio) musical, "Follow the Fleet" which marks her screen debut. Miss Hilliard also re-appears in a dance band which should evolve into good 'ole, judging by the kids' audience interest in her absence. Billie Trask is doing the vocals with the band while Harriet Hilliard is on the Coast.

Nelson's team of 14 dishes up the dappolation in smooth yet rhythmic manner, not too heavy on the salon stuff and yet not too cacophonously swifty. The change of pace in the dance sets is excellent, including revivals of some of the old graves.

The 300-capacity Lex grill was doing sro on the dinner session caught. Like all Hitz-directed hotels, it's a scientifically managed room, including some attractive literature for institutions, hostelry buildup, to augment the usually capable kitchen productions. Abel.

## SHADOWLAND (SAN ANTONIO)

San Antonio, Oct. 25. Several months' show-down ended for Shadowland, for years the scene road house hereabouts, and the general remodeling program on which Bill Cohen, manager, has splurged himself is evidently paying dividends on basis of biz since reopening. Present lineup features Leon and Mace in ballroom terpolgy, the Maxellos, five-man tumbling act and several of Jay Widen's bandmen who double to the floor as acts.

As before management putting out what is considered hereabouts real dough for floor entertainment. Current lineup features Leon and Mace in ballroom terpolgy, the Maxellos, five-man tumbling act and several of Jay Widen's bandmen who double to the floor as acts.

Dance team is plenty classy in two turns nightly. Do four toward the end of the way when Biz picks up, Maxellos are flashy, fast working team. Provide the pay-off of show when they draw from audience a couple of patrons for some first rate hokum tumbling. Myrtle Hawthorn, who has been around lately with the Joe Reisman, doubles into floor show for a pop tune and a hula dance. Gigg, Roysce, Joe Joe and Oliver are kept out of the band for comedy songs with rural embellishments, former also floor entertainer.

Couvert of 50c per person, except Saturday when it's hiked to 75c brings a plenty of patrons, and otherwise would not make the grade, otherwise attention is centered principally in the back rooms, leaving ample table space for the younger terps hounds. Drink and food prices moderate. This with the also floor establishments offered, low covert and the added attraction for the heavy spenders is respectably kept in front in the local niterly set.

## Hollyhock Gardens (WARREN, OHIO)

Warren, Oct. 24. Hollyhock Gardens, drawing from Cleveland and Pittsburgh as well as many nearby smaller towns, shutters several months ago when it became a party of taggers, and the liquor control board, reopened recently and bids fair to remain at the top of the list for niteries in this section of the state.

Spot has been reconditioned, interior redecorated and modernized, and a new floor show and bar have been introduced. Capacity has been increased to about 500, with extra tables going in on big nights. Every door except the main entrance, which will be about the average for the winter. Shows will be changed every door except the main entrance, which will be about the average for the winter. Shows will be changed every door except the main entrance, which will be about the average for the winter.

Opening floor show is headed by Al Spence, dancing comedian. He handles the show in a smooth manner and injects plenty of comedy and variety into the act. Celia and Rannels, rhythm dancers, do a pleasing routine; Helen Spence, who is doing the dancing and scores here; Betty Connor, who sings pleasingly; Six Bender girls have an excellent routine and are usually dancers, in unusual wardrobe.

Fredde Carlone's band, Cleveland outfit, plays a respectable music and provides a creditable accompaniment for the room show. Perry Combo, baritone with a swell voice, is with Carlone's outfit. Mack.

## PENTHOUSE (PHILADELPHIA)

Philadelphia, Oct. 25. Back before prohibition, during the drought and for awhile after, the Walton hotel roof was one of Philly's best known spots. Some big names appeared there in the years known and for several years Mario Villani was fixture. During last two years it has steadily slipped. The showmen came from New York to open it with a splurge, but it laid an egg. For several months the place was deserted. It housed "The Drunkard." It's been closed since then.

Walton roof has now taken out of banks holding hotel mortgages, refurbished the town's oldest hot spot. It's now open for business, hung out 'open for biz' signage. Opening drew all of what passes for celebs here. Place was packed. Nevertheless, it's problem whether Alpert can put it over. If it can be done, he's got a lot of difficulties are lack of spending by bankers and poor name the spot acquired after last few entertainment attempts fizzled so pathetically.

Show at opening, on which plenty of thought had obviously been lavished, to make this budget go a long way. Included Alpert, his partner, Kathryn Rand; Nina and Rose, s and a group of dancers. Also, Ray and Grace MacDonald, kid roomers; Vilma Novak, hutchina step-dancer; Co. and a ballroom ballroom team; Evelyn Atkinson, solo pianist, and Milton Kelem's band. Alpert gets salary and percentage of gross. He also runs place on a budget. Hohe.

## Barrett-Fleeson

Shella Barrett and Neville Fleeson are teaming up as a new combination for nite clubs and radio. They go on the Fleischmann-Vallee program Nov. 1, 1935, on Nov. 27 for a run at the Rainbow Room, Radio City.

Both deals set with Nile Morrison.

Vivian Johnson has taken over the supper room at the Hotel Ellysse, N. Y., with Barney Winter in for the music end. June O'Don is the vocalist.

Jurman-Kaper turned out melodies for Ned Washington lyrics to "Duchess Has a Twinkle in Her Eye" for Metro's "Kind Lady."

# MPPA Opens Books

## Gov't Can Peek, but Must Drop Suit If Not Finding Evidence

### Feist Sells to MGM

(Continued from page 53)  
Feist's will continue as a separate entity per usual with Blitner probably at the business helm, as he has been in the past.

Feist's will abandon its Cooper Sq., New York, executive offices and move uptown to the roadway and 60th street location of its professional headquarters. Feist shared space in the Carl Fisher, Inc., building in New York. Feist came back to 1929 when the National Broadcasting Co. bought out both Feist, Inc., and Fischer, Inc., consolidating them at the Cooper Sq. address. After two years of heavy losses, when the superficially meritorious NBC-music hookup failed to work out as was expected, the businesses were reverted to their original owners and NBC thereafter took no holdings. At that time the NBC Radio Music Holding Corp., as the firm was known, was then headed by E. C. Mills. Mills is now general manager of ASCAP. He was then ditto of the Music Publishers' Protective Association and the late J. C. Rosenthal headed ASCAP. Mills left the MPPA to become a music publisher, subsequently shifting back to ASCAP.

There are other aspects to the firm's recently accentuated interest in pop song publishing. The ASCAP and copyright angle is one. Television, radio and availability are others.

Warners was interested in Feist's and had bid up to \$500,000, but despite the \$100,000 difference, Mrs. Feist favored a Metro deal. This Metro-Feist deal leaves Shapiro-Bernstein, Marks and Mills the sole non-Hollywood musical publishers. For family reasons, Louis Bernstein wants to retain his S-B concern. Mills Music through Jack and Irving Mills had been flirting with films and E. B. Marks because of the special nature of his catalog doesn't care about it one way or the other.

Vocco stepped into his job as general manager of Remick Monday (28). Agreement with WB is for one year and a salary on a salary basis. Vocco will have full charge of the firm's operations, with Edwin H. Morria, gen. mgr. of WB Music, stepping in to cover the contract with Vocco, supervising. He will have a free hand in picking songs and further support in building the Remick catalog will come from the Warner Bros. studio. Remick's share of the picture scores will, as is now planned, lean more to the cream crop.

What added to Vocco's qualms about the Feist deal last week was information he had received to the effect that the subject had been the supervision of the Robbins Music Corp. He had been under the impression that Metro was doing the buying on its own and that Feist would open a separate entity. By advice of his attorney, Vocco had refused to sign a contract as gen. mgr. of Feist, with the whole thing predicated on the purchase until the signature of his new employer was affixed to the document. On reporting for work a week ago Vocco also found that no arrangement had been made for the sale of the studio to him and even though Jack Bregman, gen. mgr. of Robbins, offered to fix up some sort of remuneration for him. Vocco felt that some definite provision should have been made for him.

Hollywood, Oct. 29. Robbins Music Co. is opening offices here and will establish coast headquarters for the three music firms under the Jack Robbins wing—Feist, Alpert and Robbins. Robbins is closing at least of the Milton Bron agency quarters between Hollywood and Beverly Hills and may later also take over present offices occupied by Frank Orloff in the same building.

Robbins will spend most of his time in the music publishing of which latter are established, and gradually take over duties at the Metro lot. Music publishing has been at the studio for the past 10 months looking after new songs from company pictures that his firm publishes.

Arthur Lang arranging score for Great Ziegfeld.

Free access to the books and records of the Music Publishers' Protective Association has been extended to the U. S. Department of Justice, with the proviso that if the government fails to find evidence linking the like, added Feist, is a Society of Composers, Authors & Publishers or showing acts of unlawful conspiracy, it would discontinue its anti-trust suit against MPPA. Invitation was made last week by John G. Paine, MPPA chairman, to Mac Ashbell, Assistant U. S. Attorney General in charge of the prosecution.

Paine advised Ashbell that he would provide office space for the Government counsel's staff and that all MPPA files would be made available to the probers. What he would like, added Feist, is a repetition of the procedure that took place when Department of Justice men last went through the MPPA's records. All the latter concerned themselves with the details were such matters as could be used to make out a case.

Paine explained that the MPPA is undergoing a thorough reorganization and the new setup would like to start off without Government litigation hanging over its head.

### ARBOR CONTINUES

Charlotte, N. C., Oct. 29. Club Arbor, owned and operated by John Arbor, who was killed in an automobile accident recently will continue to operate. H. D. Singleton, connected with the spot since its opening, is now in full charge. Jerry Derryberry's band continues. Current floor show includes Helen and Boone, Evelyn Day and Mae Parrish, daughter of Singletary.

### ST. MORITZ ACTS

After deciding to dispense with any attraction, the Little Jack Little dance orchestra, the St. Moritz hotel, New York, has added Harriette Caperton and Charles Columbus as featured ballroom orchestra. Pat Casey, accordionist, continues.

Caperton-Columbus replace Music Hall Boys. Little holds over indefinitely.

Florence and Alvarez move to Congress Hotel, Chl., Nov. 7, for four weeks.

## ROBBINS CHATS

We find hools and hits in the Marx Brothers M.G.-M. picture "A Night at the Opera". The hools are by the boys and the hits, from Robbins, by "ALONE" Fred Blythe, "I'm Gonna Kaper and Jermain" "COSI COSA" By Fred Blythe, "You're My Lucky Star" "I've Got a Feeling" "You're So Cool" "Broadway Rhythm" "On a Sunday Afternoon" "Roll Along" "Praise the Lord" "MOM"

## ROBBINS MUSIC CORPORATION

199 SEVENTH AVENUE, NEW YORK

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1619 Broadway New York

# WESTERN UNION CABLEGRAM

CLIFFORD WHITLEY  
ON BOARD S. S. BERENGARIA  
HELLO CLIFF HOPE YOU HAD A  
PLEASANT CROSSING STOP MANY THANKS  
FOR FOUR MONTHS PROLONGATION IN  
YOUR DORCHESTER CABARET ALSO  
FOR REENGAGEMENT IN APRIL 1936  
STOP WISHING YOU A SUCCESSFUL  
TRIP AND HOPE TO SEE YOU SOON  
CALIGARY BROS.

Town Tune-Talk These Days  
is All About  
**TRUCKIN'**

Song Title of the new Ted Koehler  
Hit "Watch the Extension"  
And deservingly topped the charts  
of a new dance craze. And, in  
the ultra spectacular show "don't  
overlook":

**COTTON DINAH LOU  
GOOD FOR NOTHING JOE  
FLASH!** Watch the return of  
THE songs from THE  
RELAWOOD-REVUE "It's a Lot  
of Fun" "The Picnic"  
"When April Comes Again", "Hina  
to the Moon", "The Topic of the  
Tropics".

**MILLS MUSIC, Inc.**  
1619 Broadway New York

# Agents Will Consent to Licensing If Special Law Is Passed; Moss Tossed for Loss in Hanlon Case

New York License Department's two weeks' armistice with the agents ended Monday (28), with Commissioner Paul Moss taking the first defeat in the renewed hostilities when Magistrate Farber dismissed the complaint against Alex Hanlon for allegedly operating an unlicensed employment agency. Hanlon, represented in court by attorney I. Robert Broder, did not have to take the stand at the arraignment. The License Department's witnesses, including one of its own inspectors, failing to make out a prima facie case, secured a Low-Grand Juried rep and booker of the Indle Grand Opera House.

Magistrate Farrell, in his summation prior to acceding to Broder's plea to dismiss the case, pointed out the numerous contradictions in the testimony of the few witnesses, alluding specifically to the weakness of the testimony of F. Kavanaugh's answers under direct and cross-examination.

Kavanaugh, who, incidentally, went into voluntary bankruptcy last week, testified that the representatives had approached him on the street and made complaints against Hanlon. Broder's question as to whether Kavanaugh carried a sign naming him as a License Department Inspector was objected to by Moss' special counsel and sustained, but Kavanaugh's later testimony that Hanlon denied complaints from the parties of acts playing the G.O.H. was contradicted. Only witness Moss' office procedure who gave substantial testimony was Walter Waters, the vendor, but he claimed that Hanlon deducted commission from his salary for a G.O.H. booking was also refuted. Hanlon's sole defense was that he is a salaried employee of the G.O.H. and that every act playing the G.O.H. is paid net. This was borne out in the testimony of the theatre's assistant manager, George Sam, who testified that he associated with Hanlon, also testified to this.

Only other witness was Everett of Everett's Monkeys, who couldn't testify as to whether Hanlon deducted booking commission because his wife handled all the money the act received, as well as all the business details.

**Agents' Decision**  
Mass meetings of the members of the three vaudeville agents associations, Loew's, RKO and Indie, wound up Tuesday night (22) with the adoption of a resolution that the agents will consent to licensing if a special law is passed by the Board of Aldermen applying to their business exclusively. This was submitted to the Board of Aldermen and in turn said he would take it up with the Aldermen.

Commissioner Moss stated yesterday (Tuesday) that his office was drafting a new ordinance, which would be strictly local, to exclusively take in theatrical reps. Ordinance, he said, would be first submitted to the agents for their opinions and an okay, then go to the Board of Aldermen.

Moss could not definitely say whether he will withdraw his complaints against agents and stop the summary proceedings on the drafting of the new law. He stated he is an officer of the law and could not order the License Department inspectors to lay off the agents entirely.

Resolution of the agents, drawn up by Broder, who presided at the Unity Hall confab, also demands that they be consulted in the drafting of a new law, or an amendment to the present General Business Law, which applies to employment agencies.

Plan for an amalgamation of all three agents' associations did not go through, the rep taking it until such time as the effect of their resolution is definitely learned.

Moss is going to tangle with his prosecution of Bill Schiller, indie rep, who was held by Maristrate's Court a few weeks ago for trial in Special Sessions. Date for the latter has not been set.

### BOOK RADIO TEAM

Honeyboy and Sassafras, comedy team heard daily on WJZ, New York, opens at the Earle, Washington, Nov. 1, for a week.

### Call S.P.C.A.

Chicago, Oct. 29.  
Lone Ranger stage unit, adapted from radio serial, playing the midwest is running into a serious id. culty.  
Problem is to save the horse, Silver, from the hands of southern seceders. Mob rushing back into the alley has been picking the horse's tail and mane to shreds, hair by hair.

## U. S. Acts Sought For Mex. House; F.&M. Girls Set

Represented in New York by Mary Shank, Emilio Azcarra, Mexican showman, is looking for American acts for the opening show at his new Alameda theatre, Mexico City, which opens Dec. 24. Miss Shank declares a bond for all salaries will be posted in advance in New York.

Alameda will play pictures and presentations, with 20 acts and a line of 16 girls in the stage section. Fanchon & Marco will supply the line. First show will play a month, with a weekly change thereafter.

Ramon and Renita, currently at the Rainbow Room, N. Y., is the first U. S. act set.  
House, seating capacity of 3,500, is located directly opposite the Palacio de Bellas Artes, another theatre. American engineers and contractors have built it along Radio City Music Hall lines, and the management plans to institute a similar policy of screen policy.

First-run Metro pictures will be shown, release date coinciding with N. Y. openings. When completed, the theatre will be the most modern below the Rio Grande.

Azcarra also operates the Mexico City broadcaster, XEW.

## Larceny Charge Against Edgar Allen Dismissed: Ruled a Civil Case

Edgar Allen, held in New York on a charge of grand larceny, was dismissed by Magistrate Brodsky Thursday (24), the judge stating that the charge was a civil case instead of a criminal action. Case originally came up in September with Magistrate Brodsky holding it over for a decision.

Allen was arrested in New York last month on complaint of Eugene Kaplan (professionally Gene Barnes) who, as a representative for Louis Rosenblatt, Boston jeweler, sold some gems to Allen and charged the producer-agent with not paying off. Allen's defense was that he gave Barnes post-dated checks and that the money would be made good. Simon S. Feinstein was counsel for Allen.

### WHITEHEAD ON PWA

Ralph Whitehead of the American Federation of Actors has been named executive assistant to Eddie Dowling on the PWA projects.

### SAMUEL BROS. ABROAD

Samuel Brothers go abroad for six weeks, opening Nov. 11 at the Piccadilly, London, for four weeks. Remaining two weeks will be played at the Alhambra, Paris. Irving Cooper set the deal.

### LEVINE'S SATURDAY

Harry Levine of Paramount's New York booking office has started booking the Tower theatre, Philadelphia. House is a four-acter, Saturdays only, stand.

### Libby Holman for Vaude

Libby Holman, who has intentions to make a national tour, has been booked by Paramount for the Michigan, Detroit, week of Nov. 11. Nick Holde will p.a. in advance of the date.

Miss Holman's engagement in Detroit will be her first vaude appearance since early in 1929, and that was an RKO break-in following on the heels of her Broadway debut in New York as the amateur 'Gambola'. The first 'Little Show' the same year put her in the name class.

Her salary in Detroit will be \$3,000 net.

## LOEW RESUMING VAUDE NOV. 22?

Nov. 22 is the tentative date set for the return of stage shows to several Loew de luxers in the Metropolitan area. If and when, Houses managed by Morayltan, Paradise, Valencia and Newark.

Nothing definitely set, but arrangements are being made and policies discussed. Further consideration has awaited the return of C. C. Moskowitz, who got back from a Bermuda 'vacash yesterday' (Tuesday).

## Lightner Objects to Opening Show and Quits Toronto Bill

Toronto, Oct. 29.  
Freddie Lightner and Rosella walked out of the Imperial theatre here after opening day (Friday) of the current vaude show, due to spotting a rep as a release from its contract and returned to New York.

Lightner's beef was predicated on the fact that he was spotted opening the show. Ordinarily his is a next-to-closing comedy act.

### SUES IMITATOR

Sincerest Form of Flattery No Balm For Armida

Los Angeles, Oct. 29.  
Nobody has a right to imitate her mannerisms, dress, movements of body and form of acting, according to complaint filed by Armida, asking Superior Court injunction against Jane Doe Ceidillo and Don Julio. Suit also asks for a release from its contract from using 'Ar Ida' as Ceidillo girl's billing.

Don Julio, producer of stage shows, complaint said, had advertised his performer as 'Armida' in newspapers and over radio. Use of her name and style of acting is now infringing public, Armida declares, but is also injuring the rep she has built up for herself.

### Oriental Gets 'Dames'

Chicago, Oct. 29.  
'Bring on the Dames' unit has been booked for the loop Oriental week of Nov. 15.  
Reported 'Dames' unit is in for a guarantee and percentage. Show is currently playing the Public-Grand States time.

## Warners Again Considering Str.-Vaude For Hollywood, N. Y., with Names on %

Warner Bros. is reported considering a straight vaudeville policy for the Hollywood on Broadway following completion of 'Midsummer Night's Dream' (WB) current run at that house. Deal, from accounts, would involve the William Morris office as booker of the shows. This policy would start some time in early 1936, as so far Warners is selling tickets for the New Year's performances of its 'Midsummer Night's Dream' roadshow film.

Warners' previous straight vaude try at the Hollywood in partnership with Lou Holtz a couple of years ago was short lived. As WB's favorable inclination toward a second attempt is based on the scar-

# Talent Drought Through Vaudeville Decline Will Put Films, Radio Out Of Biz in 10 Years, Warns Gene Buck

### Film Influence

Hollywood, Oct. 29.  
One picture is worth 25 years on the stage, ventured Bob Murphy, twisting around an old Chinese proverb.  
'All the years I've been in vaude,' explained buckom 'Bob,' the best I rated on the marquee was a mere mention of my name. After playing in one picture, the billing reads, 'Bob Murphy, the singing cop of a Broadway Underdog.' Direct from his Hollywood picture triumphs.

## BOWES' UNITS TOP GROSSES ON REPEATS

Repeat units of Major Bowes' amateurs, currently at the Stanley, Pittsburgh, and Oriental, Chicago, are bettering the grosses set by the original tyros at these houses. Both units were guaranteed \$4,500 plus a 50-50 split over certain figures.

At the Stanley, where the split is to be over \$18,500, first four days' box office indicates a gross of approximately \$30,000. At latter figure, unit's share will be \$12,250. At the Oriental, split is over first \$19,500 and house is headed for approximately \$24,000. Chi unit, on this basis, will get around \$7,750.

Bowes is now producing a ninth unit, which will go out next week strictly on repeat dates.

### Milwaukee, Oct. 29.

Major Bowes is having a tussle getting his unit No. 4 amateurs into Milwaukee. Recently the Major brought his No. 1 unit to the Riverside and Palace, but both houses turned it down when they claimed his guarantee demand too high, so now the Major threatens to lease the Milwaukee municipal auditorium.

However, this may be blocked, since the Independent Theatre Owners Association, which held its convention in that city last week, the Major's venture and will protest any attempt by him to get a lease on the city meeting place.

### Los Angeles, Oct. 29.

National Broadcasting Co. is sending someone Major Bowes a amateur unit to Coast, to start playing dates booked through Fanchon & Marco office Nov. 14.

Unit, after Coast breakin, comes into the Paramount here around Dec. 1.

### No. 3 for Chic

Chic Sale has been set into the Michigan, Detroit, for the week of Nov. 22.

It'll be his third repeat at the house within a year.

### American Federation of Actors' benefit committee luncheon

Many Wolf's chophouse, New York, was enlivened by a scathing speech against the wholesale elimination of vaudeville by Gene Buck, president of the American Society of Composers, Authors and Publishers. Meeting was ostensibly to plan the AFA's second annual benefit at the Majestic theatre, N. Y., Nov. 10, with Rudy Vallee presiding at the luncheon as the committee's chairman and winding up as the AFA's proxy.

Vallee was named president of the AFA's council, to fill the unexpected vacancy left by Keating, resigned, till April, 1936. Keating, who was elected in 1934 and shortly afterward went to the Coast, resigned last week on the premise that the press of his film chores plus ill health; made it impossible for him to be active in the organization. He retains his AFA membership.

Buck's speech was generally an arraignment of the responsibility for the decline of vaudeville. He wound up warning the picture, theater and radio interests that unless they rehabilitate vaudeville shortly they will be out of business in 10 years' time. He pointed out the lack of talent. He along with Bernard Deutsch, president of the N. Y. Board of Aldermen, was a guest speaker at the luncheon.

## Osterman's Chi Nitery Debut Delayed by Pitt. Tooters; Pays \$50 Fine

Pittsburgh, Oct. 29.

Local musicians' union determined to make it tough on Jack Osterman for his refusal to step out at Pitt three weeks ago. Osterman's debut at the opening (and closing) vaude bill there, with house at that time under non-union setup. Local got a couple of acts to walk in protest, but couldn't budge Osterman.

Thus their action last week in sending protest to Chicago union, which in turn prevented Osterman from opening at Vanity Fair, night spot, where he was supposed to be the headliner and m.c.

Chicago, Oct. 29.

Jack Osterman's debut was abruptly stopped from opening at the Vanity Fair nitery here because the theatre he recently played in Pittsburgh was non-union.

He was fined the local musicians' union \$50 fine last Tuesday (22), he was told he couldn't open till Thursday (24).

## TRENTON OPENING FOR PERKINS' PUREE UNIT

First Ray Perkins' amateur unit will hit the boards Nov. 11 at the Capitol, Trenton. Ten amateurs comprise the troupe, with extra tyros to be chosen from local contexts prior to the stage date.

Maurice Golden producing the unit in a partnership with Perkins, who m.c.'s the Peen-a-mint amateurs Sunday nights over CBS.

It's the first amateur unit to carry special scenery and costumes.

### Good Student

Harry Jans passed his RKO<sup>2</sup> Radio screen test, made in New York two weeks ago.

The former partner of Harold Whelan, now solo, is due to report at the studio Jan. William Morris office set the deal.

### THURSTON BESTING

Howard Thurston is resting at Briar Cliff Lodge, near New York, where he was taken after his collapse at Charleston, W. Va., while entour with his unit.

Magically 84 years old, but un- (1) stricken he appeared as least 20 years younger. He remained in hospital for a few days.

# Inside Stuff—Vaude

Exclusive is no name for the Orpheum at Lincoln as far as the stage door is concerned. Although the front door sells for 25c, the tailor, newspapermen, etc., who go backstage are now barred unless having a trip pass from the manager, Jerry Zigmond.

So tight was the rule laid down that one of the acts, on opening day, stood in the alley and argued until almost time to go on until rescued by the m.c. from the doorman.

RKO is still undecided on the future of the Palace, New York, after a two weeks' experiment with double feature straight films. With the latter policy, the one-time ace vaudeville house is still in the red, although losses with double acts reported as less than those experienced with vaudeville.

Reported that RKO is now disposed towards letting the house go to a desirable tenant if one happens to show up.

Acts going west for bookings in and around Chicago report that 20% is now the customary commission fee in most instances. Commlish is paid at the rate of 5% to the act's own agent, 5% to the intermediary who makes the contact and 10% to the Chi booker.

## Benny Davis Tags Pitt. Talent for 'Star Dust'

Pittsburgh, Oct. 23. Playing the Stanley last week, Benny Davis signed two local acts for his 'Star Dust' unit, taking them along with him to Chicago. Three colored youngsters, Fish Brothers, auditioned for Davis day he got here and joined show immediately, with billing changed to Chocolate rops. Day he pulled out, Davis also tagged 260-pound crooner and hooper, 'Tiny Wolfson, a Pittsburgh lad who will also undergo revision of his last handle. Youngster had been with trio of Roy, Ken and 'Tiny for few weeks, act disbanding here following their withdrawal at the Pitt fortnight ago upon learning house was at that time non-union.

## Vancouver Stages Perk

Vancouver, B. C., Oct. 29. Strand theatre here has adopted a combo policy opening current week with 'Brownskin Models,' colored unit. This makes three theatres now playing vaude here.

# Unit Review

## Ritz Carlton Blondes

(ORPHEUM, LINCOLN)  
Lincoln, Oct. 28.

Good title on this, catches the eye out front. As caught here, the blondes only appear twice, but one producer in the act, predicted on the altar of time, which the separately booked act, Leslie, Gold and Ray, held in the act, which the neighbors expect an even of girls, when they get it. It is so much of a plan bit wherein one goes harmonically mad on himself. They wind up fast enough.

A dull starter, the unit opens on Flo McBride, doing the familiar radio bit, the band behind the drop and she tuning presumably to different programs. Bill Hogan did the same thing here line for line a month ago. Curtain comes off on 'Rhythm in Ours,' Jack McBride batoning before the band, which is aided by six of the union brethren from the house and the act is okay with the stick and is a good man to carry the emcee job.

Inez and DeWyn, who are some show act, start the show rolling after a cocktail number by the blondes. Work is classy. A Mardo is in his bull's clown in the deuce. Dog ignores Mardo's plea for a trick through the entire act and ends through by finally walking out on him.

A hand number is followed by some goofy material by Elmer Brown, playing a clarinet with a rubber prosolca. Then the Three Dancing Sweethearts, giving the act a new twist, and the rostrum is taken over by Jack and Flo McBride for the type buffoonery in variously leading to the crack about the 'higher and finer things in the theatre.' Then it's Leslie, Gold and Ray and final.

Show is bussed by Ed DeWyn, although Producer Harry Clark is mooring on this date. Jumps clear to Galveston from here, and Clark's other show, 'Rancho Grande Revue,' opens the Friday time in Minnesota previously set for 'Blondes.' This is the classiest of the shows here so far and his was strong on the football weekend.

Barney.

Helen O'Reilly, former patient, is doing okay is dress shop she opened here.

Mrs. Hannah Zimmerman, of the Metro office staff, up again after shaking off a bad cold.

Myra Blake studying shorthand, while her room-mate, Doris Shrago, is knitting wool scarves for Xmas presents.

May Fischer, the infirmary comic, celebrates her 32d birthday this week.

Maria Bianchi had a surprise visit from her sister, Mrs. E. Sauhaml.

We are all sorry to hear our chief, Dr. Karl Fishel, is in the repair shop himself at the Doctor's Hospital in New York.

Garry Sidgreaves is up again for one meal in the dining-room.

Dickie Moore now spending idle hours making wicker lampshades and baskets.

Bill Kazanjian to New York for the weekend on business.

A handful of patients witnessed the opening game of the Saranac Lake and Potsdam football teams—7-0 in favor of this town's young men.

Relatives of Minna Morse (Morse) surprised her with a pleasant visit.

Show folks in town and where to address them:

Tommy Vicks, Russ Kelly, Mr. and Mrs. Len Grotte, Lester Shoehan, 19 Broadway; Bert Ford, Pauline Russell, 20 River street; Pop Barrett and son, 237 Broadway; Claude Lawson, 238 Lake Flower avenue; Ray Ketchum, Lake Flower avenue; Laurence McCarthy, Lea Lamar, 4 Dorsey street; Murray Salay, 67 River street; Mrs. Sidney Fieldmont, 9 Front street; and Mrs. Jim Heagney, P. O. Box 415.

Write to those you know at Saranac.

## 15 YEARS AGO

(From VARIETY and Clipper)

According to Jesse Lasky, Famous Players had decided not to rely on the stage as a material source. Instead of buying stage plays, F. P. would hire the dramatists to write originals.

Robertson-Cole (late F.B.O.) was asking \$15,000-\$20,000 for a two-week run of Otis Skinner in 'Kismet.' Capitol had just signed for the Pickford and Fairbanks films for \$15,000 a week. 'Tops.

Southern cities were kicking at having to pay \$2.50 top for secondary casts. Many shows canceled.

Vaudeville houses were mostly showing drops from the previous year, though the Loew houses were slightly bettering the previous season.

Golden Dancers were playing Panfages, Butte, when the house burned down, including their special set. Panfages told them they would have to take a \$200 cut. They came back to N. Y. instead.

Managers kicking at their players showing at Sunday concerts. Suggested they should get half the salary, as in opera.

Loew stock was pounded down to 19 1/2, and the question of the week was who was doing it, and why.

'Over the Hills to the Poor House,' sob drama dating back almost to the civil war, revived at the 14th Street to ride on 'Over the Hill' film. Corse Fayton also planned to do it in Brooklyn. 'Way Down East' was another play that was dragged off the shelf when done into a film.

John Barrymore announced he would take a year's rest before tackling 'Hamlet.'

In spite of the poor road there were 12 sellouts on B'way. George M. Cohan had three hits.

Ziegfeld and Equity in a jam over an extra performance of 'Folies' in Boston.

Pavlow drew down \$48,000 for her

week at the Manhattan. Big for the times.

J. J. Rosenthal split with Al Woods after an 11-year connection. Rosenthal was regarded as one of the most adroit managers in the business.

Clipper noted that more men than women were being started on B'way, reversing the usual stat. There were 28 men and 12-16 women.

Once again E. H. Albee told agents to be content with 5%. More or less a periodical.

## 50 YEARS AGO

(From Clipper)

Probably the first ballyhoo bale loon was floated over Prince's theatre, London. Electrically illuminated at night.

Edwin Arden started starring in 'Eagle's Nest' by Bronson Howard. Did well on the road. Later stock star and B'way support.

Terrific storm blanketed the entire eastern half of the country, blowing business to tatters in most spots.

Margaret Mather had New York exclaiming over her 'Romeo and Juliet' produced by J. M. Hill. Mounting and costumes were far above average and she was acclaimed a star. Had started about three years previously.

Theatre Comique was a new theatre in Harlem. Converted from a (Continued on page 87)

## SULLIVAN IN WASH.

Ed Sullivan, Broadway columnist for the New York Daily News, goes into the Fox, Washington, for Loew's of the week of Dec. 6. He recently played Loew's State and the Roxy on Broadway.

## VAUDE IN K. C. SPOT

Kansas City, Oct. 29. George Baker, manager of the Electric theatre here, has switched the policy of the house to include vaude and units along with first run films.

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RICHARD CLAIRE  
**STUART AND LEA**  
Just Completed 3 Weeks Radio City Music Hall, New York  
"Credit to a Broadway Review" Says "VARIETY"  
WEEK OCT. 25, FOX, PHILADELPHIA  
WEEK NOV. 1, RKO PALACE, CLEVELAND, OHIO

**MADALYN WHITE**  
FEATURING NOVELTY DOUBLE CANE TAP DANCE.  
Created by SAMMY BURNS

# New Acts

FOUR DODAS  
Acrobatic  
7 Mins.; Full (Special)  
G. O. H., New York

This is billed as a family act, and looks it. There is the resemblance of mother and two daughters, all blonde, but dad is a bit darker. They present an acrobatic novelty that's okay for such spots as the G. O. H., but in need of better production for the next time.

Mother is the supporter in all of the tricks, perch and balancing, with daughters and father top-mouthing. Stunts are routine, but a woman doing the supporting of a couple of lifts, though nice looking, girls and man some... makes up for the lack of sensationalism. Perch tricks entail a ladder as well as pole, with body balances spacing the elevated stunts.

Opened a four-acter nicely, Scho.

JEAN TRAVERS  
Songs  
2 Mins.; One  
G. O. H., N. Y.

The G. O. H. probably hadn't seen so much change in years as this torcher replacing. Gerned faultlessly and displaying a pleasant voice in three pop numbers. Miss Travers drew as much reception as a sparse audience could give her.

A striking brunet singer shows other intensive training or plenty stage experience in her easy manner on the boards. Sings with a mink, but doesn't play to it. She could, however, modify her facial makeup. Her eyes appear grotesque.  
Deuced. Scho.

## Lubin 60 Yrs. Young

J. H. Lubin celebrated his 60th birthday yesterday (Tuesday). Date also marked the 40th anniversary of the Loew boding head's debut in show business. He started as treasurer for H. C. Miner.

## Joe Hiller Acting

Joe Hiller is in New York this week from Pittsburgh aligning his Pitt agency biz.  
Nitory and vaudeville biz around Pittsburgh is getting hot and Hiller's new agency is making N. Y. connections for exchange of talent.

## Saranac Lake

By Chris Hagedorn

Armand (Shlek) Monte (Monte and Part) is doing great since moving up to the infirmary floor.

Joe Vincent Parker, the Paramount lad, showing up great clinically.

Helen O'Reilly, former patient, is doing okay is dress shop she opened here.

Mrs. Hannah Zimmerman, of the Metro office staff, up again after shaking off a bad cold.

Myra Blake studying shorthand, while her room-mate, Doris Shrago, is knitting wool scarves for Xmas presents.

May Fischer, the infirmary comic, celebrates her 32d birthday this week.

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Relatives of Minna Morse (Morse) surprised her with a pleasant visit.

Show folks in town and where to address them:

# The THEATRE of the STARS

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## Drama Crix Get Together on One Thing: They're Gonna Pick the Best Play, Just Like Those Pulitzers

New York's drama critics, who draw managerial squawks almost every season and thereby break into print whether they like it or not, announce they will name the best play of the season sometime next spring, prior to the Pulitzer award.

Announcement tended to call attention to the fact that the reviewers have not been in accord on any show presented thus far this season. Sharp diversity of opinion has been observed with wonderment in show business. Difference was marked even in the case of the three musical successes ('At Home Abroad,' 'Jubilee' and 'Porgy and Bess'), also 'Dead End,' highly rated Monday premiere.

Looks like the critics have been leaning way backward to give new plays a break, even more so than ever. So many flops among the new dramas explains that sentiment.

Plan to pick the best play of the season is a reaction to the general dissatisfaction over the selections made by the Pulitzer prize committee over a period of years. Reviewers think they can do better. Idea emanated from four w.k. playwrights, reported to be Maxwell Anderson, Robert E. Sherwood, George S. Kaufman and Clifford Odets.

### Revival

Plan served as a means of reviving the Critics Circle, an association of first string reviewers of several seasons ago but virtually dormant from the start. It served, too, to bring at least one holdout among the critics into the Circle. Supposed to take in the reviewers of the Manhattan and Brooklyn dailies but, with the adoption of the award plan, critics of several high brow weeklies have also been taken in.

Helen Deutsch, press agent in New York, put the plan up to the critical gentry. She credited its authorship to the several dramatists, but stated they did not wish their identity disclosed. There were several meetings, during which simple rules were adopted. Originally it was suggested that not only an award be made for the best play but also to the outstanding scenic designs and other departments of play-making, but the critics thought the assignment to select a play and honor the author priority.

There are now 17 members of the Circle. Hope is to secure a unanimous vote to select the winner. That was thought an improbability, as borne out by the different opinions on the recent premieres. It was then agreed that if there are four dissenters when the votes on the selections are made, no prize will be awarded.

Critics will present the winning author with a medal. The Pulitzer award carries with it a cash prize in addition to a medal.

General opinion among show circles is that the critics are better qualified to select the best play of the season than a committee which is at least partially academic. Fact that the reviewers see more plays than the Pulitzer committee is regarded as making for a more accurate selection. Winning play must be new, of American authorship and presented on Broadway.

### DAYTON'S SOLE LEGIT

Dayton, O., Oct. 29.  
Dayton's sole legit attraction in sight so far is 'The Men on a Horse,' booked for two performances at the Victory 100. 18.

'The Old Maid' and Katharine Cornell 'Reo and Juliet' had both cancelled due to lack of satisfactory financial agreements could not be reached with the local house.

### ST. JOHN STOCK

St. John, N. B., Oct. 29.  
Dramatic stock is making its re-appearance in the Opera House here after a lapse of five years, and under the same direction. F. James Carroll, who operated the Carroll Players in stock at this theatre for five seasons, until business collapsed, is the sponsor for the revival, assembling an organization in New York City.

'Bill' will be changed weekly.

### 2d String Round Table

'Not to be outdone by the round table' at the Algonquin hotel, N. Y., a Times Square drug store has installed a table of the sort, also.

Bunch of show folk go there daily, exchange news and gossip, wisecrack, receive telephone calls, etc. Check is never more than 50c.

### COMMISSIONER MOSS OKAYS 'END' VERBIAGE

Norman-Bel Geddes, producer of 'Dead End' at the Belasco, N. Y., and Sidney Kingsley, its author, were in a quandary Monday (28), as to whether to open the play that evening because of the audience reaction at Saturday's preview performance. While the performance was highly lauded, the manager and author were advised they might run into trouble because of the rough language, mostly uttered by street urchin characters. Play opened on schedule with only a little of the dialog toned down.

Commissioner of Licenses Paul Moss witnessed the premiere performance and as he had a good time, giving no indication that there would be interference. Moss, however, stated that lurid language on the stage was up to the managers, subscribing to Gene Buck's statement that an 'orgy of obscenity on the stage is driving away audiences.'

### Burton East on Play

Hollywood, Oct. 29.  
Planning out for New York last Friday (25) John Burton will talk with Morris Gest on 'Lucky Redwood Dream' to be produced soon.  
Play is from Chinese.

## Inside Stuff—Legit

Best week of the Theatre Guild's 'If This Be Treason' was its fifth and final which ended Saturday (26) at the Music Box, N. Y. Gross estimated close to \$10,500, or nearly \$3,000 more than its average weekly takings. Increase represents money drawn to the boxoffice over and above subscription coin.

There are 15 extras in 'Treason' who received \$20 weekly but were reduced after the third week to \$15. McKay Morris, who played the lead, is reported having paid the cut to the extras out of his own pocket for the final two weeks. That is said to have irked the Guild somewhat.

Plays which do not go out of town for tryout performances frequently give previews, house being sold out to social organizations at a rate. Such a deal was made for 'Crime Marches On,' at the Morosco, N. Y., by the Dog Owners Guild for the evening before the formal premiere.

On that day ads appeared in the dailies to see the play before Broadway. Ticket prices were boosted, it being a benefit and tickets were sold at the Guild's office, not the theatre.

Show management did not authorize the ads. First time for such a stunt.

Postal-Lebling has resumed its control system in the selling of tickets for shows in heavy demand on Broadway. Patrons are given slips which are exchangeable in the inner lobby of the theatres for the actual tickets. It is a plan to prevent choice locations falling into the hands of gyps and resold at excess prices.

So far 'Jubilee' and 'At Home Abroad' are 'under control.' 'Porgy and Bess' tickets will be similarly handled when its subscription period is over.

Side wall of the Adelphi theatre, N. Y., was painted with 'Venus in Silk' billing, thereby advertising a show which failed to open on Broadway. Opera was yanked after playing two weeks out of town recently. The wall is fully visible from Seventh avenue and the paint job cost \$175, with an additional outlay of \$30 required to blank out the sign. The Adelphi originally opened as the Craig and has had few attractions. It may get 'Tapestry in Gray,' due next month.

Martha Sleeper, who made her Broadway debut in 'Good Men and True,' Billmore, N. Y., last week, is the niece of J. J. Murdock, former Keith circuit executive. Her father, John Sleeper, vaudeville agent and booker.

Iss Sleeper has been residing on the Coast for some time and made her first film and stage appearances there. She came east for the filming of 'The Scoundrel' (Fox).

Little Billy, back on Broadway after eight years in Hollywood, withdrew Saturday (26) from 'Squaring the Circle,' Lyceum, N. Y. When he heard the management proposed putting a kid actor in the part Little Bill handed in his notice.

Report from Hollywood mentioned John Henry ears being in on the production end of 'The First Legion,' presented last season. Bert Lytell appeared in and produced the play in association with Phil A. Green. Mears was the company manager.

In 'Satellite' Nord Frances, Barbara Weeks and Joyce White all portray ex-Ziegfeld girls, and are really 'Follies' graduates.

### Shubert Dickering for Hollywood Playhouse

Hollywood, Oct. 29.  
His deal for the Mayan gone cold, J. J. Shubert is dickering with Guaranty receivers for a lease on the Hollywood Playhouse. Producers expect to put in only non-musicals and negotiations go through all plays with picture possibilities.

'Minsky troupe, which planned to return here from Frisco next Saturday, will be forced to find another spot if Shubert gets the Playhouse. Burly company goes on to Miami after a four-week stay here and expects to use the Mayan in the event the Shubert deal fails.

### Shows in Rehearsal

'The Ragged Edge'—A. H. Woods, Ltd.  
'Sing Before Breakfast'—Sam H. Harris.  
'Boy sets Girl'—George Abbott.  
'Whate'er You'—Crosby Gage.  
'Abide With Me'—A. H. Woods, Pearson and Baruch.  
'How Beautiful With Shoes'—Anthony Laudati.  
'Vanities' (road)—Earl Carroll.  
'Stick in the Mud'—Thomas Mitchell.  
'Swing the Lady'—Milton Shubert.  
'Reverent Appearance' (road)—Brook Pemberton.  
'For Valor'—George Tyler.  
'Mother Sings'—Hugh Stange.  
'Night in the House'—Helen Arthur.  
'Jumbo'—Billy Rose.  
'Parnell'—Smith and Ayer.  
'Love Is Not So Simple'—Theatre Guild.  
'Let Freedom Ring'—Albert Bein.

### Albany's Labor Troubles

Albany, Oct. 29.  
That old local theatrical bogey—a union engineer, to tend an automatic oil heater—has bobbed up again to annoy the Capitol theatre, now housing Guy Palumbo's stock company. Somebody showered cards on the sidewalk in front of the house characterizing the Capitol as unfair to union labor.

'Usual silent stagehands' union, however, issued a statement that the theatre was not unfair, because it has union men on the stage, including the scenic artist.

## 'Tobacco Road' Houseless in Chi Despite Court Morality Okay

### Poor Yorick!

Los Angeles, Oct. 29.  
Under the hammer last week went \$25,000 worth of thespic studs for \$600 to satisfy a judgment of \$1,675 against the Shakespearean Guild of America.

Most of the wardrobe longed to the late Robert Mantell.

Chicago, Oct. 29.  
Despite a federal court okay by way of a restraining order barring Mayor Edward Kelly and the police from interfering with the show, 'Tobacco Road' has failed to reopen in this town. Producers Jack Kirkland and Sam Grisman have the court's okay.

But the theatre in Chicago can't find a place to present the down-south show.

All the theatres fear the same fate which was meted-out to the Selwyn, which had its license revoked by the mayor. Even if the licenses of these theatres would not be revoked, they figure their lives would be made miserable by swarms of health and fire department officials, making them live up to every strict letter of the ordinances regarding operation of a public assembly house.

Federal Judge William Holly in issuing the restraining order stated that he saw nothing particularly obscene or indecent in 'Tobacco Road' and that in considering the play it was necessary to take into consideration the customs and modes of the times. He said that 'in this play, profanity is used,' but that seems to be customary now and is accepted by the best people. Some characters are represented as sexually excited. But they are not more so than the characters and situations in 'Reigen' in Vienna' and 'The Command to Love.'

Meanwhile Grisman and Kirkland are determined to fight it out rather than give in. Figures they could go to Milwaukee and other surrounding towns and clean up because of the loop publicity, but are preparing to stick it out here in Chi. If they can only find a theatre.

### Princess Back to Legit As AFL's Labor Stage

First little theatre in New York to emerge from darkness for legit show usage is the Princess, 299 seater on 39th street. Use has been leased by Labor Stage, Inc., sponsored by the American Federation of Labor, and will be used for the presentation of dramas highlighting union labor's aims.

Theatre will be called the Labor Stage. It at one time housed highly successful intimate musical comedies presented by Comstock and Gest. For a time in recent seasons it was used for pictures also.

### Gellendire Director Of Pitts Playhouse

Pittsburgh, Oct. 29.  
Herbert V. Gellendire has been named director of the Pittsburgh Playhouse for the present season, succeeding Helen Stout, who served in a similar capacity last year. Gellendire served for four years as director and instructor at the Neighborhood Playhouse and founded the Repertory Playhouse Associates, Inc., under whose banner he directed the Lorenz Summer theatre in New Hampshire last year.

At Seattle, Wash., Gellendire headed the Cornish School Drama Department, and was later associated with Richard Boleslawski and Maria Ouspenskaya at the American Laboratory theatre.

First play, slated for last week in Nov., will be 'Wind and Rain.' It opens a subscription series of six productions.

### Two Broadway Players Lose Kin by Death

Two players on Broadway lost close relatives by death last week but in neither case were their appearances interrupted. Mother of Mary Boland of 'Jubilee' died suddenly in New York at the age of 82, while the wife of Frank Camm of 'Three Men on a Horse' passed on in Detroit.

The Camps were wed 38 years. Two sons were in the bed. When word of her passing was received Thursday (24), George Abbott, who staged 'Horse,' offered to step into the part. Veteran actor, however, decided to stay with the play and planned to Detroit Saturday night after the performance, returning Monday.

### FUTURE PLAYS

'Waltz at Midnight' drama by Louis S. Bardoly. Ben Kaminer set stage for Halsey Rimes, producer.

'Career,' from an unfinished novel by Phil Long, Chester Erskine and Stong collabing on the adaptation. Erskine will stage and produce. Rehearsals start in about three weeks.

'One Good Year,' comedy by Stephen Gross and Lin S. Root. Al Rosen will produce. George Rosener will direct, rehearsals starting next week.

'Turpentine,' by Gus Smith and Peter Morell for National Negro Theatre. Drama of Negro life in Florida's forests. Olton Throckmorton settings. Ted Yushman will direct.

'Harlem Town,' musical satire on Harlem life. Book and lyrics by Gus Smith and Peter Morell, music by Karl Krocck and Stanley Bennett.

'Boy Meets Girl,' comedy by Samuel and Bella Spewack. George Abbott staging and sponsoring. Now rehearsing.

### Syracuse U Drama Dep't Finds a Home

Syracuse, N. Y., Oct. 29.  
Syracuse University's drama department, theatrically homeless since college reopened, has found a playhouse finally. It's the Brighton, de luxe neighborhood theatre in the south side, which has been a headache for various leases and operators virtually from its opening.

Last operated by the Karp interests, with Lester Wolfe as manager, the Brighton has been dark for several years. Although erected for pictures in the predepression boom period, the Brighton is equipped with a small stage, making it suitable for dramatic presentations.

### La Marr with Hart

Dick La Marr has rejoined Max Hart in the latter's legit casting agency, it now being a full partnership. He resigned from Charles Morrison's agency recently.

La Marr's agency centered the agency field after resigning a picture scouting post.

### ENGAGEMENTS

Evelyn Varden, 'Robert for the Vagabonds.'

Vera Van, Robert C. Fischer, Roy Gordon, Daphne Warren Wilson, Remo Bufano, Jack Cole, Ivo Dudley, 'May Wine.'

Nini Thelade, 'Road to Promised Land.'

Wilfred Lawson, 'Label.'

Beatrice Terry, 'Manana.'

Charles Dow Clark, Charles Laite, Thomas Coffin Cooke, Hilda Plover, Frank Colett, 'For Valor.'

Earl Carroll, 'Abide With Me.'

Oswald Yorick, Diantha Pattison, Helen Brooks, Judson Laire, Tom Findlay, Lily Lush, Stanley Rivers, Florenz Ames, 'Reverent Appearance.'

James Seelye, Don Beddoe, Frank Day, 'First Lady.'

John B. Eitel, Phillip Loeb, James Todd, 'Last Post.'

Jerome Cowan, Joyce Arling, Brederick Crawford, Charles McClelland, Royal Bond, 'Boy Meets Girl.'

Hugh Han's or 'Starlight.'

Beatrice Kay, 'Satellite.'

Oscar Homolka, 'Close Quarters.'

Ruth Matteson, 'Parnell.'

Joseph Manceley, Leona Powers, Edwin Tobin, Peggy Shannon, Ernest Truax, 'Whate'er Goes On.'

Henry Daniels, 'Gentleman in High Boots.'

# New Stocks' Headache

## No Guest Stars and Few Plays Available for Weekly Change Houses

Baltimore, Oct. 25.—Raymond Moore, operator of the stock at the Maryland, is having difficulty getting plays and guest stars. Can't get stock rights to the shows which came to Broadway this season, because producers are withholding 'em. Such an 'em. Personal Appearance' and 'Children's Hour' are likewise not available. Wanted 'Rain From Heaven,' but can't get Jane Cowl, who committed to a new play which will go into rehearsal soon in N. Y. Plays like 'Bishop Misbehaves,' 'Small Miracles,' 'Accent on Youth,' etc., which had runs on Broadway last season have already played here in picture versions, and Moore is leery of following film releases with legit versions.

Has been noticeable past couple of years that pictures film versions of legit plays as shortly after they buy the rights as possible, and that practice is a sharp sock on the head to stock companies. The reason why film seems to care very much since stock has become almost nonexistent.

Matter of guest stars is quite as distressing to Moore. To date he has had 'Fly Away Home,' with Donald Brian; 'Big Hearted Herbert,' with J. C. Nugent; and, currently, Oscar Shaw in 'Petticoat Fever.' Next week he brings in Kenneth McKenna for 'Pettifol Forest' (stock rights to which, incidentally, had been withheld until last week). So far no femme stars at all, and the reason seems to be that few are available. Can get Ruth Gordon, but can't hit upon a play suitable for her.

As a result of this paucity of available shows, and the fact that nothing is definitely set beyond next week, Moore was in N. Y. last week and goes again this week in an effort to grab something.

# Films Detain Connelly This Year but He'll Do Two Plays Later

Marc Connelly will be back on Broadway next season, bowing in as a producer on his own. He will do two plays, one a comedy by Arthur Kober about Bronx life, and another a new play by himself. Connelly will stage both himself, as usual. He is at present in New York for a week but has to go back to Hollywood for three or four months to work on film production of 'Green Pastures' (WPA) and figures he won't have time enough to do anything for or on Broadway this season.

# SHUBERTS' ROAD 'LIFE' FOLDS 25G IN RED

Life Begins at 8:40, closed in Boston Saturday (25). Review, which was a smash on Broadway last season essayed New England and Canadian stands, dropping \$25,000 in three weeks.

Lack of names is one reason believed to have caused light attendance. Buster West and Lucille Page out of 'Life' joined Earl Carroll's road 'Vanities,' in rehearsal. Hugh Cameron, Crane Sisters and Tommy Monahan's band were also added.

# Frank Warner Back

Hollywood, Oct. 29.—Franklyn Warner, forced out firm and left producing live shows ago by ill health, returns to stage 'Oh Susanna' on Broadway in January. Is working on deal with Jose Mojica for the lead. Piece was done on the Coast several years ago.

# AFTER SEPIA MUSICAL

Hollywood, Oct. 29.—J. J. Shubert is angling for the stage rights to 'Black Rhythm,' a full colored musical, authored by Sara de Coursey and Gene Page. Plan is to produce it here before taking it to New York.

# BOOTHE EXONERATED IN RELIEF MIX-UP

Mix-up which had Col. Earle Boothe temporarily out as head of the relief show project of touring legit and vaude units in the Civilian Conservation Camps, been cleared up, with Boothe completely exonerated. Misunderstanding was Gen. Hugh Johnson, who recently retired as head of the Federal relief project in York.

Johnson claimed there was a slush fund, the amount believed to be \$10,000. Investigation showed that there never was more than \$1,800 and that Boothe made expenditures only after superiors had okayed them. Money came from the CC camps. To cover minor expenses of the units each camp commandant paid \$13 per show by check and that money accumulated.

From the camp funds Boothe bought several second hand cars for the use of supervisors, that mode of travel being found to be more efficient and economical.

# 'JUMBO' OFF ANOTHER WK.

After talking it over with Jock Whitney his principal backer, Billy Rose, postponed the premiere of 'Jumbo' from next Saturday (2) for another week, but the show will definitely debut Nov. 9 at the Hippodrome, N. Y. Cost of production is now around the \$300,000 mark inclusive of interlor changes. Although mechanical problems were solved and a new p.a. system fully functioning, it was decided to take no chances on opening until the whole performance has been run off several times.

That has not been done as yet. A dress rehearsal was carded for this evening, being sold to the Metropolitan Center, which is sponsored by socialites. Rose figured a possibly ragged presentation before such a critical audience would not be beneficial to 'Jumbo.' Maternity group's party was set back until next Wednesday (6), although it may be cancelled.

First of the Texaco half hour radio programs with 'Jumbo' premiere will be broadcast from the Hipp last night. Ads in the dailies calling attention to the gas company's broadcast were so worded as to indicate the whole 'Jumbo' outfit could be participants.

Something like 4,300 free duets were distributed for the broadcast. Second of the series going on next Tuesday (5) also prior to the first public performance of 'Jumbo.'

# METRO TO B. R. 'SEEN' ON FAST DECISION

Metro will finance 'Seen but Not Heard,' comedy-drama to be produced by Theron Eamberger. Piece was written by Marie Baumer and Martin Berkeley and will be partially rewritten before produced, probably early in January.

What is figured as a record decision on the M-G angle. Script was submitted to the film company at three o'clock one day last week, with papers drawn up the following morning.

# Curtis Gets Warren, Dublin for 'Chips'

Jack Curtis is borrowing Warren and Dublin from Warner Bros., to write the score for the Damon Runyon-Irving Caesar musical, 'Saratorio Chips.'

Ethel Merman, due to return from Hollywood this week, is mulling a proposition to play the lead.

# MUCH CRITICISM RAMPANT AS FTP GETS PROJECTS IN WORKING ORDER

## He Can Take It

For a laugh they planned to rib Charles Romano, quite a ribber on his own. Finney pinch of the Englishman was made at Back Bay station, Boston, when he arrived with 'The Great Waltz' company, charge being that he tried to beat a New York hotel bill. 'Well if I'm under arrest, where are the photographers?', he piped.

# EASTERN KEYS HEAVILY BOOKED

Eastern key spots are heavily congested with try-out show bookings for the first weeks of November, particularly Boston and Philadelphia, favored by managers. Because of that condition two new Sam H. Harris productions will oppose each other in Philly. Both are booked there for two weeks.

First 'Lady' opens at the Garrick Nov. 3 and 'Sing Before Breakfast' debuts the following Monday (18) at the Chestnut street. Opposition presentations will be during the latter week. Neither play will be housed in Harris' Music Box, N. Y., which gets 'Pride and Prejudice,' due next week, and produced by Max Gordon.

With George Tyler's comeback show 'For Valor' at the Broad Street, 'Anything Goes,' opening its tour in Philly on Nov. 18, too, and 'The Great Waltz' spotted at the Metropolitan it will be the heaviest show week Quakerstown has had in a flock of seasons.

# Stewart to Stage Own

Hollywood, Oct. 29.—Donald Ogden Stewart has completed a new play titled 'Insurance' which he will produce himself on Broadway this winter. Stewart will attempt to cast the two leads from pictures, and has Josephine Hutchinson reading the script.

# Professionals Yelping at 'Little Theatre' Set-Up of Illinois WPA

Chicago, Oct. 29.—Following the visit of Hallie Flanagan to this town the local division of the Works Projects Administration is getting to work to reclassify the entire field of professional and non-professional performers to determine those who merit jobs on the federal relief project.

Appointments on this reclassification board are: Maurice Gnesin of the Goodman theatre, director; Bob and Betty White, Peter Keeler and Mary Francis on reception; Mary Merrill for the negro actors' division; Harry Minturn for Actors Equity; Alice Gerstenberg for the playwrights division; George Easty as the stagehands union representative; L. E. Donegan in charge of scenic design; O. Hana San, Kenneth Carrington and Earl Bronson for vaudeville, variety and circuses; Diana Hubert for the dancers and Robert Breen in the actors division. This committee is now at work at Pulaski Park on the northwest side of town. They are waiting for the performers to show up, and so far not many have been around. Mainly because they don't know where to go, the WPA having made no arrangements to get the news to the profession. It is now being circulated by the word-of-mouth

# Theatre Program Expected to Get Under Way by Thanksgiving — Eva Le Gallienne and John Golden Worried—Radical Angles Mentioned

Federal Theatre Project of the Works Progress Administration expects to be able to start functioning by Thanksgiving. Its wide, but still vague, plans have been the subject of criticism from professional show people, and the varied movements to come under the FTP further indicate the establishment of many little theatres in the regional areas throughout the country.

Although the FTP states there will be no semi-professional presentations, such are included in the relief scheme. Several named to head the individual or experimental theatre activities have been associated with semi-pro projects. Social or socialistic non-profits organizations mentioned in the general set-up are reputed to be headed by persons of distinct radical leanings. Elmer Rice, regional director for New York, little theatre in the similar tendencies even prior to his 'withdrawal' from the legit theatre last season, after reviewers expressed unfavorable opinions on three of his plays.

Plan for a managers' unit for try-outs under the auspices of the League of New York Theatres has not progressed. No theatres have been found in the boroughs outside of Manhattan and an alternative idea of sending such shows to New Haven (Shubert theatre) is in abeyance because that state is not clearly within the metropolitan region.

Admi Ion Chargees. Rice announced that admissions would be charged, probably from 25c to \$1, but the tryouts may be first made by non-professional organizations, plays not likely to be commercially retained being selected. One is called the 'Popular Price Theatre,' with Edward Goodman, formerly of the Washington Square Players, in charge. Another is the 'Goodman and Associates of the New School for Social Research and the United Neighborhood Houses, with Virgil Geddes and James Light in charge.

'The Living Newspaper' is another project approved by Rice, a theatre sponsored by the Newspaper Guild. Plan is for newspapermen to dramatize news stories and present a one hour show. Richard Watts, Jr., of the Herald-Tribune, N. Y., is in charge but says the idea is still vague.

There is a research and publicity department, which has been functioning under the supervision of Phyllis Pearlman, who is p.a. for the FTP. Its function includes the formation of a speaker's bureau, to co-operate with schools, churches and clubs; to build up a 'comprehensive play catalog on historical lines'; publish bulletins on subjects of interest to playwrights and theatre directors.

Another research and publication department to aid playwrights, play readers and adapters will be headed by Rosamond Glider, a secretary for the National Theatre Conference.

There will also be 'The Negro Theatre' sponsored by the New York Urban League and described as a colored cultural organization. Also there will be a Yiddish theatre, a dance unit, and a second Negro theatre under relief patronage.

Rice is quoted as saying he is opposed to free shows as being 'economical and pedagogically bad.' He added he intends to eliminate all free shows under relief except those sent to the CC camps.

This attitude is hardly in line with what Washington replied when the managers suggested shows be toured and attractions on the verge of closing be given some support from relief money. It was stated at that time the government would not enter into commercial show business and only relief projects would be sponsored. Rice explains the matter of admission charges by saying he expects to place the relief shows on a self-sustaining basis as far as possible.

There also a survey of Brooklyn last week with the idea of spotting the managers' (Theatre League) tryouts there, but no houses were found available.

John Golden and Eva Le Gallienne have expressed distinct opinions that the FTP is a doubtful measure as outlined. 'Miss Le Gallienne, speaking at a Town Hall dinner, in her honor said: 'I am terrified. I know only too well there are many thousands of persons in this country who have never seen a performance on the relief stage. The importance of vital importance to give the highest standard to them at the beginning. It is impossible to do this with a staff of actors and actresses who, although some may be excellent performers... Why cannot some of this money be used for the establishment of something which will show what the theatre can be in its highest and best sense?'

'Unfortunately' She also said it will be 'very unfortunate to inflict on the public a very merciful and often downright bad theatre.'

Golden, from a manager's standpoint had about the same idea: 'What is likely to happen when dozens of theatres set out to lease theatres and produce unskilled scripts for public acceptance and perhaps box office prices below that of regular playhouses is too terrible to contemplate. I am in fear, so far as the new productions are concerned, that most of those put on in New York, Chicago, Los Angeles and other cities may not conform to professional standards and do more harm than good to the theatre as an institution. Heaven knows the number of bad plays, badly presented, of those of us who make the theatre our profession, is large enough every season.'

Manager's opinions were contained in a letter to Hallie Flanagan, who is in charge of the project. Rice retorted to the criticism of Miss Le Gallienne and Golden by saying the comments are premature. He is quoted saying: 'I think it is a mistake to consider anything before it has started. It's the old thing of give a dog a bad name and then hang him. We are not trying to do bad plays and they might as well be aiming at high standards. I think that Miss Le Gallienne was inconsiderate or her fellow actors to say that a fellow out of a job cannot be put on a good play.'



Plenty Shows Headed to Philly; Cornell, \$19,000, Could Be Better

Philadelphia, Oct. 29. Legit bookings continue to rain in upon Philly so that it has begun to look like old times and the drama...

Two to three openings every week in the line-up from until Thanksgiving and there are still a number of precincts to be heard from.

This week's pair are both Max Ford's, one, "The President" (Monday) at the Garrick and the other, "The Great Waltz," which is tonight at the Metropolitan.

Group Theatre's next after "Men in White" is "The Road Next Week" after all, but is still figured returning later in Nov. with "Paradise Lost."

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GORDON'S PRIDE FINE \$8,500 IN WASHINGTON

Washington, Oct. 29. Ride and re-ride new Max Gordon show which premiered Oct. 25 at National theatre, wound up a five-day week with estimated fine \$8,500 for seven performances.

Current attraction is slicker version of "A Midsummer Night's Dream."

BALTO STARTS

No. 4 Co. of '3 Men' Tees Off—Le Gallienne Next

Baltimore, Oct. 29. Legit season in Balto. is off to an smart start, and with public interest apparently running high, prospects for a good season are bright.

Co-author George Abbott, however, hung around for four days tightening a few loose ends by having the cast rehearse afterwards.

The Moore stock troupe at the Maryland did one last week with "C. Nugent's Big Escapes."

BAN TALK IPS DET. ROAD TO \$13,500

Detroit, Oct. 28. Slated to close Saturday (30) to escape a possible police ban, "Tobacco Road" is being held over at the Columbia.

Opening Sunday (13) with a bang, the first week has reported a \$12,000. Extra good copy on the threat to halt the show, plus similar activity in Chicago, added gross last week to an estimated \$13,500.

Following the ban in Chicago last week, theatre operators conferred several days with the police commissioner and announced Wednesday (23) that the play would end its city career.

Estimates for Last Week "Tobacco Road," Cass (1,400; \$2,300) (2nd week) netting \$12,000 gross copy on threat of ban here and in Chicago, and brought in an estimated \$13,500, however.

COAST 'GOES' \$17,500, FINE, BUT MUST FOLD

San Francisco, Oct. 29. Two shows to close this week, and one of them is the sensation.

"Anything Goes," Terry Duffy production, closed Saturday (27) after three prosperous weeks at the Geary.

Estimates for Last Week Columbia (Minsky) (\$3,200 (6th week), netting \$17,500, and could stick, but won't because cast leaders set for pit.

'WALTZ' \$28,000, 'MAID' \$12,000, 'HUB OKES

Boston, Oct. 29. "Great Waltz" closed Saturday (26), with another heavy week's gate, around \$28,000, ending the run of the musical at the Opera House.

Estimates for Last Week "Anything Goes," 46th St. (50th week) (M-1,375-\$3,300). Winding up long stay and, at conclusion, netting \$28,000.

Estimates for Last Week "Rose-Marie," 46th St. (50th week) (M-1,375-\$3,300). Winding up long stay and, at conclusion, netting \$28,000.

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Rose-Marie Revival Season's 1st Chi Failure; Dodsworth Big 16G

Chicago, Oct. 29. Mark "Rose-Marie" revival attempt as the first failure of the 1935-1936 legit season.

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'Dead End' Looks Like First Drama Click; 'Porgy' Ups to Near \$25,000

Just when reviewers, first night-ers and in fact showmen generally thought "Dead End" was about to await the November 6th opening...

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MARIE HOTSY \$17,000, L. A.

Los Angeles, Oct. 29. "Rose-Marie" production of J. J. Shubert's production of "Rose-Marie" closed Saturday (27) after three prosperous weeks at the Shrine Auditorium.

Estimates for Last Week "Rose-Marie," 46th St. (50th week) (M-1,375-\$3,300). Winding up long stay and, at conclusion, netting \$28,000.

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Moved here from Booth Monday and lowered scale; oldest musical increase from \$19,000 to \$25,000.

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# Frisco Takes Its Music Seriously; Books 119 Concerts in 7 Months

San Francisco, Oct. 29. With the exception of New York, no doubt it is any city in this country so musically minded as San Francisco. Between Oct. 2 and May 3 the city has 119 concerts scheduled. Here on the Pacific it's something to be proud of, no matter what the sea may think. In this summer, Frisco lives down the Barbary Coast.

Included in this musical season is a month of grand opera at the War Memorial Opera house, 4,000 seating capacity, produced by the San Francisco Opera company which opened Nov. 1. On Feb. 20 the San Carlo, touring opera company, opens at the Opera House for three weeks of grand opera. Outside of New York, no American city can do that.

Nor will San Francisco take a back seat on the productions of its local company. It's progressive under the direction of Walter Lohntz, who is solely responsible for its support by the public through subscription. This season the hackneyed opera offerings are out. Program consists of operas which include "Walkure," "Siegfried," "Gotterdammerung," "Aida," "Martha," "La Juive," "Werther," "Barber of Seville," "La Boheme," "Rigoletto," "Suor Angelina" and "La Cenerentola."

Nothing corney about that layout for the hinterlands. Artists who will appear are Flagstad, Rehbarg, Meise, Schorr, Martinelli, Doe, Arnold, Bestley, and others. Harby, Rudy, Schlipa, Eddy, Windhelm, Marlowe, Bonelli, Pinza and others. Adolph Bolm will stage the ballets. Frisco is proud of that art.

In the concert field, Monte Carlo ballet is in for a week. Trudi Schoep Comic ballet, also for a week. Hofetz, Arthur Schnable, Nino Martini, Kubelick, Anga Enters, Carbovsova, Martha Graham and the Philadelphia Symphony Orchestra top the list, all playing at the opera house. In between, the San Francisco Symphony will deliver its winter series, also the Municipal Symphony and Sinfonietta series augment the orchestral season.

Sandwiched in between these major musical events are a number of lesser concerts, such as the Hart House String quartette, San Francisco String quartet, Walter Lohntz series of chamber music, Estelle Reed, danseuse; Gunnar Johansen, Danish pianist; Erika Morini, violinist; Emma Bryks Choir and Moscow Cathedral Choir.

City looks for a revived interest in the San Francisco Symphony with Pierre Monteux engaged as conductor and several new conductor concerts arranged. One of which will be a series by Otto Klemperer, another by Alfred Hertz. Lotte Lehmann and Ernst Schelling are the only soloists engaged. Frisco has gone music mad since the San Francisco Opera received national recognition as a local endeavor thoroughly supported by the citizens. Doubtless, the city in the country takes its music so seriously, supports it so faithfully. Certainly no city of 800,000 population can top it.

### Wichita Makes It

Wichita, Kansas, will get concert attractions regularly for the first time in two years. The following completion of local subscription campaign of Kansas Civic Music Association and directed by Kansas City Philharmonic, Arthur Fear, Viola Mitchell and Gladys Swarthout.

Ibbett Goes Capacity

Denver, Oct. 29. When Lawrence Tibbett sang here at the municipal auditorium nearly 800 additional seats had to be placed on the stage.

Tibbett sang for one of the Oberfelder-Slack concert series.

Carmela Ponselle is making a one-night stand appearance on Nov. 2 at the Capitol, Birmingham. She'll be there following her CBS airing on the night before.

Agnes Davis is soloist on the Atwater Kent Hour on Nov. 14.

### A New Thing

Leonard Lieblich, the music critic, is telling about an opera star who made such a sensation.

"In what picture is she appearing?" a layman wanted to know.

### Reporter Burns

Buffalo, Oct. 29. Joe Haefner of the Buffalo Evening News sought an interview with Cornelia Ott Skinner, who had just finished a one-nighter here.

"Sorry," said her manager, "but you can't see Miss Skinner. She has to hurry to catch a train."

Haefner burned when he learned next day that Miss Skinner had gone direct to the theatre not to a train but to the Hollywood, local nightery.

### RADIO CITY BALLET

Toronto, Oct. 26. First out-of-town engagement of Radio City Ballet drew approximately 12,000 to the Maple Leaf Gardens, with 1750 seats being sealed at \$5.00 seats at \$1.50, 4,500 at \$1.00 and remainder at 45c, all plus amusement tax. Symphony orchestra of 100 pieces under the baton of Reginald Stewart, darling of the Roxy, got the theatre into a musical background; dance group numbered 55 in addition to Patricia Leonard as premiere danseuse and Leonardoff produced and Florence Rogge directed; both were acting in similar capacities at Jack Arthur's stage presentations at the Uptown here when summoned to take over at the Roxy. The theatre now is Temple of sport arena, scene of the circus, hockey bouts, boxing, wrestling, 6-day bike races, etc., was remodelled for the twilight engagement. Staging occupied one-third of the arena floor, ballet using the central concrete floor, flanked a deep blue, and backed by a ramp behind which was the raised floor of the balcony. The stage was any-tinted wooden shell designed for resonance and tone projection. Panels and flowers in tall stands around the blue floor added to the color tonality. In addition to the Gardens' standard lighting, 10 special spotlight clusters and a spot motor generator were installed, with an operator to each of the 10 clusters. The stage was lit with a "Clasique" opened, with the girls drifting on in white draperies in pin-points of indigo lighting on the stage. Later, after the first effects that drew heavy response as the lights, intensified, made the stage alive with color and music. The center-piece bringing roars of applause. Miss Bowman entered in the classic gown, in a waltz to Chopin's C sharp minor that had the peasants pounding their feet on the floor.

Radio City's glamorous settings and elevations but their precision and beauty of movement drew waves of applause.

Lack of setting was noticeable in "Bolero," the finale number, but it remained a magnificently colorful extravaganza. Twenty Toronto dancers, former pupils of Miss Rogge, were in the line-up that augmented the Radio City ballet in this finish. Eight groups costumed in black and silver, with the effects enhanced by blue and red lighting, went through their complex rhythmic line choreographic spectacles seen here. With only these two productions, the program was short. Bowman and Daks, however, took call upon and Rogge was also brought on three times for the show.

Opening overture was the "Faua" ballet music of Gounod, with indications that the music following sports tabernacle was never designed for a symphony performance, only exception to the orchestra being the reception of being Tchaikovsky's "1812" overture, this war-horse of the percussionists slightly setting over on one solo volume meeting with echo-interference in this structure of steel girders and concrete. Beauty of Tchaikovsky's "Romeo and Juliet" fantasia was lost. However, it was the ballet that customers were seeing, even if this was soundless as far as musical background was concerned from time to time, it will be beautiful motion presented spectacularly.

McCarty.

Gen. Hugh Johnson begins a lecture swing through Texas with San Antonio appearance Nov. 6.

# Holly Ballet Breakin

Los Angeles, Oct. 29. Marcel Silver and Ada Broadbent will stage break in performances of their Hollywood Symphonic ballet at Philharmonic auditorium after noon at 5 p.m. of Nov. 16. Cast of 50 will be used.

Ballet will then be sent on tour of Pacific coast spots.

# MET'S PHILLY DATES INDEF

Philadelphia, Pa. Metropolitan Opera Company will give five or six operas in Philadelphia this season if plans discussed at a meeting here last week between Edward Johnson, Met manager, and local committee, are successful.

After giving performances in Philadelphia for 50 years, Met withdrew from local field last season when series incurred heavy losses. Philadelphia Orchestra Association then stepped in and gave 10 operas for a deficit of \$24,000.

Presentation of operas here this season depends on three things. First, suitable dates. The Met insists on using Academy of Music for social reasons, it being correct spot with high toned audience. Academy is booked far in advance for most musical events and it may be difficult to find right open dates. Second condition is arrangement of Met's present road schedule for season. That, it is thought, could be taken care of. Third and most important emergency is guarantee. Understood Met is insisting on \$12,000 guarantee per performance. House represents about \$18,000 net output. Guarantee figure does not represent a profit.

As it now stands, local committee, in which Mrs. George Horace Lorimer wife of Saturday Evening Post editor, and Dr. Herbert Tully, department store exec, are among the most active is trying to obtain pledges for guarantee and to arouse public support. Committee figures on drawing plenty of letters from the city in support of idea of showing them to manager Johnson as evidence of interest locally.

# American Ballet Blows Up on Road; Tour Cancelled in Managerial Feud

### San Carlo's \$75,000

Chicago, Oct. 29. Not estimated \$750,000 with a possibility of \$2,000,000 more, will be the gross for Fortune Gallo's three weeks for the Auditorium with the San Carlo Opera, which will give its final performance night of Nov. 1 as the City Opera, across town in the Civic, gives its first of a season of five weeks.

Newspapers have been good to Gallo's venture.

American Ballet (28) traveling by bus on its first cross-country tour, blew up in Scranton last week following a dispute between the Edw. M. Warburg, 31, manager, and Musical Arts Management. Company was ordered back to New York with entire tour cancelled. Trouble started in New Haven and reached a head in Scranton with order to return forthcoming.

Closing the tour however will not effect the American Ballet's joining the Metropolitan Opera company for its season starting Dec. 15 and ballet hopes to salvage part of its road season.

Visits to Chicago, St. Louis, San Francisco, Los Angeles and other key cities later in the winter may eventuate.

Folding of the trip caused a commotion within the ballet ranks, as most were inexperienced trouper and were out for the first time. They became panicky. Members were paid two weeks salary by the Warburg office. George was then placed into rehearsal under George Blachinche for the open season.

Alexander Merovitch, manager, is now under doctor's care after a repeated attempt at suicide. George Birse, company manager, also is ill.

# KNOXVILLE WALKS ON HALLIBURTON

Knoxville, Tenn. Richard Halliburton's reputed tendency to be late didn't sit well with a Knoxville audience last night (28).

After waiting an hour, several hundred of Halliburton's fellow-Tennesseans walked out of the Lyric theatre in a huff. Harried and apologetic advance agents were kept handing out refunds.

Wrecking plans for an autographing table and a late reception, lecturer dove into sight well over an hour past certain time. While he talked glibly about "train schedules," a skeleton audience listened in silence that was overwhelmingly complete.

Buffalo, Oct. 29. Folding of the American Ballet left the Erlanger here dark Saturday and Sunday. Sickness of members of the ballet was given as the reason for omitting fitness, Binghamton and Syracuse.

Alex Merovitch, interviewed at the Musical Art Corporation, New York sponsors of the ballet was inarticulate. Herbert Brodsky, press agent, mentioned organization difficulties and breakdown of management.

E. M. Warburg, general executive director, and George Birse, road manager, could not be found by local inquirers at their New York addresses, with Birse reported in sanatorium. Refunds of considerable amount, with advance sales had to be made at the Erlanger box office.

# Concert Notes

Metropolitan Quartet, composed of Jeannette Yreland, Cyrena Van Gordon, Paul Althouse and Julius Huen, will present a concert at the New Orleans Municipal auditorium Nov. 12 under management of Benedict Grunewald.

Philharmonic Symphony Chamber orchestra gives its first concert Nov. 11 at Town Hall, for the benefit of Bennington Scholarship Fund.

St. Louis Symphony Orchestra, will do eight new works in course of 1935-36 season.

David Lichine's short subject "Spring Night" will be seen at the Paramount early in Nov.

Toscha Seidel sailed Oct. 23 for a concert tour in Norway, Sweden and Denmark, returning Dec. 2.

# 'CARMEN' ON THE CUFF

PWA Unit Will Do Opera for Free Show

Works Progress Administration concert unit, instrumental division of Federal Music Project in New York is experimenting with opera presentations in concert form for the first time this week on Saturday and Sunday. "Carmen" is initial offering with a cast of 125. If a click, winter repertory will be shipped into shape for the festive performances. As planned, libretti will all be in English and presentations will be staged minus any costuming or scenery.

First of the series this week-end will be at the Bronx County Building and then at the Brooklyn Museum. Company of 125 includes the principals, chorus and orchestra, all under WPA banner.

Kathryn Meisle will sing with the Chicago Symphony on Nov. 21, 22, 25 and 26, after which she departs for the San Francisco opera.

Marga Waldron dances at the Barbizon-Plaza on Nov. 14, being assisted by Eleanor Mangum, Bernard Kugel and Paul Gruppe.

# Bookings

TOWN HALL	
2-November	10-James Fritsko,
(Gari Shelton)	16-Argentina, evening
3-November	17-Flora, evening
2-Franco Moore,	18-Edna Kravich, Alaska,
afternoon,	afternoon,
3-Maria Vinavski,	19-Florence Jackson,
afternoon,	afternoon,
2-Muriel Kerr,	20-George Blachinche,
afternoon,	afternoon,
3-Mathie McKin-	21-Edna Kravich, Alaska,
20-November	22-Florence Jackson,
21-November	23-Edna Kravich, Alaska,
22-November	24-Edna Kravich, Alaska,
23-November	25-Edna Kravich, Alaska,
24-November	26-Edna Kravich, Alaska,
25-November	27-Edna Kravich, Alaska,
26-November	28-Edna Kravich, Alaska,
27-November	29-Edna Kravich, Alaska,
28-November	30-Edna Kravich, Alaska,
29-November	1-December
30-November	2-January
1-December	3-February
2-December	4-March
3-December	5-April
4-December	6-May
5-December	7-June
6-December	8-July
7-December	9-August
8-December	10-September
9-December	11-October
10-December	12-November
11-December	13-December
12-December	14-January
13-December	15-February
14-December	16-March
15-December	17-April
16-December	18-May
17-December	19-June
18-December	20-July
19-December	21-August
20-December	22-September
21-December	23-October
22-December	24-November
23-December	25-December
24-December	26-January
25-December	27-February
26-December	28-March
27-December	29-April
28-December	30-May
29-December	31-June
30-December	1-July
31-December	2-August

# Inside Stuff—Concerts

Two American dancers, Martha Graham and Anga Enters have been invited by the Soviet Government to represent the U. S. at a dance festival to be held in Moscow next June 10-20. Event is to be international in scope, in the forms of the modern dance.

Others requested to attend from other lands include: Argentina, representing Spain and Shankar, of India. Russia's contributions will include both the Leningrad and Moscow Opera ballet troupes, the U. S. S. R. National dancers and the team of Vera Drutska and Sylvia Chen, representing modern Soviet Russia. Intourist is charging the conveyance.

Karleton Spalding Hackett, president of the Chicago City Opera and for years music-critic of the now defunct Chicago Evening Post, directed in the Atlantic at a point designated in the document by latitude and longitude. Explanation is made that at that spot the body of his granddaughter was buried at sea. Hackett died October 7, a day after the demise of Moore, his long-time colleague.

Less than a week before his death, DeWolf oper rejected an offer from one of the disc-makers to record a special, to be named especially for him and consisting entirely of songs and arias which had been featured by him in his long career in comic opera. Plan called for an edition of 12 platters, each carrying two selections.

Advance bookings at New York's so-called Town Hall (1,500 seater). Indicate 1935-36 season will be surpassed by only one other in the number of concerts heard there since the Hall opened. It's celebrating its 15th birthday this year.

# CARNEGIE HALL

1-Philharmonic,	16-Philharmonic,
2-Rocco	17-Philharmonic,
3-Turkish evening,	18-Philharmonic,
4-Rachmanoff,	19-Philharmonic,
5-Philharmonic,	20-Philharmonic,
6-Philharmonic,	21-Philharmonic,
7-Philharmonic,	22-Philharmonic,
8-Philharmonic,	23-Philharmonic,
9-Philharmonic,	24-Philharmonic,
10-Philharmonic,	25-Philharmonic,
11-Philharmonic,	26-Philharmonic,
12-Philharmonic,	27-Philharmonic,
13-Philharmonic,	28-Philharmonic,
14-Philharmonic,	29-Philharmonic,
15-Philharmonic,	30-Philharmonic,
16-Philharmonic,	31-Philharmonic,
17-Philharmonic,	1-Philharmonic,
18-Philharmonic,	2-Philharmonic,
19-Philharmonic,	3-Philharmonic,
20-Philharmonic,	4-Philharmonic,
21-Philharmonic,	5-Philharmonic,
22-Philharmonic,	6-Philharmonic,
23-Philharmonic,	7-Philharmonic,
24-Philharmonic,	8-Philharmonic,
25-Philharmonic,	9-Philharmonic,
26-Philharmonic,	10-Philharmonic,
27-Philharmonic,	11-Philharmonic,
28-Philharmonic,	12-Philharmonic,
29-Philharmonic,	13-Philharmonic,
30-Philharmonic,	14-Philharmonic,
31-Philharmonic,	15-Philharmonic,

# Among the Women

By The Skirt

Best dressed woman of the week:  
**ROSALIND RUSSELL**  
'Rendezvous'

### It Won't Be Long

A boring affair is 'Good Men and True' at the Billmore. Too much talk with too little action. A mixed jury of men and women looked up in a hotel suite for a month.

Martha Cooper, on from Hollywood, is unfortunate for her stay will be brief in this show. Her brown raincoat is the first scene covered a green dress with plaid collar and tie. One other dress was brown with red scarf.

Gladya Feldman is the best dressed woman of the cast. A black coat having an astrakhan collar covers a frock of black with five gobs of fringe down the front. A brown dress is also shown. Ethel Intropidi is tallored in a grey suit and periwinkle knitted blouse. Vera Marshe is pretty in a blue frock trimmed with a grey flat fur. Black and white is Miss Marshe's other change. Constance McKay is seen in a grey coat over a red dress and later wears a blue outfit.

### Good Picture

'Rendezvous,' with William Powell and Rosalind Russell, at the Capitol, will receive the plaudits of all fans. It is a grand picture. And swell is Miss Russell.

Miss Russell is well dressed at all times. She is seen first in a crepe afternoon dress with a pleated collar. A very large hat had a velvet bow. A black caped suit with a white vest and collar was worn with a tam quilted on one side. Deep collar and cuffs of fur trimmed a tailored tunic suit. A white frilly blouse peeped through. A cloth suit had a fox collar and the hat was composed of a row of velvet loops. A lame evening cloak was worn over a net gown made with full angel sleeves and sporting a neckscarf. Blanche Barnea, looking more and more like Irene Dunne, was her loveliest in widow's weeds. An evening gown was oddly fashioned with one shoulder draped in black while the other was white. The gown itself was of velvet. A house gown was of white made with pointed bodice edged with silver.

### Gaiety's Strippers

Gaiety theatre burlesque is an amusing concoction but would make the old Columbia (Mayfair) blush. Mary Brown, Betty Rowland, Marie Boll and Gladya Clark do the stripping. Miss Brown entrances well covered in a white dress with tunic and jacket. Miss Clark chooses a dark purple velvet. Mary Boll is in red satin and Betty Rowland is in pale green. They do their number and disappear into the dresses all but nude. The chorus, for the most part, are bare from the waist up. As bridesmaids they are in satin skirts with the upper part of the bodies draped in net. The bride is fully clothed in white lace. Three tap dancers are in yellow satin skirts with bare valistines. Sleeves of red and orange. The girl who is the bride, name unknown, did a song garbed in black. Dress carried a cape of monkey fur.

### All for 15c

At the Grand Opera House, 23rd street, two pictures and four acts for 10c and 15c. The Four Dobsas start the show with the three women in white. The strong member wears long white satin pants with a double breasted jacket. The other two are in white with red trimming. Joan Travers, a nice looking brunette with a splendid voice, wears a pretty frock of white satin with black dots. There is no trimming but a ruffled scarf is wound around the shoulders. Slippers were red. A tall blonde with Ralph Rogers was in silver lame with a gardenia necktie and brilliant shoulder straps. The slippers, worn with sun tan stockings, were of silver.

The Rita Royce dancing act has Miss Royce in a pink ruffled dress with arm holes trimmed with feathers. The bodice was of tracings of diamonds. A young girl did some announcing in a red organza made shirtwaist fashion. She and Miss Royce, for the finish, were in long pants of net studded and black velvet trunks and bolero jackets with small tricorn hats of black.

### A Feature and a Short

'Harmony Lane,' at the Astor, is a picture worth seeing. It is the life of Stephen Foster, the composer. Evelyn Venable wears the clothes of the early 30's better than any screen girl. The full hooped skirts were for the most part ruffled with the high neck line. Party dresses were of the drooping shoulder effect. Adrienne Ames was likewise in hoops. Also on the Astor bill is an El Brendel short with a Mexican local. The colors are for the most part red and yellow, a group of dancing girls being garbed in these shades. Better than most shorts.

## 306-Allied

(Continued from page 7)

ing taken to bring about peace in Greater New York among operators, expectation is that another outfit will try to involve the situation again. Question of no. far another effort in this direction under an old New York charter can go problematical, but understood the city administration determined to maintain operator peace, welcome any move unions.

It is pointed out that city could refuse to issue additional licenses to bootmen. Quite possibly 306, with the large number of members it has, after the merger with Allied and Empire, would demand that its membership be protected. Such a move would deter the efforts of any new unions to build up a membership as a means of fighting 306. Frank Tichenor, labor mediator appointed by Mayor La Guardia in the operator crisis, is negotiating the 306-Allied-Empire merger in the hope that it will result in the solution to operator problems of recent years and the end of unwarranted picketing of theatres.

There are about 1,800 members in 306, while between Allied and Empire there are about 500 members. Decision has been reached that the Intuition fee to be paid by Allied and Empire ops on coming over into 306 under the absorption plan will be \$500.

Mer uniting New York oper-

ators, Local 306, the Allied Operators union and Empire State, may be consummated within a week, with much progress toward this final step in the highly involved Greater N. Y. bootmen's situation reported in union circles.

When all details conditional upon the combination of the three unions are ironed out, Local 306 will be in control of the N. Y. booths, although it will take both Allied and Empire men into its organization providing they want to come in. Expectation is that Allied and Empire members become 306 members who will remain in the same theatres where they are now employed.

Understanding is that the name of the 306 union, actually the Moving Picture Machine Operators of New York, will not be changed after Allied and Empire have been absorbed by it.

## COLBERT NIXES BIP OFFER, NO LIKE TAX

Hollywood, Oct. 29. Claudette Colbert turned down British International's offer of \$150,000 for 'Glamorous Night,' clal ing tax problem would make the picture an unprofitable venture.

Miss Colbert has a four-picture commitment between Paramount and Columbia for the next year.

## Did You Know That—

Freddie and Florence March saw the Yale-Army game and left for 'Cos Sunday.' Helena Rubenstein has a marvelous collection of miniature pieces, said to be even finer than Colleen Moore's. Harlan Thompson is in town to see the show—that was Mrs. Lanny Ross at the Madison, the other day, in that very smart brown costume and fur cape. Gladys Smith Lewis will elope to Harrison any day with Bill Gardiner. A pretty little Hannah Dempsey never seems to wear a hat. Gertrude Altonce wore a simply stunning silver fox cape and red laced frock to one of the Westchester bridges recently in a darned shame that Phyllis Haver has sprained her ankle. There were five, count 'em, scarlet roses almost exactly alike at the opening of the Mayfair, and all from the same dress house, too...much gnashing of teeth...Mrs. Jeff McCarty is home after a trip to the hospital. Zazu Pitts is so shy she blushes when she takes her photograph...Rita Kaufmann's crasaasaaaay about perfume...Donny Gill and Neal Andrews are planning a gorgeous new Japanese garden for their country place...Gwen Heller (Lang) came east with Doris LeRoy...a beautiful photograph, this month, of Helen Menken's smart New York apartment...Buddy Morris has been battling intestinal influenza...the girls around town are a bit wary of those new fussy hair ornaments...friends are mourning the sudden death of Elsie Shoemaker, who was just about to have her first New York play produced...Virginia Smith is representing Chrysler's these days...Maria Jertiza is confined to New York by a hangitis, cancelling some concerts.

## Pickford—A.

(Continued from page 5)  
Schenck was president. Al Lichtman was v.p. in charge of distribution, as well as an administrative assistant to Schenck, taking home office matters off Schenck's hands.

While it is probable that there may be some shuffling on the Coast shortly after she returns there, Miss Pickford indicated that everyone in UA feels the company is in good shape, that all its executives are capable and that the board probably will make no moves which it cannot feel assured will be permanent. Inference was that the present setup, with A. W. Kelly and Harry Fox as president and vice of the home office, would stand to see how things worked out. Kelly became v.p. in charge of distribution (foreign and domestic), while Buckley was named v.p. over corporate and financial matters, on Lichtman's resignation. Both have been with UA 15 years, and are held in highest regard by all UA owner-members.

While there is a possibility a general sales manager for the U. S. market may be named later, re-creating the role Lichtman played as v.p. under Schenck, Miss Pickford indicated that in the event one does later it should be by promotion from within. Two outsiders have been named in rumors as possibilities, George J. Schaefer and J. R. Gray.

Miss Pickford indicated that 'all of us' out in the west would like to advance men in United Artists because it creates a nicer feeling in the company.

Kelly, Buckley, Masters Kelly will continue to supervise both foreign and domestic sales, with the board to decide later if this should be two jobs instead of one. Prior to Lichtman's walk, Kelly had been in charge of foreign sales only. He is qualified for either the foreign or domestic distribution posts, if split up again, having had experience in the U. S. market before turning to the foreign.

With UA the foreign market is very important. Miss Pickford believes it is just important as the domestic field. Should Kelly stay on as named v.p. in charge of domestic sales, it may be that Hasbell Masters would be elevated to foreign distribution supervision. Formerly general manager of all of Canada for UA, he was recently

## Going Places

By Cecelia Ager

### London Dressing

Several months ago two adventuresome American picture actresses, Miss Evans and Helen Vinson, did some pioneering in the Gaumont-British studios in London. What happened to them there may be seen in 'Transatlantic Tunnel,' the scanning of which indicates that what happened was pretty nice.

Most astounding of the things that happened to them is something that didn't happen. Though British accents surge about them, they remained steadfast—true to their American flat 'As.' This feat is remarkable when realizing that some American actresses get British accents over as here.

Miss Evans becomes an intense emotional actress, a mother, a neglected wife and a nurse in the tunnel workers' hospital. Becoming a nurse was the smartest thing she did, for the story takes place in 1940 and in that era nurse's are going to wear starched white nuns' coifs along with their form fitting white uniforms—costumes wholly becoming and arresting. The coiff will dramatize their hair and give them a saluted look lightly spiced with the Magdalen, a combination which, though ardently wished for, Miss Evans somehow has never been able to achieve at home. Furthermore, Miss Evans is lighted and photographed as reverently as if she were Garbo, and dressed with a furred and jeweled sumptuousness that, for all its shimmering, remembered not to smother her. This should be very good for the ego of an actress accustomed to being buried under hurried Hollywood costume tricks.

The transformation of Helen Vinson in London is not quite so sweeping. She is put into simpler clothes, too, and her appearance also vastly improved thereby. But her coiffure retains the smallest marcel waves, and her characterization to the same selfish, dangerous woman. But now, though she looks far more provocative, her failure to get her man denies it. Her attack is milder. She isn't selfish enough.

### Feathers and Mothers

It's plain to see from her fine panting, out-of-breath voice and clutching at bits of furniture to steady herself early in 'A Feather in Her Hat,' that Pauline Lord's going to wind up in one hell of a deathbed scene. Which is precisely what she does do, progressing to it in nice, clearly marked stages so that when finally she gives up, the ladies will know for sure that's the place they cry. In between the stages of collapse, Miss Lord is quietly self-sacrificial, plays her cockney characterization with consistent accent, is considerably, much less wistful than she might be, and not too utterly quaint, either. And, sure enough, there are feathers in her hats.

Meanwhile the hoity-toity ladies in the picture, Wendy Barrie and Edna Gurney, live in a swell house in the swell part of town and dress in swell clothes. Miss Barrie has a sequin sheath with Gargantuan mops of pointed tulle zooming out dangerously from her shoulders—the biggest bunches of stuff ever affixed to a picture actress' frock, bigger even than anything even Joan Crawford's ever essayed—while Billie Burke's got a net-over-satin princess with sequins glistening from her shoulder ruff.

Then, when Miss Barrie does water colors, a huge white double pleated collar blots out the whole top of her artist's smock, and Miss Burke, for her part, would as soon be naked as in a dress without puffed sleeves. Miss Barrie and Miss Burke are unquestionably dressed elegant on the 'perky' side, with enough sleeve and shoulder fixings to let them jump off a hill and glide for miles.

Nydia Westman, a young cockney, heads for poignancy by talking in a quavering little cracked voice, imploring her lips tightly pursed, and wearing little round hats on the back of her slick-back-coiffed head.

### Lonesome Rockettes

Kind of lonesome for the Rockettes around the Music Hall this week, with the Ballet Corps away on tour. But perhaps somebody'll send word to the Ballet Corps about how good the Rockettes carry on at home. Heartened by the thought, the Rockettes put some zing into still another of their parade drills.

It's in 'The Bouncing Stein,' Mr. Leonidoff's final advertisement, that the Rockettes let us get this week, in costume, how they would show up if littlest stake—should they make any—as brightly as they show up their precision: black velvet, high black lacquered boots, one red gantlet, one white, white plumes bobbing off their black velvet German students' caps. Earlier they'd done nicely in 'Teline Serenade,' pretending to be in black-tailed trousers, but this basis of yarn kittens love to play with, to be in black-tailed trousers, snugly tucked under white cloth sun jackets—nobody but the boys in Duke Ellington's band.

Without those red kid shoes, Duke's boys might be said to have good tailors, tailors almost as grand as those who serve Paul Whitehead's men. But with those red kid shoes nothing can compare. Red kid shoes under a red spot, green eye behind—swing it.

Elsie Anderson, the dull bronze chanteuse in the haughty white satin gown with a train, Miss Anderson's something special. Her teeth as white as white, her lyrics as double as two. Her lyrics are double all right, but her delivery—assisted no little by pertinent comments from the boys of the band—follows the straight road direct to the point. Miss Anderson's happy little thing with an agile torso, no repressions, no a steady, low and resonant voice.

### Varied Colored Shoes

Look at the get-ups on Duke Ellington's band at the State this week, then look at the costumes of the fimmies on the hill. He gets a bunch of sissies, that's what. They've got no red kid shoes.

For instance Jane, of Jane and Katharine Lee. She's got yellow shoes to match her yellow sports dress; Katharine's got green shoes to match hers; the shoes of the lady of Medley and Dupree are gold. But nobody's got red shoes, red kid oxfords, to match exactly red flannel trousers—black-tailed trousers, snugly tucked under white cloth sun jackets—nobody but the boys in Duke Ellington's band.

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brought in New York by Kelly as his assistant and at present is relieving Kelly of much detail in connection with UA's foreign business. He is believed to be the best qualified among anyone in UA to assume the duties of foreign sales.

While in New York Miss Pickford has conferred frequently and at length with home office executives. She stated she did not know how soon she may return to New York, much depending on press of production matters and other things.

Miss Pickford will make her one picture for release on the current (1935-36) season, she said, but for the succeeding year (1936-37) she hoped to have two and perhaps three pictures ready for release between Sept. 1, 1936, and Jan. 1, 1937.

### London, Oct. 29.

Reported over here that George Archibald, secretary of United Artists, is slated to replace Murray Silverstone as local chief, with the latter going to America to become president of the company.

New York reports do not credit a Silverstone ascension as likely.

Winchell's \$1,500 Nick

Walter Winchell and the N. Y. Daily Mirror sued George C. East...

Comment: Although the Helen Woodward had sided Miss Carnell on 'Great Day'...

Winchell's defense was that he would prove the truth of the allegations...

New Ficti

Another digest mag is in the making, with John S. Reaves the sponsor...

Feature of the mag is that it will be sold by subscription only...

\$10 'Main Street'

Limited Editions Club has started work on a new edition of 'Main Street'...

LEC is one of the most unusual organizations in the world. Prints 12 books...

Pop Mechanics Loses Suit

Legal effort of Popular Mechanics to join Fawcett Publications...

'Popular Mechanics' suit understood to have been a test case...

lan Nat'l Labor

Weekly tab of national proportions to change in line with new early next month...

Publisher and editor-in-chief is Frank L. Palmer...

New Book Publisher

Newcomer to the publishing biz, Alexander M. Nicolson...

Best Sellers

Table listing best sellers for the week ending Oct. 26, as American News Co., Inc. Fiction. Includes 'It Can't Happen Here' by Sinclair Lewis, 'Vain of Iron' by Ellen Glasgow, etc.

King's New Drama Ed.

King Features has replaced Bushell Dimond with Clark Kinaird as drama ed.

CHATTER

Louis Golding to the Coast. The Nelson Doubledays back from abroad...

Editors' Luncheon Club has resumed meetings. James Milton, the 'Mr. Chips' creator...

Soskin Turning Book Pub.

William Soskin, book reviewer for the New York American, will go into publishing...

Authors' Aid's New

Fannie Hurst will be elected president of the Authors' Guild...

Other officers to be voted on at the meeting will be named as follows: Vice-presidents...

Lit. America's Poetry Contest

Literary America, the mag, will attempt to attract some of the better poets...

First, second and third-best poems received each month will earn writers \$5, \$3 and \$3, respectively...

itors Organize

Organization of a group of editors of professional and institutional mags...

Second meeting of the group skedded for Nov. 12, at which time it's expected that a name will be selected...

35c Books

New low in book prices has been set by the new publishing house of Basic Books, Inc.

Head of Basic Books, Inc., is Paul Grabac, and he is picking the scripts for his firm himself.

To Alter American Hebrew

With the resignation of David Brown as publisher of The American Hebrew...

Fiction and Films

By WOLFE KAUFMAN

O'Hara Disappoints

John O'Hara is one of last year's literary finds. After rousing some interest with 'Items'...

More Ballet

What Arnold Haskell has done in his 'Diaghileff' (Simon & Schuster, \$3.75) is to dwell on the impresario's artistic creations...

By FRED DONAGHEY

The Barn Dance is a commercial survey, if any ballet story is attempted in pictures...

Doubleheader

There is more action to 'Priscilla Falls' (Macaulay, \$2.50) than in most of this firm's British reprints...

estimate in excess of 10,000,000

pieces. A weekly magazine is part of the enterprise, with an immense circulation at 50 cents per annum...

No reason to believe that the

prize money for the contest is not functioning today. The steady sellers in the book-shops are, year after year, fiction in the general spirit of devotion to the sweet and simple ideals of life...

By EPES W. SARGENT

Told With Charm

Most authors would not have picked a prostitute for a protagonist in a novel so stylish and approving for her...

Done with a charm that invests each character and personality with delight, and one of the worthwhile books of the year...

iding a Passion Flower

Destined for more than passing comment is 'Hesperus' (Macaulay, \$2.50) in which T. Everett Harre bases a voluminous romance on the life and loves of Lola Montez...

Based on historical fact, the story is frankly a romance in which the writer gives full rein to his own fancies and draws a realistic picture...

Doubleheader

There is more action to 'Priscilla Falls' (Macaulay, \$2.50) than in most of this firm's British reprints...

The other section is Priscilla, who is 45, but virginal as well as a virgin. The two of them meet in Switzerland...

No reason to believe that the prize money for the contest is not functioning today. The steady sellers in the book-shops are, year after year, fiction in the general spirit of devotion to the sweet and simple ideals of life...

Of course, the plan would require actors—the best procurable. The Bardancers of the Broadway might have to be used for their specialties as coloration, for that and also to hook up the film to the priceless free advertising the venture would acquire...

East

Railway and Locomotive Historical Society suggesting a steamboat race on the Hudson between ferries.

Theatrical setup announced at a luncheon at the Plaza last week. Mrs. Julia Sylvester Walsh chairman.

Walter Reade obtains court permission to view the minutes of the grand jury which indicted him in the Astor theatre wrecking.

Met op, dickering for a Philadelphia season. Atlanta suit presser gives rainchecks with all jobs.

Reported that Jack Barrymore is willing to return to Elaine. Barrie the ring he redeemed from the customs.

John Bruce McCormick, Canadian millionaire, asks N. Y. supreme court to reduce the \$850 a month alimony paid his wife, Mitchell.

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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.

aping European wine types and select British wine strains.

Mrs. Barbara S. Loew in supreme court at White Plains asks \$3,000 monthly alimony pending trial of her separation suit against Arthur Loew.

Pushcart squad invited. To chase the peddlers out of Times Sq. Orls Skinner addressed the Brooklyn Institute of Arts and Sciences.

Mustangs' course. Theatre Guild that 'Porgy and Bess' is an opera while Guild argues it's a musical comedy.

Illness compelled Paul Robeson to cancel his concert at the Alvin Sunday.

Max Reinhardt and the Mrs. aboard the eastbound 20th Century.

Mike Meshan, rodeo rider at the Garden, in the prize money Friday.

Mike Gurgesson back in town, but not telling about it. Also silent as to the past six months.

Benjamin Harris, 26, held in \$500 bail for allegedly trying to beat a Royal Canadian who was trying to hold him in line.

Police invaded the apartment of Samuel Levine in the Bronx Sunday and seized 15,000 novels and thousands of postcards and posters.

Elmer Rice approves five WPA theatre projects. One is a dramatized

newspaper show, there'll be a Negro theatre, two experimental for shows unlikely to get commercial chance.

Planned to spot the new Ziegfeld Follies into the Winter Garden.

Evva Le Gallienne, speaking at a dinner in her honor Sunday at Town Hall.

Two persons were badly burned in a Washington Heights apartment.

Concert by the Phila. Symph Sunday for the evening of the season.

Robert Nelson, 15, straggles being released with a \$10 fine on his promise to pay hospital costs.

Lee Tracy and Edna St. Vincent Millet to marry in Westchester.

Mayor La Guardia making a drive on private automobiles used by people to hurry to get somewhere.

Stick in the Mud, alias 'Catsfish, He Knows Best' alias 'Pike County Landing' definitely set by Curtis & Howard.

That new O'Neill opus will consist of eight plays and cover 125 pages.

Patrick Egan, sailor, pinched Monday at Eway and 47th for using a strip act.

That short wave for Adda Ababa heard in Washington Monday, but denied not intended for there.

Cardinal Dougherty, of Phila. fronting a determined fight against Sunday pictures.

Moffatt Johnson in Norwalk (Conn.) hospital for an appendectomy. Blood transfusion necessary.

Jumbo' again moved back. Now it's Nov. 9.

Greta Nissen started suit for annulment of her marriage to Weldon Heyburn.

Jane Wyatt, actress, and Edgar Ward announced forthcoming nuptials.

Le A. Judge ruled \$3,000 won by Thomas Ince, Jr., in auto crash damage suit excessive and unless he accedes to \$1,800 new trial would be granted.

Mary Lou Mitchell, screen actress, filed suit for \$30,000 damages, claiming permanent dismemberment as result of auto smashup.

tor, suffering painful burns in rescuing his dog from apartment building blaze.

Malibu Beach homes of Charles Farrell, Mel Brown, and Walter Anthony destroyed by brush fire.

Harry Bammler allowed guardianship of his daughter every fourth week-end in L. A. court decision.

Fire started by carelessly thrown cigarette caused \$8,000 damage to ranch enclosure on Hoot Gibson's ranch.

Fearing that his estranged wife would take their three children out of the apartment home, screen writer, filed petition to forestall movement.

Engagement of Helen Holbrook, star of 'Man West,' and Eugene Henderson, employed by Gary Cooper, announced.

'California state income tax may eventually wipe Hollywood off the map, was opinion expressed by former James M. Curley of Massachusetts in L. A. last week.

Landis doesn't get much chance to do anything as the mother, but handles that little with ease.

CRIME MARCHES ON Melodramatic farce in two acts. Presented at the Morosco, N. Y., Oct. 28.

Either overwritten or not involuntarily deleted, 'Crime Marches On' is another play which impresses as a mediocrity, although touted favorably.

It is a farce gigging at radio and its advertising sponsors—soap makers in this case after taking a backhand slap at the Pulitzer prize for poetry.

The story is muddled, and that is the chief original weakness. Improvabilities are grisly, but explained by the dream route.

City folks arrive to announce the purchase of a new building for the Empire State building, a hunch cap to Russell, who has a phobia about heights.

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through an examination by a professor of psychology. Prof. examines the results and announces the results to the public.

Back to Swan's office and Russell fainting again, and Phyllis, the boss's secretary, thinking it's a joke.

Radio studio scene is mildly diverting. It isn't much better, if at all, as those in one or two plays which have come to Broadway in the past and expired there are some laughs, but not enough to carry such a confusing yarn.

Playing of Mary Rogers as the second person stand-out Charles D. Brown as the high-powered Swan press agent has had better parts.

Plenty of chorus on the playbills and a tough break that the show isn't there.

MULATTO Melodrama in three acts presented at the Vanderbilt.

Colored author of this mixed cast drama is sincere in his protest over a sad case of his people.

Protagonist's misadventure is a real problem 'way down South. Language employed is direct.

Another white playster casually mentions that he parented many of a negro's children.

Robert strangles the colonel to death when the latter pulls a gun on him in an off-stage scene.

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New York Theatres

THE GRAND THEATRE 235 to 1 p.m. - Midnight Show DICK RUDY POWELL & KEELER "SHIPMATES FOREVER"

PARAMOUNT THEATRE 86th St. 81st St. Oct. 30-31 Oct. 30-31 "REVENGE TO ROMANCE" "HOT TIPS" "HOT TIPS" "Zou Titts"

CAROLE LOMBARD FRED MACMURRAY "HANDS ACROSS THE TABLE"

ROXY "TRANSATLANTIC TUNNEL" RICHARD DIX "MADONNA" BIG Stage Show

"BABBARY COAST" Ed. G. HOPKINS ROBINSON MCHREA HELD OVER 3RD WEEK

RIVOLI "UNITED STATES" Continuous from 9:30 A.M. - Midnite Shows

MAX REINHARDT'S "A MIDSUMMER NIGHT'S DREAM" Twice Daily 3:30 Rehearsal Shows

RADIO CITY BOCCAFERRE CENTERS MUSIC HALL 39th Street and 6th Avenue PAULINE LORD BART PATHE in "A FEATHER IN HER HAT"

STATE WALLACE COOPER JACKIE BEERY "SHAGBERRY'S BOY" DUKE ELINGTON Orch. Stars Friday-Claudette Colbert "She Married Her Boy"

CAPITOL WILLIAM POWELL "RENDEZVOUS" with ROSALIND RUSSELL Stars Friday-JACK BENNY "IT'S IN THE AIR"





Hollywood

Carl Brissons married 20 years. Artie Stebbins had a birthday last week. Roscoe Karns back from eastern vacation. Dick Dean being hosted by Joe E. Brown. Ross Alexander lost tooth battling tough steak. Con Conrad joined Metro. ...

Mannix, lost her mountain cabin in New Orleans last week. One of Harry Carey's horses gave birth to colt during stampede of his herd in high windstorm. ...

New French Law

(Continued from page 19) Authors' League can collect authors' royalties free from box offices, which would apply to very few American films. Bank deposit by producers of 60% of film cost is also reported dropped out of the final version of the decrees, and replaced by a rule for deposit of cash to pay actors and technicians one month's salary. ...

Des Moines

By R. W. Moorhead Drake's first all-university play to be 'The Tavern'. The Myron Blanks to honeymoon in Mexico City and Honolulu and bring back a new musical. ...

Toronto

The Jaques Bros, back from London. Gilbert Watson orch into the Old Mill. G. Garrette here ahead of 'Rose Marie'. Frank Bussari band into the Arcadian. ...



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Legislation Unchanged

Just as in the proposed legislation of a new standard, nobody knows. It is said to have been polished over, but all the original features, which frighten American directors, are said to have been retained. Decree-laws were put before the National Economic Commission, which is under the administration of the late Premier Laval. ...

Advocates of the Decree-Law

In their frantic lobbying, they come so far as to mistranslate an article from VARIETY describing the situation here so as to make it appear favorable to the project. 'Translation' is a term which is used by ministers and others with influence in the matter, giving VARIETY an unusual circulation and word-of-mouth. Consideration Generale de Travail (French A. F. of L.) has come out solely behind the decree-laws, which now openly become an attempt at socialization of the industry, to be a precedent for the rest of the French territory. ...

Pathe Affairs, also, has an angle related to the decree-laws. Despite the purchase of Des Moines by the Dieler in his attempt to take over. This is said to be part of a general political scheme to take over Pathe as well as Gaumont, and to control the industry through the decree-laws, making one big government-managed film industry. ...

St. Louis

By Sam Hurst Thanksgiving Day is opening day Ashland theatre, Ashland, Ill., shuttling to Chicago. ...

Milwaukee

First Swedish picture in history to film in State Nov. 2. Buck Herzog back as Sentinel film critic after week's lay-off due to illness. ...

New Haven

By Harold M. Bone Arthur Loew in weekend. Amateur legis swinging into busy season. ...

Panama

By Bea Drew Constance Talmadge a visitor from Coast. El Rancho has added a new restaurant in Sears at her dancing school in Panama. ...

Minneapolis

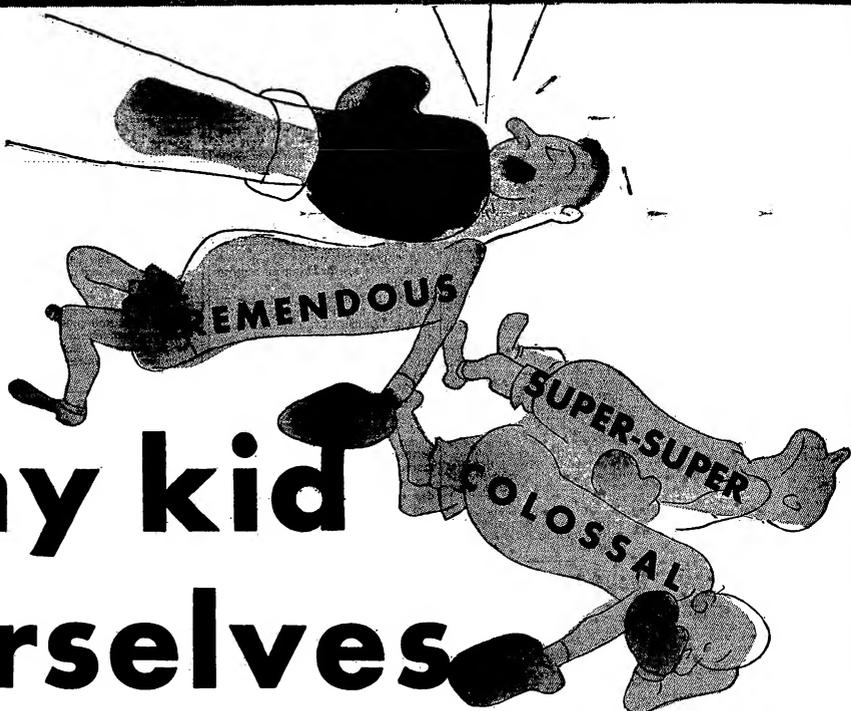
By Les Rees Football season bringing prosperity to night clubs. Publix Northwest now operating 87 houses in territory. ...

Baltimore

By Albert Schaper, Jr. Duke Ellington out at the indie Hippodrome Oct. 28. Bill Saxon celebrating fifth anniversary as local city manager for Loew's. ...







# Why kid ourselves

We've been in this business a pretty long time. So have you. As one of the leading outfits in the industry, we know just about all the tricks of the trade. So do you.

Then why shouldn't we--when we're talking to you--cut out all the trade ad bunk, all the poetry, the fancy adjectives, the "COLOSSALS" and the "SUPER-SUPER TREMENDOUS" nonsense?

This sort of thing may be swell for outsiders; but inside the business, it's just plain foolish!

After all, you're business men. You want facts: What kind of picture we're releasing; the sort of market it was planned for; how you can make the most money out of it.

All right! We're going to see that you get these facts in our trade ads.

For **PARAMOUNT PICTURES** are built, first and foremost, for the **BOX-OFFICE**; built to make you money. **OUR JOB** is to help you, as you prove again and again what the whole industry has known for years that



*It Pays to Play a Paramount Picture!*

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