

# VARIETY

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56 PAGES

## DEMOCRATS FEAR AIR POLLS

### Theatre Guild Cool on Shaw's Plays, Too Costly; Problem of O'Neill Too

The Theatre Guild has quietly walked out on George Bernard Shaw and, in secret hush-hush conclaves, is wondering whether it mightn't be wise to forget all about Eugene O'Neill also. Guild figures both playwrights are in its hand previously, too costly nowadays and thinks that perhaps it has reached the stage where it can retain its prestige without them.

Most U. S. Bernard Shaw play will be done in the U. S. by Gilbert Miller. Guild did most of the others, losing money on the past three or four especially. Rates and percentages to Shaw are so very high and his ideas on casting and production so distinct as to make production of his pieces an expensive matter. And then, when they don't happen to click, as 'Simpleton of the Unexpected Isles' two seasons ago failed to do, for instance—well, it costs a lot of coin. It shorbs whatever is made on two or three productions by not-so-well known writers. So when the question of Shaw's newest play came up the Guild quietly decided to skip it.

As to O'Neill, there is a question. Guild has sponsored the author for years, producing two of his Pulitzer prize winners. It has had a number of smashing successes from O'Neill, topping 'With a Stranger Interlude.' And it has lost a lot of money on O'Neill's plays. 'Mourning Becomes Electra,' which was one of the good ones, and which ran for a long time and which went on the road for long tours, wound up in the red. On the other hand, 'Ah Wilderness' was a distinct money-maker. (Continued on page 55)

### REAL RIVETERS IN NEW PLAY

Most unusual departure in casting is being made for 'Iron Men,' a drama due for presentation early in the new season, by Norman Bel Geddes. Cast will include five structural steel workers and riveters. They will have lines in the performance, during which the men will be seen putting girders in place and using the natural language of the iron men.

Manager, who is both scenic designer and producer, came through with a hit last season in 'Dead End,' realistic setting for which was (Continued on page 47)

### 'GILBERT MEETS SULLIVAN'

London, Aug. 4. Louis F. Blumenthal has bought the rights to 'Gilbert Meets Sullivan,' play based on the lives of the English operetta collaborators.

Intends to produce it on Broadway in the early fall. Gaumont-British has the film rights.

### Sponsored Candidates

Ford Motor Co. has been approached through the N. W. Ayer agency on a proposition to underwrite a series of broadcasts on NBC which would alternately present President Roosevelt and Alfred M. Landon in 15-minute talks.

If Ford okayes the project it will be the first time that an advertiser has assumed the expense of broadcasting the views of two opposing political candidates.

As an alternative to the 15-minute idea, it has been suggested that Ford stand the expense of a weekly hour, with the broadcast taking on the form of a platform debate. Each candidate would be allowed 15 minutes for opening argument and another 15 minutes for rebuttal.

### NBC TOURISTS MULTIPLY; 2c MILE HELPS

National Broadcasting Co.'s studio tour business at Radio City, New York, is running approximately 25% higher than at this time last year. Present indications are that the three big months of June, July and August, when NBC studio tour obtains its greatest returns from tourist biz, will hit nearly 200,000 guests. Month of July topped 60,000 paid guests against 48,000 in same month of 1935.

June business was 47,928 against 41,407 in the same month last year. Tour officials expect visitors on the studio jaunt to reach 80,000 in August compared to the 73,921 total registered in that month last year. (Continued on page 35)

### Revue's Jam Session

One idea being mulled for 'Tickets for Two,' revue which the Shuberts are readying, is a glorified jam session, using the cream of the current swing artists en masse. If possible a conglomerate array of topnotchers would be drafted, but if not available, a single name-band would be used.

Trick staging is to play an important part in the production number, with some new gadgets introduced. Vincente Minnelli, who is staging, has been working on this for some time.

Show may emerge as 'Raise the Curtain.'

### SEE BIG BIZ MANIPULATION

Strong Anti-Roosevelt Tinge of Many Business Execs Held a Menace to 'Fairness' of Straw Votes Among Studio Audiences

#### WEBS HETTERY

Opinion is strongly divided within the executive ranks of NBC and Columbia on the question as to whether advertisers should be permitted to broadcast the results of privately conducted polls on presidential preferences. In either web one faction holds that radio should not lend itself to such devices because of the distorted pictures they might project, while the pro clearest, led by the sales department, argues that straw vote taking is a legitimate function and that if it's okay for a publication to carry results, the same should apply to broadcasting.

What the opponents of the poll idea fear most is the charge from Democratic quarters that, since the heads of most of the networks' major commercials are openly anti-Roosevelt, there is possibility of vote stacking and tampering. If the polls are to be taken among studio audiences what would there be to prevent the advertiser from swinging things his way, since he holds control? (Continued on page 55)

### Radio Salutes WB

Immediately after word was sent to stations last night (Tuesday) by the American Society of Composers, Authors and Publishers advising that they were free to resume the broadcasting of Warner Bros. music, all three major networks and most of the indie N. Y. stations started making arrangements for airing programs tonight (Wednesday) celebrating the event. In the case of NBC and Columbia, the salute to Warner Bros. will run an hour each, while Mutual will make it a half hour out of WOR, Newark.

NBC's program will be cleared over a blue (WJZ) hookup from 9 to 10 p. m., with H. Leopold Spitalny batoning the orchestra and guest artists. CBS will devote the 11:30 to 12:30 p. m. stretch to Warner music by Hal Kemp, Clyde Lucas, Jan Garber and Benny Goodman bands, with Mutual it will be a studio-built show headed by Nat Brunell and with some official from ASCAP, probably E. C. Milla, putting in a few words. Local indies which will join in the celebration, but through their own transmitters, include WMCA, WHN, WNEW and WBNX.

### Amus. Tax Chiselers Rounded Up By U. S. Probers; Nearly 500G in N. Y.

#### G.O.P.'s Own Engineers

Networks no like the practice of the National Republican Committee of assigning its own engineers on speaker pickups, but rather than antagonize the party's moguls, the webs are suffering in silence.

Held responsible for giving the Republicans the idea is Hill Blackett, of the Blackett-Semple-Hummert agency. Blackett figures that the party's spellbinders have enough handicaps from the mike-angle without taking any lights on the mechanics of the pickup.

### DALLAS' NUDIE STUFF GETS 1st SQUAWK

Dallas, Aug. 4. First nite performance, heated entirely by suggestion, went on at Texas Centennial exposition Thursday (30) when Streets of All Nations changed to a new show. On the same night, Nations' dance team got away with its cloths but uninhibited act the 'Life Class' in Streets of Paris was padlocked by grounds police chief, reportedly on request of mayor of Dallas.

'Life Class' was purely a peep show where patrons were provided with easels and sketching materials. Two girls executed three poses of about 30 seconds each. Girls were entirely unclothed and not made up. Their poses were straight.

Heat at Nations new show is provided by team of Alfredo and Do-ros, billed as Cubans, doing 'La Cubanola.' Act represents tantalizing leading the groveling male. It got (Continued on page 12)

### Loyal Spanish Actors Helping Official Cause

Madrid, Aug. 4. (By Cable, Passed by Censor) Gradual restoration of normalcy here has resulted in the reopening of film houses and variety theatres. Most of the civil waring between rightists and leftists (the latter currently in power), is taking place outside this city.

Many actors are members of the loyalist militia, while most actresses have joined the Red Cross.

Benefits for poor families, revolutionary victims and emergency hospitals are under way, with the profession co-operating.

Washington, Aug. 4. Theatres, nightclubs and other amusement spots in New York, holding out on government admission cut, forked over nearly \$600,000 in back taxes when rounded up by undercover probers during the past year, according to the Internal Revenue Bureau.

Reported that collectors on Works Progress projects have discovered additional revenue due treasury of \$16,494,811. The Revenue Bureau said that up to June 30, \$13,911,807 in delinquencies have been assessed in miscellaneous levies, including the admissions tax. Since figures by collection districts have not been broken down, officials were unable to state how much of this amount was levied against amusements.

Gotham chiselers gave up \$435,620 in box-office taxes out of a total of nearly \$7,000,000 collected and assessed in New York for miscellaneous imposts. Substantial amount came from cabarets and bars which tried to duck impost on cover charges and minimum checks.

### PIX DEVOURING TIN PAN ALLEY?

The ever-growing affinity between tin pan alley and Hollywood forecasts, according to the picture bunch, the inevitable closer alliance of the music copyright holders with motion picture production. This would also take in the potentialities of television.

So much so, the film bunch argues, that the days of the independent music publisher are limited if not having a Hollywood picture affiliation. Some even see, ultimately, a gigantic pool of one big copyright-holding group, with film money in the background. On the other hand, the indie publishers point to song hits 1-2-3-4 last month being all non-film tunes. And counter-argument to this, from the Hollywood-in pan proponents, is that this is the freak exception rather than the rule. And even if so, what? Meaning that without the Hollywood bar, it's a matter of numbered days.

### SWINGIN' THE BARD

Ben Bernie Follows Frank Fay as Shakespearean

Ethel Barrymore will guestar on Ben Bernie's show Aug. 11 over WJZ at 9 p. m. EDT. Duo will enact a scene from Shakespeare. Afterwards the actress may present a piano solo.

Frank Fay did 'Romeo and Juliet' with Jane Cowl a month ago.

# RADIO SEEN AS PATSY TO EXPLAIN POOR CINEMA GROSSES OVER SUMMER

**Radio Has More Cause to Worry Than Vice Versa—  
Heavy Hollywood Production May Make Stars  
Unavailable for Air Dates—Exhibits' Resolution**

Radio and advertising agencies in the east, mulling the film squawk against picture stars on the air, now take the position that radio has done plenty for the film adjunct, even unto exploitation of mediocre film entertainments. Radio states that the summer being a slack season anyway, plus the fact that the dearth of strong pictures was unusually acute, this probably caused some exhibitors to finger-point at something—anything—hence radio. This despite the fact that films in the past week radio for the ballyhoo values, such as disk players of the stars' voices with the audible trailers and other forms of exploitation.

Radio, if anything, is really concerned about the major companies' general intentions to up production schedules. This would create a problem. Already it's done it in the past through pencilled-in talent suddenly being called away from radio into film work. Whether on location or in Hollywood, some studio and some stars won't entertain any supplementary radio broadcasting while making a picture. It's a cue from the Eddie Cantor idea of not feeling he can do justice to his radio programs once he starts film production.

If the studios are to maintain top production schedules during the fall and winter, it will limit the stellar and featured personnel considerably to the degree they might prefer to take vacations between shootings, rather than take on any other assignments in the ethel.

## Exhibits File Appeal

Los Angeles, Aug. 4.—Full picture names off the air is the lament of the board of directors of the Independent Theatre Owners of Southern California and Arizona, 200 strong, outlined in resolution sent to Coast studios and newspapers sporting picture names on the ether.

Other resolutions from similar bodies throughout the nation are expected to follow California's entry to a choice of broadcasting locally or cross-country by personalities under contract to picture studios.

Copies of the local resolution were (Continued on page 54).

## Pix Meet on Radio

Hollywood, Aug. 4.—Definite cognizance of exhibitor protest against picture names on radio was taken by the Producers' Association at a meeting Monday (3). Although no resolution was adopted to curtail the practice, a committee will be appointed this week to meet with radio representatives for a solution of the problem.

It is indicated that a change in the Academy's basic player contract may result which would prohibit airing of film stars unless appearance is construed as an exploitation aid for a picture and enhances the player's value at the box office.

Understood a flood of exhibitor mail to the RKO office the past few weeks is responsible for the producers' action. Expected that radio will be represented by network and agency production heads.

## MORE UNIVERSAL FILM STUDIO REALIGNMENTS

Hollywood, Aug. 4.—Charles R. Rogers is expected to intercede in behalf of William J. Fender, his former aide, who resigned as Universal studio manager last weekend following heated argument with William Koenig, executive studio head. Koenig is said to have demanded Fender's resignation, latter complying.

Archie Hall, dismissed at U five weeks ago during a log cleanup, is returning there as technical advisor. Hall, who had been with U for 23 years, was oldest employee in length of service with company.

Rogers has appointed Charles Beahan as scenario and story editor for both east and west. Betty Roberts, heretofore handling department at studio, becomes assistant to Beahan, while Elsa Newberger continues in charge of New York.

R. H. Cochrane, president of Universal, returned to N. Y. Monday (3) from European cruise lasting six weeks. He was accompanied by his wife and son, Robert, Jr., his first extensive vacation in a number of years.

## London Reporter Folds As Stockholders Step In

London, Aug. 4.—Debtors' holders of the U.C.P. Publishing Co., Ltd. put a receiver in on the London Reporter. This was the film trade daily published by W. R. Wilkerson, who also publishes the Hollywood Reporter. Frank Tilley, local film publicist, was managing editor.

London Reporter suspended publication July 29 and was immediately put into liquidation.

## Ferry's Idea

London, July 26.—Lou Holtz was wanted by Max Schach to do a film, four weeks guarantee at \$5,000 per. Felix Ferry would only grant permission on condition that Schach bought the film rights of Ferry's new show, due at the Adelphi and in which Holtz is to star.

No deal.

## MacLean's Unit Set

Hollywood, Aug. 4.—The Douglas MacLean production unit for Grand National took quarters today (Tuesday) at the RKO-Pathé studios.

Start first week in September on initial picture, 22½ Hours Leave.

## W.S. Hart Disallowed Interest on His \$56

William S. Hart's request that United Artists be compelled to pay him interest on the \$55,000 which was awarded him by a jury last April in his \$500,000 action for breach of contract was denied by N. Y. Supreme Court Justice Philip J. McCook Friday (3). Hart's attorneys sought to collect over \$53,000 interest which they figured was due on the \$45,000, covering a period from November, 1925, to last April. In denying the request Justice McCook held that it would be a matter of speculation on the part of the court to attempt to determine an amount of interest, if any, due the cowboy star, in view of conflicting dates introduced at the trial of the action.

## Gals Won't Quit Hollywood For \$60 B'way Jobs

Hollywood, Aug. 4.—Time was when no self-respecting New York chorine would leave Broadway to go on tour, no matter what inducements might be held out by the legit producers.

Now Hollywood gals are refusing to go for the legit jobs, even when iron-clad contracts are offered them.

Mack Miller, N. Y. press agent, here trying to line up show girls to go west next with him, recently. Other showmen have even found it tough to induce girls to go to San Diego (135 miles south) to take \$60 a week jobs at the Fair.

Gals would rather take a chance in Hollywood and miss a few meals, with the hope that some producer may get a load of what they've got and give them a film break. New York, and even San Diego, are too far from the magnetic celluloid for them.

## MARK HELLINGER ON COAST

Hollywood, Aug. 4.—Mark Hellinger plans to join (Tuesday) for a story conference at 20th-Fox on his original, 'Six Girls and Death.'

## Cantor's \$333,333 Per Picture for 3 Pix at 20th-Fox; Goldwyn's Release

Hollywood, Aug. 4.—Eddie Cantor and Sam Goldwyn have agreed to disagree as of last Saturday (1), and papers are now being prepared whereby he will go into the 20th Century-Fox fold to make the feature in the next two years. For this work, it is understood, he will draw a total of \$1,000,000. This is highest individual price that any company has contracted with a star picture, as Cantor's amount for each is \$333,333.33.

During past week attorneys for Cantor and Goldwyn conferred on the matter of a release. Goldwyn, it is said, felt that as long as Cantor was dissatisfied, and he is himself, that an amicable settlement should be brought about of their contractual relations. Mendel Silberberg, Judge Isaac Pacht and Milton M. Black represented Cantor, and George W. Cohen of Loeb, Walker & Loeb, handled the Goldwyn end.

Neither of the principals attended the sessions between attorneys, as Cantor was in San Diego making personal appearances, and Goldwyn is co-chauffeur in his Bev Hills home.

It is understood that the settlement Cantor and Goldwyn take over himself 'Never Say Die' the Willie Collier play which Goldwyn bought in 1934, and which he wanted Cantor to do as his next pic. Also, Cantor is to reimburse Goldwyn for what

## On the Wagon

Hollywood, Aug. 4.—The growing station-wagon method of transportation has percolated to Hollywood and now the picture bunch is wondering who will be the first to show up at a premiere in a Rolls Royce station wagon.

In the east, around the fashionable New York and near-Connecticut sectors, the youngsters in the station wagons to attend roadhouses, etc., and some have even made cross-country hops that way, but it's still more or less of a new thing out here.

## Sydney and Fonda Will Star in Walt Wanger's Initial Italian Film

Hollywood, Aug. 4.—Walter Wanger's first production in Italy next spring will co-star Sylvia Sydney and Henry Fonda. Wanger brought pair together first in 'Trail of the Lonesome Pine' and now plans to use them in 'Three Time Loser.' Latter is from an orig by Gene Towne and Graham Baker. Picture slated for Sept. 1 start, with no director assigned.

Warners has loaned Frank Borzage to Wanger to direct 'History Is Made at Night,' producer's second for United Artists release.

Towne and Baker also did the original. Charles Boyer is set to star. Present starting date is Oct. 1.

## GOLDWYN PLANS TWO MUSICALS THIS FALL

Hollywood, Aug. 4.—Production of two musicals prior to Jan. 1 is plan of Samuel Goldwyn. One will be 'Goldwyn Follies.'

Former will be an all-star revue. George Haight is working on the book musical.

## Watt and Coleman Made Full-Fledged Directors

Hollywood, Aug. 4.—Another assistant director gets promotion to full-fledged rank. Buddy Coleman, assistant to Frank Capra at Columbia, draws his first, 'Circus,' via the feature stars Charles Starrett and Mary Blake.

After nine years as assistant director to Lewis Milestone, Nate Watt has been given directorial assignment at Paramount. He is slated to do 'Hopalong Cassidy Returns,' next William Boyd starrer by Harry Sherman for Par release.

## PAR HAS LEGIT PRODUCTION YEN AGAIN

Legit producing activity by Paramount—similar to that which it indulged through Charles Frohman some years ago—is a possibility but depends on the change of attitude among picture concerns to the new Dramatists' Guild contract.

Adolph Zukor, who made the old deals with the Frohman office and is said to favor renewed legit production by Par, is waiting to see what the situation will be before making any moves.

Under the old alliances, Par had the leases on the Lyceum and Empire. Both went out with bankruptcy. Par making no effort to hold onto the houses. Charles Sunday (2) of the Frohman firm rights but has not produced plays through it for some years.

With film companies resenting the new Dramatists' Guild contract, an agreement among the majors was reached to stay out of the legit field, including the backing of any shows. Should Par go through with this, it would break the agreement, with other companies probably following suit.

## FIRST OLYMPIC SHOTS DUE IN ON ZEPPELIN

First newsreel pictures of actual Olympic Games competition may reach this country on Zep Hindenburg, due in N. Y. next Saturday. In three hours, Charles Sunday (2) of the three Americans' winning high jump, the first heats in several dashes and other field events; if these reached Paris, after being carried there by plane Sunday (2) to make a Monday or Tuesday job, some newsreel executives in N. Y. believe first prints may come by steamship.

Inability of representatives of U. S. film companies to make connections with fast liners, however, prompted several to take a chance on expediting shipment by using the Zeppelin, which figures to make the trip in about 48 hours.

Preliminary views of the Olympics before the contests actually started reached N. Y. Monday (3) via the Normandie.

German newsreel firms or operating companies on German soil are supplying coverage for U. S. newsreels.

## SAILINGS

Aug. 19 (San Francisco to Melbourne) 36, and Mrs. Stuart Doyle, Walter Hutchinson (Montevideo).

Aug. 12 (New York to London) George Stone (Queen Mary).

Aug. 5 (New York to London) Dr. Henry Moskowitz (Aquatica).

Aug. 5 (London to New York) Andre Robert, Jean Coupan, Sen. Murphy and Mrs. Murphy (De France).

Aug. 5 (New York to London) Mr. and Mrs. Fred Astaire, Peggy Hopkins Joyce, Laura LaPlante, Mr. and Mrs. A. J. McCosker, Ethel Merman, Alec Vaughn, Leon Leonidoff, Burton Holmes, Mr. and Mrs. Sam Eckman, Jr., Sidney Solomon, Robert Ritchie, Mr. and Mrs. Otto Roth (Normandie).

Aug. 5 (London to New York) Frances Mary (Queen Mary).

Aug. 5 (London to New York) Mr. and Mrs. Clifford Fischer, Andra Glenn, Mr. and Mrs. Kamerow, Louis Blumenthal Dreana (De France).

Aug. 1 (Quebec to London) Jess Laaky, Edward Alpersen (Empress of Britain).

Aug. 1 (New York to Havre) Mr. and Mrs. Joseph Bonnet, Patricia Bowman (Champlain).

Aug. 1 (New York to London) Howard Lindsay, Russell Crouse (Transylvania).

July 29 (New York to London) Theresa Helburn, William Fietelson (Queen Mary).

July 29 (London to New York) Lee Shubert (Normandie).

## ARRIVALS

Virginia Pine, Mr. and Mrs. James J. Walker, Ruth Draper, Gertrude Robinson Smith, Lucienne Delorme, Sylvia Roth, Robert H. Colburn, Mr. Philbin, Mr. and Mrs. Floyd Odium, Richard Collet, John Hay Whitney, Dwight Fiske, Angna Enters.

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# International!

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The Ed.  
Variety  
New York  
U. S. Am



July 12

Gentlemen:-

'I wonder if you know that Variety is sold ALL the way AROUND the world?

Major Jack O'Brien and I are completing a trip around the world, via the Northern Hemispheres. For weeks at a time we have been out of touch with affairs, except our own, by means of cable. In city after city we tried in vain to purchase American News magazines that in Japan, Manchukuo and Siberia we found TIME banned. Literary Digest necessary information. In Japan, Manchukuo and we were able to purchase the News-Week in Moscow in an appearance at the American Embassy and but nowhere else since Honolulu, and oddly enough in Hailar in Shanghai, Hankow and reached Abo in Finland.

Yet throughout the trip we were able to get Variety. In many lands where most American publications were banned except the National Geographic. In China and not distorted to meet a national viewpoint; All over Japan Variety is on sale alongside the London Times -- practically everything else being banned except the National Geographic. In China Variety was on sale in the smallest hamlets.

In Korea, Jehol, Mongolia and Manchukuo we found copies of Variety at almost every station magazine stand. Throughout Siberia -- (we were 8 days on the Trans-Siberian there and 1 1/2 on it in Russia,) we found Variety at least once a day. At several kiosks in Moscow and in Leningrad, Variety beamed down upon us; throughout Scandinavia, in Finland, Sweden, Denmark and Norway is this also true!

Together with Libby's canned grapefruit juice; Ford cars and American phonograph records; it is the ONLY American product we found universally known on our 25,000 mile globe-trotting trip. Thought this might interest if not amuse you.

Yours fraternally,

*Neil Vanderbilt*  
Cornelius Vanderbilt

# ROCKEFELLERS WILL COOPERATE WITH RKO TO SPEED THAT COMPANY'S REORG

**RKO Would Operate the Two Radio City Theatres—Reorganization Plan Being Shaped—RCA Given Right to Participate, by Court Order**

The Rockefeller interests will cooperate with RKO in speeding that company's emergence from 775, into reorganization. With this cooperation, a comprehensive reorganization plan for RKO may be had by Sept. 1, if not earlier.

Trade belief is that an adjustment is at hand on the Rockefeller Center's \$9,000,000 claim against RKO. The compromise would provide for RKO's operation of the two Radio City theatres, the Elks Hall and the Center, latter now a legit again.

A reorganization plan for RKO is being shaped. With Floyd Odlum's return from abroad, his week work on this plan will be expedited.

At the hearing scheduled in Federal Court for next Tuesday (11), in regard to the recent report on the company by Irving Trust, Co., indications may be given the Court, officially, at this time, regarding the company's preparations for reorganization.

RKO shows improvement on every end, including morale.

The company has withdrawn from theatre operation in Canada. Its circuit of around 90 theatres is limited now to the States.

There is talk of a pool between Paramount and RKO theatres in Boston as a remedial measure against certain indefinable and underlying problems confronting the theatres of both companies in that territory.

In Canada, RKO turns over its four theatres to Paramount (N. L. Nathanson). Cities involved are Montreal, Vancouver, St. Johns and Winnipeg.

RKO owned two of the four houses. The company retains its real estate equities in the theatres. Famous Players-Canadian (Par) assumes the leases and guarantees the underlying mortgages. Additionally, RKO-Radio pictures are protected by getting a 10-year franchise in the Par-Canadian chain, a circuit of around 200 houses, the dominating theatre chain in Canada.

Federal Judge William Bondy has signed an order permitting attorneys for RCA to take an active part in the RKO reorganization proceedings. Heretofore, RCA reps have attended the hearings as outsiders with no official standing and have taken no part up to the present in the dispute over the official referee's recommendation that: Rockefeller Center be allowed \$9,942,293 as its settlement share.

In their application for official recognition, RCA attorneys pointed out to the Court that it was one of the largest home holding companies and stock and as such had a right to participate in the reorganization matters and to enter its individual protest to the Rockefeller Center allowance.

RCA contended that in view of the fact that it holds 42% of RKO 10-year 6% debentures which are due Dec. 1, 1941, and also 24% of the outstanding common stock, it was entitled to have an official say in the resettlement and reorganization matters.

These holdings are under option to the Atlas-Leibman Co.

The claim allowance made in favor of Rockefeller Center by Thomas D. Thatcher, official referee, is so great, the attorneys contended, "that it directly and materially adversely affects the rights and interests of RKO's debenture and common stock and jeopardizes a successful reorganization."

Total claims to date filed in the U. S. District Court against RKO aggregate \$55,121,179, of which amount the Court has allowed \$16,397,481, it became known when William J. Donovan entered a new \$85,000 for services as attorney for Irving Trust Co., trustee for the film organization. Donovan's claim covers the period from Feb. 20 to July 23. He had previously received \$50,000 for his services.

Judge William Bondy has set Aug. 11 as the date on which Donovan's claim is to be decided.

## WBS WRIGHT BROS. PIC

Hollywood, Aug. 4. Howard Mingos and Pierre Collette have been assigned by Warners to prepare screen play on life and experiences of the Wright brothers.

## DISCLOSE LOEW, KENT, G.N. SHARE HOLDINGS

Washington, Aug. 4. Dealing in securities of 200 Century-Fox and Loew's by corporate insiders came to light today (Tuesday) in semi-monthly report of Securities & Exchange Commission.

Principals Association was purchase of 353 shares of Loew's common by holding company owned by Arthur M. Loew. Boosts holdings to 3,885 tickets.

Nearly a year late, Sidney R. Kent reported swapping interest in old Fox Films for ducaits issued by reorganized firm. Transfer occurred last August. Berkshire Finance Co., Kent's holding company, turned in 11,769 old Fox A and got in exchange 2,942 shares of new common.

Report on holdings showed two ground-floor boys hold the reins in newly reorganized Grand National Films. Three officers and directors protested they have no money directly at stake. "Biggest" holder of Grand National common, which has par value of \$1, is Carl M. Lesser, man, New York, with 3,333 shares. Other fair-haired person is William C. Bright, New York, with 335. Robert Atkins, New York, with 335. Don and Frank F. Balbe, all New York, ers, hold no equity interest.

## Walter Futter Signed For Capital Films Job

London, Aug. 4. Walter Futter has signed pact to produce series of features for Capital Films.

Fred Futter will continue to operate the Futter enterprises in Hollywood until his brother's return.

## Parsons Quits at Rep.; Becomes a Supervisor

Hollywood, Aug. 4. Lindsey Parsons has resigned as publicity director at Republic, effective Aug. 10, and will join the Boots and Saddles Productions as a supervisor of series of eight westerns featuring Tex Ritter.

These pix will be made for Grand National release. First is 'Call Me Arizona', from story and screen play by J. F. McCarthy, scheduled to start Aug. 18.

## Grey Delayed

Brisbane, July 7. Zane Grey was figuring on a return trip to America this month, but bad weather delayed the schedule of 'White Death', which he is shooting at Great Barrier, and he will be forced to cancel the trip for the time being.

Grey may return to Sydney for a conference covering his 'Rangle River', due for early production by Columbia at National.

## 'What Ho' for Cooper

Hollywood, Aug. 4. 'What Ho', a serial by Richard Connell, to be published shortly in the Saturday Evening Post, is Gary Cooper's first picture for Major Productions. Emanuel Cohen reportedly paid \$35,000 for the yarn.

Story deals with a hick town lad who inherits an English estate.

## MAHIN'S THEPIC YEARN

Hollywood, Aug. 4. To satisfy an acting yen, John Lee Mahin wrote in the part of a reporter for Metro's 'Love on the Run' and suggested himself for the role. The studio consented.

## COLBERT'S PRODUCER

Hollywood, Aug. 4. Edward Kaufman will produce Claudette Colbert's one picture for Radio.

Sam Briskin and Kaufman are seeking yarn.

## Acid Test

Hollywood, Aug. 4. Hollywood has another yes-man in Pat C. Flick. He attended a preview recently and later met the producer in the lobby. Flick started naming the flicker, but Paty interrupted, "You must not be feeling very well, the picture is great. Here's an aspirin."

Producer retorted, "I just wanted to try you out. Guess you're okay now."

## 'Dodsworth' Prod. Postpones the Mary Astor Case to Aug. 10

Hollywood, Aug. 4. Postponement of the Mary Astor custody suit against her divorced husband was ordered yesterday (Monday) by Judge Goodwin Knight when a plea was made by attorneys for the actress that she was needed in the Samuel Goldwyn picture, 'Dodsworth'.

Actress denied on cross-examination that she allowed her husband, Dr. Franklin Thorpe, a default divorce, because she was in love with George S. Kaufman, the playwright. The so-called "misstep diary" was missing at Monday's session when attorneys couldn't agree on the whereabouts of missing pages. Judge Knight ordered the complete volume turned over to him when the trial resumes Aug. 10, declaring that the names of innocent persons in the book would be protected from the public.

In earlier testimony, Miss Astor said she was not in love with Kaufman when she agreed to give her four-year-old daughter into custody of her husband.

Trial is quite a hot local topic, as much as it's been sensation news nationally. The dailies haven't had a Hollywood yarn in some time.

John Barrymore's name also cropped up before close of Monday's session.

In N. Y. newspapermen for a few days endeavored to keep Kaufman's name out of the yarn.

## Dionne Quint's 2d Pic

Hollywood, Aug. 4. All conferences at 20th-Fox the next Dionne Quint's picture are awaiting the arrival tomorrow (Wednesday) of Joseph Moskowits, N. Y. studio head, for the details are ironed out, Moskowits plans to Ontario for a talk with the Quints' guardians.

Norman Taurog will direct the picture as his first on a new deal.

## Goldwyn Seals Hulburd

Hollywood, Aug. 4. Merritt Hulburd, Samuel Goldwyn's executive assistant, has been handed a new contract. Covenant covers five years with options.

## Pix Withholds \$780,000; Questions Validity of Unemployment Ins. Tax

Hollywood, Aug. 4. Picture industry employers, including the major studios, withheld last week \$780,000, one-third of which was collected from employees for tax payment under the provision of the State Unemployment Insurance Act. Holdout was made on the claim that the act is unconstitutional and, until its legal status is determined, money collected will be deposited in special accounts.

Employees' tax is 45/100 of 1% of their weekly wage and amount collected was \$260,000, while under the law employers are to pay double that amount, or around \$520,000.

Decision was made by the producers at a Hays office meeting following advices that payment will be

## SPECIAL MASTER TO FIX 'LETTY' DAMAGES

Confirming that the Metro picture, 'Letty Lynton', had been lifted from the play 'Disbonored Lady', Federal Judge John C. Knox in N. Y. on Monday (3) granted the request of the picture's authors, Edward Sheldon and Margaret Ayer Barnes for a permanent injunction against further showing of the film. The Court also directed Metro and other defendants turn over all profits to the plaintiffs, besides paying damages, court costs and attorneys' fees.

In order to determine the total amount due Mrs. Barnes and Sheldon, Judge Knox appointed Gordon Auchincloss as special master to take testimony and examine books and records relating to the picture.

The defendants have infringed and violated the copyright laws and the exclusive right of the complainants, Judge Knox decided, by manufacturing the talking motion picture, 'Letty Lynton', and by distributing the said picture or selling it to third parties without due warrant of law. I direct the Special Master to report the amount of damages due the plaintiffs and the amount of profits made by the defendants in and outside the United States.

The action was started by Mrs. Barnes and Sheldon early in 1934. U. S. District Court dismissed the action on motion of the defendants, but in August of the same year the U. S. Circuit Court of Appeals reversed the Woolsey decision. The 'Disbonored Lady' script was copyrighted in January, 1930. Before that time the other defendants were MGM Distributing Corp., Loew's Inc., and the Culver Export Corp. Each are held liable.

## Katz Ups 'Born to Dance' Schedule and Budget

Hollywood, Aug. 4. Time limit and budget on 'Born to Dance', currently being directed by Roy Del Ruth at Metro, has been upped by Producer Sam Katz. The picture and time was forthcoming after Katz had viewed rushes. Studio film execs are in accord that picture can be made into a big musical.

## Six Scribes Ticketed By Zanuck at 20th-Fox

Hollywood, Aug. 4. Six new writers, five of whom are from radio, have been given term contracts by Darryl Zanuck at 20th-Fox. In addition, ticket of another writer was renewed.

Former etherizers are Jerry Cady, who wrote the Mary Pickford programs; Darryl F. Zanuck, who wrote 'First Night'; Willis Cooper and John Patrick, who did 'Flying Time'; and Harry Tugend, Fred Allen scribe. Latter is the renewal.

Other pairs contracted are Eleanor Harris and Winifred Wallis.

## McCarey's First

Hollywood, Aug. 4. The Years Are So Long' will be initial for Leo McCarey under his new three year producer-director contract at Paramount.

He's currently organizing his production unit, selecting writers and staff.

## Pix Withholds \$780,000; Questions Validity of Unemployment Ins. Tax

held up until a forthcoming decision from the State Supreme Court in action testing the validity of the act. Warners is the only company which has paid, sending in the money prior to the meeting. Large commercial houses did the same as the picture business in holding up payment.

San Francisco, Aug. 4. Taking their cue from action taken by many of the picture companies in Hollywood, theatre men here are also objecting to payment of the California State Unemployment Tax, which was due prior to Aug. 1. Most of the theatre men did not pay the tax and those who did turn the money over to the state did so under protest.

## Conn, Halperins Merge Companies As Television Pix

Hollywood, Aug. 4. Halperin Bros. and Maurice Conn, respectively of Academy Pictures, and Ambassador Productions, are merging under the new firm name of Television Pictures, Inc. New concern will handle production and distribution. Conn, Edward and Victor Halperin will control operations.

Plans have been announced for 20 pictures on the 1938-39 sked, including eight exploitation specials, four 'Finky' Tomlins, four with Frankie Darro and Kane Richmond and four Kermit Maynards.

## Presidential Year's Pix Ballyhoosers Due To File Their Report

The special industry committee, named a number of weeks ago to survey the situation and make recommendations, is expected to report to J. J. McCarthy, of the Hays office, about Aug. 15. This is the small committee chosen by publicly-advised chairmen at the inception of the Hays organization to work out an institutional publicity campaign to counteract the anticipated box office slump during the presidential election months this fall.

Similar slumps have occurred in other presidential campaign years and major company publicity heads voted to institute an industry drive to bolster box office returns this year.

## MILD BRONXING GIVEN ANTI-NAZI PIC ON B'WAY

'I Was a Captive of Nazi Germany', independent feature produced and released by Malvina Pictures received a mild salvo of Bronx cheers when it opened last Saturday (1) at the Globe on Broadway. Newsworld views of Hitler incorporated in early film sequences and his portrayal by an untried performer in the picture were the only items that aroused audience to give the razz.

Film, which was passed by the N. Y. state censor board, did not bear the customary production code seal of the Hays office. The picture originally was submitted to the eastern code office of the Motion Picture Producers & Distributors but no action was taken by Haysian officials when it was learned that the anti-Nazi feature had been produced on the west coast. All Coles films go to the Joe Brown production code office in Hollywood.

'Captive of Nazi Germany' presents Isabel Lillian Steele's own version of her detention in a Nazi government prison but no actual Nazi 'all scenes are shown. Whether this latter angle would place the picture in the category of a straight propaganda film and as such likely to be rejected by Hays' office purity code could not be ascertained. Aside from the newsworld shots, whole picture was filmed in a Coast indie style.

Only credit lists for whole subject is to Miss Steele, who is billed as author. She also plays the leading role, herself, in relating her experiences in Germany. Al Manner is financially interested but untried.

## Radio Sets Michael

Hollywood, Aug. 4. Gertrude Michael, who moved over to Radio on terms after she won a release from Paramount, has been spotted for second time in radio studio's 'Thedy and I'.

Anne Shirley and Herbert Marshall are starred in the Zion Myers production, David Burton, directing.

## BRADNA'S BREAK

Hollywood, Aug. 4. Following one year at Paramount, Olympe Bradna gets her first featured role in 'The Years So Unsettled Are', with John Howard and Frances Farmer.

Anne Morrison Chapin is doing screen play from Tess Steingard's book.

# MC-20TH-CB DEAL NOT

## Sid Kent's Bonus-Plus Deal Tops 20th-Fox; Zanuck, Schenck Next

Washington, Aug. 4. Fat-salary contracts of 20th Century-Fox's big three executives came to light again Monday (2) when the Securities and Exchange Commission denied request to seal portion of registration statement covering employees' compensation. Biggest weekly pay envelope goes to Darryl F. Zanuck, although gross compensation of Sidney R. Kent tops the roster. Joseph M. Schenck trails Zanuck as third highest-paid. (All of the executive arrangements were made public and submitted to stockholders around a year ago in accordance with the merger plan then offered. There is nothing new about this.)

With a seven-year contract protecting each of the trio, Kent enjoys biggest cut in view of generous bonus agreement and salary from subsidiary company. In addition, he has a stock-purchase agreement permitting him to get in on the ground floor at any time during the life of the document.

Guaranteed a salary of \$2500 weekly, Kent also is to receive \$50,000 on each Dec. 31 in addition to a payment of \$75,000 on Nov. 1, 1941. He is allowed \$200 weekly for entertainment expenses, and his \$25,000 salary as president of National Theatres is guaranteed by the parent firm. His contracts contain the right to buy 60,000 shares of common stock at the rate of 10,000 per year at a price averaging the stock market tag during the first 90 days after listing but not under \$10 per share. In the event of a stock purchase option must be exercised within three months by his executor.

Obtaining no stock concessions, Zanuck and Schenck were satisfied with straight salary agreements. Zanuck's weekly stint brings him \$5,500, while Schenck gets half this amount.

**Geo. White's Original Pact**  
At the same time these contracts were disclosed, S. E. C. took lid off the final report before reorganization. It revealed details of other smaller contracts which apparently still run. Biggest other agreement revealed was one with George White, entered Sept. 30, 1933, calling for production of an annual musical for the succeeding five years. For this White is to drag down 10% of the first \$1,000,000 and 20% of the next \$500,000 and 20% of all over \$1,500,000. (Since then White has left the company.)

The final report showed Kent collected \$181,480 during the last year before the merger; W. C. Mitchell took \$36,618; Sydney Skoloff, \$34,000; and Winfield R. Sheehan, \$30,000. Studio paid seven officers, including Treasurer Towell, \$71,070; 11 employees, including Kent, Schenck and Towell, \$493,518, and 74 other employees, including directors and actors, as well as Sheehan, \$4,527,198.

## DR. GIANNINI SEEKING BEVHILLS OFFICE SITE

Hollywood, Aug. 4. Headquarters of Dr. A. H. Giannini, president of United Artists, will be moved from the U. A. to Beverly Hills around Sept. 1. Currently he is looking for a location to erect an executive building where he will be housed. Giannini figures that his offices should be away from the studio as he is not actively engaged in production and wants to devote his entire time to his executive duties.

He contemplates a trip to New York early in September where he will quarter at the home office of UA for about six weeks.

### Briton Korda

London, July 29. Alexander Korda, who applied for naturalization about 18 months ago, becomes a British subject during August.

Executive is the first of the non-nomadic film section to take the plunge. He's of Hungarian birth.

## Fitelson with Alpersen On GN-BIP Int'l Hookups

William Fitelson, attorney, sailed for London to inaugurate a deal for production and distribution between British International Films (London) and Grand National Films (N. Y.). Edward Alpersen, GN prez, preceded him abroad.

BIP had a distribution deal with First Division, GN's preceptor, which has run out, although still having several films to go. It was strictly a retroactive distribution idea. Probable that the new deal to be made now will be along the same lines, although there is a further possibility that Alpersen will align his company with BIP in some British venture, also, sending over some talent for work abroad, etc.

## Otterson Settlement Terms Reported at \$200,000 Plus Fees

While Paramount promised John E. Otterson it would not divulge the amount of the settlement of his contract, having four years to go, it isn't unexpected that stockholders will want to know the figure the same as they demanded to see it. Joseph P. Kennedy report since it was casting around \$90,000.

It's reported at around \$200,000 plus attorney's fees.

Executive opinion in Par is that stockholders could force the company's hand with respect to the Otterson settlement, but that in the absence of such action, the directors and others in the know insist they will keep their promise to Otterson. Latter made this a condition of the settlement.

Barney Balaban has taken over the specious suite recently vacated by Otterson in Paramount's home office at New York. The former president spent around \$75,000 entirely recouping the office, and installing a cooling system.

## Lasky, Alpersen Abroad

Jesse L. Lasky sailed from Quebec Aug. 1 for brief vacation in Europe. Producer plans to return to Hollywood latter part of this month to preview 'The World is Mine' which is being edited by Rouben Mamoulian.

Ed Alpersen, prez of Grand National, on the same boat.

## SO SAYS WALL ST.: LONDON COOL?

**American End Enthusiasms  
About General Setup Despite  
British Factions  
Deprecating Alleged U.S.  
'Control'—Schenck Abroad**

### TAKE 2-3 WEEKS

Hollywood, Aug. 4. Joe Schenck leaves here tomorrow (Wednesday) for N. Y. to call for London on the Gaumont-British deal.

Film executive dismisses any reports about a hitch of the GB-20th Century-GM-Metro deal.

Wall Street indications are that the current talk, emanating from abroad about the Metro-20th Century-Gaumont deal, being off, is premature. Whether the purposes of the present negotiations among the companies are to be affirmed or cancelled depends on the findings on the Gaumont situation to be made by accountants and attorneys for the American companies, now looking into the London company's setup.

The chances are that at least two or three weeks may transpire before such findings shall have been analyzed thoroughly by the American firms.

Presently in London and representing Metro in the matter is J. Robert Rubin, vice-president and general counsel of the American firm. Representing 20th Century-Fox, in London, at present, and sent from New York, is Richard Dwight, head of Hughes, Schurman & Dwight, general counsel for 20th Century-Fox.

The American accountants in the London situation are Price, Waterhouse & Co.

There is no denying that considerable enthusiasm for the deal as it stands is to be found at Metro.

**\$4,000,000 in Cash**  
Metro's end of the deal as arranged, thus far, is for that company to expend \$4,000,000 for an amount of G-B stock, from the 20th Century-Fox and the Ostrer brothers' holdings, sufficient to equalize the Metro company's desired holdings in G-B, with those of 20th Century-Fox and the Ostrers. Of the total cash involved in the situation, \$2,000,000 goes to 20th Century and the other \$2,000,000 to the Ostrers.

This and Ostrers will get not only \$2,000,000 cash, under the present terms of the transaction, but additional (Continued on page 12)

## Show-Cause Order That Bill Fox Turn Over His All-Continent Books

### WB-ASCAP Reunion

Warner Bros. musical catalogs became available again to licensees of the American Society of Composers, Authors and Publishers with the acceptance of WB's terms of reunion by the ASCAP board at a meeting Monday afternoon (5). Details of the reconciliation in the music department. Salient reason for the patching-up is that the WB film end deemed itself suffering through the schism.

Reaction of the Department of Justice to the settlement of the WB-ASCAP dispute is contained in a story from Washington in the radio department.

## STUDIOS FRET AT DIRECTOR SHORTAGE

Hollywood, Aug. 4.

Lack of directors has several of the major studios worried. Currently, Radio and Universal are switching production desks about in order to obtain services of desired megaliths. Freelance directors in the selling class are lacking, too. Run-of-the-mill megaliths are plentiful.

B. P. Schulberg, Emanuel Cohen and Walter Wanger are fretful about the situation, when tried for some time to get a handle for Mae West's 'Personal Appearance,' but found none available. He finally had to make a borrowing deal with Paramount to get Henry Hathaway.

William K. Howard and Gregory La Cava have been tempted with offers to return from England. Radio wants a replacement for the late Stephen Roberts.

## Lee Marcus Gets-Supe Job at Radio; Gilroy Up

Hollywood, Aug. 4.

Sam Briskin has appointed Lee Marcus production assistant to supervise 15 pictures to be turned out by various producers.

Bert Gilroy replaces Marcus as head of studio's shorts department.

Atlantic City, Aug. 4. A petition filed in court today (Tuesday) by Hiram Steelman, trustee in bankruptcy for William Fox, charged that the \$6,100,000 All-Continent Corp., listed in the name of the former film magnate's wife, was created for the purpose of "tying in his own private affairs."

As a result of the trustee's petition, Referee Robert E. Steedle ordered the All-Continent concern to show cause before him next Tuesday (11) why it should not be requested to turn over its books for "complete and thorough examination" in connection with Fox's voluntary bankruptcy action.

When Fox sought bankruptcy last May 29, he listed debts of \$9,535,281. He also listed assets of \$1,600,100, most of which have subsequently been wiped out by sheriff's sales in California. Creditors announced the intention before Referee Steedle to show that the All-Continent Corp. was an alter-ego of William Fox, that the concern refused to turn its books over for examination on the ground that it was owned by his wife, and that its affairs were therefore of no concern to Fox's creditors.

The trustee recited in his petition today that "throughout the books of the bankrupt Fox there are numerous instances of erasures and in numerous instances corresponding erasures appear in the books of the All-Continent Corp."

**Leitstein's Admissions**  
He pointed out that Herbert Leitstein, who for 27 years had been Fox's private bookkeeper, also kept the All-Continent books, and that the \$6,100,000 of personal securities listed in the books of the All-Continent Corp. "eventually found their way back into Mr. Fox's vaults."

Leitstein admitted, the petition read, "that it was impossible to make up a list of assets and liabilities of the Fox firm from the latter's own records, and admitted he did from time to time use the books of All-Continent in the books of Fox."

The company's passbook, said the petition, lists total disbursements of \$13,100,000, for which \$12,115,000 was in connection with transactions with Fox, or the benefit of Fox.

"The main purpose of its organization," the petition went on, "was as a vehicle to the bankrupt in carrying on his private affairs."

Steelman observed Fox and the All-Continent Corp. not only shared officers and bookkeepers, but also shared legal talent, the testimony. He said Leitstein's last name showed the law firm of Hirsch, Newman, Reass & Becker, of New York, acted as "clearing house for funds exchanged between Fox, the All-Continent Corp. and the latter's subsidiaries."

During all of last week counsel for creditors tried to show that the \$6,000,000 All-Continent Corp. listed in the name of Fox's wife, actually belonged to the film man.

**The Records**  
David Katz of New York, produced a copy of what he said was a letter from the Aronberg-Fried Co., to the Maryland Casualty Co., applying for a \$2,700,000 bond on a \$3,580,000 contract to erect a new building for the Department of Agriculture. (Continued on page 40)

## GRIFFIS, BALABAN'S COAST VISIT PLANS

Stanton Griffis, chairman of Paramount's executive committee, is going to Hollywood, but he will go to Europe first. The Hollywood trip will be for Paramount primarily, but while abroad Griffis may also take a look at some of Paramount's properties. Griffis is not a film man.

It is possible that Barney Balaban, new president of Paramount, may accompany Griffis to the Coast since he became president.

# PAR STUDIO SHAKEUP; LEBARON AT HELM, SHELDON-HENIGSON OUT

Hollywood, Aug. 4. Adolf Zukor made it known that he was the Paramount production boss when he issued an order on Saturday (3) that all producers on the lot in the future would be responsible to William LeBaron, head of all studio production, directly, and relieved producers working under Harold Hurley and A. M. Botsford from reporting to the duo in the future.

Hurley and Botsford, who each were to have made 11 pictures with the aid of producers under them, will individually make their own picks for the 1936-37 slate. Hurley is to make six pics in the B-class and two or three in the A-division, which makes him a new acquisition to the A-group of producers.

Botsford is to make six features in the B-division. Producers who have worked under Hurley and Botsford are Eddie Cline, Jack Cunningham, William Lackey, Mel Shauer, Sid Brod and George Arthur. They will get their assignments from the LeBaron office in the future, and divide the making during the 1936-37 season of around 16 pictures between them.

In the change ordered by Zukor all aides to the two producers have been relieved of their assignments with the exception of their respective biz managers and story editors, Milton Merlin, story ed, and Ray Burns, biz manager, remain with Hurley, and Marian Spitzer, story editor, and Dan Keefe, biz manager, with Botsford.

Zukor, it is said, in this move has started a preliminary of a studio production realignment with many changes in the general setup to become effective within the next two weeks. Understood that efforts are being made currently to settle contracts of E. Lloyd Sheldon, who has been a producer with company since 1922, and Henry Henigson, who joined about a year ago. Sheldon leaves the Par fold after completing the productions he is now making. One more picture is due, but that will be adjusted.

Understood also that in addition to the moves already contemplated status of other producers on the lot will be changed or more specifically defined for the future.

Negotiations are also on to bring Jeff Lazarus back into the fold as head of the editorial and story board at the studio. Lazarus came to studio in 1932, and for three years prior to his resignation last April was head of the story board. He recently returned from a European jaunt and was given the proposition to return to his old post over the weekend.

Likely that Mel Shauer, who made one picture as a producer, may be returned to an executive post similar to the one he occupied prior to switching of his duties. Shauer may concentrate future entirely on matter of building up new talent in all creative branches.

# MAJORS DON'T TRUST INDIES' UNITY, HENCE NIX ON MOVE TO UP ADMISH

**ITOA Idea of Tilting Prices Also Held Unwarranted  
—Indies in the Past Breached Agreements on  
Other Things, Including Gift Nights**

Move of indies in Greater N. Y. area headed by the Independent Theatre Owners' Association, to lift admission prices, is strictly an anti-co-operation from major circuits. Certain independents argue that the chains should take the initiative in inaugurating admittance hikes.

It's not that the majors are adverse to co-operating but many leaders feel that the present sale in many circuit houses of Loew and RKO is all the traffic will bear at the present time. There is further belief, based to a large extent on past experience, that a rigidly enforced price tilt in big circuit houses would not be upheld by competing indies.

Certain major officials contend that the independents can't control their own membership. And that while the officials and many leading exhibitors of the indie group may be sincere in their desire to raise admission prices, even members of their own affiliations would upset any uniform ticket tilt.

Majors point to their experience with indies in dealing with bank night. Localized pacts to eliminate the bank night stunts were agreed on by major circuit spots and independents with the indies then turning around and installing screens, sweetstakes and other similar nights. While the indies did not go back to bank night, bigger circuit managers did not exactly call it cricket when a similar form of prize giving was installed.

Present average sale in RKO and Loew houses in Greater New York district runs from 35c to 50c at night and 15c to 30c for matinees, with some for children generally set at 10c or 15c. Veteran exhibitors do not see where present economic conditions justify a tilt except in a few scattered localities.

## 2 Film Co.'s In on Romy Reorg; Would Insure Pix

Two of more major companies may become interested in the reorganization of the Romy theatre, N. Y., thus assuring the theatre of a supply of first run product, and a possible chance of operation.

The first mortgage bondholders' group may present a reorganization plan, on its own, with the support of the RRC. It is understood that the RRC is prepared to make a loan of around \$750,000 for the reorganization of the theatre. Such a loan, for 10 years, would be at 5%.

The first mortgage bondholders' group represents approximately \$2,331,000 of the total \$3,500,000 outstanding.

Federal Judge Caffey has set Oct. 9 as the date when a hearing will be held on applications to reorganize the theatre.

The bondholders are held to be seeking a 100% payoff. The RRC proposition may provide this possibility.

For the 26 weeks ended July 22 the theatre shows a profit of \$55,000, which is below bond interest and amortization. There are around \$280,000 in receivers' certificates outstanding. Howard Cullman is trustee of the theatre.

## L. A. to N. Y.

Gene Fowler.  
Jacsha Heffetz.  
Harry Howell.  
Jesse Lasky.  
Gregory Ratoff.  
Joseph M. Schenck.  
Floyd St. John.  
Don Stauffer.  
Grace Bradley.

## N. Y. to L. A.

Milton Blackstone.  
Arthur Caesar.  
Savignio Crampin.  
Owen Davis, Jr.  
Stuart Doyle.  
Mark Hellinger.  
Nunnally Johnson.  
Jos Moskowitz.

## Garnes With Bergner

London, July 28. Lee Garnes, who came over with a contract to direct Elizabeth Bergner in 'Dreaming Lips' in conjunction with Dr. Paul Czinner, has gotten himself a 12 months' deal with the Bergner unit.

He will act as associate producer and double as chief cameraman.

## Cohen Completes

**Major Personnel,  
'P.A.' Gets Going**

Hollywood, Aug. 4. Emanuel Cohen has lined up his staff to handle Major Productions, which put 'Personal Appearance,' Mae West starrer, into work yesterday (Mon.).

Ben Piazza is Cohen's first lieutenant; Joe Nadel, production and business manager; Holly Morse and Nate Scott, assistant directors; Veronica Graubert, casting director; Warren Thnen, art director; Ray Curtis and George McGuire, film editors; Karl Struss, camera head; Jimmie Knott and H. Southard, second assistant lensers; Talmadge Morrison, still department; Victor M. Shapiro, production; Don Roberts, unit publicity; Hugh Greenbach, mixer; Tom Menefee and Walter Tilton, mixers; Ken Watt, group; Walter Dulton, grip; Howard Kelly; Jaffer; Al Bonner, makeup; Helen Taylor and Alan McDonald, wardrobe.

## 'Show-Em' Brown

Culver City, Aug. 4. As evidence of his prowess as a marksman, Clarence Brown showed up at Metro studio with a 60-pound bob-tail wildcat he had plucked with a rifle after repeated raids had depleted his stock of chickens.

Brown had to sleep near the coops to nail the culprit.

## Pickfair in Color

Hollywood, Aug. 4. Metro-arts planning a Technicolor short around Pickfair, to be titled 'Fair at Pickfair.'

Lewis Lewis will produce, with Mary Pickfair's home and pie personalities to figure in cast.

# Amus. Stocks in 232,000-Share Week Pick Up More Than Point for '36 High

By MIKE WEAR

Again displaying considerable selectivity, the stock market sold irregularly lower yesterday (Tues.). Despite this weakness, the amusement list put on a small show of its own during the morning hours, with Loew's common hitting a new high for the year, 55 1/2. It was one of the few picture company common issues to show a substantial gain. Columbia Picture etc., Pathe and 20th-Fox ptd. were fractionally better.

Of the preferreds, Universal and Warner Bros. led the field Tuesday, the latter climbing 1 1/2 points. Universal ptd. pushed ahead 1 point to 108, highest level reached since rise earlier in the year when it hit 115. Continued bullishness in this stock is based on the belief that dividend arrears may be paid in part.

Amusement bonds were firm to higher, with Paramount-Broadway 3s, up 1 1/2 points, and Warner Bros. 6s, up 50c to 96, in the fore.

Stocks in the amusement list were whirled upwards in an unexpected burst of enthusiasm Thursday (30) with much of this strength carrying up to the close of trading. It was last week's stock market. Upward carried the Amusement Group to a new high for the year and produced

## Boley's Break

Hollywood, Aug. 4. Richard Bolewski, on loan from Metro to Columbia to direct 'Theodora Goes Wild' has been given four-week vacation with pay by Harry Cohn to null script. Irene Dunne will be starred.

## CRANE WILBUR WRITES, DIRECTS G-MAN GN PIC

Hollywood, Aug. 4. Crane Wilbur has written an orig. 'Naval Spy,' which he'll direct for George Hirlman with Conrad Nagel and Eleanor Hunt in leads.

It will be second in series of G-man pictures to be made by Hirlman for Grand National release. Nagel and Miss Hunt are cast as federal agents.

## Socialites' Cavalcade of '10 Best' Pictures into 1 Film

Highlights from 10 best films of the year, are to be reshot with socialite members of Sands Point Club, Long Island, enacting screen roles created by Robert S. Hecht, Laughlin, Moore, Hepburn and others. 'Screening All Faces' is title of picture, which Al Christie of Educational Pictures will megaphone.

Script is by Max Klinger. Over 100 members are being cast in the various roles. A secret committee is picking principals for the leads. Scenes will be shot in a serious vein, though general wedding together of various high spots, will carry a humorous angle.

Filming is set for Aug. 21. Social angel is tied in with the shooting loosely, as series of entertainments called Kaleidoscope parties, is being planned in conjunction with actual production chores. Rehearsals will start this week after casting is announced.

Makeup and costuming will be followed as closely as possible in final directing. When finished, the film will be shown at a benefit, Fox Movietone crew will shoot.

## 'A&M' Not Set Yet

Oscar Serlin has informed the New York agents that there will be no casting for Paramount's 'Artists and Models' musical, to be made in the east, until the script is finished, expected this week.

Latest advice to the agents is that casting won't start till late September at the earliest, and possibly some time in October.

'A&M' will be Far's first of four or five at Astoria.

## Yesterday's Prices

Ratio	High	Low	Last	Net
1200 Col. Pict.	38 1/2	38	38 1/2	+
2000 Gen. Pict.	44	43	44	+
200 East. K.	170 1/2	170	170 1/2	+
1000 Gen. Pict.	44	43	44	+
1800 Loew	55 1/2	55	55 1/2	+
200 Paramount	44 1/2	44	44 1/2	+
800 20th-Fox	8 1/2	8	8 1/2	+
11,000 MCA	12 1/2	12	12 1/2	+
400 20th-Fox	27 1/2	27	27 1/2	+
2,300 Loew	95 1/2	95	95 1/2	+
1,500 20th-Fox	25	24 1/2	25	+
2,500 W. B.	12 1/2	12	12 1/2	+
2,800 Gen. N.Y.	5 1/2	5 1/4	5 1/2	+
800 Tech.	20 1/2	20	20 1/2	+
500 Trans-L	4	4	4	+
\$5,000 Gen. Th.	32 1/2	32	32 1/2	+
10,000 Loew	95 1/2	95	95 1/2	+
5,000 Paramount	27 1/2	27	27 1/2	+
14,000 Paramount	89 1/2	89	89 1/2	+
4,000 W. B.	90 1/2	90	90 1/2	+

\*New 1936 high.

new peaks for five stocks and one bond.

Amusement Group came within a minor fraction of hitting 46%, as measured by the averages for 12 representative issues. Group finished at 45 1/2 for a gain of 1 1/2 points, closing level being nearly a full point ahead of best previous finish mark. Low point was 44 1/2.

Most encouraging sign in the group's action was the vigorous pick-

(Continued on page 23)

# Inside Stuff—Pictures

Traffic departments of the picture companies in New York are undergoing a series of active experiments in an attempt to find a way of cutting shipping time between New York and Sydney, the Dutch Far East and other distant points.

Paramount is working on a method of shipping films via zeppelin from the U. S. to Europe, air mail from there to Singapore and air again from there to Sydney by way of Quantas. That means the pictures can be delivered in about two weeks from shipping date, which is a considerable time-saver. At present most film companies use the China Clipper from San Francisco to Manila, steamer to Batavia and air mail again from there to Sydney.

One of country's largest mail order houses has 250,000 units of 16 mm. cameras and projection machines to retail at 35 each. Company even went further and contracted for unheard-of amount of 10 mm. stock. As yet it has been unable to market the gadgets because, after the deal was made, it was revealed that there was not sufficient developing and printing equipment in the nation to properly service the amateur picture makers and it was felt that a lengthy holdup in the return of film would ruin sales of cameras and projectors. Same company also is experimenting with cellophane to replace celluloid film. Former is being used in France and Germany and costs about one-fifth the price of the regular film.

Heaviest deluge of studio visiting requests this summer, in comparison with any corresponding period, is reported by the Producers Association following survey just concluded. Responsibility is placed on large number of requests from visiting delegates of the many conventions held in Los Angeles and nearby cities. Also larger number of tourists this season helped boost guest gazes. Majority of star-gazers were armed with letters from home town exhibitors and influential people of political and commercial standing. Gates opened at foot of the parade for incoming horde, but several stood by their they-shall-not-pass dictum.

A notice of satisfaction of a judgment for \$10,238 was filed Wednesday (29) in the U. S. District Court by attorneys for Mack Sennett and the Sennett Picture Corp. in favor of Louis N. Rosenbaum, an attorney. The judgment was granted Rosenbaum in May, 1935, on his claim that Sennett and the latter's company had broken an agreement to pay Rosenbaum \$24,000 a year for his services as financial agent. The attorney was only paid \$500 and Sennett and the company broke the agreement after a few months. Rosenbaum's original claim was for \$44,000.

'The Green Pastures' (WB) now has producers regarding colored casts for films in a new light. 'Fanny and Beau' the Greenwicks folk opera, is among the stage works now being reconsidered. Ever since Metro's 'Hallelujah' (King Vidor), anything with an all-Harlem cast was dubiously regarded for boxoffice, although Cecil B. deMille at one time made a studios tour of Harlem, in company with Jeanie Macpherson, his favorite scenarist, for that express purpose.

Jurist in Brooklyn, N. Y., who will pass judgment on a mongrel dog accused of causing death of a 14-year-old boy by drowning, will view Metro's Pete Smith short, 'Killer Dog,' before reaching his decision. Film deals with a dog on trial for murder but who is acquitted when court ends way to prove dog's side of the case. Jurist has announced he will not allow picture to influence his judgment. [Or put it under the 'head' of exploitation.]

Twentieth-Fox took steps to impress preview audience on the Coast recently concerning Simone Simon's presence in a film. Added footage at end of 'Birds' Dormitory,' her first American picture, carried into N. Y. have just witnessed the American debut of the French star, Simone Simon. She's a contractee of the studio. Herbert Marshall and Ruth Chatterton, through their pacts, received top billing. Both are outside players.

Old sourdough, giving name of Idaho Bill, caused mild furor at Hal Roach studio when upon being advised by casting office there was nothing for him, he pulled 'roll of 20 grand in \$1,000 bills from his jeans and shouted he was trying to locate a friend who worked in studio several years ago and wanted no part of their jobs. He identified himself as former Idaho prospector, living in South Africa past 10 years.

Hollywood film studios are not failing for attempt of Texas Centennial execs to inveigle their sending companies to Dallas on location. Attempt was made to induce 20th-Fox to send its 'Pickin' Parade' company there, particularly as story has a Texas locale, but studio frowned and is sticking to synthetic California Panhandle.

Jack Lawrence's plant in the Los Angeles newspaper concerning Andre Leeds being kissed 300 times in order to obtain the proper scene of osculation in Goldwyn's 'Come and Get It' was one of the toppers of Coast publicity in many years. Every wire service carried the yarn and photographs.

Ben Cohen, manager of the College theatre, New Haven, has a chatter column called 'The Movie Guyed,' which he syndicates to nearby weeklies. In an introductory column, Cohen tells readers his stuff is 'weeks ahead of fan mags, an hour ahead of the rapid chatters and 15 minutes behind VARIETY.'

Through clever steering 20th-Fox has made June Lang mean something in snappy time. Home office stunt lads arranged for her to pose as a war bride for a statue that is to be made by Albert Stewart, American sculptor, with papers going to town on it. Miss Lang plays a war bride in 'Road to Glory,' going on release this week.

For the fourth time another director is finishing a Rowland Brown picture at Metro. W. S. Van Dyke has replaced Brown on 'The Devil Is a Sissy,' which will necessitate studio substituting Van Dyke on 'Love On the Run,' starring Joan Crawford. It is slated to start in 10 days.

Arthur Hamburger, member of the Los Angeles family which formerly owned a large department store, is planning to return to film production. Several years ago he turned out westerns under banner of Hammond Productions.

Paramount picked up the industry's champion loan-out actress in Mary Carlisle. Actress during life of her contract at Metro had more pictures off the lot than for the home studio. Par gave her a term contract.

Balaban & Katz had full page ad in the Chicago dailies Friday (31) giving inside workings and pictures of home office staff. One of first full page institutional ads B&K run in several years.

## POWELL-LOY'S MOLNAR PIC

Hollywood, Aug. 4. Metro's picturization of Grenc Molnar's 'The Great Love' will have William Powell and Myrna Loy in the leads.

Presfor Sturgis is writing the screenplay.

## Tryon's Par Chore

Hollywood, Aug. 4. Glenn Tryon, just back from picture shores in England, lands a new stint with Paramount.

First under new deal will be directing 'Right in Your Lap,' Jack Cunningham production.



# INDIES WORKED OVER PIX

## WB Sales Division Idea; Grad Sears Upped as Andy Smith, Jr., Resigns

With Gradwell L. Sears moved up to post of general sales manager in Warner Bros. and Andrew W. Smith, Jr., Eastern-Canadian sales head out of the company, Warner Bros.' distribution machine may be broken up into several divisional sections. The home office sales setup would remain substantially the same except for the change under which Sears becomes general sales head.

Smith resigned voluntarily and after a vacation abroad he will announce future plans. He declares plans for the fall are being worked out but prefers not to announce anything pending the trip abroad. Under standing, unconfirmed, is that Smith disagreed with plans changing the sales setup in WB. He and Sears, who came into WB together from First National when that company was merged with WB in 1931, had occupied equal posts, the resigning Smith as Eastern-Canadian division manager and Sears as Western-Southern chief, both under Major Albert Warner, v. p. in charge of distribution.

Major Warner will continue over all sales, while Sears, under him, will supervise domestic and Canadian distribution. Sectional divisions should split the country into possibly eight parts, with one head over each, similarly to the manner in which WB has its theatre domain set up with zone managers. Such a plan would place several sales and district managers in line for divisions, while Bob Moehre and Roy Haines, at the home office, would probably function as chief aides to Sears. Moehre and Haines are declared top candidates for Eastern-Canadian and Western-Southern divisions if final decision should favor continuance of two major divisions as in past over a sectional division setup.

## JOHN BALABAN'S BOY REPORTS B&K SHINDIG

By BILL BALABAN (Aug. 4)

Plano, Ill., Aug. 4. We had a big picnic on our farm this week. It was for the managers of the Great States Theatres and everybody had a good time. There were a lot of others there, too, from Balaban & Katz, and we played baseball, went swimming in the pool, had contests and games and a lot of good things to eat.

My uncle, Jules Rubens, gave me the cane concession to see if we could make the expenses of the picnic. I took in \$540. Uncle Jules said that was enough. Nobody could throw the ring and the prize cane, which had a dollar on it. The cane had a big elephant's head on it. In the baseball game, the Southern managers beat the Northern managers. The prize for the spinning contest was M. M. Rubens. He was the only one to enter, so he got the prize. They were going to have a milk-drinking contest, but they had to call it off, because the managers had been drinking other things and didn't want milk.

Bill Harding, who is manager of the Princess theatre in Alton, won the prize for catching the greased pig. Roy Rogan, the district manager from Joliet, won the boat race. Everybody kidded my Uncle Dave Balaban and Nate Platt when they put on their bathing suits and wouldn't swim across the long way of the pool. They swam across the short way and waded most of the time, the sissies.

For lunch we had cold cuts, salad, cheese, lemonade and pie, and at night we had big, juicy steaks broiled over charcoal. There were about 150 people there altogether, and we sure had a swell time.

## DANIELS-LYON'S BRITISH PIX

London, Aug. 4.

Bebe Daniels and Ben Lyon have been grabbed by British Lion for a film. Shooting is to start immediately.

## Philly Indie Merge?

Philadelphia, Aug. 4.

Latest peace gesture between local Motion Picture Owners and rebel Independent Theatre Owners, Inc., will be staged Thursday (6) when Charles Segall, ITO prez; Lewen Pizor, MPTO prez; and Ted Schlang, WB Philly division manager, confab. Actual merge seems just as doubtful as ever.

Indies, who split from MPTO two years ago with 130 members, recently launched a scheme to bring Pete Woodhull here as indie czar, plan being to collect \$500 each from 25 members to finance it. Only 16 have coughed up so far and ideas look sour. However, since original indie burn at alleged producer demonstration in MPTO affair still stands, merging of both groups isn't likely at present.

## WPA Signed with Pathe Because of Its 'Connections'

Washington, Aug. 4.

Unmoved by favoritism and discrimination bleats, Works Progress Administration last week awarded contract for undecided number of 600-foot propaganda reels to the only bidder with newsworthy connections.

Tossing out the lowest proposal, WPA tried to hush the award, which was made only a few minutes after five bids were opened, but finally broke down and confessed Pathe had been favored with the order although its figure was \$300 above the unit price stipulated by Pictorial Films of New York.

In placing order with Pathe, WPA officials tacitly confirmed charges by Jim Handy Film Service, Detroit, that specifications for bids were framed in such a way that only one bidder could qualify for the contract. But government officials steadfastly maintained the protested clause—requiring successful bidders to obtain regular newsworthy distribution for one story monthly plugging New Deal relief activities—was not unfair or unduly restrictive.

Formal action on the Pathe bid was completed July 27, four days after the bid opening, but no announcement was forthcoming until 48 hours later. One official admitted that decision to accept the Pathe offer was reached the same way the sealed orders were opened, although he contended the opening and award were not too close together.

## WB'S FOX, PHILLY

Also Gets 20th-Fox Product—Deal Is For 3 Years

Philadelphia, Aug. 4.

Operation of Fox Theatre, film and variety house here, was turned over from 20th Century-Al Boyd interests last week. Brings WB chain to total of 105 houses. Contrary to expectation, instead of entire crew going out, Harold Webster stays as house manager and rest remain, with exception of Boyd, Frank Beuhler and Harry Freeman, p. a. Will continue temporarily on that basis and on same policy. Only change is distribution of 20th pix now is spread over all WB houses here. Understood Herman Whitman, Earle manager, is slated ultimately to be shifted to handle both Fox and Earle.

Fox Theatre was built in 1924 by William Fox. Management went to Al Boyd, builder and former operator of Boyd theatre here, in 1932. Understood WB contract for operation of Fox is for three years.

## MEDIOCRE, NOT ENOUGH AROUND

Year-End Production Schedules Below Par—Anything Good Garnered by Majors, Needing More Films Now That So Many Are Double-Featuring

AS RESULT, BIZ OFF

Mediocrity of currently available product has independent exhibitors and indie circuit operators, on double feature policy, badly worried. It will be another month before anything smacking of consistent box-office calibre will be available, they aver.

Further aggravating the situation, which each year sees the weakest films released in order to clear up schedules, is that all half-way favorable pictures have been grabbed by bigger opposition houses in order to fulfill their own dual bill requirements. Last year and previously, the small indie was not confronted with major theatre opposition playing double feature programs.

While this condition is especially true in the east and in Greater New York City, where numerous major circuits went dual on a wholesale scale last Spring, it also exists in many other key cities where big chain operations decided to fight fire with fire and start doubling. Although independents began to feel the effects of having major opposition houses dueling within a month or 45 days after inaugurated, the seriousness of the set-up was not looked home until the summer dog days began.

Only the dulltest sort of film product, much of it from indie producers, is now available even for independent circuit operators, the unit price stipulated by Pictorial Films of New York.

It is becoming so serious that regular patrons are squawking personally to the management while others are staying home no matter what special stunt night or how many pictures are being shown.

Even Reissues Too Few

In some spots, the independent exhibitor resorted to playing two reissues on a double bill. Where these are obtainable, they report business better than when newest but inferior releases are used. However, the number of admittedly strong re-releases is so limited that theatres playing dual, with one of two program changes weekly, consume this reissue product in three weeks or time little.

Biggest complaints in N. Y. are coming from the Bronx and Brooklyn where indies are finding to their sorrow that every half-way good feature has been grabbed by major circuits or opposition to meet their dual requirements. The larger circuits and exhibitors have managed to corral this better product without overbuying simply because they need the twice the number of films they formerly needed.

Typical of this condition is one borough house which for the last six or seven weeks has had few second-run or independent first-run features that could be rated as having even fair draw possibilities.

With no adequate relief in sight for 45 days to two months, several independent operations, which formerly had a stage-picture policy, are seriously considering restoring flesh shows and thereby cutting down the number of good films needed by one half. They believe this will assure them of one draw picture a week and that girl-unit shows, even if produced under their own guidance, will pay in the long run. To some house managers, this appears to be the only out.

## NW Indies Secretly Set Their Next Season's Pix Despite Allied's Edict

### Butterfield's 101st House

Detroit, Aug. 4.

Butterfield circuit completed plans for new house in Bay City, setting around 700, to open in October as chain's 101st house.

Another house is being planned for Manistee, Mich., later in season. Site for new theatre in Lansing circuit's 100th, was purchased week ago, while houses have just been completed in Alpena and Traverse City. The Whitney, Ann Arbor, also has been leased to Butterfield, and the new Eastown is being built in Grand Rapids in conjunction with Allen Johnson, of that city.

Among houses redecorated, re-seated and generally remodeled, past few weeks are the Strand, Pontiac; Capitol, Lansing, and the Regent, Flint. A dozen other of chain are replacing old signs with neon displays. Large A houses of chain will be air-conditioned by next summer, President E. C. Beatty revealed.

## Exhibits' Suit in KC A Partial Reason For Pool's Delay

Kansas City, Aug. 4.

Pooling deal to include the Newman, Mainstreet and Uptown theatres, originally set, effective as of Aug. 1, is as yet without the official stamp. Temporary hold-up, according to local Fox office, is because of time they have been giving the lawsuit brought against them by 13 local independent exhibitors and now in court session. The delay otherwise does not denote any alteration of plans for the pooling deal.

However, the theatres concerned have adopted the proposed policy and will string along with Fox marketing until the deal is officially set.

The Mainstreet will be key house in the new setup and grabbing the best pix. Bookings will include 20th-Fox Universal, Paramount, RKO and Warner products. During fall and winter season the Mainstreet will probably return to booking unit stage show. House has been going through a tough period. The Uptown, neighborhood first run, will continue to get its share of the better pix but will be utilized as second run for the Mainstreet films that warrant holdovers. The Uptown is located in south part of town and there is no suburban commercial district or large apartment houses nearby, so its status is that of a downtown house and must depend on transient and local trade.

Policy outlined for the Newman is double feature. This house is the smallest (1,800) of the first run theatres and has lately found rough sledding.

Lawrence Lehman, Mainstreet, and Ralph Lawler, Newman, will be retained as managers under the new set-up.

This will mark the leave-taking from the KC field of RKO, which has operated the Mainstreet, Paramount and Newman. The Uptown has been in the Fox fold for some time.

## Joe Santley's 'Profile'

Hollywood, Aug. 4.

Initiator for Joe Santley under his new Radio directing contract will be "Million Dollar Profile," and Ann Sothern, Helen Broderick, Eric Rhodes and Eric Blaire topping cast. Phillip Moeller, Theatre Guild director, was to have done it, but now wants a settlement of his contract. Script is by Viola Brothers Shore. Melva Kent doing continuity. Edward Kaufman is producing.

Minneapolis, Aug. 4.

Although Twin City independent exhibitors, members of Northwest Allied States, voted at an executive session to refrain from buying new season product from distributors requiring percentage deals, a survey shows that most of the important Minneapolis and St. Paul independents had closed deals prior to the session and were going ahead with their negotiations.

S. D. Kane, Northwest Allied executive secretary, had announced that his investigation showed that there had been no buying by Twin City independents. He also declared that if reports of exorbitant demands concerning rentals, percentages and proffered playing time prove correct he will request his board of governors to combat the exchanges.

Apparently, however, the Twin City independents are keeping Kane in the dark regarding actual developments. For example, 20th-Fox, one of the companies insisting upon the objectionable percentage deals, has a new season contract with practically every important Minneapolis and St. Paul independent circuit and individual exhibitor. Among those who already have bought, in the face of the four percentage deals required, are the Womper circuit of nine houses, Ben Friedman's Edna and Albert Lea houses, the Heinlein-Kaplan three Twin City Theatres, the Volks' Nite and Caden, George Granstrom's Grandview, St. Paul, Fred Holzappel's Broadway, Leo Aved's Heights and the St. Paul Mounds, according to Moe Levy, 20th-Fox exchange manager. Levy says that his branch is ahead of the corresponding period a year ago on deals closed.

Out in the territory, selling of new-season product has gone ahead in normal or better fashion, other exchange heads declare. Metro, against which the independents are complaining the most, bitterly because of the large number of percentage pictures, has not made any effort yet to close Twin City independent deals, but when it is ready it will have no difficulty, heads of competing exchanges predict.

"It's the same thing every season," said one branch manager. "The independents storm against terms and say they'll not make any deals and then go ahead and buy anyway."

Some of the members of Northwest Allied have been complaining recently because their side-kicks don't get together and present a united front, even failing to abide by organization rulings on trade practices.

## WB Wants Jessie Matthews, Lillie As Pix Bolsterers

In desire to bolster its player ranks, and supplant the middle-aged E. Brown, Warren William and currently Bette Davis, Warners is trying to arrange deals with both Jessie Matthews and Beatrice Lillie.

Later has been an on-and-off proposition for some time with Radio.

Miss Matthews has other Hollywood bids when and if she can get a cash from G-B in London.

## Beery Suit Settled

Los Angeles, Aug. 4.

Wallace Beery has returned to Phil Berg as a client as result of the out-of-court settlement of Berg's suit against the actor for \$94,000 damages.

Berg brought action some time ago alleging that Beery had failed to pay commissions on a new contract at Metro and a 20th-Fox picture deal. (Understood a substantial part of the amount was paid in cash by Beery.)

**Boxy** (Hamrick) (1,300: 16-27-3) — 'Suzy' (MGM). — Big at \$3,800. Last week 'Bride Walks Out' (RKO) and 'Speed' (MGM) dual, \$2,800, okay.

# Strong Pix Getting Strong Chicago Biz; Rhythm on Range' Plus Ams Wow \$38,000; 'Green Pastures' \$18,000

Chicago, Aug. 4. (Best Exploitation: United Artists) Looks like this town is going to have the best summer biz since the war. When it's hot they flock downtown to cool off. Now with the temperature down they're filling the seats because of the pix strength. Loop managers are clapping their hands in glee and throwing their red ink bottles out of the windows.

Chicago will lead the parade this week with big Major Bowes show (band and minstrels) on stage. The State-Lake is giving the Oriental a terrific fight, with State leading. B&K house has fur show on boards (red and white). The Fox is on the bill, while first-run 'MTLSS' and 'Breezy Breviews' revue on stage at State-Lake is dragging them in at the times these two are on.

Archie Herzoff took publicity honors this week getting big spreads in all the dailies for opening of 'Green Pastures'.

## Estimates for This Week

Apollis (B&K) (1,200; 25-35-55)—'San Francisco' (MG). Shifted here after five-week run at United Artists and ought to do strong \$5,500. Last week, second stanza of 'Devil Doll' (Col) finished.

Chicago (B&K) (4,000; 35-55-75)—'Rhythm on Range' (Par) and Bowes band and amusements' foot. Look like smash \$38,000 in office. Last week, 'Little Rich Girl' (20th) big \$32,000. Garrick (B&K) (900; 25-35-55)—'Rich Girl' (20th). Shined in office. Chicago for second loop week, should get terrific \$8,500. Predecessor, 'Earthworm Tractor' (WB) did strong \$9,000 second week.

Palmer (B&K) (3,200; 25-35-40)—'Orin Springs' (Par) and vaude. Fairish \$12,000, despite heat. Last week, show on stage last week 'God-fathers' (MG) and 'Pousse Cafe' revue, excellent \$13,000.

Reese (B&K) (2,500; 25-35-55-65)—'Special Agent' (GB) and stage show. Bill Robinson on stage not helped by mystery flicker and drawing \$22,000. Last week, 'The Great Gatsby' (RKO) and Marx Bros. on stage accounted for smash \$30,000.

Roosevelt (B&K) (1,500; 35-55-65)—'MGM' (MG). Going out, getting oke \$10,000 currently after fine \$14,000 last week.

State-Lake (Jones) (2,700; 25-35-40)—'MTLSS' (RKO) and vaude. Excellent at \$13,500. 'Unsung Hero' (MG) snared fine \$13,000 last week. United Artists (B&K) (1,700; 35-45-65)—'Green Pastures' (WB). Starting strong and with good exploitation should gross smash \$18,000 first week of length. Last week, 'San Francisco' (MG) ended with nice \$8,500.

# Crosby, \$6,000, Two vs. World-Blackstone Strong \$8,200, Indpls.

Indianapolis, Aug. 4. (Best Exploitation: Lyric) 'Rhythm on the Range' at the Circle with a good show. The Crosby's magic revue on the stage at the Lyric with a nifty \$8,200. Last week, 'The Great Gatsby' (RKO) and Marx Bros. on stage accounted for smash \$30,000. Last week, 'The Great Gatsby' (RKO) and Marx Bros. on stage accounted for smash \$30,000. Last week, 'The Great Gatsby' (RKO) and Marx Bros. on stage accounted for smash \$30,000.

Tieups with magicians' societies of entire state, stunts at Press club, interviews on radio and in newspapers, etc., are among the features of the Lyric's good campaign on Blackstone who exploitation honors for the week.

## Estimates for This Week

Apollis (Fourth Ave.) (1,100; 25-40)—'Poor Little Rich Girl' (20th) (2d week). Better than usual. Once with a good show in view. First week excellent \$6,000.

Cirele (Monarch) (2,000; 35-40)—'Rhythm on Range' (Par) and 'Bunker Bean' (RKO) dual. Summer pic given heavy ad campaign and resulting well at \$8,000. Last week 'Spendthrift' (Col) and 'Sooty' (Par) week at \$2,800.

Loew's (Loew's) (2,800; 25-40)—'The Great Gatsby' (RKO) with '3 Wise Guys' (MG). Former pic stressed in ads, take light at \$3,500. Last week 'Sooty' (Par) and 'Comterlie' (Col) good at \$7,100.

Lyric (Lionel) (2,000; 25-30-40)—'The Great Gatsby' (RKO) and 'Blackstone' on stage. Latter drawing \$8,200. Last week 'Earthworm Tractor' (WB) and vaude \$9,200, dandy.

# 'Devil Doll' Duo \$7,300, OK N.H.'s Got 'Rhythm' \$6,200

New Haven, Aug. 4. (Best Exploitation: Poli) Film spots have had best summer in several years, with four nearby straw hats apparently making little dent on picture grosses.

Poli's campaign on 'Devil Doll' followed usual line of air plugs, fan home giveaways, news spread, including national ads, heralds. Also lobby display in small shops, bakery time for circular distribution and a full window in five-and-dime with dolls and stiffs.

## Estimates for This Week

Paramount (M&P) (2,248; 35-50)—'Rhythm on Range' (Par) and 'Girl of the Year' (20th). Good run in view. Last week 'Three Cheers' (Par) and 'Crash Donovan' (U); light \$3,800.

Poli (Loew) (3,040; 35-50)—'Devil Doll' (MG) and 'So They Married' (Col). Shined in office. Last week 'Sooty' (Par) and 'Went to College' (MG) started big, faded.

Roger Sherman (WB) (2,200; 35-50)—'Always Tomorrow' (MG) and 'Earthworm Tractor' (WB) dual. Last week headed for oke \$3,500. Last week 'MTLSS' (RKO) and 'Easy Riders' (WB) ranked after six days of tepid biz, poor \$2,500.

College (Loew) (1,585; 25-35)—'Trouble for Two' (MG) and 'White Fang' (20th). Probably light around \$3,200. Last week 'Rich Girl' (20th), holding on 35-50 and drew fair enough \$3,700 on second week.

# PROV. COASTING, 'PASTURES' 8G, 'NERO' \$8,500

## Providence, Aug. 4.

(Best Exploitation: Loew's) Town seems due for another siege of hot weather. Heat waves gripped Providence over the weekend at a time when most of the coin slips through the turnstiles at the downtown theatres. Consequently there is every indication that the pickings will be rather lean for most stands.

Entertainment fare fairly good considering everything. Loew's staff did a neat job of plugging 'Nero Wolfe', getting some opposition from Majestic where Bernie Fay ballyed 'Green Pastures' along lines not usually associated with this theatre. However, Brooklyn, here, made the most of several opportunities which afforded themselves on tricky theme of his main picture.

## Estimates for This Week

Majestic (Fay) (2,200; 15-25-40)—'Green Pastures' (WB). Perhaps unopposed from Majestic where Bernie Fay ballyed 'Green Pastures' along lines not usually associated with this theatre. However, Brooklyn, here, made the most of several opportunities which afforded themselves on tricky theme of his main picture.

Loew's (2,200; 15-25-40)—'Nero Wolfe' (Col) and 'Three Godfathers' (MG). Reviews kind but the temperate expected to keep activity down at \$5,000 or so. Last week 'Sooty' (MG) and 'Final Hour' (Col) grabbed good midweek business by grossing \$16,500, great.

Fay's (2,000; 15-25-40)—'Little Rich Girl' (20th) and vaude. Brought over from sister house, Majestic, the Temple pic is going along at a smooth pace; sure of \$6,000 at least real nice for a holdover in these parts these days. Last week 'Easy Money' (Invinc) and vaude, off at \$4,100.

Strand (Indie) (2,200; 15-25-40)—'Sooty' (MG) and 'Final Hour' (Col). Good run in view. Last week 'Sooty' (MG) and 'Final Hour' (Col) good at \$7,100.

Lyric (Lionel) (2,000; 25-30-40)—'The Great Gatsby' (RKO) and 'Blackstone' on stage. Latter drawing \$8,200. Last week 'Earthworm Tractor' (WB) and vaude \$9,200, dandy.

## 4TH ESTATE MUSICAL

Hollywood, Aug. 4. Mark Kelly's 'Peach Edition', as an initiator for Sonja Heimie at 20th-Fox, will be toned down and musicalized by Lew Pollock and Sidney.

Original newspaper yarn was figured too tough to debut the ice skate queen.

# Omaha Not So Ha! Ha!

## Omaha, Aug. 4.

Mediocre programs, so weather has become the main item of interest in show business as well as elsewhere. Car giveaway Wednesday will bolster the end of the week and bring up arguments that would otherwise be unusually low.

## Estimates for This Week

Omaha (Blank) (2,100; 25-40)—'Rainy Afternoon' (Par). 'Things to Come' (UA), Coasting lightly, may reach \$6,000. Last week 'Sooty' (MG) and 'Absolute Quack' (MG) were bolstered, special word on top heavy trade by folks trying to escape the heat over the week end; upwards of \$8,000.

Orpheum (Blank) (2,100; 25-40)—'Spendthrift' (Par) dualized with 'Till We Meet Again' (Par). Last program except that Henry Fonda name may mean something here in his home town, \$6,000 nothing of note this week. Last week 'Till We Meet Again' (Par) and 'Nobody's Fool' (U), \$11,000, great.

Brandt (Singer-RKO) (1,250; 25-35-40)—'Nero Wolfe' (Col) and 'MTLSS' (RKO). Not much to drag them in this week. Last week 'Sooty' (MG) and 'Final Hour' (Col), \$7,500 not so bad. Last week 'Earthworm Tractors' (WB) and 'Crash Donovan' (U) (FN) over \$5,000, big money Joe Brown film ever did here.

# 'RANGE' - RIPLEY SOCKO \$30,000 RET. SO-SO

## Detroit, Aug. 4.

Town is growing. Natives poked their heads into theatre doors for two or three weeks after recent hot spell, but started trekking in to see the new picture last week, with resultant drop-off most everywhere.

Green Pastures' sides by good press notices—here and via wires, started off with a bang at the United Artists, but didn't quite live up to suddenly and won't hit expected proportions, at \$13,000, good, however. House getting seven shows a day, and film is due to be oke week or two.

Part of town's slump can be tied to managers' failure at exploitation stunts current stage. Except for Michigan's tieup with Detroit Times, on amateur tryouts for Ripley unit, a holding of importance is noted. A usual one for this week, new newspaper advertising on 'Pastures'.

## Estimates for This Week

Michigan (United Detroit) (4,000; 30-40-60)—'Rhythm on Range' (Par) and 'Sooty' (MG) dual. Last week headed for oke \$3,500. Last week 'MTLSS' (RKO) and 'Easy Riders' (WB) ranked after six days of tepid biz, poor \$2,500.

College (Loew) (1,585; 25-35)—'Trouble for Two' (MG) and 'White Fang' (20th). Probably light around \$3,200. Last week 'Rich Girl' (20th), holding on 35-50 and drew fair enough \$3,700 on second week.

Loew's (2,200; 15-25-40)—'Nero Wolfe' (Col) and 'Three Godfathers' (MG). Reviews kind but the temperate expected to keep activity down at \$5,000 or so. Last week 'Sooty' (MG) and 'Final Hour' (Col) grabbed good midweek business by grossing \$16,500, great.

Fay's (2,000; 15-25-40)—'Little Rich Girl' (20th) and vaude. Brought over from sister house, Majestic, the Temple pic is going along at a smooth pace; sure of \$6,000 at least real nice for a holdover in these parts these days. Last week 'Easy Money' (Invinc) and vaude, off at \$4,100.

Strand (Indie) (2,200; 15-25-40)—'Sooty' (MG) and 'Final Hour' (Col). Good run in view. Last week 'Sooty' (MG) and 'Final Hour' (Col) good at \$7,100.

Lyric (Lionel) (2,000; 25-30-40)—'The Great Gatsby' (RKO) and 'Blackstone' on stage. Latter drawing \$8,200. Last week 'Earthworm Tractor' (WB) and vaude \$9,200, dandy.

Loew's (2,200; 15-25-40)—'Nero Wolfe' (Col) and 'Three Godfathers' (MG). Reviews kind but the temperate expected to keep activity down at \$5,000 or so. Last week 'Sooty' (MG) and 'Final Hour' (Col) grabbed good midweek business by grossing \$16,500, great.

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# Equatorial B'way, but 'Mary of Scot' Wow 100G; State's 'S.F.' Sobol Show Big 36G; Rhythm-Spitalny Sock 40G

## (Best Exploitation: Par)

With the Equator seeming to move nearer Broadway on Monday (3), theatres began sweating, the managers peeled off their coats and then started getting grouchy with secretaries as orders went out to turn fancy cooling systems on stronger. Dailies were hinting early yesterday (Tues.) that cooler ozone may be expected and some rain did come but the managers up to the day figured the only thing they could be certain of are their being plants. Those theatre refrigerators are the main hope right now.

Three theatres are not cussing the weather and the draught of beaches, country and home fan equipment or the lure of a long Tom Collins. The others aren't talking for fear of being plain—the 'what-if-its-rain' say is unpardonable.

Starting out like a winter attraction, 'Mary of Scotland' got in some fancy cooling to hot breath that started blowing on it Monday (3). Picture's \$14,500 opening day Thursday (30) and \$15,000 of business on Friday (31) and \$16,000 on Saturday (1). New York gives it a chance to hit \$100,000. Stays second week. Two other theatres that aren't in a mood to give up their positions to pieces are the Paramount and State.

'Rhythm on the Range', aided by the Phil Spitalny band in person, closed its first week at the Equator last night at a bit over \$40,000 and starts second today (Wed.). At the State, which is the first week of the Fox and vice versa, a tremendous word of \$36,000 or better is assured by 'San Francisco' (2d run) and vaude headlining. The State's Phil Spitalny band, first time ever done, meantime thumping in at a gross of \$7,500, red and white, and the theatre that don't have a 'Frisco' to keep people out of bathing suits.

'The Great Gatsby' (WB) and 'Easy Riders' (WB) ranked after six days of tepid biz, poor \$2,500. Last week 'MTLSS' (RKO) and 'Easy Riders' (WB) ranked after six days of tepid biz, poor \$2,500.

College (Loew) (1,585; 25-35)—'Trouble for Two' (MG) and 'White Fang' (20th). Probably light around \$3,200. Last week 'Rich Girl' (20th), holding on 35-50 and drew fair enough \$3,700 on second week.

Loew's (2,200; 15-25-40)—'Nero Wolfe' (Col) and 'Three Godfathers' (MG). Reviews kind but the temperate expected to keep activity down at \$5,000 or so. Last week 'Sooty' (MG) and 'Final Hour' (Col) grabbed good midweek business by grossing \$16,500, great.

Fay's (2,000; 15-25-40)—'Little Rich Girl' (20th) and vaude. Brought over from sister house, Majestic, the Temple pic is going along at a smooth pace; sure of \$6,000 at least real nice for a holdover in these parts these days. Last week 'Easy Money' (Invinc) and vaude, off at \$4,100.

Strand (Indie) (2,200; 15-25-40)—'Sooty' (MG) and 'Final Hour' (Col). Good run in view. Last week 'Sooty' (MG) and 'Final Hour' (Col) good at \$7,100.

Lyric (Lionel) (2,000; 25-30-40)—'The Great Gatsby' (RKO) and 'Blackstone' on stage. Latter drawing \$8,200. Last week 'Earthworm Tractor' (WB) and vaude \$9,200, dandy.

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smash biz and holds. Last week, second for 'Pastures' (WB), \$78,000. Blatte (750; 25-40-65)—'Final Hour' (Col). Not what the doctor ordered, \$6,000 or so. Last week 'Tiger' (WB), \$37,000. (WB), \$6,400.

Ritrol (2,092; 40-70-99)—'Sophie Lang' (Par) (2d week). Ended second week, a forced one, last night at under \$7,000, mean. First week was \$7,000. How to Glory' (20th) opens today (Wed.).

Roxy (5,338; 25-35-85)—'Three Cheers for Love' (Par) and 'Stage Show' (WB). Last week, \$24,000, pulling out, not being held down in office. Last week, \$24,000, pulling out, not being held down in office. Last week, \$24,000, pulling out, not being held down in office.

Strand (2,767; 25-35-65-85)—'Bengal Tiger' (WB). On week ending last night (Tues.) only \$5,000, very poor. Last week, \$24,000, pulling out, not being held down in office. Last week, \$24,000, pulling out, not being held down in office.

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# Whale Heads Coastward

Hollywood, Aug. 4. James Whale is on tour here from London, to resume his directorial contract at Universal.

First assignment on return will be 'Time Out of Mind', Jane Wyatt star.

# To Star DeHavilland

Hollywood, Aug. 4. Olivia DeHavilland is to get a bill for 'The House of the Living Dead' because of her work in 'Anthony Adverse'.

Her first star will be 'House of the Living Dead', with Sybil Jason featured.

# Hollywood More Musical-Minded; Orchestrations' Aid to Pix Values

Importance of musical accompaniments in pictures, for sometime considered only as a pleasant musical background, will add entertainment value to pictures through composing or arranging scores that will properly reflect the mood of the picture's theme. In the past six months incidental music has improved considerably.

Undoubtedly, though most audiences were not aware of the fact, the musical scores for films accounted for a great deal of the pictures' dramatic value. Such musical embellishment for pictures is not new. D. W. Griffith first featured picture scoring in "The Birth of a Nation." However, studios were so busy with the screen's talking voice during the last six years that the musical education of films was neglected. Now, it's different. Hollywood is turning out a number of class musicians to add their touch to pictures.

**Stokowski Sidelines**

Leopold Stokowski has arrived here to do his stint with his orchestra in Paramount's "Big Broadcast of 1937." Stokowski will not stop at that. He'll sit on the sidelines, absorb pictures and probably in a year or so will be groomed as a musical consultant for major pictures. His value is to lie in his knowledge of mass appreciation.

Werner Janssen has just completed scoring Par's "The General Died at Dawn" and will, in all probability, return here in November to do a similar job on Cecil B. De Mille's "The Plainsman." Score of the "General" is wholly original.

Eric Wolfgang Korngold was brought here by Warners from Germany to orchestrate "Midsummer Night's Dream" and "Captain Blood." In both cases, Korngold's score, though not original, was interestingly handled.

**Still Being Watched**

Interesting to observers will be the work of William Grant Still, young Negro who's "Africa" suite and "African" Symphony have already stamped him as a comer in American music. He may be asked to handle the score on "Lost Horizon."

Most progressive of the Hollywood regulars has Victor Mayhew, whose work in addition to "The Informer," has been noticeable in "The Lost Patrol," "Little Lord Fauntleroy" and "She." Franz Waxman, who's "The Sign of the Cross" and "The Sign of the Cross" brought here by Metro to handle "Fury," a commendable chore.

An old liner in Hollywood, who has contributed topnotch musical scoring is Herbie Roskin, who's "Mutiny on the Bounty" and "Romeo and Juliet" scores have created favorable comment. Alfred Newman, United Artists' musical director, reached his top in "Barbarian" and previously clicked with "Street Scene." Leo F. Forstman, Maurice Eckst, Dr. William Axt and Nat Peniston are other Hollywood workers with high-light productions to their credit.

## BROOKLYN FAIR

Despite Heat—'Spendthrift' Dual at Par, \$13,000

Brooklyn, Aug. 4. Glorious weekend weather with the downtown picture houses injured a bit but no kicks with all outdoor attractions appeared to be mopping Conroy reported another bang-up session of his with both outdoor theaters from Norton's Point to Oriental. Talk of town continues to be "San Francisco" which, last week, Met. "Suzy" comes in on Friday. Paramount and Fox, with dual bills both good. Axt and "Dr. Forbess" and "White Fang" week.

**Estimates for This Week**  
Paramount (4,000; 25-35-50)—"Spendthrift" (Par) and "Satan Met a Lady" (WB), will bring in good \$13,000. Last week "Public Enemy's Wife" and "Early to Bed" (Par), \$13,000.  
Fox (4,000; 25-35-50)—"Counterfeit" (Col) and "Dark Hour" (Ches). Dualers will bring \$10,000, fairish.  
Last week "New World" (Col) and "Stand Condemned" (UA), got \$13,500, good.

Albee (3,400; 25-35-50)—"Dr. Forbess" (20th) and "White Fang," dualers, figured for \$8,000, poor. Last week "Bride Walks Out" (RKO) and "Blackmail" (Col), \$8,000, dull.  
Loew's Met (3,400; 25-35-50)—"San Francisco" (MG) (5th week), Will

receive pleasant \$12,000, fine for b.o. considering long stay of pic. Last week "San Francisco" (MG), splendid \$14,000.  
Strand (3,000; 25-35-50)—"Fatal Lady" (Par) and "Hot Money" (WB). "Fatal Lady" will bring \$10,000, good. "Hot Money" will bring \$10,000, good.  
Sudden Death" (Par) and "Mine With Iron Door" (Col), \$4,000, quiet.

## TO MARY—WITH LOVE

### NICE \$12,000 in K. C.

Kansas City, Aug. 4. With advent of cooler weather, August and its dog days yapped on the scene amid a aura of box office tinkling. Most of the music, however, continues to come at the mats with evenings generally on the planissimo side.

Fidelis' popular opening day, found only the "Tower and Midland" taking up new banners, and they pulled nearly a result. Midland's "The Revived" "Dancing Lady" will be well up in the running with a swell \$14,000 in sight. Revivalism exponents here have never truly been greeted with nice openings, chilly midweeks and frigid closings.

Mainstreet will to Mary—With Love will come to the front for the first time in weeks and should gather in a nice \$12,000. The "Underdog" is doing "Poor Little Rich Girl" after a fine \$11,200 for first 11 days and looking for \$4,500 on the current week.

Publicity stunts have apparently faded with the hot weather. The boys are writing newspaper ads and little else.

**Estimates for This Week**  
Mainstreet (RKO) (3,200; 25-40)—"To Mary—With Love" (20th-Fox). Nice press and good word of mouth should build to good \$12,000. Last week "Grand Jury" (RKO) did fair \$11,000.  
Newman (Par) (1,900; 25-40)—"Dr. Forbess" (20th-Fox) and "Three Cheers" (Par). Dual bill looks to be a problem child with mild \$7,500 in effect if midweek doesn't wash it up. "Spendthrift" (Par) short with \$6,000.

Midland (Loew) (4,000; 25-40)—"Dancing Lady" (MG). This three-day "Dancing Lady" "Dancing Lady" was all Astaire. Customers seem to like it. Results should be merry with nice \$14,500. Last week "Suzy" (MG) got neat \$13,800.

Tower (Rewot) (2,200; 25)—"Nero Wolfe" (Col) and "How to Succeed in Business Without Really Trying" (MG). Beginning to show more strength, okay \$7,500 on the line. Last week "3 Wise Men" (Col) and "The Sign of the Cross" (MG) stage revue boosted to a sweet \$8,100.

Loew's (Fox) (2,040; 25-40)—"Little Rich Girl" (20th). Customary good temple biz here, pulled \$11,000 first 11 days and should get okay \$8,500 for current stanza.

## FAIR AND COOLER, SO LINCOLN'S BIZ UPS

Lincoln, Aug. 4. With a decided break in the heat we all houses here have picked up considerably. The Western League baseball threat didn't last. They were in here for four nights straight but couldn't see enough to crack the nut and pulled out leavin' the town without any organized baseball, which won't hurt the business, at the b.o. any.

**Estimates for This Week**  
Liberty (LTC) (1,200; 10-15)—"Arizona Raiders" (Par). Fair with cooler weather at \$950. Last week "We Meet Again" (Par). Back to duals, should also be helped by cooler weather and will probably gross \$1,000. Last week "Satan Met a Lady" (WB) came through with \$1,000.

Snooks (LTC) (1,600; 10-25)—"Early to Bed" (Par). Full week, fair at \$2,600. Last week "Harvester" (Col) pulled \$2,000. "Satan Met a Lady" (WB) came through with \$1,000.

Opheum (LTC) (1,350; 10-15-20)—"Bride Walks Out" (RKO) plus "Till We Meet Again" (Par). Back to duals, should also be helped by cooler weather and will probably gross \$1,000. Last week "Satan Met a Lady" (WB) came through with \$1,000.

Variety (Westland) (1,100; 10-15)—"Final Hour" (Col). Can't be counted on for much and will be good at anything over \$1,000. Last week "Panic on Air" (Col), \$1,100.

## 1st Runs on Broadway (Subject to Change)

Week of Aug. 7  
Astor—"Great Ziegfeld" (MG) (18th wk.).

Capitol—"Devil Doll" (MG).

Musical Hall—"Mary of Scotland" (RKO) (2d wk.).

Paramount—"Rhythm on the Range" (2d wk.).

Rialto—"Down Under the Sea" (Rep.).

Rivoli—"Road to Glory" (20th) (5).

Six—"Miles" (RKO).

Strand—"Jailbreak" (WB) (15).

Week of Aug. 14  
Astor—"Great Ziegfeld" (MG) (18th wk.).

Capitol—"His Brother's Wife" (MG).

Musical Hall—"Mary of Scotland" (RKO) (3d wk.).

Paramount—"Rhythm on the Range" (2d wk.).

Rialto—"Road to Glory" (20th) (2d wk.).

Six—"Charles Chan at the Race Track" (20th).

Strand—"China Clipper" (WB) (12).

## TOURISTS, TEMP HYPO CLEVEL.

### B.O.'S

Cleveland, Aug. 4. (Best Exploitation: State)

Early August influx of vacationers to see the Cleveland's centennial expo, plus the Yankee-Indians game which drew 65,000 into town over weekend, is turning fine business. Temperature has gone down and grosses jumped up considerably.

Despite carpers, expo hasn't hurt houses as much as heat. July was a bad month for both. This month's boost in fair's attendance figure is helping everybody's biz except Loew's State.

Marx Bros. blew into State badly hooded like a circus but couldn't sell themselves as well as expected. For a show with a \$13,000 out, it should go way over \$27,000, but probably won't.

Mit Bar of State did the three Marxys up brown as far as publicity tricks go. Have them follow the linings of Yankee-Indians game, burlesking the players; arranged special excursion rates on trains, pulled them out of town and handed out Marx tips in sealed envelopes at racetracks.

**Estimates for This Week**  
Palace (RKO) (3,200; 30-35-40)—"The Sign of the Cross" (MG) and Duke Ellington's orchestra in vaude unit. Five shows a day over weekend, pulled \$12,000. Last week "Lum and Abner" on stage and "Miles" (RKO) came through with \$11,000.

State (Loew's) (3,450; 30-42-60)—"Devil Doll" (MG) and Marx Bros. on stage. First flesh at this house a couple of weeks ago. Last week "Lum and Abner" on stage and "Miles" (RKO) came through with \$11,000.

Albee (3,400; 25-35-50)—"Satan Met a Lady" (WB). A real hot cake, after transfer from State, zooming up to exceptional \$12,000. Last week "Public Enemy's Wife" and "Early to Bed" (Par) pulled \$11,000, great.

Albee (3,400; 25-35-50)—"Satan Met a Lady" (WB). A real hot cake, after transfer from State, zooming up to exceptional \$12,000. Last week "Public Enemy's Wife" and "Early to Bed" (Par) pulled \$11,000, great.

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# James Cagney Generalizes on Lots o' Things, but Gets Hot on Film Acting

## PORTLAND PERKY

"Suzy" Strong at \$7,500—"Rhythm on the Range" (2d wk.).

Portland, Ore., Aug. 4. (Best Exploitation: Broadway)

"Two weeks of advance bally for 'Suzy' is building the b.o. of Par's Broadway into top spot. 'Suzy' got a break on the exploit when the Broadway held Earl Brown Tractors' for an unexpected second spasm, meanwhile carrying on the 'Suzy' spasm. Everygreen's Paramount is out beating the big drum over 'Bride Walks Out' to fair results.

"San Francisco," in its sixth week at Par's, is still down to the bone yet and slated to go a seventh. There'll still be enuff left for sandwichee the girls. "San Francisco" will clean up better than \$35,000 at the UA altogether, terrific in this burst, especially in the summer season. The other perennial is "Mr. Deeds," just closing a good 12th week at the Blue Motion picture.

**Estimates for This Week**  
Broadway (Parker) (2,000; 30-40)—"Suzy" (MG). Answering to long enuff \$40,000 campaign and strong \$7,500. Last week "Earl Brown Tractors" (FN) and "Mystery by Aristocrat" (FN) closed a fair second week. "Suzy" is getting good \$5,300.

United Artists (Parker) (1,000; 30-40)—"San Francisco" (MG) (6th week). Still hitting a nice pace around \$3,500. Fifth week did \$4,200. First week got \$2,000 for a total of \$28,500.

Paramount (Evergreen) (3,000; 30-40)—"Bride Walks Out" (RKO) and "Dr. Forbess" (20th). Responding to bally for coking \$5,700. Last week "Lum and Abner" (RKO) and "Sophie Lang" (Par), nice results in second week for okay \$5,000. First week hit \$2,000.

Opheum (Hamrick—Evergreen) (2,000; 30-40)—"Rhythm on the Range" (20th-Fox) and "Miles" (WB). Hitting the pay dirt nicely for \$7,500. 6th week. Last week "Lum and Abner" (RKO) made a dual that registered nicely and held nine days for good enough \$40,000 campaign.

Mayfair (Parker—Evergreen) (1,400; 30-40)—"Spendthrift" (Par) and "Lum and Abner" (RKO). Responding to bally for coking \$5,700. Last week "Lum and Abner" (RKO) made a dual that registered nicely and held nine days for good enough \$40,000 campaign.

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## BY CECILIA AGER

James Cagney sat back quietly in his chair, his voice was low and mild. He talked of this and that, of the War, of how he got into the Grand National; of Hollywood and bicarbonate of soda, and his comments were tempered, with tolerance, with an appreciation of the other fellow's side. A Cagney Mr. Cagney looked on from the long view; he reflected philosophic calm, he wasn't so sure about a thing, he understood. (Admirable, one thought, admirable—but is it Cagney?)

The talk turned to scripts. Suddenly his fingers fluttered over his heart, soared. A flicker of a smile slowly widened with realization; he held the pause a moment longer—then he said, very softly—"a good script." Now his strong hands locked writing over his stomach, he shuddered slightly, and physical pain set in.

(Continued on page 46)

## PASTURES' BIG \$12,500, BALTO

Baltimore, Aug. 4. (Best Exploitation: Stanley)

"Green Pastures" are proving precursors to the Stanley this week. Started in a sprint, and jumped again when rave reviews came out. "Green Pastures" has been here more than six months, with chances excellent for better than \$12,500, h.o., of course.

New sitting pretty with "To Mary—With Love," drawing heavy matinee trade, and consistent evenness. "To Mary—With Love" is Stanley's stom'ed off on the exploitation tussle this week, giving "Pastures" plenty of space to hold in Balto, but within a radius of 15 miles around the town.

**Estimates for This Week**  
Century (Loew-UA) (3,000; 25-35-40-50-60)—"Green Pastures" (MG) and "Spring is Here" (Par) on stage. Week \$3,500. Last week "Suzy" (MG) and "White Fang" (WB) got \$2,000, others.

Hippodrome (Rappaport) (2,300; 15-25-35-40-50-60)—"Grand Jury" (RKO) and "Three Stooges" heading vaude. Bill set for six-and-half days only. Stanza will come out o.k. with \$11,000. Last week "Hail, Gangsters" (20th) and "Will Roberson" on stage, a bit under fair \$10,000.

Keith's (Schanberger) (2,500; 15-25-35-40-50-60)—"Green Pastures" (MG) and "Spring is Here" (Par) on stage. Week \$3,500. Last week "Suzy" (MG) and "White Fang" (WB) got \$2,000, others.

New (Mechanic) (1,500; 15-25-30-40-50-60)—"To Mary—With Love" (20th). Excellent \$5,200 and will stick another week. Last stanza was out on day's day review of "State Fair" (20th); less than a wan \$2,000.

Stodley (WB) (3,200; 15-25-35-40-50)—"Pastures" (WB). Bubbling over with gold. Socko \$12,500 and will h.o. take this week's biggest in six weeks. Last week "White Angel" (WB), \$4,000, n.g.

## METRO GETS JUMP ON NEW SEASON'S SHORTS

Hollywood, Aug. 4.

Announcement that 25% of Metro's shorts for the 1936-37 season have been completed was made by Fred C. Quimby, general manager, to the department, before returning to New York.

Dozen pictures have been completed, six in production, nine in the room and 10 others ready to shoot.

## PROS' BALLYHOO FEATURE

Detroit, Aug. 4.

After 10 years with one-ree flickers, Detroit Community Fund is going in for feature-length pic this year, with a scenario, modern sound equipment, and professional performers and director.

The pic, to show work of Community Fund, is "The Community Fund," already in production at Metropolitan studio here.

Story is by Arnold Daly, director of the Arisan Guild, and is by Mrs. Golda Mayer of the Community Fund, is technical advisor. Cast includes Bill Morrison, Beatrice Leibel, John Desmond, James Erwin, Robert Ryder, Gwen Delany, Helen Ulmer, Al Rigali and Bobbie Brown, all local pros.

include Ralph Hanbury, chairman and managing director of Radio Pictures, Inc., and George Davis, secretary of same company; Charles Shillman and D. W. Brumbaugh.





## Doyle Heads Back to Australia, Deprecates Film Prod. Quotas; Buys Showcase Site in London

Picture business is picture business and government is government, and never, says Stuart Doyle, the twin shadowed. But should be the word, he adds, because, he sorrowfully admits, politicians just will get mixed up.

Doyle, who is president of Greater Union Theatre of Australia, doesn't know whether he's speaking as a distributor, or an exhibitor when he says that "quotas are not good for the film industry." In his country, Australia, a quota law has just been passed by the government and so maybe he ought to speak as a film producer, because the law is intended to help him that category. And all he has to say about that, he says, is that he has the studio and the facilities and he can make pictures, and if the quota law forces Americans to make pictures he'll be glad to do the manufacturing for them. It's that much money in his pocket, he says. But it's still all wrong.

"You can't legislate entertainment," he argues, "and our politicians in Australia will find that out eventually, just as politicians have and will again in every other part of the world. The public will go to whatever good pictures there are, no matter who manufactures them, and it will always be thus."

As to his seemingly anomalous position in the matter, he says, "He operates theatres and distributes pictures. If there's money to be made out of producing them, also, he's in. But facts, he feels, are facts."

As for the matter of importing talent, he has some contrary views, too. His film producing concern, Cinecine, imported Helen Twelvetrees and others last year for pictures. He doesn't think that will open the American market to him. The point, he says, is that with a semi-name of some sort from America we can better sell the film in our own backyard, thus securing getting our money back. If the picture should happen to be good enough to get a few dates outside our country—that is, extra gravy.

Having which in mind, on the Coast this week-end, he is going to look for a writer and a couple of actors, to take back with him when he sails for home Wednesday (19). But he's not going to worry too much about it because, he says, how hard he tries, he admits, his bunch down under will never be able to really compete with film producers in Hollywood.

London, Aug. 4. Stuart Doyle, Australian showman, is spreading his activities to the international market and starting off by a new theatre venture here. It will be his first effort outside his native country.

Doyle has taken a 99-year lease on a site in Piccadilly, in the heart of the West End, and intends to build on it pronto. Site is directly across the street from the Plaza (Paramount) theatre. Will be used for a building containing two theatres, a cabaret restaurant and a row of stores and offices. Doyle is president of a new company, London Theatre Centre, Ltd., which will operate, and Robert Cromie, localite, is architect of the job. Hegeman-Harris, American builders, who were associated in the construction of Radio City, New York, will do the building along modern American lines.

Doyle, in New York, says he is building the site in part as a showcase for his chain and will use the main theatre for long-run films, with the smaller house policy not set. Expects to do some producing in Sydney and will have a London site for these films but, more than that, feels he will be able to talk better booking deals for his Australian (Greater Theatres Union) chain with a London ace.

### M-G Prepping in S. A.

Capetown, July 8.

Tenants on the site of Metro's proposed new \$750,000 theatre in Durban have been notified to vacate the premises by the end of this month. Razing of the old structure will begin immediately on their exit.

### NEW PALLADIUM SHOW

Rimacs Click—Browning Spotty—Others Over

London, Aug. 4. Newcomers on the new Palladium bill which opened last night (Monday) are The Rimacs (band) and Joe Browning. Rimacs come in from the Charles B. Cochran revue, in which they just closed, and, over very big. Browning is doing exactly the same act he did here four years ago. Scored on the first show but pretty poorly received on the supper show the same day.

Burr and Esters, direct from the Grosvenor House, pleased. Gypsy Nina is a big hit. Forsythe, Seamon and Farrell, following everything on the bill, nevertheless one of the hits of the show.

## Six Weeks Set In Paris; Agents Reach Agreement

London, July 26. Feud existing for some years between Kurt Robitchek, booker of the Alhambra, Paris, and Victoria Palace, London, and Mitty Golden, of Rottenberg & Golden, Paris, has been adjusted by the Foster New agreement calls for Robitchek to have first call on all importations for the Alhambra and Victoria Palace, with Golden in return to have first call on all continental acts.

This mean that in the future Robitchek will place all importations at the Alhambra, and after they have played there they will be booked by Golden for his three spots in Paris. These are the A.M. Bohina and the Trionan, latter a new spot seating 1,500 which Golden will operate as a vaudeville house in September. New arrangement means that acts can now play at least six weeks in Paris, with the barring clause entirely removed.

## Dutch Find It's Not Easy to Produce Really Good Films

The Hague, July 17. Dutch film industry is on verge of ruin and this is caused by the fact that, out of 10 films produced thus far, only one is really fit for the screen.

Root of the trouble is that, when the non-Aryan producers and directors had to leave Germany, the aces went to Hollywood, Elstree, Joinville or Vienna and the chaff went to Holland and similar places. So far about \$200,000 represents the loss suffered locally by financiers in film experiments.

Only two good films have been produced in three years here, "Rubber" and "The Blessing."

In 1935 Holland imported 350 foreign films; it has no real necessity for home films and a Dutch film industry is, according to insiders, feasible only if Holland makes a fresh start on a sound basis.

### Flo Desmond Set

London, Aug. 4. Florence Desmond has been engaged by Kurt Robitchek for the leading role in his new Victoria Palace venture.

Proposition is to have stock opera plus vaude, and hope is to open by the end of this month.

### L&C Starts at Last

London, July 26. London and Continental Films, offshoot of Reunion Films, distributors, worked four months on plans for its first British picture, English version of a successful continental production, "Liebesmelodie."

Castling difficulties and studio problems, delayed the production. Four weeks ago, the picture actually went into production at the A. T. P. studios, Ealing, under the working title of "The World is Mine," with Frances Day starring in the role. Marta Eggerth created.

## Americans In London

James Fitzpatrick bust up his car at Sound City, just to oblige a fellow-producer, Richard Wainwright, who wanted a crash shot for "Secret of Stamboul."

Robert G. Lisman opening an agency office at Dorland House. Ted Husing on a brief visit here before going on to Berlin for the Olympic Games.

Bert Hanlon here scripting for Gaumont-British.

Earl St. John off to Carlbad for a few days.

Jane Cowell compelled to refuse a stellar offer to appear in new play here owing to American commitment. She sails shortly.

Charles Tucker is fixing Sylvia and Clemence for the Larry Adler unit opening here in the fall.

Borrah Minevitch wanted by British International to star in one of its films.

Mrs. Jacob Wilk and daughter here. Basil Sydney top-spotted opposite Margot Grahame in Fairbanks Jr.'s "Gang."

Herbert Brenon assigned to director B. P. P.'s "The Dominant Sex" from Michael Egan's play, John Lodge to star.

Helen Volck "driven crazy" by inept methods of this city—so is keenly desiring her stay to acclimatize herself.

Mrs. William Morris, Jr. luncheon with aviator Jim Morrison.

Gene Pallette ducked second picture commitment for Max Schach and dodged off back home last week.

When low-flying airplanes (in defiance of Air Ministry regulations) disturbed his shooting at Sound City, James Fitzpatrick trained cameras on them to get their number for submission with a complaint to the authorities.

Edward Everett Horton and Genevieve Tobin off the boat Monday, started work on Hagen's "Man Behind the Mirror" Tuesday.

Monty Morton, home from States, putting a scheme before the British board for U. S. distribution of 16 Twickenham pictures.

Criticism slipping a couple of American juveniles, Edmond Ryan and Dave Burns, into "Gang." Couldn't find a couple of pressmen types here.

Ted Whelan to direct "Mill on the Floss," for indie film company over here.

Allance Ford off to Bolton to trace his ancestors.

Walter Futter to do one for Capitol Films while here.

Charlie Raymond taking one week holiday, but back on his job after two days.

Davis Farber expected here in August.

Irving Caesar and Ray Henderson in discussion at the Savoy hotel on the score which they are to do for the new Felix Ferry show.

Dave Austin with the Jack Payne unit till Oct. 7. Then sails for South America to play 10 weeks for Gaumont-British.

Nash Berry back from Germany. Doc Solomon throwing a party in honor of Edward G. Robinson. American producer, the new Ralph Ince, David Griffiths, managing director of First National-Warner, Melville Brown, Leslie Fuller and George Harris.

Gina Molo to take a vacation after completion of Gainsborough Films' picture, in which she is featured, with Ralph Lynn starring.

R. K. O. Radio heads from all over Europe to the P. J. Hotel for annual pow-wow; Phil Reisman in the chair.

Edward Robinson getting a load of the House of Commons via the Strangers' Gallery.

Waldemar Young, Par writer, trotting the missus round the Bloody Tower.

Irving Asher looking over the fifth Warner British stage.

Irving Berlin made a studio visit at Gaumont-British.

Fairbanks, Jr., meeting Southampton ships in his new speedboat.

Sylvia Sydney preparing to trek back to the Coast.

Bessie Love doing British films, her second in two months.

Helen Hayes 'week'-ending in Surrey.

Frances Day, after losing the C-B lawsuit, involving about \$50,000 in costs, threatens appeal to the House of Lords.

Senator Murphy goes back to America Aug. 5. His wife returns with him. He comes back here Oct. 15 to play return dates at the Trocadero.

Lyon may star in a picture for British Lion if terms can be arranged.

Norman Thomas Quartet, formerly

a quintet, returning here after five years. Opening for General Theatres at Birmingham Christmas week. Four Ortons are the second big American act to play Africa since African Theatres resumed its vaudeville policy. First act is Forsythe, Seamon and Farrell. Ortons sail for Africa Oct. 23.

Cy Landry landed an engagement in Charles Cochran's revue at the Trocadero restaurant.

Tudor Films after Neil Hamilton for two more pics.

Garnett Wilson is adapting George Eliot's "Mill on the Floss," which Tim Winton is writing.

Nils Asther off to New York shortly for a new Sam Harris play.

Bert Wheeler renting an apartment at Lansdowne house for 12 weeks.

### G-B

(Continued from page 5)

tionally the Osters will have their holdings of G-B shares increased, so as to be equal to the number of shares, which 20th Century-Fox shall finally possess. The holdings of 20th Century-Fox shall have been considerably reduced by this process of taking Metro in as a partner with the Osters, and the Osters shall gain in their share holdings and acquire an equal amount of cash to that which is to be paid to 20th Century.

London's Cool Reports.

London, Aug. 4. Locally reported in the past week that the Gaumont-British deal with Metro and 20th-Fox had cooled, due chiefly to political objections. Name of Lord Portal, chairman of General Film Distributors (Woolf), came up again in the local financial quarters.

Portal had made an offer some time ago to take over GB and unite it with Charles M. Woolf's enterprise. It seems mere coincidence that the negotiations for the Schencks, but it hasn't made Portal or his group very charitably inclined towards Gaumont.

Estelle Getty was invited to the Gaumont-British office, Thursday (30) for an official statement on the situation from Isidor. Osterson. Upon arrival, however, were told negotiations were not yet completed and that within a week and statement then.

Jeffrey Bernard, general sales manager of Gaumont-British, currently in New York, was to sail back to London today (Wednesday). On Saturday (1), however, he received a cable from Mark Osterson telling him to stay on in New York and await further instructions. No explanation.

### Nudes

(Continued from page 11) the biggest audience reaction of any Centennial act yet, not excepting "Life Class" and several other virtually nude stage presentations.

New show of Nations brought little change in personnel, as Mrs. Ernie Young's "Trip Around the World" crew that opened there in June is intact with new routines. Some nude scene is still star in her apple and parol dances. Team of Marguerite and Don do a "Viennese fan dance" and Elaine Wayne is torch singer.

"Life Class" is only show with slight local wave of morality. It is expected to reopen soon.

Bringing Della Carroll, advertised as "girl who said no to Clark Gable" into new night spot at John Sirigo's Hollywood American Show. Wednesday's exhibition caused teapot tempest and falling out with local amusement eds. Miss Carroll was to have flown in from California and Paris, via parachute, in the nude. The Times Herald exposed the gag. Then most papers got mad, and stunt is said to have indirectly caused John Rosenfield of Dallas News to ban mention of fair's midway.

Atlantic City, Aug. 4.

Claiming that niter competition in nude shows has exceeded the bounds of good taste, Mayor C. D. White Monday (3) issued a warning that he intends to clean up the town's night life.

The Mayor said he had no serious objection to nudism as long as there was some foundation to it, but as a person he added, an investigation shows that all pretense has been dropped in favor of undraping that can be classed only as suggestive.

## Snider-Dean's Friendly Deal with Gen. Theatres

Sam Snider of Snider-Dean says that plans are afoot to introduce a non-aggressive policy between his circuit and General Theatres.

First move came when S-D took over the Lyceum, Melbourne, from G.T. and dropped the Apollo from Fullers. Just what the policy will be has not been disclosed because plans have not yet reached consummation. "George Dean, Snider's partner recently underwent a major operation and until his return to office nothing definite will be done.

Policy will probably mostly cover film buying and each circuit will continue to do his on a friendly footing. S-D controls a very solid nabe and country chain, outside of its ace city theatres. Sam Snider was an executive of Hoyts prior to joining George Dean on his own.

## 4 MORE PARIS CINEMAS DUE

Paris, July 28. Paris will soon have four new film houses.

The Ambassadeurs Theatre will be the first one to be put to the test. Closed for some time past, theatre opened on July 16 with "Show Boat" (U). Edmond Savag, present manager, intends to keep going, if he can secure pictures, until next summer season; he then will have a try at the old Cafe-Concert formula, with low-priced drinks and light lunches to boot. Savag is going over in America in October to look some American acts over.

Next to open will be the Normandie, on the Champs-Elysees. A new house, it is now nearing completion, and will be run by the Actual group. Policy is still to be determined.

Also on Champs-Elysees, the Century will open on Sept. 26. It will open, that is, if workers show some speed, as nothing has been started yet. Hirsch and Aljabert, present bosses at the Apollo, will own the new 1,000 seat house, which is to be the Twentieth-Fox Paris.

Mme-Roux, director of the Helder and the Vivienne houses, will not be lagging far behind. She has taken over the Scala, and although she has not definitely made up her mind to open, opening is announced for Oct. 20.

There may be one more newsreel house, too; rumors are going around that the cinema des Champs-Elysees, is about to crash into that class, under the name of Actual Champs-Elysees.

## BITTER COLD KILLS ALL BIZ IN SYDNEY

Managers are scratching to get the Bitter cold is keeping the folks indoors and only the strong ones can stand up.

"Show Boat" (U) is a smash and set for many weeks. "Louis Pasteur" (WB) is another holding up splendidly.

"Petrified Forest" (WB), "Give Us This Night" (Par), "Lord Fauntleroy" (U.A.), "Crime and Punishment" (WB), and "Robin Hood" (M-G) are only so-so. New ones coming in are "Rendezvous" (M-G), "Bohemian Girl" (M-G), "Moon's Our Home" (Par), "Under Two Flags" (Fox) and "13 Hours By Air" (Par).

"Rhodes of Africa" (G-B) just came in and may make the grade.

Melbourne, July 7. Shows playing here to satisfactory biz are, "Ghost Goes West" (U.A.), "Queen of Hearts" (ATP), "I Dream Too Much" (RKO), "Wife vs. Secretary" (M-G), "First a Girl" (G-B) and "Desire" (Par).

# LONDON STUDIOS BUSY

## Britons in Hollywood

Hollywood, Aug. 4. With premieres deluging Hollywood, Britons not working in picture or on location are signing themselves as others see them. Among those coming up, 'Nine Days a Queen' is figured to draw in a heavy British crowd, headed by Sir Cedric Hardwicke, who stars in the film. A cocktail party in his honor was sketched for last week, to which a number of the British colonies were invited, but the affair had to be postponed because of Lady Hardwicke's indisposition, due to an infected eye.

At the opening of 'Anthony Adverse' Britons were in heavy attendance. Among these were Freddie Bartholomew, accompanied by his distant Millicent and grandparents; the Frank Lloyds; Una O'Connor, to Ray Milland; David Niven, Cary Grant and Henry Stephenson.

Bunnie Barnes is resting at home after completing work in 'Magnificent Brute'.

Reggie Owen plays the role of a butler in 'Rich and Reckless', second time he's played such a part in his long career.

Michael Whalen, who plays his hand picture role since the September, has his facial characteristics and even his hair line changed for 'Way for a Lady'.

Five Abbey Players—Arthur Shields, Barry Fitzgerald, Dennis O'Dea, F. J. McCormack and Eileen Crowe—are sketched to return to Dublin as soon as 'Plough and the Stars' finishes.

Kathleen Lockhart has sent for her furniture from New York and will move into her new home about the middle of the month. Gene Lockhart goes into the B. S. Berg production, 'Wedding Present', this week to play the role of Adolphus.

O'Sullivan entirely recovered from effects of a parrot bite and back at work on 'Tarzan'.

Maude Eburne expects to spend her vacation on her farm near Toronto, Canada, as soon as she finishes work in 'Valiant Is the Word for Carrie'.

Ronald Coleman resting on the ranch near Santa Barbara which he owns jointly with Herbert Marshall.

Marian Marsh, learning to truck and showing new steps to the rest of the cast in 'Man Who Lived Twice'.

Arthur Treacher taking a vacation from the somber clothes worn in 'Thank You, Jezebel', by appearing on the streets in an autumn brown and green blazer, canary yellow dannel gauze shirt and red and green plaidy refter, gray flannel slacks and white buck shoes with red soles.

Virginia Fields, Lester Matthews and David Niven lunching together at the Assistance League.

Ruby Lorraine (Mrs. Rupert Gray) visiting Claude Colbert on the Paramount lot.

Elsa Buchanan dancing at the Biltmore Bowl.

Ida Lupino back from location in Arizona.

Edmund Gwenn has everyone on the set of 'Where's Elmer' talking with a strong British accent.

Herbert prima, returning from location at Brenk's Crag, reports that he's 'having trouble with his Tarzan muscles this morning, after his tanzan in a tree for three days'.

May Robson, 'Cleared to start work in 'Camille' this week.

Sybil Jason has received so many gifts of pets, including dogs, kittens, ducks, geese, and even white mice, that her 'under, Harry Jacobson, claims they're going to have to find a larger house with a bigger yard.

Virginia Field has a new way to reduce. She puts on several sweaters (in this hot weather) and a pair of shorts and takes a long run of several miles each morning before breakfast.

## SET NEW HIGH IN PRODUCTION

32 Films Currently in Works—Korda's Denham Plant Most Active—BIP, G-B Due to Close, However

### 6 FOR LONDON FILMS

London, July 26. With 32 features in current production, British studio activity has reached a new high for summer months. Figure will drop considerably in August, when there will be a number of layoffs from major companies.

Current survey shows the new Denham studios to be heaviest in development and suggesting Korda's for- going in building the plant, since he is already beginning to get money back for his backers.

London films has six on the floors, five of which are for independent units, two of them, in turn, under Korda's indirect control.

Films there include 'Southern Roses', with direction by F. Zelnik and featuring George Robey; 'Land Without Music', Max Schach's first British. Tauber film, directed by Walter Forde; and Annabella's 20th Century-Fox Technicolor pic 'Wings of the Morning', direction by Harold Schuster.

### Korda's Pic

Other films there are either straight London films or indirectly supervised by it under its U. A. releasing outlet. These include Victor Saville's 'Dark Journey', with Miriam Hopkins and Conrad Veidt, a Korda picture; 'Fire Over England', William K. Howard direction, with Flora Robson and Leslie Banks, and Charles Laughton's 'Rembrandt', being directed by Korda personally.

Arrangements for the building of the next five stages at Denham, bringing the total capacity to 12, will soon be in hand, with occupation date likely next spring.

Two studio closings are imminent in the British field. British International, dark for some weeks, folds up until the end of August. Gaumont-British is piping down on production early in August, to give the Shepherd's Bush studio its annual clean-up and renovation and install a new generating plant. Three productions, 'Artilis in The Nelson Touch', Hitchcock's 'Sabotage' and Jessie Matthews' latest musical 'Over the Moon', are on location in Canada.

Soon as the polishing is over, three new ones will go down on the floors, 'This'll Make You Whirly', Jack Buchanan-Elsie Randolph picture at Elstree, and London and Continental has Frances Day current in 'The World Is Mine' at Ealing.

Other productions, outside Hagen's new Edward Everett Horton film, 'The Man in the Mirror', are indies.

## QUEEN VIC IN FILM

Character in British Pic—But for Foreign Consumption Only

London, July 26.

Although by tradition, and by the ruling of the Lord Chamberlain, representative of members of the Royal House are forbidden on the stage, or on the screen in Great Britain, James Fitzpatrick has a player cast for the part of Queen Victoria in 'David Livingstone', which he has currently in production at Sound City.

So as not to offend susceptibilities, sequences showing the late Queen will be eliminated from the version intended for home consumption, but left in prints intended for release in the United States, Canada and other places.

Part is being played by Pamela Stanley. Percy Marmont is doing the title role, and Fitzpatrick is doubling with the megaphone.

## General Theatres Takes Anzac Local-Made Pic After Long Argument

Sydney, July 9.

After a long, bitter battle between British Empire Films and Charles Munro, Cinesound's film, 'Thoroughbred', has been bought by General Theatres for first release in Melbourne, Adelaide and Perth. Snider-Dean, however, gets the pic in Brisbane and also first release in Sydney. Indies will take the pic in the Melbourne nabes and Hoyts, through Munro, bought it for the Sydney nabes.

British Empire Films has also arranged with Munro for G.T. to take the first group of Associated Distributors' product for first release in Melbourne, Adelaide and Perth. Group comprises 'When Knights Were Bold', 'Street Singer's Serenade', 'Koenigsmark', 'Fame', 'The Improper Duchess' and 'Public Nuisance No. 1'. In Sydney, Brisbane and Newcastle the first release rights for these are held by Snider-Dean.

Strange angle to the whole thing is that the group is closely associated with British Empire Films, and is also m. d. of Cinesound. In association with Charles Munro he is in charge of General Theatres, and Charles Munro is m. d. of the theatres. Charles Munro is m. d. of Hoyts, but Greater Union Theatres and Hoyts are combined into what today is known as General Theatres. The whole chain of theatres outside the G.T. setup and so does Greater Union.

## SYDNEY PRODUCTION ON AT FULL SPEED

Sydney, July 7.

Production activities are forging ahead rapidly at the present time. Cinesound's production, 'Orphan of the Wilderness', Zane Grey's unit on Great Barrier Reef is completing 'White Death', and Columbia will be set by the end of the week to start 'Rattle River' with Victor Jory in the lead.

In Melbourne, Atlanta Films, Fuller-Rolls unit, is reported satisfied with financial progress made and expects to get started on production plans pronto.

Death of F. W. Thring has somewhat delayed the Efttec-Mastcraft production plans, but it is believed will proceed within the next few weeks.

In Melbourne at the present time there are no productions on the floor, despite the granting of the quota, and outside Atlanta there are no other units even lined up. It is probable that when Stuart F. Doyle returns from abroad, Cinesound (Victor Jory), will begin production work, how to get started on production plans pronto.

Pix completed are 'Uncivilized' (Chauvel) and 'Flying Doctor' (National). 'Doctor' was screened last week and will probably be given an early release date over the G. T. Hoyts chain through Fox.

## Sir Ben's Film Production Co. Ready to Start

Sydney, July 9.

Sir Ben Fuller is back from Melbourne satisfied that Atlanta Film Prods. will go to early flotation. Board of the new company includes Sir Benjamin Fuller, K.B., chairman of directors; Hon. Arthur Boyd, Hon. Thomas Karson, Matthy, M.L.; P. E. Balmain and Robert John Hughes. Majority of board members are powerful Victorian business men, with Sir Ben as the showman.

Atlanta plans to go on the market at \$1,500,000, carrying over \$1,000,000 to be held in reserve and called upon when required, thus giving an actual market value of \$2,500,000, and thereby making it the most powerful unit in Australia for the production of pictures.

Sir Ben stated that it is anticipated production will be in full swing in around three months. Ernest C. Rolls will be production director and will leave for America with Sir Ben some time next month. Ace technicians in every department will be signed up. Australia to dominate the locals in the art of production.

Players will be angled for, and already options are held with a number of local performers and writers, so that actual work can commence as soon as possible.

An option is held on a studio site situated on a 10-acre block in Melbourne, and this, Sir Ben says, will be purchased. Site contains Manor Lodge, an old historical home that has been in the Chirnside family for two generations and actually covers 90 acres. An additional 650 acres adjoining it will also be purchased and contains orchards, workshops, with a river running through the property. An aviation field is close by and a little further afield are sheep and cattle holdings.

## ANOTHER 5,000 SEAT CINEMA FOR B. AIRES

Buenos Aires, July 27.

A big picture house equipped with several adjuncts, such as a bowling alley and a swimming pool, will shortly go to swell the number of amusement centers in this city.

New house is to seat 5,000 and the estimated cost of the scheme is \$1,000,000. It is to be erected in Calle Corrientes, exactly opposite the site on which a 3,000-seater is at present going up. Latter is the Opera Circle, which is also the last word in cinematograph design and when it opens it is scheduled to present 'Chaplin's Modern Times' (U.A.), although there will not be much modernity about it unless the builders get busier than they have been to date.

Calle Corrientes, traditional theatre artery of the city, is undergoing a complete transformation. It is being widened from end to end, a reform made necessary by the growing traffic problem.

## Prez Lumiere

Paris, July 26.

Louis Lumiere will be the president of the photography and cinema group of the Paris expo.

He has accepted the presidency on condition that he would be no more than an advisor; the organization will therefore be turned over to a vice-president.

## New London Discovery

London, July 26.

Vivien Leigh, actress discovered by Sydney Carroll, has been called into action by Alex Korda.

She gets two assignments; one on loan to Eric Pommer, for a spot in 'Fire Over England', the other for a major piece, a 'Triangle', which will have Walter Reisch, continental writer-director, as its director.

## No Shortage Expected In Germany; 40% New Season Product Ready

Berlin, July 26.

Work has been pushed by the German studios, so that 40% of all the new output for next season is already finished. UFA announces 30 features, 30 shorts and 30 educational, Tobis-Europac announces 22 features, Tobis-Rota 22, Syndikat 23, Bavaria 22, and Terra 14.

Additional to these, there will be about 40 to 50 from independent firms.

Exhibitors are assured there will be no shortage of new films the coming season, as has been rumored in trade circles. Moreover, the Film Chamber has set the number of foreign pictures to be admitted to 175, with a possible extension to 200.

Terra has closed a deal with Europa-Film, Rome, for distribution of its product throughout Italy. Tobis likewise claims good foreign sales relations.

## BRITISH CAMPAIGN FOR NEW CUSTOMERS

London, July 27.

Cinematograph Exhibitors' Association may follow in the steps of the Hays Office by organizing cooperative advertising drive with other sections of the industry to increase the weekly audience of 20,000,000 picture fans, and a General Purposes Committee will sound the other trade bodies for support.

Idea was put up at the CEA summer conference by Simon Rowson, but is not new, Association having talked about it before. Partly inspired by urgency of competing heavy building drives, which threaten materially to overseas many major territories.

Paper on overbuilding at the CEA confab by Ken G. Nym, goaded the association into action, and a committee has been formed to examine every aspect of the problem, with powers to act without reference back to CEA.

## FRENCH EXHIBS FIGHT R. R. STATION CINEMA

Paris, July 19.

Twelve film house directors are waging war against a railway company. Concern wants to build a 2,000-seat house in its station, at the Place de la Bastille. Exhibs, who all have houses in the neighborhood, object on the ground that clientele is thin enough as is.

Pointed out that a similar project, which was to be realized in the Gare du Nord, another railway station, was vetoed by the then Minister of Works.

## Grune's New Co.

London, July 26.

Karl Grune, Max Schach's ace director, has formed a new company under the moniker of British Chemicals.

Directors are Major Proctor, who is heavily interested in Capitol Films; Louis Neel and Grune. Object of the group is to promote a new new cinema. Laboratories have already been rented in the St. John's Wood neighborhood, to be opened in August.

Grune is still directing for Max Schach, with his next picture to be 'Pagliacci', starring Richard Tauber.

## 'Gypsies' Remake

London, July 21.

Toying with several ideas for its first production at the Pinewood Studios, British National has settled on a remake of A. P. Herbert's novel, 'The Water Gypsies'. Picture will be for release through 20th-Fox on a deal closed with Joe Schenck while he was here.

British National had intended doing 'Madame Tussaud', based on the life of the waxworks queen, first and script of it is in preparation.

'Water Gypsies' was done by Basil Dean for A. T. P., then releasing through Radio, about five years ago, but Dean doesn't like to be reminded of it.

### Gainsborough

At Gainsborough's Islington studios, there is 'Everybody Dance', Chuck Reisner's production with Cicely Courtneidge, and 'All In', a Ralph Lynn film. Both these, coincidentally, are held up temporarily through stellar illness, with resumption slated for next week.

Two outside productions command attention. Herbert Wilcox is finishing 'This'll Make You Whirly', Jack Buchanan-Elsie Randolph picture at Elstree, and London and Continental has Frances Day current in 'The World Is Mine' at Ealing.

Other productions, outside Hagen's new Edward Everett Horton film, 'The Man in the Mirror', are indies.

# With Ban

"Lavish, stunning, weighty and impressive is 'Mary of Scotland.' A fine drama, gripping in theme and gripping in treatment. It deserves SRO business."

—N. Y. Post

"A distinguished product of the varied arts of the cinema . . . vividly imagined, simply written and powerfully acted . . . has an exalted rhythm and incomparable vigor all its own."

—N. Y. World-Telegram

"Hollywood has turned out one of its finest pieces of historical drama in 'Mary of Scotland'... Warm, moving, human and intensely interesting. It is tops."

—N. Y. Evening Journal

"A triumphant film. John Ford's direction is a masterly job . . . as inspired a piece of work as was his casting of 'The Informer'."

—N. Y. Daily News

"Moving, eloquent and distinguished, Fredric March has never been finer than he is as the bold, dashing and romanticized Bothwell."

—N. Y. Herald Tribune

# MARY OF

**OPENS THIS WEEK** . . . BOSTON, WASHINGTON, CHICAGO . . . READY TO PULL IN THE BIGGEST



# ers Flying!...

HISTORY'S GREATEST LOVE STORY  
MARCHES ACROSS THE MUSIC HALL  
SCREEN TO THE SINGING PRAISE OF  
THE CRITICS AND THE WILD ACCLAIM  
OF ALL WHO SEE IT!...BUSINESS  
FOR FIRST SIX DAYS HOLDS PACE OF  
BIGGEST MID-WINTER WEEKS AT RADIO  
CITY!...HELD OVER, OF COURSE!

"A most excellent picture  
...romantic, hearty, showy  
and theatrical...good lusty  
entertainment, surefire for  
the box-office." —N. Y. Sun

"A splendidly powerful  
drama... Tremendous  
audience appeal, fem-  
inine especially, but  
hardly less of the mas-  
culine order... An out-  
standing achievement!"  
—Motion Picture Daily

"One of the year's notable  
photoplays... richly pro-  
duced, dignified and stir-  
ringly dramatic...the pic-  
ture has depth, vigor and  
warm humanity."  
—N. Y. Times

"Maxwell Anderson's beau-  
tiful 'Mary of Scotland' has  
reached the screen as an im-  
pressive and stirring picture.  
Splendidly cast, handsomely  
mounted, exquisitely writ-  
ten, it is a film you mustn't  
miss." —N. Y. Daily Mirror

"Impressive historical  
drama finely acted and  
distinction."  
—Film Daily

# SCOTLAND

BALTIMORE, DALLAS, SEATTLE, ATLANTIC CITY AND OTHER KEY CITY FIRST RUNS!  
EARLY FALL CROWDS OF ANY YEAR FOR SHOWMEN EVERYWHERE!... RKO-RADIO PICTURE

## WEIBERREGIMENT

quate.

1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26

# Captive of Nazi Germany

Melville Pictures production and release. Written by Isabel Lillian Steele, based on her experiences in Germany. Identity of remaining members of the cast not credited in film. At Globe, N. Y., week Aug. 1, '36. Running time, 85 mins.

(With descriptive narration.)

The story of Isabel Lillian Steele's arrest and detention in a woman's prison by Nazi Germany, released as a gripping picture. The film is credited with collaborating on the script or at least furnishing the details on which to produce it. Possibilities of making a gripping picture were muffled through the inclusion of extraneous detail, tedious pacing and bad acting. Proper cutting job might enhance its possibilities.

Despite these and other flaws, there is no question about the picture being a strong preachment against the Nazi rule. Hence, it will be up to individual exhibitors to decide whether he wants to play the film and whether it would be suited for his type of patronage. It is too longed to be a picture of double bills and too weak to stand alone.

Plained explanatory note at opening states that the material was such sensational news at one time that it could not be told on the screen, but that now it is possible to attempt by the same means to cover up the identity of characters in the film story, except for the few who are credited, for this reason, given to other cast members, director, cameraman, script chief of narrator, were incidentally mentioned.

Primary weakness of the film is the mass of newscast shots flashed on the screen to tell the story of the events, for this reason, given to other cast members, director, cameraman, script chief of narrator, were incidentally mentioned.

Background of Miss Steele is related with stress on her childhood and that she lived in Utah, five years old. She is projected into first actual scenes of her prison story as a resistance press representative, how she met a wealthy baron, his champagne, drinking friends and several picture producers are awkwardly introduced. However, the picture for the later offer made by a supposed Nazi film official. She collaborates with him on a resistance press, the wholesale arrests of the baron and his friends and showing activities in secret prison.

For this she is thrown into jail, held incommunicado and shipped to two different prisons, says Miss Steele's story. Her first prison is nabbed by the secret police, this feature appeared to be dying on its feet. Once she is in the prison, it is hand of Nazi authorities, it perks up appreciably. Prison scenes are fairly realistic and Miss Steele's acting improves in her new environment.

Chief criticism of the jail episodes, which form the picture's pivot point, is that they were made strong enough. Even film scenes of American prisons have been made far more realistic in narrative productions that have come from Hollywood in recent years.

The manner in which she is detained and permitted little or no chance to obtain outside help until the director Borah (in the film) starts things moving again. Only for the Nazi government in no favorable light.

Director and cameraman have made fair use of close-ups to effectively put over their principal players. Several in the cast give worthwhile performances but there are others that smack of the neophyte school.

## THE DARK HOUR

Chatterfield release of George B. Batchelor production. Features Bert Churchill, Irene Ware, Ray W. Love, Robert Walker. Adapted by Ewert and Charles Lambert. "The Last Trap," by Sinclair Lewis; camera, 24, M. Anderson. Running time, 72 mins. At Globe, N. Y., week July 31, '36, on double bill. Running time, 72 mins.

This whodunit may have made good reading as a detective novel, but the screen version fails to even approach the book's quality. Aside from minor secondary dark spots. Acclaimed for the lack of names, bad casting, faulty acting and indifferent direction, wreck what possibly lies the story ever had. Adaptation by Ewert and Lambert is patently faulty because of minimum of action called for in script.

the guilt fastened to another party until the final culprit is discovered. Of two detectives, one of the pair and the other of the new school, pitted against each other.

Charles Lambert failed to sense the important matter in the story. His idea of megalomania, in this picture, is to draw in the two detectives and let them discuss their theories, open doors and let somebody else theorize to conceal the identity of the murderer until the final moments, but by that time the horse has been stolen from the stable.

Berton Churchill, a player of recognized talents, is no great shakes as a detective, even if the sleuth in question is retired from duty. In question No. 1 of miscasting. Ray Walker recently has shown possibilities in films, but he makes a monotonous shirk of the modern school of this picture. Another casting error, Irene Ware has a thankless role and seldom has a chance. Hobart Cavanaugh, as the ultra-heavy sort, and when turned into celluloid additionally takes on costume and melodrama of the ultra-heavy sort, coupled with a nifty acting and acting job, the net results look nicely saleable in the U. S. Italian market. Beyond that there aren't any chances.

Boiled down from its many involutions, the picture concerns an assassin's attempt to marry the blind daughter of the woman he killed.

Everything Is Thunder (BRITISH MADE) London, July 26. Gaumont-British production and release. Screen play, "The Dark Hour," by Charles Lambert. Directed by M. J. O'Connell. Screen play, "The Dark Hour," by Charles Lambert. Directed by M. J. O'Connell. Screen play, "The Dark Hour," by Charles Lambert. Directed by M. J. O'Connell.

With Constance Bennett, Douglas Montgomery, and Oscar Homolka. The picture is a thriller, with a strong appeal on both sides of the Atlantic.

It is seldom a picture or play starts off without a lot of preamble about the characters and the scene for plot unfoldment. This one is almost straight in this respect.

Direction is carefully and intelligently worked out, with a lot of motion picture action, through the medium of pantomime. The picture is a continuous dramatic suspense, with cast leaving little to be desired.

A splendid vehicle for Gitta Alpa in the role of a Hungarian opera star who is innocently involved in an espionage plot.

John Loder is the young Britisher. Nils Asther makes an easy and plausible sounding character, supporting cast is all that can be desired.

The lovely voice of the star would raise to any height a picture not a quarter as good.

Honeymoon Limited Monogram release of Mrs. Wallace Reid production. Features Neil Hamilton, Irene Ware, Ray W. Love, Robert Walker. Adapted by Ewert and Charles Lambert. "The Last Trap," by Sinclair Lewis; camera, 24, M. Anderson. Running time, 72 mins.

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AT LOEW'S STATE, LOS ANGELES!  
 AT GRAUMAN'S CHINESE, HOLLYWOOD!  
 AT APOLLO, ATLANTIC CITY!  
 AT MAIN ST., KANSAS CITY!  
 AT HIPPODROME, CLEVELAND!  
 AT NEW THEATRE, BALTIMORE!  
 AT STRAND, LOUISVILLE!

*Warner* **BAXTER** *Myrna* **LOY**  
 are making love . . . .  
**AND BOX-OFFICE HISTORY\***

**\*FOR INSTANCE! . . .**

**AT ATLANTIC CITY!**

Opened bigger than  
any other attraction  
this season!

Second day topped  
opening by 17%!

First three days big-  
ger than entire week  
of "Under Two Flags"!

Held over for two  
more weeks on the  
Boardwalk!

**AT GRAUMAN'S CHINESE,  
 HOLLYWOOD and LOEW'S  
 STATE, LOS ANGELES**

**(DAY AND DATE RUN)!**

New house records  
loom as sensational  
business threatens  
marks of biggest hits  
ever played!

in

*To Mary -  
with Love*

with

**IAN HUNTER  
 CLAIRE TREVOR  
 JEAN DIXON**

Directed by John Cromwell

Associate Producer Kenneth Macgowan

Screen Play by Richard Sherman and Howard Ellis Smith

From the Story by Richard Sherman



Darryl F. Zanuck in Charge of Production

**AND THE RECORD-WRECKING RUNS HAVE JUST BEGUN!**



# EXPLOITATION

By Epes W. Sargent

## Cracked His Plane

St. Louis. Jean Harlow may never know how close Jimmy Harris, a. a. at local here, came to cashing in his chips while exploiting McG's 'Suzie', current hit at Leew's, but out of the blue Jimmy will never forget his latest and most thrilling campaign. Being a licensed private airplane pilot, a recognition made by the government only recently, Harris conceived the idea of distributing from the sky, small paper discs, bearing theatre copy, to the audience attending the open-air performances of the Municipal Opera in Forest Park.

While flying at a 5,000-foot altitude, tossing the discs over the side of the open ship with reckless abandon, Harris was nearly blown out of the ship when one of the five cylinders of the motor cracked. The din and vibration was terrific and Harris had the choice of two things. Make an emergency landing in Forest Park or try to make the local airport, about 15 miles distant.

He chose the latter course and the attitude at which he was flying when the accident occurred enabled him to make the point. The newspapers that incident was one of the stunts in the 'Suzie' campaign. The Leew's boys tied up with Walgreen's extensive chain. The newspapers, the flashy counter and fountain displays that did much to plug the pic. Fifty thousand heralds were tossed through outgoing parcels from the Kroger Grocery chain. Special transcriptions were aired over two local stations. The newspapers lumbered and gave 'Suzie' some nice space. One hundred 24s, planted all over town for a month or so, opening also was a great help. Distribution of 10,000 small colored star-shaped photos of Harlow in downtown office buildings, and the finishing touch of a nifty campaign.

## Mystery Dancer

One of the stunts about due for a revival and useful in the summer, when business needs a pulmonator, is the dancer in the window. The dancer is tied to a dancing title, but good for any picture. This can be worked on any big store window and the window is on the second floor, so much the better. If worked on the ground floor a protective rail should be built to save the glass from crowd pressure.

The gag should be advertised for at least a week in advance of its use and should be used in advance of the picture. The window is dressed as a stage, with plenty of advertising in large letters, not forgetting the attraction element as well as the one being advertised.

During the run of the gag, a masked dancer in the window for regular appearances, either every half or every quarter hour. The dances should be done promptly at the times advertised, and should last not more than three or four minutes. If the store window does not have a regular crowd, travelers should be provided. These, too, should be lettered.

The shade or travelers should be drawn open five minutes before the dancer appears. The dancer is tied to a photograph disc, and at the finish the curtains are drawn to supersede the crowd. The advertisement announcement should be given the next time period.

It helps to offer a small prize for the identity of the dancer (who should be a resident if possible), and she should be spotted in the show when the feature comes in, one dance being done in the mask and a second without. Best for town under 20,000 but has been put over even in the important spots. Always of interest.

## New Limerick

Dick Wright, zone manager, reports a new idea in the limerick contest as coming from Bill Dworski, of Mansfield, Ohio. He has booked five Popeye cartoons for a special kid show and then sold the newspaper a limerick idea. Usually the limerick objective is to fill out a last line, but Dworski switches. The first, second and fifth lines are alike. Cy Popeye's goll, but the third and fourth are to be filled in by the contestant. Gives the kids some scope as they have to write a rhyming couplet which does not rhyme with the last line idea is traced on the edges.

## Follows Tradition

Leew's Rochester used the peep-hole gag for 'Suzie' and it words as usual. Store window was blocked out, apparently with the idea of a round hole about average eye-height. Lettered 'Private. Don't look in this window.' Lettering inside read 'Suzie is coming in to town. Gag never fails to work even in face of close repetition.

## Film Windows

With the arrival of color in full length films there promises to be a revival of the old silent film idea showing one frame of the picture being advertised in a display card, a window, but out of the blue the size of the scene portion of the frame.

This has been done to a limited degree by the producers but it is to be presumed that presently it may be possible to buy footage for advertising use. It is the most distinctive way to sell.

The best card had the film window cut into the upper right hand corner where it formed the screen of a sketched proscenium. A part of the auditorium was also drawn in and the title was lettered in what appeared to be the beam from the projection room. Behind and to the left was a title relating to the film sample shown. It proved far more effective than any other setting for the film clip, providing a frame for the picture.

About the simplest way is to get the picture to make up a punch from a cutting. This is locked into a form for a small press and a square of sponge rubber is used to expel the cut portion of the film in the type form would be to cut the rollers up. It does not take much to make a nice card and the punch is down to the back of the card with film cement or small strips of passe-partout. It is not too hard to make a lantern slide binder. It will not cost more than it is worth to obtain the film samples.

## Home-Made Anniversaries

Texas is overrun with anniversaries right now and the idea is capable of expansion. Almost any town can promote the same sort of a celebration which can be made just as important as its promoter desires.

Some years ago William G. Goldman, in St. Louis, used the 17th anniversary of the St. Louis exposition for an event that can him \$5,000. He had the previous house record. He made a camera recording of the breaking ground for the fair with the use of the camera. The camera was driving the stake which marked the start of construction. This was made available to the public and the show was shown for a week at the Missouri, with a change of speakers each day.

Local events can similarly be reenacted, with or without the camera record, though the film can be made more important. Then the celebration is transferred to the theatre, with a semi-historical program changed into a play.

It can be built up with old time costumes, loan exhibits and perhaps even a newspaper in the newspaper and any town can supply at least one event to be commemorated.

The best handling is to enlist the services of the newspaper to handle the affair, with the exercises in the theatre merely the crux of the show. The newspaper is supposed to be cooperating with the committee though in fact the committee is the force behind the affair.

All communities will fall for local pride angles with the Chamber of Commerce a powerful help. For a long time the We-dare-you - hand this, unopened to - your - wife - or - best - girl envelopes have been used off and on. Envelopes are cheap stock and contain an enclosure reading 'Dearest: Let's go to 'Troubled Waters' at the Strand next week. It's there Monday to Wednesday. Tell me the night you prefer.' The stunt always works well, but cannot be used often. Another card can be altered.

This one is printed in imitation of handwriting with 'Are you keeping a secret from your wife?' with the question mark played up. They are put into mail boxes or slipped under doors. The greeting 'Dear Madam' with the addition 'We don't think your husband is intentionally keeping anything from you, but we have the feeling he has forgotten to tell you that 'Suicide for Two' is at attraction at the Grand the first half of next season. It's a small little card and we should have to have you lose the chance for the best laugh in months. Most women will get the idea of a letter addressed to them though the envelope suggests it is directed to the nominal head of the house.

Another gag that can stir up a small town is to write all wives to find out what was in that letter their husbands received from the Lyric theatre. Advise several hundred husbands received letters telling them that they and their wives could come in for a single advertisement. The letter was a two for one gag, but it made talk all out of proportion to its importance. The wives were told to call at the box office for a copy. And plenty of them did.

## A 'Liar's' B.O.

Gallon O. Aug. 4. Henry Fickenshaw, manager of the State, says he has been called a 'damned liar' by many patrons who read his advertisements that neither half of a couple feature, nor any good.

The doubting patrons, he said, came from near and far to see if he was right and added \$20 to his average receipts for a dual feature. Film program.

## Dittoed

Probably noticing a recent story of a blue 'grounded' cut ad from Milwaukee, 'Frank Savage, of the Warner, Youngstown, got him a blue page in the vindicator. He used fewer and better ad selections and apparently did not 'bear down with the mallet.'

Harold and Dick Wright's zone as the first theatre ad in color, but away back in the good old days S. Barrett, of the Warner, with KRC used regulars to produce a half page ad in three colors in the Sunday papers, either in Cleveland or Cincinnati. This is locked into a form. Still it's a darned good stunt and new now in the Ohio territory.

# BEHIND the KEYS

Denver. \$100 par value stock have been issued. Incorporators are W. D. Fulton, Stanley H. Schwartz and T. D. Stiles, all of Kansas City.

Princess Theatre, Eunceton, Mo., has reopened.

Yale theatre, St. Louis, nabe, closed for summer.

Missouri theatre, Columbia, Mo., closed for summer.

Community Hall, Chamola, Mo., operating again after being padlocked for several months.

Miss R. E. Addison has disposed of Lambert, Princeton, Mo., to F. A. Lambert.

S. E. Wilhoit has taken over Gem, Richmond, Mo., from R. Parsons, and escaped with the same name.

Royal theatre, Trenton, Mo., shuttered.

Gray & Contran took over Pantheon, Springfield, Ill., from Tony Serra and then leased house to Kerasotes Bros., who will enlarge seating capacity to 1,000.

Belasco, Quincy, Ill., closed until fall.

Following houses in southern Illinois have padlocked doors for summer: Grand, Springfield; Freeburg, Freeburg; Grand, Mascoutah; New Baden, New Baden, and Pocahontas, Pocahontas.

Charles Kuchan, owner of Capitol, Canton, Ill., has let contracts for repairs to house, damaged \$20,000 by fire last week.

## Philadelphia.

Film theatre and stores, to cost \$250,000, will be built at Lancaster ave. and 42nd st. For padlocked in terets. Tract of ground has been settled for Manor Real Estate & Trust Co., holding company for Pennsylvania's Railroad, with Gertrude McNulty. Theatre will seat 1,000. Work begins at once.

Brunswick, local nabe, reopens next month after four-month darkness. Now operated by Charles Stiefel, to be renamed the Rio. Seats 600. Will be renovated. Stiefel also building 1,200-seater President in South Philly for September opening.

## Pittsburgh.

John Goring, veteran film and legit man, named manager of the new theatre to be replacing Dan Fenton, who has returned to New York to await another assignment from Mort Shust.

Bert Seay, upped to district manager by UA at recent convention in Hollywood, has been ordered by home office to transfer his headquarters from Pittsburgh to Cleveland.

## Canton, O.

Frank King, manager of Colonial, Akron, transferred to Newark, N. J., to supervise three Shes houses there.

New cinema being constructed in Pomeroy, Mo., by a small group of boys are enjoined to follow him and not stray. All tokens disappear. The Captain is to be given the discovery before the token can be changed into a picture. The discovered token must be exchanged.

(Continued on page 47)

## Auto Races

With auto race stories cropping up every now and then, it pays to have handy some form of animated display. Always a good seller for the lobby and almost as good for a window though there the sale is not quite so close to the box office.

Perhaps the simplest form was one rigged up with an electric phonograph, enclosed in a square pedestal and topped with an old automobile shoe, laid flat. On the upper surface of this two or more toy cars race around. The motive power is supplied by the phonograph with a brass tube, slotted, sitting over the pin of the turntable. This rises to the top of the pedestal and is attached to each car. It supplies movement and space for lettering.

More familiar is the endless belt with several cars attached. This generally runs along the rear of the lobby, above the doorways. Cars are fastened to the belt, which runs over pulleys. The pulleys are fastened to an old fan or similar motor. It is important to note that the car should be fastened to the belt for one pulley only, to permit the cars to pass over the pulleys.

'Improving on this is a series of several belts, each carrying one car. Using a number of pulleys of different diameters, all working on a single axle will give cars running at various speeds and provide a better semblance of a race.

Wings should be provided at each end to hide the cars before they go over the pulleys. The pulleys and work will provide a grandstand or other suitable backing that can be changed every few months if the picture changes. This can be done meanwhile.

## Another Anniversary

It is interesting to recall that it is just about a year since Lem L. Stewart, the best known exhibitor, piecing the producers' press books with a special manual in which he has collected all the material comprising the Southern Enterprises, it was merely an extension of the bookkeeping letters earlier sent, but it marked the beginning of the press books, which idea was later applied to all Paramount theatres and copied by other exhibitors. Stewart is now daddy of a lot of ideas for chain operation, but this was about his best.

Stewart was the first to do something about the common idea that press books supplied by the producers did not take into account other than the use of theatres. That cry still keeps up, though press books have been improved to include a more varied list of items. The press book never will be printed that is applicable to every house. The best the exhibitor can do is to use the press book as a guide, and to use suggestions which can, at least, be made to fit with exactitude any particular theatre. Only the division of the Captain is to be given the discovery before the token can be changed into a picture. The discovered token must be exchanged.

More than once while with the Southern Enterprises, Stewart was into a jam with Paramount, the parent, over certain suggestions. On one occasion he was told that the signing of a certain three-sheet which he knew would offend his section. The Paramount accessories department raged against the loss of sales, but wherever a theatre disobeyed and used the sheet the show played at a loss. In other sections the same sheet drew. There never will be any such thing as a generally applicable press book for exhibitors.

## Supervised Hunt

Treasure hunts are good summer stuff but some forms of the hunt are too good to require too many rules. Others are apt to result in property damage when the boys overrun lawns in their search for the treasure tokens. The Captain is to be given the discovery before the token can be changed into a picture. The discovered token must be exchanged.

The original hunt was tied to a picture which was to be given to a adapted to almost any picture. All small boys are invited to join the hunt. The boys are to be given some similar character, who will be in the theatre lobby at an announced time. The Captain is to be given the discovery before the token can be changed into a picture. The discovered token must be exchanged.

The Captain is to be given the discovery before the token can be changed into a picture. The discovered token must be exchanged.

(Continued on page 47)

# SING SHOWMEN SING

## ALICE FAYE

Oh, Boy! An "amber blonde"! (Hot stuff!) And does she sing and swing! She makes you forget those "hot weather blues."

## ADOLPHE MENJOU

He gets fighty in his nightie. A Shakespeare shooter... (oul) Sweet Alice is this Romeo's Juliet (He hopes!)

## MICHAEL WHALEN

The man girls dream about! He's really serious about his romancing-about-town. But then love's no laughing matter!

## PATSY KELLY TED HEALY

The wisecrackers who never crack a smile. A roaring riot when they start throwing gags... and ducking!

## GREGORY RATOFF

Public Enemy No. 1 of the English language. He takes exception to every rule of grammar (and do audiences love it!)

## SOMETHING NEW IN CUTIES

and  
**TONY MARTIN**  
surprise  
singing  
sensation!

## SONGS

with that thing-a-and that swing-a.  
Every one a belling-a!

"LOVE WILL TELL"

"SING, BABY, SING"

(music and lyrics by Lew Pollack and Jack Yellen)

"YOU TURNED THE  
TABLES ON ME"

(music & lyrics by Paul, Alice & Benj. C. Michael)

"WHEN DID YOU  
LEAVE HEAVEN?"

(music and lyrics by Richard A. Whiting and Walter Pollack)

## RITZ BROTHERS

Nit wits extraordinary. Three minds without a single thought! You'll wonder how they keep out of the nut house. They panicked the playboys (and girls) in the N.Y. and Hollywood night spots (at \$70 a cover!).

THE KEYSTONE  
OF YOUR FUTURE

# BABY SING

## A MILLION TIMES MERRIER THAN "THANKS A MILLION"

Directed by Sidney Lanfield. Associate Producer B. G. DeSylva. Screen play by Milton Sperling, Jack Yellen and Harry Tugend. Original story by Milton Sperling and Jack Yellen. A 20th Century-Fox picture. Darryl F. Zanuck in Charge of Production.



## Advance Production Chart

Hollywood, Aug. 4.  
Production activity on the Coast continues at a prosperous pace, with 47 features before the cameras, as compared to 51 for the previous week. High level of activity is maintained despite fact that only five new features started last week.

## Columbia

Three in work, nine editing, 12 preparing. In work: 'CRAIG'S WIFE,' reported July 8; 'PENNIES FROM HEAVEN,' reported July 15; 'TWO MINUTE LIES,' reported July 29. No pictures started last week.  
Readied for production this week are 'POKER FACE,' produced by Harry Decker, David Selznick directing, and 'CROSS FIRE,' Decker also producing and C. C. Coleman directing. Pictures to follow are 'FIND A WITNESS,' Ben Pivar producing, Gordon Wiles directing, starting Aug. 6 and 'THEODORA GOES WILD,' with Everett Riskin producing, Richard Boleslawski directing.

## Metro

Seven in work, five editing, 10 preparing. In work: 'THE GOOD EARTH,' reported March 4; 'PICCADILLY JIM' and 'OLD BUTCH,' reported July 17; 'THE DEVIL IS A Sissy,' reported June 30; 'BORN TO DANCE' and 'THE LONGEST NIGHT,' reported July 22, and 'LIEBE LADY,' reported July 29. No new pictures started last week.  
'CAMILLE' (Garbo) and 'A DAY AT THE RACES' (Marx Bros.) on the tapis.

## Paramount

Eight in work, nine editing, 10 preparing. In work: 'VALLANT IS THE WORD FOR CARRIE,' reported Variety, June 24; 'BIG BROADCAST,' reported July 1; 'THREE MEN,' reported July 15; 'MEN,' reported June 30; 'MURDER WITH PICTURES,' reported July 7; 'CHAMPAGNE WALTZ,' reported July 22; 'THE PLAINSMAN' and 'THE WEDDING FESENT,' reported July 29. No new pictures started last week.  
Readied for early production are 'HOPALONG CASSIDY RETURNS,' first of the new Hopalong series to be produced by Harry Sherman for the 1936-37 season, and 'SANTA ANITA,' to be produced by Benjamin Glazer.

## RKO-Radio

Six in work, six editing, nine preparing. In work: 'SWING TIME,' reported as 'NEVEE GONZA DANCE' in Variety, May 20; 'FLOUGH AND THE STARS' and 'PORTRAIT OF A REBEL,' reported July 15; 'WINTERSET,' reported July 29. Started last week: 'THE BIG GAME,' being produced by Pandro Berman, directed by George Nicholls, Jr., adapted from Francis Wallace novel by Irwin Shaw. Cast: Bruce Cabot, Phil Huston, James Gleason, Barbara Pepper, Frank M. Thomas, John Arledge, Guinn Williams, Andy Devine and the All-American football players from last year's crop, which includes Mooty, Bones Hamilton, Frank Alustiza, Bobby Berwanger, Gomer Jones, Irwin Klein, Chuck Bennett and Chris (Red) Cagle, former Army player.  
Story centers around couple of topnotch gridders from opposite stations in life, one the son of a steel worker, the other pushed into college to keep from embarrassing his family. They put up and in their selection of friends meet up with a couple of tipsters from a gambling ring. Later as confidantes learn secrets of forthcoming games and in turn pass it along to headquarters. This brings about an investigation which involves the pals.  
'WE WHO ARE ABOUT TO DIE,' being produced by Edward Small, Christy Cabanne directing, story by David Lamsom; screen play by John Twist. Cast: Ann Dvorak, Preston Foster, John Beal, Gordon Jones, Ray Mayer, Landers Stevens, Dewitt Jennings, Bryant Washburn, Russell Hicks, Edward LaSaint, Oscar Apfel, Barnett Parker, John Carroll, Paul Hurst.  
Story concerns airplane inventor who loses his job and is told by the company to pick up his check. On his way to do this he runs into a gang which is about to steal the payroll. Gangsters slug him, take his clothes and kill the cashier. Evidence points to the inventor, who describes his experiences in the death row.  
To start this week are 'WITHOUT ORDERS,' to be produced by Cliff Reid, directed by Louis Friedlander; 'MILLION DOLLAR PROFILE,' produced by Edward Kaufman, directed by Joseph Santley; 'DANIEL BOONE,' first of the new series of George O'Brien pictures to be produced by George Hurlman. Other pictures being readied for early pro-

duction are 'COAST GUARD,' an original by Lt. Com. Frank Wead; 'BEAUTY, INCORPORATED,' original by Charles Webster and Clarence Young, William Sutrom to produce, and 'TOINETTE'S PHILIP,' first of the three Bobby Breen pictures to be produced by Sol Lesser.  
Only eight features were previewed, leaving a new high total of 69 in the cutting rooms. This reduces number of features yet to go to complete both old and new programs to 424 against a total of 554.  
More than 12 new features are slated to start this week, with a total of 58 more in various stages of preparation.

## Republic

Four in work, nine editing, six preparing. In work: 'BULLDOG EDITION' and 'THE THREE MESQUITEERS,' reported Variety, July 29. Started last week: 'SITTING ON THE MOON,' being produced by Albert E. Levy, directed by Ralph Staub, no writing credits. Cast: Roger Pryor, Grace Bradley, Pert Kelton, William Newell, Henry Wadsworth, Henry Kolker, Lee Forbes, dance team of Theodores, William Janney from original and screen play by Andrew Beninson. Cast: Johnny Mack Brown, Ted Adams, Suzanne Kaaren, Frank Darien, Lloyd Ingraham, Horace Murphy, Dick Moorehead, Edward Cassidy, Margaret Mann, Frank Pall.  
Story is a musical centered around a romance between songwriter and radio star. The girl is up and the boy is down. He lands in New York and without funds is ashamed to call on the big radio star. She learns of his plight and gets hold of one of his new songs, thus bringing writer back into the money.  
'DANGEROUS TRAILS,' produced independently by A. W. Hackel for Republic release, directed by Albert Ray from original and screen play by Andrew Beninson. Cast: Johnny Mack Brown, Ted Adams, Suzanne Kaaren, Frank Darien, Lloyd Ingraham, Horace Murphy, Dick Moorehead, Edward Cassidy, Margaret Mann, Frank Pall.  
Story is built around western secret service agent investigating train express robbery. He lives with the outlaws and is about to be convicted along with them when he turns up his trumps and convicts the gang. Readied to start within month: 'ROBINSON CRUSOE,' Larry Wickland producing, no director assigned yet; 'MICHAEL O'HALEON,' Gene Stratton-Porter novel; 'COUNTRY GENTLEMAN,' with Olsen and Johnson; 'RIDE, RANGER, RIDE,' to star Gene Autry, Armand Schaefer producing, and first of series of John Steele westerns produced by A. W. Hackel.

## United Artists

Three in work, two editing, three preparing. In work: 'THE WORLD IS MINE,' reported Variety, June 10; 'DODSWORTH,' reported June 17, and 'COME AND GET IT,' reported June 30. No new pictures started last week.  
No new pictures being readied for immediate production by the contributing producers in this group except Walter Wanger. Latter plans to put in work two between now and Sept. 1. 'THREE TIME LOSE' will go into work Sept. 1 and will be followed by 'HISTORY IS MADE AT NIGHT' around Oct. 1.

## Universal

Three in work, 12 editing, eight preparing. In work: 'MAGNIFICENT BRUTE,' reported as 'A FOOL FOR BLONDES,' Variety, June 30; 'WAY FOR A LADY,' reported July 2, and 'EICH AND RECKLESS,' reported July 29. No new pictures started last week.  
Readied to start this week are 'FOUR DAY WONDER,' produced by Robert Pressnell, directed by Sidney Salkow, and 'LUCKIEST GIRL IN THE WORLD,' to be produced by Morrie Eskand, no director assigned. To follow is 'THE FLYING HOTTESSE,' with Edmund Grainger producing, Murray Roth directing.

## 20th-Fox

Three in work, six editing, 10 preparing. In work: 'LADIES IN LOVE,' reported in Variety July 22; 'CAN THIS BE DIXIE?' reported July 29. Started last week: '15 MEN IN LANE,' being produced by Sol M. Wurtzel, directed by Alan Dwan, based on original by Paul Berger, screen play by Berger, David Silverstein, Lou Breslow and John Patrick. Cast: Claire Trevor, Cesar Romero, Douglas Fowley, Lloyd Nolan, Lester Mathews, Robert McWade, Richard Tucker, Russell Hicks, Howard Hickman, Chick Chandler.  
Story concerns a robbery in New York's jewel center where one cannot get in or out of a certain store without a pass. Valuable jewel is lost while Claire Trevor, prospective buyer, is examining stones. Romero is accompanying her. Alarm goes out and nobody is permitted to leave the build-

(Continued on page 25)

## PLENTY ADO

## ABOUT 1/2 INCH

Chicago, Aug. 4.

Some difficulty is arising locally over adoption of the 1,000-foot reel by exchanges and exhibitors, and all the trouble is over a one-half inch difference in the diameter of the reel. Exchanges are set for a 1 1/4-inch reel which has been agreed upon nationally as the proper dimension for the 2,000-footer, but the city has held up its approval and has taken the stand that the reels should be 1 1/4 inches across.

Exchanges claim the 14-inch reel won't have enough room for the 2,000 feet of film, while the city claims the 1 1/4-inch reel crowds the magazine too much and is likely to pinch the operators' fingers.

Exchange committee, headed by Henry Herbel, Universal exchange manager and president of the Film Board of Chicago, are in confab now with the city authorities, trying to convince the town's fathers to okay the national reel dimensions.

## VOIGHT DROPS FIVE FROM U PUBLICITY

Hollywood, Aug. 4.

With Hubert Voight assuming post of publicity director at Universal studios two weeks before the official starting date, he discharged number of employees who have been with studio for many years.

Those to go are Jack Freulich, portrait photographer, with company for 20 years; Ed Thomas and Arthur Janisch, with service of six years each; Canine Warner, two years, and Barney Hutchinson, seven months.

Vacancies were filled by Norman Rivkin, Evan Hoskin, Bob Speer and Hermoine Sierks.

## S-I Nixes 2,000 Kids In Tom Sawyer Quest

Hollywood, Aug. 4.

Selznick-International will finally resort to the ether waves to find moppets to fill top spots in 'The Adventures of Tom Sawyer.'

Studio is lining up unnamed L. A. station to carry on search; if canvass of schools, beaches and playgrounds fail to uncover the Mark Twain characters, Studio has currently checked 2,000 kids in search.

St. Louis, Aug. 4.

Eric Stacey, assistant director Selznick, Virgil Miller, and Ellis Carter, cameramen, made visit to St. Louis and vicinity with view of determining whether Missouri l-calc shall be used in upcoming production of 'Tom Sawyer.'

## 20th Denies Long-Smith Has Stories' Copyrights

20th Century-Fox has filed answer in the U. S. District Court to the \$250,000 action, by the estate of Ray Long and the R. B. Smith Corp., publishers, for infringement. The plaintiffs claimed exclusive rights to short stories of Irvin S. Cobb, it is alleged, 20th-Fox put into the picture 'Judge Priest.'

Film company admits using the material of Cobb's shorts, 'A Tree Full of Hoot Owls' and 'Br'er Fox and the Briar Bush,' but asserts that neither of the plaintiffs had filed copyrights to the material in Washington; also aver both claimants o.k'd the use of the material without demanding compensation.

## 'Mr. Melody' for Melton

Hollywood, Aug. 4.

Musical yarn around the title, 'Mr. Melody,' to be written by Jerry Wald and Sig Herzog, will be James Melton's second picture for Warner Bros. No assignments so far made for the tunes.

## BING'S HULA IN COLOR

Hollywood, Aug. 4.

Bing Crosby's next for Paramount, 'Waikiki Wedding,' will be in technicolor. Edward Sutherland directors, with start set for early October.

## PRODUCTION TABLE

(Shows number of pictures promised by the various major producing companies for the 1936-37 program and number of pictures yet to be produced for the 1935-36 program.)

Producers and contributing companies.	No. of ptx promised for 1936-37 program.	Balance to be delivered for 1935-36 program.	Total to be delivered by Aug. 1, 1937.	Number completed and delivered for next year.	Number of ptx now in work.	No. of ptx cutting rooms.	Balance of ptx to go before cameras.	No. of ptx in preparation.
<b>COLUMBIA</b>	50	5	55	..	3	9	43	12
Larry Darmour	8	..	8	..	..	..	..	..
<b>METRO</b>	48	7	55	..	3	5	43	10
Hal Roach	4	..	4	..	..	..	..	..
<b>PARAMOUNT</b>	48	2	50	..	7	9	34	5
E. F. Schubert	8	..	8	..	..	..	..	..
Emanuel Cohen	8	..	8	..	..	..	..	..
E. A. Rowland	2	..	2	..	..	1	1	1
Harry Sherman	6	..	6	..	..	..	..	..
Frank Lloyd	1	..	1	..	..	..	..	..
<b>RKO-RADIO</b>	39	13	52	..	6	6	40	6
David Loew	2	..	2	..	..	..	..	..
Geo. Hurlman	6	..	6	..	..	..	..	..
Sol Lesser	3	..	3	..	..	..	..	..
<b>REPUBLIC</b>	56	12	68	..	3	9	58	5
A. W. Hackel	16	..	16	..	..	..	..	..
<b>20TH-FOX</b>	64	..	64	11	3	5	44	9
Sol Lesser	6	..	6	..	..	1	5	1
<b>UNITED ARTISTS</b>	..	..	..	..	2	..	..	1
Sam Goldwyn	7	..	7	..	..	..	..	2
Walter Wanger	..	..	..	..	..	1	..	..
Selznick International	5	..	5	..	..	..	..	..
Pickford-Lasky	1	..	1	..	..	..	..	..
Reliance	1	..	1	..	..	1	..	..
Elizabeth Bergner	1	..	1	..	..	..	..	..
Criterion Films	2	..	2	..	..	..	..	..
Korda London	6	..	6	..	3	12	28	7
<b>UNIVERSAL</b>	44	..	44	..	..	..	..	1
Buck Jones	8	..	8	..	..	11	27	8
<b>WARNERS</b>	60	..	60	12	10	..	..	..
<b>TOTALS</b>	516	48	564	23	47	70	424	76

The print is in!  
We've screened it!  
We're crazy about it!  
...and so will you be!







# "I love SUZY!"

## WHAT A CAST!

JEAN HARLOW  
FRANCHOT TONE  
CARY GRANT

Lewis Stone

Benita Hume

Directed by George Fitzmaurice

Produced by Maurice Revnes



**"SUZY" IS A  
D-A-R-L-I-N-G!**

Imagine! She even beat "San Francisco"  
in Detroit and Washington!

And she's flirting with "Frisco" (very  
close) in:

Springfield, Indianapolis, Richmond,  
Syracuse, New Haven, Houston, Worcester,  
Norfolk, Cleveland, Baltimore, Kansas City,  
Providence, Hartford, Rochester, Louisville,  
New Orleans, Memphis, Nashville, Reading,  
Milwaukee, Omaha, Bridgeport, Los Angeles,  
Tulsa, Dallas, Denver, Philadelphia.

**HOLD "SUZY"!**  
(Squeeze every dime  
with EXTRA TIME!)

## PERSONAL FROM LEO TO M-G-M SALESMEN NOW SELLING '36-'37 LINE-UP!

**Dear Boys:** Tell my exhibitor pals they ain't seen nothin' yet! "FRISCO" Wow! "SUZY" Ooh-la-la! And next: "HIS BROTHER'S WIFE" (Barbara Stanwyck, Robert Taylor). Then comes "GORGEOUS HUSSY" (Joan Crawford, Robert Taylor, Lionel Barrymore, etc.) They're sensational HITS! Summer, Winter, Spring or Fall—this season—next season—or any season—you know who does the ROARING on the screen—and at the BOX-OFFICE!

(Signed) **LEO**  **HIS MARK**

P. S.—I just saw "HIS BROTHER'S WIFE" in the projection room! Boys, I'm nuts about "SUZY" but this new dame is a KNOCKOUT, too! Oh Beatrice Fairfax, what shall I do!



**"THE GREEN PASTURES" HOLDS OVER**

at Radio City Music Hall in New York

**"THE GREEN PASTURES" HOLDS OVER**

at the Boyd Theatre in Philadelphia

**"THE GREEN PASTURES" HOLDS OVER**

at the Par. & Fenway Theatres in Boston

**"THE GREEN PASTURES" HOLDS OVER**

at the Uptown Theatre in Toronto

**"THE GREEN PASTURES" HOLDS OVER**

at the Hippodrome Theatre in Cleveland

**"THE GREEN PASTURES" HOLDS OVER**

at the Rialto Theatre in Dallas

**"THE GREEN PASTURES" HOLDS OVER**

at the Broadway Theatre in Charlotte

**"THE GREEN PASTURES" HOLDS OVER**

at the Warner Theatre in Milwaukee

**"THE GREEN PASTURES" HOLDS OVER**

at the Capital Theatre in Texas

**"THE GREEN PASTURES" HOLDS OVER**

**REDUCED TO ANY SIZE-THE BIGGEST ATTRACTION IN THE  
COUNTRY TODAY BELONGS TO WARNER BROS.!**

**"THE GREEN PASTURES" HOLDS OVER**

at the State Theatre in Spokane

**"THE GREEN PASTURES" HOLDS OVER**

at the Warner Theatre in Pittsburgh

**"THE GREEN PASTURES" HOLDS OVER**

at the Ritz Theatre in Albany

A FABLE BY MARC CONNELLY-DIRECTED  
BY MARC CONNELLY AND WM. KEIGHLEY



Book Fair Worries

A book fair scheduled for Rockefeller Center, New York, in November, is disturbing managers of authors. Particularly lecture-giving authors. N. Y. Times is sponsoring. It's the first such venture in the U. S. Proposed book fair is reported to project about the lines of the projected book fair of London, England. Lots of showmanship and a massing of celebrities in prospect. Gratis appearances of authors is the wrong way, the managers feel. Authors lounge feels the same way, constantly admonishing members not to indulge in it. They want fees for delivering literary lions.

Lecture platform biz finds novelists the best-selling attraction on the lists and resents the tendency of newspapers and department stores operating in conjunction with book publishers to arrange book fairs and book weeks, which place writers on public view but do not sell the gray book.

Marshall Field store in Chicago last year provided a precedent by paying fees to Christopher Morley and Walter B. Pitkin to show up at a book week event.

Authors rate 70% favorites in surveys of platform.

Roy Howard Slaps Guld

Roy W. Howard, editor of the New York World Telegram, issued a 3,000-word statement to the editorial staff in which he turned down the demand for a closed shop, denounced the political aims of the Newspaper Guild, quantity pay basis and arbitrary increases in expenses. He declared that the newspaper will, however, continue to negotiate with representatives regarding working conditions and salaries.

Negotiations were concluded on July 20 by the Newspaper Guild with New York Post for the signing of a Guild contract. Agreement calls for a minimum of \$25 for cub reporters scaled up to \$45 after five years' experience. Minimum salaries for tabulators, librarians and copy boys were also stepped up. The agreement will not be signed until J. David Stern, publisher, returns to the city from Margate, N. J., where he is on an extended vacation.

Hershfield Back Home

Harry Hershfield has rejoined the Hearst outfit after a five years' lapse and his comic strip, 'Abie the Agent' over which there was litigation following the termination of his former contract, will appear starting Sept. 1.

Contract is with King Features, Hearst syndicate, and the strip's New York outlet will be the Mirror. Originally it appeared in the Journal.

Humorist has been drawing 'Abie' according to Hoyle, appearing in the Sunday Herald-Tribune, N. Y., for several years. His radio programs over WMCA will continue. Hershfield covering first night show at the station. Arrangement has been made whereby 'Abie' will be available for radio also, with the artist probably at the microphone. Air deal calls for a 50-50 split with the syndicate.

Weyl's Estate

Will of Maurice N. Weyl, author, composer and business man, who died July 23 in Philly, leaves estate of more than \$100,000. Son, Edward, gets \$32,500 outright, with balance going to widow in life trust. At her death it will be divided into four parts; fourth to son, Charles; eighth each to two grandchildren and half to Edward. Deceased was secretary of Philadelphia Record and one of founders and directors of Camden Courier-Post.

Person's Partial Resignation

Jose M. Torres-Perona resigned as managing editor of the Spanish language daily over differences with Jose Campubri, publisher, regarding editorial policy of paper on disorders in Spain. Was first reported to have quit entirely, but will remain on staff.

Publisher's policy which he opposed was support of the leftists group trying to overthrow the government.

New Sports Mag

Sports-Week, new mag, out this week with resumé from all over the world on all sports and athletic games. Contains a schedule of sports all over the world and attempts a comprehensive survey of the field.

Marty Berg is editor and publisher. He was for 11 years a sports writer on the Bronx Home News and later an associate editor of the N. Y. Press.

Best Sellers

Best Sellers for the week ending Aug. 1, as reported by the American News Co., Inc.

Fiction	
'Gone With the Wind' (\$3.00).....	By Margaret Mitchell
'Eyes in Gaza' (\$2.50).....	By Aldous Huxley
'The Doctor' (\$2.00).....	By Mary Roberts Reinhardt
'Magnificent Boats, The' (\$2.00).....	By E. Phillips Oppenheim
'The Clansman' (\$2.50).....	By Alexs Carrall
'Halfway House' (\$2.00).....	By Ellery Queen
Non-Fiction	
'Around the World in 11 Years' (\$2.00).....	By Patience, Richard & John Abbe
'Wake Up and Live' (\$1.75).....	By Dorothea Brande
'Listen For a Joesome Drum' (\$3.00).....	By Carl Carmer
'My Ten Years in Exile' (\$2.50).....	By Robert Belding
'Man the Unknown' (\$3.50).....	By Robert Belding
'Way of a Transgressor' (\$3.00).....	By Negley Farson

Annenberg Buys Philly Inquirer

Moses Annenberg bought the Philadelphia Inquirer, widely known as the 'Republican Bible of Pennsylvania,' together with its real estate for \$15,000,000. Paper, which is 108 years old, was purchased through the Cecilia Co., which operates the Annenberg newspapers. It was purchased from Mrs. Eleanor Louise Peterson. Peterson is the sister of Raymond, owners of Le Petit Journal of Paris.

Paper will be operated by Walter H. Annenberg. New publisher owns the Morning Telegraph, the Miami Tribune, Racing Form, Radio Guide and Screen Guide and was formerly a Hearst executive. He resigned from the Hearst organization in 1928.

Walter H. Annenberg declared that Hearst was in any way connected with the sale as first reported, declaring that the new management would not be affiliated with any other publisher or publishing organization.

Award Set Aside

Compensation of \$148,896 awarded Arthur C. McDonnell by jury for sports news bureau he formerly owned in Philly was set aside last week by United States District Judge Kirkpatrick. Jury verdict had been rendered against General News Bureau, to whom McDonnell, former telegrapher, contended he had agreed to sell his agency for \$217,000. Plaintiff argued he had a contract with General News Bureau stipulating he was to work for it for year at \$150 a week. Latest ruling was based on fact McDonnell had no written contract covering alleged sale.

Sun's State Poll

Baltimore Sun, this week commences an extensive poll to ascertain how Maryland may vote in the presidential election. The sheet is mailing out to every registered voter in the state a postcard to be anonymously marked and returned for compilation. There are about 755,000 registered voters in the state. The poll will be completed by late September.

Sports Mag Sold

'Sports Illustrated and American Golfer' has been taken over by Stuart Scheffell and will be published under his management. Associated with him are Marshall Field, T. Sufferin Tailer, Jr., Robert Bacon, Sabrin Carr, Paul Warburg, and Dr. Kurt Simon. John Eschler continues as managing editor.

Formal to remain the same, but mag will have more illustrations and a four-color cartoon cover. Six new departments are being added.

To Appeal Nieman Decision

Decision in the Nieman case, in which the will of Mrs. Agnes W. Nieman, deceased widow of Lucius W. Nieman, publisher of the Milwaukee Journal was upheld, will be appealed to the Wisconsin Supreme Court by three contesting relatives.

Terms of will leave more than \$50,000 to Nieman to promote journalism.

New H'wood Mag

High Hatter mag, monthly, has made its appearance in Hollywood. Contains picture and society news. Tony Bacon is editor, with staff comprising Adele Charlton, Bill Henry, Bob Mangum, Gene Baker, Wava McCullough, Bert Kalmay, Jr., and Miles White.

Will Rogers, Jr. has added a third paper to his Los Angeles string. He's bought the Los Angeles Press, a throwaway. Rogers started in business with purchase of the Beverly Hills Citizen, weekly, and later picked up a neighborhood sheet.

William Patten Dead

William Patten, 70, editor, illustrator and writer, died of pneumonia July 28 in Rhinebeck, N. Y., after an illness of several weeks. He was art director of Harper's at the age of 23 and at that time, the youngest art editor of a national publishing house. Later, he was manager of P. F. Collier's book department and while there induced Eliot to become the editor of the five-foot shelf.

He was managing editor of the Harvard Classics and also edited many other books. In 1916 he became advertising manager for National Publicity, Ltd., of Montreal. He is survived by a widow, son and two sisters.

Publishing Fan Mag Digest

Screen Digest, new mag with format similar to Reader's Digest, hopes to cover the picture mag field in the same way as Reader's Digest does the general magazine field. It is announced for early publication.

It will be issued monthly, carry no ads, and will be edited and published from Hollywood by J. C. Lansinger and Bessie Smythe. Lansinger is the founder and former publisher of the Herald and Real Detective. Smythe has been formerly with Scripps and has been a newspaper editor.

Blanket permission to reprint has been granted by Delacorte and Macfadden for one year.

From Paris to N. Y.

Scribes from the Paris edition of the N. Y. Herald and several foreign correspondents who spent the halcyon days on the continent are now in the office of national news weeklies in New York.

Llewellyn (Johnnie) White, Guy Hickock, Jack Campbell, Charles Pick, Allan Finn, Ken Stewart and Rolfe Belmont are on the Literary Digest. Rex Smith, Tom Cope, of the Herald, and J. D. Tasker, formerly of the Paris Times, are at News-Week.

Blog on Dr. Welch

Dr. Simon Fleischer, of the Rockefeller Institute, N. Y., is penning a blog of late Dr. William H. Welch, pathologist, who was one of the 'big three' medics who put Johns Hopkins hospital on the top rung.

Fleischer is a pupil of Dr. Welch's and has undertaken the writing job at request of trustees of the hospital.

Milton's Own Dance Mag

Paul Milton, former editor of The American Dancer, will issue his own monthly tramp magazine on Sept. 1, called Dance. Harold Hartogensis is associated with him as business manager.

Milton was with the American Dancer, for four years, prior to which he spent five years as editor of Macfadden's Dance Magazine.

Squawk on U. S. Pulp

More and more lurid Yankee pulps are flooding into Sydney despite bitter protest from publisher bodies. No objection taken to the fan mags, with outcry centered upon the crime pulps.

No action to prevent importation so far by the authorities.

John M. McCune

John M. McCune, 68, former publisher of the Colusa, Calif., Sun, died in Rido Nido, Cal., July 27. He retired in 1932 after 50 years of newspaper work.

Mahoney's Round the World

Vincent Mahoney, erstwhile Los Angeles newspaper reporter, more recently with 20th-Fox publicity department, is sailing shortly to tour Italy, Germany and Japan to obtain info for a book.

CHATTER

Clelie Huggins finishing her novel 'Point Noir.'

Pictorial Review moved into the Hearst building in N. Y.

Statevepost has taken Ben Ames Williams' latest, 'Fiddlin' Fool.' Ernest Hemingway now in Montana, working on another novel.

Federal Writers preparing a 5,000,000-word encyclopedia on New York City.

A. E. Houseman's 'More Poems' will be published posthumously in October.

John Strachey's latest book titled 'The Theory and Practice of Communism.'

'Play Through Weakness,' Everett Freeman yarn, has been taken by Statevepost.

Henry Suydam has retired to his job as p. a. for the Dept. of Justice in Washington.

Richard Sherman, author of 'To Mary,' with Love, placed a new serial with Statevepost.

Helen Train Hiller is the author of a juve book 'Play Street.' She is Arthur Train's daughter.

George Harmon Coxe, Metro writer, sold a serial, 'The Camera Club' to American magazine.

Beth Brown's 'Riverside Drive' (Dutton's) went to the printer last week. Will be issued in November.

James Hilton has gone to England for 'Months.' Returns in the fall to fulfill a contract for assignment for Metro.

George Gibbs has placed his new novel, 'Anything Can Happen,' for fall publication with Appleton-Century.

Owen Johnson, novelist, may be Democratic candidate for Congress in Massachusetts. Is considering running.

Timothy Fuller's 'Harvard Has a Suicide,' serialized by the Atlantic Monthly, will be published by Little-Brown.

Dorothy Speare has finished her novel 'The Road to Needles,' which took her five years to write. Will be published next year.

W. F. Bullock retired after 30 years as correspondent for the London Daily Mail in N. Y. Will go to Mexico and then Honolulu.

Captain Eddie Hart has contracted, for a 260-page history of the World War with Random House. Book will be out in October.

Jeffrey Hoffman, legman for Louella Parsons, died of cancer in Hollywood, has resigned to join the story department at 20th-Fox studios.

Edith Ellis's dramatization of 'Cleaner Mordant's' novel, 'The Generations,' now playing in London. Play is titled 'The Lady of La Paz.'

Everhardt Armstrong, for 17 years drama editor of Hearst's Seattle Post Intelligencer, was discharged last week, allegedly for Newspaper Guild activities.

Mrs. Ellen B. T. Pyle, who did many cover illustrations for the Saturday Evening Post and other magazines, died July 31 at her Wilmington home.

Claude Boyes, American Ambassador to Spain, will have his new book 'Jefferson in Power' out next month. Proofs were returned just before the hostilities started.

Grant Wood, who has been awarded the first Limited Editions Club Fellowship of \$2,000, will make a series of special illustrations for Sinclair Lewis' 'Main Street.'

Methuen will publish R. P. Harris' novel 'The Foxes' in England. Bret Harte centennial will be commemorated by release of RKO picture based on his book 'WTOS.'

John G. Sweeney has resigned as London correspondent of the Chicago Daily News to write for magazines. He will be succeeded by William H. Stoneman, back recently from Ethiopia.

Howard Vincent O'Brien, Chicago Daily News columnist, is for Roosevelt and says so in his column. His boss, Col. Frank Knox, is the Republican candidate for vice-president.

Best British Short Stories of 1936 will be out in October. Authors included are H. E. Bates, Elizabeth Bowen, Readern Conner, James Huxley, L. A. Pavey and Michael Sayers.

Sales of rare books and manuscripts in the estate of Thomas Phillips have been resumed at Sotheby's, London, England. Expected that liquidation will take another 30 to 40 years.

Mary Gilmore, film critic of the Rochester Journal-American, resigned to join her husband, Ralph Young, in Chicago. Young, former (Continued on page 40)

Fiction and Films

By WOLFE KAUFMAN

**Omnibus of Crime**  
A hurricane and murder arrive in Porto Rico at the same time to provide the basis for 'Thunder at 35°' by Newton Gayle (Scribner's, \$2). As usual in Gayle's books, Jim Greer digs out the facts in an efficient manner and lines them up in their proper sequence. It's interesting and well handled throughout. Could be filmed, too.

That same hurricane theme starts off 'The Gray Man Walks,' by Henry Bellamant (Crime Club, \$2), except that the scene this time is on a lone island off the Carolina coast. The story elements are none too believable, although the characters are extra well drawn. Makes for entertaining reading despite discrepancies and the actual murder scene is correctly drawn across a couple of new tangents. Not for films.

Screwy characters are also the saving grace of 'King Among a Murder,' by George Bagby (Covici-Friede, \$2). And again its murder on an isolated island, with a limited number of suspects. Inspector Soudbit, whose teeth hurt so much he always has to take his shoes off at crucial moments, unravels things in rough though competent fashion and there are several good laughs. Not for films.

And a series of islands, this time on the Pacific, and geographically acknowledged under the general heading of Hawaii, serve as location for most of the stories in 'The Feather Clog Murders,' by Darwin and Hildegard Teitel (Crime Club, \$2). The Teitels, as usual, employ the Egon Von Kase, from Vienna, to mix things up a little before they send them out. He's a colorful gent, lending credence to the most incredible actions. It's fine reading. Not for films.

By EFES W. SARGENT

**Western Tangle**  
Sam Bass, one of those enterprising souls who in the last century helped to make the wild west wild, did not last very long as a train stage robber, dying on his 27th birthday of gunshot wounds after about a year of hard work. He was spectacular, but not particularly happy in his choice of victims, but his colorful career is embodied in a still current series of eleven stanzas. And even yet the optimistic are grubbing the Texas terrain in the hope of unearthing his buried treasure.

In 'Sam Bass' (Houghton-Mifflin; \$2.50), Wayne Guard has sought to winnow the wheat from the chaff, documenting the history of his hero from newspapers, public records and personal reminiscences. He gives a clear outline from boyhood to the apocryphal legends. Particularly timely at the moment, since Bass operated in the cowboy territory of Dallas and Fort Worth.

**From Greenberg**  
Greenberg, Inc. comes along with a couple of its regulars, \$25.00. More than the usual amount of novelty in the western, 'The Fast Hombre,' by Charles H. Martin, who seems to have ideas. He did 'Left Handed Law' last. This time it's a community where the cowmen and the loggers share the opposition. No sheriff, but two constables, one for the loggers and the other for the cattlemen, which provides a deft touch of comedy. Of course there's the girl owner, who is helped to a win by the young cowhand, whose uncle is killed by the timber heavies. Different from the usual run, and well knitted. Picture possibilities that get away from the old formulae.

**This Moon of Gold,** by Jean Fort is about as good as a fairy story, but it will appeal to a certain class of readers. Young demigods finds himself in Florida without a job or resources. A sweet young thing gives him a job as porter. Another girl, crazy about dancing, goes on the make for him and pretty nearly wins, but the mouse-like girl gets her man with the certainty of a mountain, after he gets on his feet. Not much for a picture.

**Five from Phoenix**  
Phoenix Press offers the usual quintet for August, a western, two hot air balloons, 'All at \$2 and around 250 pages.

Outdoor yarn is 'Son of the Saddle,' by Lynn Westland, who pins his plot to an extinct volcanic crater which is discovered to have a river within its rim. Young team plan (Continued on page 40)

# AGAIN PARAMOUNT

## "RHYTHM ON THE RANGE"

**Here's a typical bunch of  
the figures coming in on  
"RHYTHM ON THE RANGE"**

NEW YORK: 30% Above Average.  
LOS ANGELES: Best Opening in 1936.  
SALT LAKE CITY: Best Opening in Months.  
DES MOINES: Smashes "Pine" Record.\*  
OKLAHOMA CITY: Tops "Pine" Record.  
HOUSTON: Beats "Pine" Record.  
CHICAGO: Biggest in Six Months.  
NEW ORLEANS: Bigger than "Pine" Record.  
FORT WORTH: 35% Above Average.  
HARTFORD: 48% Above Average.  
MEMPHIS: 40% Above Average:

\*Wire from Des Moines says: "Best opening of entire year.  
Finest Crosby picture to date. Expect tremendous week."



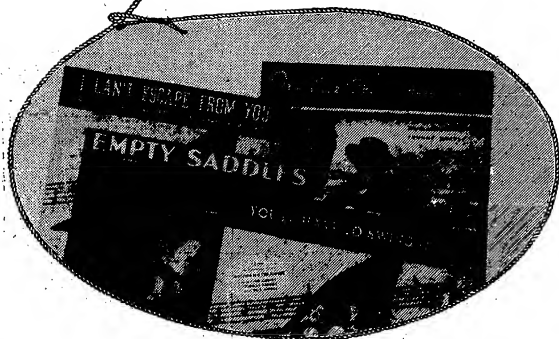
**RHYTHM ON THE RANGE" • BING CROSBY • FPA**

# ROPED A *WINNER!*



**WE'VE ROPED  
THE *NEW* STARS!**

**WE'VE ROPED  
THE HIT *TUNES!***



FARMER • BOB BURNS • Martha Raye A Paramount Picture • Directed by Norman Taurog

# WB-ASCAP PEACE SEEN BY GOV'T AS A STRENGTHENER OF ITS TRUST SUIT

Dept. of Justice Sees Substantiation of Its Charges Anent the So-Called 'Music Trust'—Washington Watches Closely

Detailed story of Warner-ASCAP settlement will be found in Music Department of this week's VARIETY.

Washington, Aug. 4. Peace between Warner Bros. and American Society of Composers, Authors and Publishers strengthens the government's anti-trust case against copyright holders and inspires hope for a consent decree settlement of the monopoly litigation, in the eyes of observers here.

While no official comments were forthcoming, news of reinstatement of the Warner catalogs was welcomed in government industry circles, copyright circles with guarded remarks that the development removes last obstacle in the way of mutually agreeable ending of monopoly prosecution. General view is that ASCAP cannot continue fighting the case and must, in the long run, accept government terms for abandoning the litigation.

These views were based on a conviction that the Warners return to the ASCAP fold demonstrates the validity of the Justice Department accusations.

12 four music publishing firms, backed by \$15,000,000 of resources of one of the largest enterprises in the motion picture field, cannot carry on outside the Society, it is felt, and bolsters the plausibility of the charge that ASCAP is a conspiracy in restraint of trade, one Blackstone commented.

Re-entry of Warners certainly seems to indicate that the Society and its network allies in this situation have enough economic strength to enable them to compel the Warner houses to rejoin the Society in order to protect the interest of their stockholders.

No D. J. Comment

While the Justice Department had no comment forthcoming, it was indicated reliably that Federal attorneys share this feeling. Andrew Bennett, special assistant to Attorney General Cummings, and D. J. legal battery in the ASCAP proceeding, insisted, however, no government attorney is in a position to make any statement or predict the consequences of the peace pact. Subordinates were similarly close-mouthed.

The long-pending government suit has remained a steady presence since the death two months ago of Nathan Burkan, ASCAP general counsel, but it was learned that Justice Department execs are hopeful of reaching an early settlement. Negotiations which will speed up the actual trial and pave the way for negotiation of a consent decree. A conference—possibly the last of a series lasting many months—had been scheduled to take place early in June but was called off when Burkan died only a few days before the meeting date. The D. J. sympathetically told ASCAP managers to take whatever time it needed in obtaining new counsel, rearranging conduct of legal affairs, and studying the record.

The dollars-and-cents significance of the Warner-ASCAP merger was a topic of speculation in industry quarters here, while leaders also wondered what effect the armistice will have on the campaign for measured-service licenses. James W. Baldwin, managing director of the National Association of Broadcasters and spearhead of the drive for new royalty methods, preferred not to comment, however, until definite information is available about the Warner reinstatement.

Whether ASCAP will try to force readjustment of existing contracts was a matter of intense interest. While N.A.B. people felt it is unlikely the Society will seek a higher ante from broadcasters, they welcomed the present ASCAP contracts cover only the repertoire as of Dec. 31, 1935.

The merger constitutes a setback for the measured-service campaign, many industry watchers feared. Although no concrete headway had been made, Warner group, while trying to go it alone, had promised to

consider seriously industry requests for more equitable payment schemes and actively cooperated with N.A.B. in trying to cook up a more satisfactory formula. Without the element of competition afforded by the Warner houses outside ASCAP ranks, observers fear the industry must reconcile itself to a five-year wait, at any rate, before it can hope for a revision of payment terms.

## Doc Goudiss Moves Self And 12 Sponsors From WOR to WHN, New York

Dr. C. Huston Goudiss, radio dietitian, who has been participating commercial on WOR, New York, for the past five years, switches to WHN, same city, Sept. 17. Along with the Doc, WHN gets the 12 sponsors that have been backing the program on WOR.

On WHN, Goudiss will do three half-hours weekly. Station gave him a 12-weeks contract with four yearly options.

Meanwhile, Goebbel's (meat products) is the first sponsor set for the Ida Bailey Allen 'Homemakers' participating program on WHN, New York.

Miss Allen starts five morning hours weekly on the station in the fall.

## A QUESTION

Home Town Surprised to Hear Girl Is an Amateur

Louisville, Aug. 4. Recent appearance of a local girl, Christine Ridge, on the Town Hall Tonight program over NBC has created not a little eyebrow-raising and some word-of-mouth about the young lady's somewhat unusual standing. Miss Ridge, winner of the \$500 prize, and a week's engagement at the Roxy Theatre.

Present occupation of the young lady is that of a dancing teacher. However, for various periods during the past 10 years she has appeared locally and in professional capacity in musical stock and night clubs. She has also been employed by Station WLS as a staff singing artist, and has been vocal soloist on more than one commercial program during the past three years. All of which gives rise to the as yet unanswered question, 'What is an amateur?'

Bob Kaufman, formerly program director at WBMB, Chicago, is now manager of operations at KMA, Shenandoah, Iowa.

## N.A.B. Asks 'How Much Does It Cost?'

Inquiries on Printing of Music Presages Trade Ass'n as Publisher

National Association of Broadcasters is apparently set on going into the music publishing business. The association has been inquiring of trade printers in the New York area as to what their prices for printed orchestration and sheet copies are. Venture into music publishing would have the NAB applying the final touch to the music copyright foundation which the association's membership in convention last month approved by resolution. The idea for this music bureau came from James W. Baldwin, the NAB's managing director. Original purpose of the bureau was to compile and maintain a file of available non-copyrighted music to serve as a checking source for the broadcasting industry. Under the resolution passed by the convention the bureau is to serve only those stations which subscribe to it.

## TELEVISION REPORT

B. B. C. Buies itself to Make August Showing

London, July 28. Official inaugural of the British Broadcasting Corp.'s television station at the Alexander Palace takes place first or second week August, when a gang of executives follow engineers into the building.

Meanwhile importance is attached to the actual opening date of the first program, as the B. B. C. is outspokenly trying to rush completion forward in time to send out flash programs to the Radiolympia exposition, yearly show case of Radio Manufacturers Association, due to be staged at Olympia at the end of August.

Baird engineers—Baird system being the one to be used for Radiolympia if and when—are overruling to get set.

Corporation has meanwhile completed organization of its topical film unit, and has the celluloid library fully ready to start televising.

## 'DON'T WORRY' CBS TELLS TOLEDO

WSPD, Toledo, was assured last week by Columbia that there was no need to be worried about the network's ability to carry through on the contract the pair entered into about a month ago. Discussion on this point was prompted by an offer which NBC had made WSPD for an alliance with the blue (WJZ) link and the Toledo outlet's afterthought involving its proximity to WJZ, Detroit.

Toledo station was afraid that if WJR, CBS ally, went from 50,000 watts to 500,000 watts the network would have no easy time including WSPD in a hookup sale. CBS assured WSPD that even if WJR obtained permission to operate at 500 kilowatts the actual date of putting such boost into effect was so far off that there was really little to become concerned about.

## Heat Gets Schudt

Charlotte, N. C., Aug. 4. Bill Schudt, Jr., manager of WBT, is on Long Island recovering from a near-collapse in the middle west recently. He went to Chicago to the N.A.B. convention, and on to Milwaukee to the radio rep. division. While there he suffered from the heat and finally passed out in an office one afternoon.

He returned to Charlotte under a physician's care and is now away for at least three weeks of rest.

## 'Wake Up' Authors'

Deaf Device Audish

Dorothy Brande, author of the inspirational book, 'Wake Up and Live', has auditioned for Sonotone, pending CBS commercial for autumn. It would be a weekly, quarter-hour.

Sonotone is a device for improving the hearing of the semi-deaf. Topping & Lloyd is the agency.

## Kirby Joins E. Katz

David Kirby, for the past year a member of the Yankee Network staff, joins E. Katz Special agency as salesman in the radio rep. division. Will work from the New York office. Kirby is the third eastern salesman for the outfit's radio department which has 15 client stations.

## Inside Stuff—Radio

Indications are that Columbia will assume the operation of KNX, Los Angeles, by Aug. 15. Guy Earl, Jr., who sold the station to CBS, was in Washington, yesterday (Tuesday) waiting for counsel for the Federal Communications Commission to complete the memorandum on the transfer case which clears the way for this move. Earl has been requested by the network to remain in the east for at least a week so that he would be available for the signing of the final papers in the sale.

It was declared at Columbia Monday (3) that regardless of the date the network assumed direction of KNX no CBS program would be cleared over the Los Angeles 50,000-watt unit until Dec. 29. KNX, it was said, would be operating until then strictly as a local outlet. Don Lee Network also avers that it will stick along with CBS until Dec. 29 unless there is a cash settlement in meantime. Until Dec. 29 KNX and KFSO, San Francisco, is barred from using the CBS identity, while Don Lee may originate Mutual programs from its studios but not release them over its transmitters.

From CBS headquarters Monday it was also learned that no disposition had been made of the post of KNX manager. No decision, it was said, had been made as to whether this job would go to Nelson Rogers, the station's present v.p. and gen. mgr. While in New York last week Earl disclosed that he had a new broadcasting project in the works and in the event it was okayed by the FCC he would take Rogers along with him.

Two comparatively uneventful rounds last week in hectic scrap between Booksie Carter and New Jersey Governor Harold G. Hoffman. In one, Hizzoner was ordered by State Supreme Court Justice Heher to show cause why service upon Philco Radio and Television Corp. should not be set aside. In other, Hoffman invited Carter (among others) to public free for all debate on radio.

Following Supreme Court Justice Heher, relating to Hoffman's \$100,000 damage suit against Carter, WCATV, CBS and Philco for commentator's alleged slanderous broadcast, will be argued at opening of October term of court. In its petition, Philco claims it's not subject to New Jersey suit as it's a foreign corporation. A Governor's Councilman, a Governor, Justice Carter, included Arthur Sinnott, of Newark News; James Kerney, Jr., of Trenton Times; John Borg, Bergen Evening Record.

Arthur B. Church, KMBC, Kansas City, delayed last week while on a business visit in New York, that he didn't think there was a possibility of his putting together right away with two or three other stations on the establishment of co-operative sales representation offices. He said that he would like to join up for such a proposition with stations whose sales problems are practically identical but that there are certain obstacles that could first have to be overcome. KMBC leaves the Free-Slingering list Oct. 1.

Church asserted that he knew of a number of important stations that were thoroughly dissatisfied with the way they have been handled by station reps and that he was in favor of experimenting along the co-operative idea as a way out of the dilemma. He averred that no one had been decided on as sales chief for the project he had in mind.

Television experts in this country view the test program in England at the Alexander Palace as a battle between the RCA and Philco-Farnsworth principles on the invention although equally the tests will be conducted by Baird Television and the Electrical Musical Industries. The latter uses the Dr. Vladimir Zworykin invention or the one that is employed by Radio Corp. of America. Baird will test the Farnsworth principle of television.

Dr. George R. Miller has withdrawn his suit in Federal court appealing from the F. C. C. decision against KGBZ, York, Nebraska. May Seed and Nursery company of Shenandoah takes over the KGBZ physical property and the history of KGBZ is officially ended. All is silence.

Meanwhile Miller says he will file with F. C. C. a new application for a 2,500-watt station to be located between York, Grand Island and Hastings, all in Nebraska.

National Broadcasting chain execs turned down special transcontinental airing of Thomas Ince's 'Adverse', planned to break just ahead of national release of the picture, when it was learned that portion of film had been air billyed on Campbell Soup program. Decision is costly to Warners, which had hoped to cash in on nation-wide broadcast.

During the second week in June Columbia had an average hookup of 49 stations, while NBC's red (WEAF) link accounted for 41.5 stations and the blue (WJZ) for 31 stations. Average daytime hookup gave CBS 23 stations, the red, 25.6 stations and the blue, 19 stations.

## RICHARDS GETS KMPC

Beverly Hills Deal, Long on Fire, Finally Closed

Hollywood, Aug. 4. G. A. Richards, owner of WJR, Detroit, takes over KMPC, Beverly Hills, for a reported purchase price of \$112,000. Deal was on for a year, with several option renewals before the final closing. Dick Conner has been running the station for the S. A. Schefer estate.

Station was at one time considered for a CBS outlet before the chain bought KNX but high figure set by the owners was said to have balked the deal.

## Controversial Sports Is

Sponsored Forum Idea

San Francisco, Aug. 4. After giving its new program, Time Out with Doug Montell, a two-weeks' trial over KGO, San Francisco, Thursday nights, H. Suttiff Tobacco Co. has made a second change in its radio set-up. The firm's current airer is the Sports Forum, a quarter-hour program presented by an incoherent broadcaster who discussed such controversial subjects as 'Is horse-racing on the level?' and 'What is the inside story of the Louisville Schmelzing fight?'

Previously it is conducted by Ira Blue, formerly associated with stations in Australia, Mexico, England, Newark, N. J., and other Frisco transmitters.

Sportsman's Corner, with Captain Gene Sullivan, rod and gun expert, but dropped it for a program of more general appeal.

## \$5,000 TO STARS IS LUX'S TOPS

Only a few on the Lux Theatre of the Air have been payrolled at \$5,000 a single broadcast. Eddie Cantor's 'Whoopie' is the latest. Solon and Ruby Keeler got that amount as a team; also Clark Gable, solo, when with Dietrich on the air for Lux.

This return, previous report anent Cantor's \$4,500 from Lux, which includes the entire show, etc.

## Myer, KDKA, to Boston

Pittsburgh, Aug. 4. Dwight Myer, plant manager of station KDKA here since 1929, goes to Boston Aug. 15 for a similar post with WBZ. He'll be succeeded by J. E. Baudino, who now holds the Boston position, the transfer being in keeping with Westinghouse company's policy of rotating personnel. Myer has been with the Westinghouse outfit for 14 years.

## Hill for Realisik

Chicago, Aug. 4. Sportsman's Hill will go on new Realisik program when it returns to the air Sunday, Oct. 4. Joseph Anile of Leo Burnett Agency will go to New York next week to sign a new contract with other talent. Last spring Jack Hyton'sorkaired from Chicago for Realisik but new program will originate in Radio City.



# ROLL CALL OF RERS' STAFFS

## Petry, in Counter-Offensive to Trade Longish Criticism, Signs Shepard

Boston, Aug. 4. Edward Petry has pulled a spectacular showmanship stunt as a counter-offensive to the undercurrent of criticism now running strongly in the broadcast industry against station representatives. He has sold John Shepard, 3rd, on a long-term contract to continue acting as the sales rep for the Yankee network, revised style, which Shepard is now welding together.

Not all of the stations in the Yankee web are individually Petry clients. WTIC, Hartford, is represented by Joseph Weed, as are WJAZ, Worcester; WLBS, Bangor; WFEA, Manchester; and WOSB, Portland. Petry, in addition to selling Yankee as a group, sells Shepard's personal outlets as individual stations, viz. WNAC and WAAB, Boston; WGAN, Providence; WICC, Bridgeport.

Weed and Petry have been crossing swords in the New England area where Weed, former New England web executive, is well acquainted. While Petry has been buttonholing WTIC, Hartford, to entice that important station away from Weed, the latter has been active on his own behalf.

Shepard got together with Petry and issued a statement to VARIETY Tuesday (4), expressing a pro-longist viewpoint on no uncertain terms. Stating that his papers with Petry are good for five years, Shepard prophetically remarked: "The first five-year definite contract with a national network was signed by Shepard with Columbia nearly five years ago. It was the forerunner of many five-year contracts made later by Columbia. Shepard likewise believes that this (the Petry paper) is the first noncancelable five-year contract signed with a station representative, and predicts that it will be the forerunner of others."

In addition to representing the New England web and Shepard's own stations, Petry is also to get the Colonial network. Station WAAB, Boston, may be sold by Mutual when a program for it originates at WOR, New York; also by the New York State Broadcasting System when the program originates at WINS, New York; or by WHN, New York, when the station is not doing there. All other contracts are to be inked by Petry.

### Background

That these spectacular arrangements were intended for showman purposes on many fronts is evident from their background. Petry is the longest of the long-listers, which makes Shepard's new dictum a mighty voice in his behalf.

Additionally, Petry and Shepard stand to gain a mutual advantage by thus ballyhooing the forthcoming New England web. Shepard's old web as previously constituted is done for by WNA's switch to NBC, which means that Petry is out a client and Shepard a network unless the new venture can be sent on a flying start. Shepard emphatically states that he has his new hookup just about set, but that he can say for sure how far any actual contracts are in hand. For one thing, the new Shepard lineup includes a couple of CBS stations. How these would be wired in without changing them to NBC stations is a mystery. And nobody knows whether Cherry & Webb might not take up their option to buy WTIC, Hartford, by Oct. 1, thus changing it to CBS and killing it for Shepard.

## Streeter, Radio Pioneer In So. Africa, Is Dead

Capetown, July 9. John Samuel Streeter, pioneer of broadcasting in South Africa, died at his home in Capetown. Years previous to the invention of the radio, Streeter studied telegraphy without wires, getting results with coherers, spark coils and crys-

### Listen, Pal—

KMBC, Kansas City, is now the center of attention for station reps now that Arthur Church has announced he is not going to renew with Free & Seinerling.

However, last week saw James Free entraining for Kansas City on one rattler while his former pal and associate, Cliff Seinerling, flipped down there on another choo-choo.

## KOLIN HAGER DENIES % REPORT

Schenectady, Aug. 4.

Performers here are reported grumbling at policies followed by Station WGY's Artists' Bureau. It is claimed by the talent that the Artist Bureau does not stick to its own 10-15% commission clause. All talent is required to sign up with the artist bureau without being guaranteed either specific income or specific build-ups, the complaining performers aver.

On the opposite side of the argument Kolin Hager, general manager of Station WGY, states that he feels the Artists' Bureau has been quite fair in its relations with talent. Reasoning followed by talent in connection with the Tide Water radio program is misleading Hager feels. Talent interprets the amount of money appropriated by the sponsor, \$70, and the amount paid out by the station to talent, \$40, as proving the station deducts 42% commission. Hager states that the policy of the station is to pay outside talent a higher fee than those who draw regular weekly stipends and that those on the regular payroll receive a small extra sum for added work on commercials. Assertions by talent that WGY has exceeded the fixed 10-15% commission deduction is denied by Hager in toto. Outside theatrical bookings for WGY talent usually necessitates WGY splitting commissions with other theatrical bookers but the talent itself is not charged more than 15%, Hager states.

## LYCEUMITES GET RADIO NOD

Lecturers look ripe to get a whirl on the radio this fall. At least two pending commercials, including H. J. Keime, plan to borrow speakers from the modern equivalent of the lyceums.

Although concert singers and musicians have gotten plenty of sugar out of broadcasting, lecturers have not got much of a play to date. Exceptions have been occasional authors or lecture-minded adventurers in the spotlight at the moment getting a now and then nod from Fleischmann or similar programs.

New tendency is tentative. Programs will be heavily padded with music and other light stuff to offset the 'lecture'.

He was the first in South Africa to give a practical demonstration of the valve. Converted his home-made outfit to telephony, and came on the air in 1922, broadcasting concerts from his private 'Station A.I.A.' A widow, four daughters, a son, survive.

## STATIONS COUNT NOSES, SQUAWK

Ask Question 'Is it Physically Possible to Cover All the New York Agencies Under Present Setup?'

### ON DEFENSIVE

About 50 New York station rep salesmen currently comprise the total number of peddlers wearing out shoe leather in behalf of spot stations and regional networks. In Manhattan night onto 300 stations and 10 regional webs are depending on this sales nucleus for their revenue from advertising agencies in the metropolis.

Figures along these lines have been compiled in the past couple of days by the reps themselves, the idea being that the short-listers are out to prove that the longlisters don't pack proportionately as much sales wallop as they should. Incentive to this statistical warfare is a new drive by the long-listers for clients, plus strong hints from several bigger stations that they are through with 'order takers' and want to set up sales outfits of their own.

In this situation the short-listers are tuning up their statistical theme song to nip the long-listers' drive, as well as shoot off any trend toward self-representation. Feeling among stations on the whole, however, is that the figures from a general angle indicate a thoroughly unhealthy rep condition.

### How It Works Out

From the station stand the reps viewed in the bulk patently operate on a very skimpy sales overhead. There are approximately 400 adver-

### The Census

New York Salesmen	Stations Represented
Hibbard Ayer.....	2
Blair.....	3
Branham.....	1
Free & Seinerling.....	1
Field.....	4
Ferguson & Astor.....	2
H. Hagedorn.....	1
Hearst Radio.....	4
E. Katz.....	3
J. H. McIlwain.....	3
Edw. Petry.....	5
Rambeau.....	2
Paul Bremer.....	2
Joe Weed.....	2
Weston-Frykman.....	3
Allen.....	3
Wilson-Dial.....	2
ertson.....	2
Total.....	39

\* 1 network.  
† 19 are Canadian, sold en bloc.  
‡ 3 networks.  
§ 2 networks.  
¶ 8 networks.

using agencies in New York City, although a large majority doesn't use radio in any form. If, however, even as few as 50 are possible spot prospects, it means that many salesmen are peddling lists of 20 and 30 stations to a high as 25 agencies. Reps usually split up their legwork among salesmen by agencies, and not by stations. Resultantly every salesmen sells every station. Station men are viewing such far-flung beats as practically impossible. Reps themselves have not denied this, and the effort to sell spot via a united campaign (which never got started) some time ago was particularly an admission. One station viewpoint, sometimes voiced about, is that if any station tried to sell itself locally with no more paid help

## Hearst's New York State Regional Revamped; Scott Howe Bowen Out

### H. K. Carpenter's Views

Cleveland, Aug. 4.

Informed by VARIETY that a census of New York station reps states showed nearly 300 stations being sold by less than 50 active salesmen, H. K. Carpenter of WHK expressed the view that this was "a condition that needed improvement."

Carpenter delivered the stations criticism of station reps in a formal speech at the N.A.B. convention.

Carpenter finds "a disposition to cooperate" on the part of the reps. Asked if the reps were "on the defensive," Carpenter shied away from the phrase and expressed the viewpoint that the question is acute but that time will "gradually work out a more satisfactory system from the stations' standpoint."

While asking that the reps not be named Carpenter mentioned three long-list reps who had declared to him an intention of shortening the number of stations they handle.

Following a confab at Syracuse last Thursday (30), the Associated Broadcasters of New York, Hearst-backed regional in the Empire State, has undergone a complete face-lifting, big change being that Hearst National Sales (Hearst Radio) has now undertaken to sell the web nationally. Simultaneously the name of the hookup was changed to New York State Broadcasting System, new contracts were issued, revenue card printed up, and the station list trimmed to six. Amid this wholesale revamping, Scott Howe Bowen, who had been called in some months ago as idea protegee, was scratched off the payroll.

Bowen's dismissal apparently is an aftermath of the NAB convention, where he and Edward Petry exchanged sockeroos on a train. But Scott Howe Bowen, who had been called in some months ago as idea protegee, was scratched off the payroll.

New station lineup includes WTIC, New York; WABY, Albany; WIRX, Utica; WMOB, Auburn; WSAJ, Rochester; and WBNY, Buffalo. Daytime single hour rate for the group is \$10.00 while the evening figure is \$9.05. Discounts go to 20%, and the stations are available in groups as well as bulk.

### Line Charges

In essaying to sell this setup, Hearst Radio for the moment is apparently more interested in bringing up WINS's earnings, than in indirect Hearst domination. WINS has for several years been in the red, although the past few months has marked a leap into the black. Subsequently Squire has toyed with the web idea both for prestige and sales reasons. WINS now holds all contracts for the new web, and is the cash register for the coin. There are also four hours of commercial bookings on hand which more than pay for the line charges. Matter is kept to a minimum by a novel system of double bookings, thus raking sustaining shows possible without disastrous fees.

Interference from NBC and CBS is not considered imminent. WIRX, Utica, is a CBS affiliate, but given priority to CBS as per contract and has to date not been frowned on. WABY, Albany, was recently added to the NBC Blue, but because it had an Empire contract previously, NBC wrote its paper around this contingency. Empire group is furthermore banking on sell-outs at NBC and CBS which would keep these chains from getting harried with a crackdown.

## COLUMBIA-RALEIGH COMBO GETS ACCT.

Raleigh, N. C., Aug. 4. Crazy Water Crystals is the first sponsor to sign with WIS, Columbia, is a CBS affiliate, but given priority to CBS as per contract and has to date not been frowned on. WABY, Albany, was recently added to the NBC Blue, but because it had an Empire contract previously, NBC wrote its paper around this contingency. Empire group is furthermore banking on sell-outs at NBC and CBS which would keep these chains from getting harried with a crackdown.

Combination rates for the two NBC outlets were put into effect last month a bait for sponsors wanting to hit both Carolinas.

### Kirk Tagged V.P.

Myron P. Kirk has been elected v.p. in charge of radio for Ruhlraft & Ryan. For the past year and a half he had complete charge of the ether division. Before that he and F. B. Ryan, Jr., conjointly directed it.

## FRICION IN THOMPSON AGENCY

John U. Reber, J. Walter Thompson, v.p. in charge of radio, may have to make a flying trip this week to the agency's Hollywood branch to act as adjudicator of a series of feuds reported within the organization. The west coast unit of program producers and talent buyers is said to be battling over authority and policy. Most of the bickering seems to be revolving around one staff producer's interference with another's assigned programs and the rejection of talent booked through New York or some other office in the Hollywood office. It is the first time that a major prima donna situation of this sort has developed within agency ranks.

## More WLW Accounts Go To Mutual Network

Mutual Network will have two more accounts originating from WLW, Cincinnati, starting Sept. 15. They are Charles Denby Cigar and Detective Story Magazine. Another sponsor added to the Mutual fold the past week was Liberty Magazine, which, Aug. 19, starts a series with Bernarr Macfadden in the cast. Macfadden publications will use, besides WLW, WOR, New York; WGN, Chicago, and CKLW, Windsor-Detroit. Denby hookup will consist of WLW, CKLW, WGN, WSM, Nashville, and WGAR, Cleveland.

Joe Ratner Is Back  
Vic Ratner, CBS director of advertising and promotion, back at his desk last Monday (3).

Had been away for a month taking look at CBS stations out of the Coast and back.

but the average rep employs, its big would be sheer over-the-transom intake.

Number of salesmen working for the reps in New York is shown on an accompanying chart. Omitted here is Norraan Craig, whose list is undergoing a consolidation with that of Hollingberry; and World Broadcasting, whose list is not set up. NBC, CBS and Cox & Tanz. Later firm is located in Philadelphia and works through New York from its Quaker City firing line.

## Here and There

**Jack Latham**, buyer of spot time for **Yusef & Ruben** in Harbor Sanatorium, N. Y., having parted from his appendix.

**Nate Tafts** of Ruthrauff & Ryan agency, continuing to Cleveland weekends to handle Goodrich's "Community Sing" show over WTAM.

**Joseph Libby** new recruit to Radio Enterprises, sales force. Formerly with the New York World-Telegram advertising department.

**Billy Rose**, singer-announcer, forced to leave WGY, Schenectady, because of illness in 1934; returned to the station last week. While recuperating in Vermont, Rose did some broadcasting over WQDM, and later filled an all-around assignment at WFFM, Plattsburgh.

**Joe Sheffer**, who has been filling triple roles of Buffalo Evening News radio ed and promotion ad writer and this week for News station WBBN, relinquished his daily "in" column assignment to Rhoads (Bud) Squires to devote more time to News promotion.

**Burger Fox**, formerly musical director at RWK, now making tour of p.a.'s. Dick Richards succeeds him at St. Louis station.

**John Loveland** of Benton and Bowles on road promoting "Come On Let's Sing" in Syracuse. A local songfest will be held similar to network show and part of fest will be broadcast over WFBL.

**WCBM**, Baltimore, has received nod from FCC on its application to erect new transmitter out on northside sector of town and work will commence this week. According to present plans new layout will be ready on Oct. 17. New tower being spired upward will be 210 feet high.

**Herbert E. Nelson**, formerly of KMOX, St. Louis, and Nile L. Adams are new additions to WQXBY, Kansas City, sales force.

**Jane West**, who scripts the O'Brien program for Ivory Soap (Procter & Gamble), will do series of talks before the class in journalism at New York University this fall.

**Vic Campbell** now writing script for WKBW, Buffalo, nightly "Music for an Hour" transcription program. Formerly handled by Charley Warren, who has left KW for WJAY.

**Cleveland**. Replacing Warren on announcing staff here is Radcliffe Hall, University of Pittsburgh grad and former Erie, Pa., stock player.

**KWYO**, Sheridan (Wyo.), getting a power upping to 250-watts and installing new equipment.

**Gene Devitt**, heretofore with KFJM, Grand Forks, has joined WDAY, Fargo, as station's sixth announcer.

**Lorne Wilkinson**, program director of WTAQ, Green Bay (Wis.), and leader of the "Farm Hands" noon-time stanza, has been touring his crew weekly for appearances in neighboring burgs.

**Norman MacKay** of WQAM, Miami, rushed his wife to hospital few days after his return from N.A.B. convention.

**June Collins** and Selma Hallman, WIP piano-vocal team, understood first Philly broadcasters to get television. At Farnsworth studio.

**Paula Markmann** airing Hollywood Chattebor's session over WFBL, Philly, under name of Barbara Young.

**Helen Barrett**, WCAU vocalist, and Pete Woolsey, radio and nitery singer, tell it to the preacher in Philly September 16.

**J. L. Grotter**, Chief Engineer of WTAR, Norfolk, in Richmond on furlough, leaving John Pepper in charge.

**Al Johnson** will air radio version of "The Jazz Singer" on Lux program, Aug. 10.

**John Hays**, program director at WNNW, N. Y., leaves present capacity at the station next month.

**When Al Shayne** debuts over WHN, New York, on Sunday, Aug. 2, for Sally's Furs, he will be welcomed by J. C. Peppen, Louis Soboh, Kenny Baker, Baby Rose-Marie and Don Albert's orchestra.

**Monroe Hollinger** is handling special events at WHN, New York. Succeeds Dan Golenspaal, who has left the outfit.

**MIA-Continents Petroleum Co.** is having 73 quarter-hour programs recorded by a hillbilly troupe from KIMBC, Kansas City, for placement

on 20 stations. Work is being done by World Broadcasting System in Chicago.

**Barbara Evans**, former secretary to Ben Gimbel, pres of WIP, Philly, becomes advertising manager of Oppenheim-Collins, Philly women's wear house.

**Boston University**, first major educational institution in New England to set up a bona fide radio course for students, will hold a "Behind the Scenes" night, Thursday (6) at WEEI, Boston. About 150 summer school radio students will attend.

**Tom Brook**, KILRA, Little Rock, salesman made commercial manager of KGH, Little Rock, in switch which sent Mack McKrell from KGH to KILRA salesstaff.

**Helen Eiley** joins publicity department of WIP, Philly.

**Slam Wharton**, tonsillar, just completed six months' tour, airing again over WIP, Philly.

**Merwyn Love**, for the past 10 years associated with various southern stations, joins WATL, Cedar Rapids, as program director of Wato-10.

**Marvin Ferris** added to staff of KFIQ, Longview (Tex.). Used to be with WJCA, Waco.

**Gene Shumate**, formerly with KTRY, Columbia (Mo.), new sports announcer at KRNT, Des Moines. Fills vacancy of Hal Parks who's going to Chicago.

**Sophie Tucker** guests on Ben Bernie's American Can program Aug. 18. Bill Robinson and Donald Novis follow on Aug. 25 and Sept. 1 respectively. Set by Herman Bernie.

**Ed Murphy**, announcer at WSGN, Birmingham has left the station.

**Crystal Club**, awfully nice spots at Virginia Beach, set with WTAR, Norfolk, to broadcast Gene Baker orchestra.

**Honey Benson**, vocalist, on WGH, Newport News, airings now on WLW, Cincinnati.

**William L. Herndon**, ship's radio operator, joins staff of WGH, Newport News, Va.

**Marcy Amsterdam**, formerly billed as "the world's greatest egotist" with Al Pearce's Gang and now on his (Continued on page 38)

## FCC's Washington Docket

### Grants and Applications

Washington, Aug. 4. Very little doing at the Federal Communications Commission, with members of the Broadcast Division off on the summer recess. With commissioners out of town, and regular weekly meeting postponed, no action was taken on applications.

Few new applications were received last week and examiners turned in their conclusions on two new station plans and a request for frequency change and power increase.

The following applications were received:

**Virgil V. Evans**, Gastonia, N. C., new station to be operated on 1420 kc with 100 watts; **Loyal K. King**, Pasadena, Calif., new station to be operated on 1480 kc with 250 watts; **WBR**, Dallas, Tex., modification of license for intermittent or simultaneous operation of WBR and KPA into a single vertical radiating tower; **KMLE**, Monroe, La., increase power from 100 watts to 100 watts night, 250 watts days.

### Examiners' Reports

Power boost and frequency change for **WJBO**, Baton Rouge, La., now operating on 1420 kc with 100 watts, was granted request by Examiners **Melvin H. Dalberg**, providing two other pending applications are turned down by the commission. Granting of transmitter's request for the 1120 kc ribbon and 500 watts power would change with **WISN**, Milwaukee Hearst station, and **WBR**, Kansas City, Mo., Dalberg ruled; in the event that either of the latter stations' applications should be granted.

**WJBO**, owned by Charles P. Manship, Sr., Charles P. Manship, Jr., and G. V. Porter and doing business as the Baton Rouge Broadcasting Co., Inc., was found to be in good financial shape and capable of carrying out its proposed program of improvements involving expenditure of \$12,000. **WBR**, which has two stations, the **Star** and **Morning Advocate**, has been spending money on equipment, upkeep and salaries, but corporation showed total capital and surplus of \$42,186.

Applications of **WISN** and **WBR**, now before the commission, are the only two files in the docket. Both transmitters have asked for the same 1120 kc frequency for which **WJBO** is asking. **WISN** is asking for permission to use 1 kw unlimited, while the **Kansas City** station wants 500 watts, night, 1 kw days. Granting of either of the applications would create an interference snarl with **WJBO**, Dalberg pointed out, if the latter should go on 1120 kc with 500 watts.

In order to dodge interference with **WTAW**, College Station, Tex., which also operates on 1120 kc with 500 watts specified, **WJBO's** application proposes to suspend operation from 8 to 9 p.m., Mondays and Fridays, while **WTAW** is on the air.

Station for **Superior**, Wis., was indicated by Dalberg's favorable recommendation of the application of **Fred A. Baxter** for a station on 1420 kc, also a state senator, for a 100-watt station to operate on 1200 kc. Squawks from local merchants that the advertising rates of **WECB-NBC** affiliate and the only transmitter at present located in **Superior**—were too high to allow them to buy time, helped Baxter to establish his point that the town needs broadcast facilities of a purely local nature.

Couple of pending applications for the same assignment, filed from Duluth, Minn., involve questions of interference, in the event Baxter's request should be granted, but Dalberg found the former Mayor's application "in accordance with the public interest, convenience and necessity," notwithstanding the previous claims filed with the Commission.

Tug-of-war for a station for **Visalia**, Calif., loomed when Examiner **R. H. Hyde** recommended granting the application of the **Tulare-Kings Counties Radio** associates for a 350-watt station to operate on the 1190 kc frequency. Application for a transmitter for the same town, requesting 100 watts power and the 1310 kc frequency, already is pending before the Commission.

New applicants are a group of newspaper publishers, forming the **Visalia Publishing Company**, which publishes the **Visalia Times Delta**. Individuals involved are **Homer W. Wood**, publisher of the **Porterville Recorder**; **Percy M. Whiteside**, publisher of the **Tulare Advance Register** and **Times**, and **J. E. Richmond**, publisher of the **Hanford Sentinel** and **Journal**.

Campaign to add radio broadcasting to their mass production of newspapers is substantially aided by a need for local service in the **San Joaquin Valley** area, but the pending application for a small—filed by **Clark Standiford**—is in the way. According to Hyde's report: "There is some argumentative testimony to the effect that a 100-watt station operating on 1310 kc with unlimited hours of operation would serve more people than a 350-watt station operating on frequency of 1190 kc during time hours, but no evidence on this point of sufficient definiteness to have any probative value."

Hyde recommended granting of the **Visalia** publishers application "if the application of **Clark Standiford** is not granted before this case is considered."

### HOW STORIES GROW

Rumor Increases Cargill's Miniature Plane to Full-Size

Macon, Ga., Aug. 4. Telephones at **WMAZ** were kept busy here one day last week when reports began to fly that **E. K. Cargill**, station's president, had cracked up in a plane at the new municipal airport.

Investigation proved that **Cargill** had simply taken the home-built miniature model to the new field and had set the plane going under its gasoline powered motor. The plane, a three footer, circled the field but an amuck of electric power line. Resulting crash put the story plane out of commission.

When the story got around, the plane had been increased in size to regular monoplane dimensions and **Cargill** himself was reported an occupant.

### WEAN's New Site

Providence, Aug. 4.

**WEAN**, Shepard's, has purchased property in the neighboring town of **East Providence** for use in the construction of a broadcasting station. Property purchased Saturday (1) and work of clearing ground will start at once, **James J. Sheppard**, manager, announced. Shepard's is the last of the three outlets in Providence to go outside of the city for land to build broadcasting units. All the stations, **WJAR**, **NBC**, **WPOR**, **Mutual**, and **Inter-City** are now all located in **East Providence**.

### Sponsors Sharing Same Talent Not Grade A Idea

San Francisco, Aug. 4.

**John Nesbitt** may find himself with one sponsor instead of two shortly, an aftermath of his appearance on the **Bank of America National Trust and Savings Ass'n's** new House of Melody program over **NBC** stations **KFO**, San Francisco, and **KFI**, Los Angeles, Tuesday nights.

**Nesbitt**, signed by the **Duart Sales Co.** under a long-term contract which provides for salary increases and presented by the face cream makers over the **NBC-Red** web on the **Coast Sunday nights** and over the **Don Lee** chain Thursdays, obtained permission from **Duart** execs to act as commentator on the House of Melody broadcasts with the proviso that their program, **The Passing Parade**, be mentioned in continuity and in all ads and press releases on the bank musicals.

After the first Melody broadcast July 28, **Duart** heads decided that **Nesbitt's** appearance on the program was not worth enough to them to warrant it. Now they are looking for a new commentator who may replace **Nesbitt** on the **Duart** program.

### Weper at Radioland

Cleveland, Aug. 4.

**Freddy Weper**, former music director of **Palace** theatre here, is back in town as stage director for **Radioland** at **Great Lakes Expo**.

Weper is also conducting a house band from the **Expo** over the **Mutual**.

## FIRST PERSONAL APPEARANCE ON BROADWAY

**KENNY BAKER**  
Singing One  
Sitting. One  
Century, Baltimore

Kenny Baker, tenor, who received wide recognition earlier on Jack Benny's radio series last winter, has as much to offer for vaude as any entry of type noted. He packs more charm and personality behind his other than ever suggested by his other appearances and he should get a good break in p.l.h. He's done voice and good appearance. He was on just long enough to have caught, and his renditions of "Love Train" and "Aloha" were all but extra polish by the fine arrangements used. Best.

Registered from  
Variety, June 28

# KENNY BAKER

RECENTLY OF JACK BENNY'S JELLO PROGRAM

## LOEW'S STATE

New York, This Week (July 31)  
NEXT WEEK (AUG. 7) FOX, DETROIT

Booked thru  
**Lyons-McGinnick & Lyons**  
Hollywood

With Sincera  
Thanks to  
**MERVYN LE ROY**

## Washington Curious as Waterbury Asks for Two Repeater Stations

Washington, Aug. 4. Possible change in government policy regarding construction of booster stations to intensify coverage and expand audiences was seen last week following requests of WIXBS, Waterbury, Conn., for permits to build duplicating transmitters at New Haven and Bridgeport. While the Federal Communications Commission has sanctioned synchronized operation in several parts of the nation, filing of pleas for consent to use a shared channel and to locate repeaters close together is regarded as significant. Industry spies consider it unlikely that WIXBS' application would have been filed without sounding out the Commission to make sure at least an impartial hearing would be granted.

This opinion is strengthened by attitude reflected by Andrew D. Ring, assistant chief engineer in charge of broadcasting problems. While careful not to speak for the Commission, Ring told VARIETY Saturday (1) he personally feels there is a definite place for such stations. Difference between the Waterbury-New Haven-Bridgeport plans and existing synchronized operations—such as WBZ, Springfield, and WBZA, Boston—is that always in the past the duplicating stations have used cleared channels and have been relatively far apart. Furthermore, the dual transmission has been eyed as experimental, while no permanent general rule on the question ever has been adopted.

In the Connecticut situation, the proposed boosters would use the same frequency as the parent station—one of the few high-fidelity experimental transmitters operating on the ribbons between 1500 and 1600 kc—and the geographical separation would be small. Each would be a 100 watt.

### Precedents

Consequently, if the Commission grants consent for the proposed stations, precedent might be set which would cause major upsets in industry operating methods. Any general decision to tolerate boosters

would open the way for hordes of pleas for permission to circle major cities with repeaters and might even lead to demands for the right to build whole chains of duplicating stations across the land.

The Waterbury application raises the question presented a few years back when Columbia sought to have WJSV, Alexandria, a 10 kw. transmitter, use the same frequency (860) as the network key station, WABC, New York. On that occasion, stiff fight was made to convince government censors that duplication and synchronization are the coming thing, but the Commission nixed the scheme.

Question may be deferred until after the October broadcast policy hearings, and so far there has been no reliable outside evidence that the Commission is on the verge of doing an about-face. But the proposition has been raised in a manner which may have far-reaching effects.

## RADIO MURDER SEEN NEARING SOLUTION

Detroit, Aug. 4.

Solution of the Jerry Buckley murder, which occurred six years ago when the WMBC commentator was at heights of his vice crusading, is believed imminent with surrender of Leonard "Black Leo" Cellura, ex-racketeer and operator of several cabarets and niteries here in the gin-and-racket days.

Cellura surrendered to police here last week after being sought six years, because "hiding is worse than jail." While claiming to be a good friend of Buckley and not admitting the slaying, Cellura promised to tell all during his trial, set for early hearing.

Cellura, whose nite club holdings included the Kit Kat Club in downtown Detroit, is also wanted in slaying of two Chicago dope peddlers here shortly before the Buckley murder.

## Woman-Hater

London, July 26.

Official of the B. B. C. is urging the Board to imitate the Australian Broadcasting Commission in banning women broadcasters whose husbands are employed by the radio company. Only this one wants to go further and bar employment to all married women.

If he succeeds, British broadcasting will lose many of its most popular personalities, and the banning of officials' wives would put a number of familiar turns off the air.

## CBS Auditions Talent Barkers For KNX Duties

Hollywood, Aug. 4.

Announcers and talent who will officiate over KNX when station passes to Columbia Broadcasting control in mid-September, will be selected following series of auditions conducted by CBS execs over last weekend. Sitting in judgment were Bill Lewis, Don Thornburgh, and Charles Vanda.

Total of 16 barkers were auditioned for the half dozen announcer jobs that will be open. Talent selected will be used on sustaining programs until Jan. 1 when former Guy Earl station goes on CBS network.

Meanwhile, hundreds of amateur entertainers are being auditioned in series of talent tournaments from which will be selected half a dozen individuals or acts to be used on the California Hour over Don Lee CBS coast chain in a salute to Los Angeles Aug. 10. Those chosen each draw prize of \$40, and will enter statewide tourney of the radio hour, with a grand prize of \$500 and radio contract as the top goal.

Annette McCullough, WGY, Schenectady, singer, off the air last week due to the death of her father.

## Wheaties Ordered by Gov't to Stop Posing as Philanthropic Outfit

Washington, Aug. 4.

Continuing its campaign against misleading broadcasts, Federal Trade Commission last week went after the manufacturers of 'Wheaties' with a complaint that advertising continuities used in their nation-wide broadcasts are phonies.

Breakfast food big-shots were charged with posing as philanthropists in programs professing that part of the proceeds from the sale of 'Wheaties' was used to help out individuals in need of medical attention. Outfit—General Mills, Inc. of Minneapolis—admitted that in radio broadcasts advertising Wheaties, certain characters impersonated and referred to as fictitious persons. According to Commission officials, cereal makers have agreed to quit representing that any of the proceeds from the sale of 'Wheaties' is used to defray the costs of an operation or medical attention for a fictitious person named in a broadcast, or that any such operation or medical attention is dependent upon the sale of 'Wheaties'.

Commission also tripped up the Nacor Medicine Co., of Indianapolis, for its broadcasts asserting that its remedies, 'Nacor' and 'Nacor Caps' will benefit 'all persons' suffering from asthma and bronchitis. 'Tonsil-soothing' concoctions do not measure up to claims of the manufacturers, Commission charged.

Nacor Co. was asked to show cause on Aug. 28 why a cease and desist order should not be issued against it.

## GERALD KING, KFVB, QUILTS AFTER 10 YRS.

Hollywood, Aug. 4.

Gerald King, for past 10 years general manager of radio KFVB here, terminated his job suddenly Saturday (1) following a verbal tilt with Jack L. Warner over station policies.

Harry Maizlich, exploiter for Warners on Coast for past six and a half years, was immediately named to replace, and stepped in that night.

Bill Ray, former chief announcer of KFVB, returns to that station as business manager.

He had dropped out of radio for a year in a business venture.

Louise Rerecon, who sings and writes script for KVI, CBS outlet in Tacoma, Wash., is vacationing in San Francisco.

## 'Mr. Household Hints' Is W9XBY's Sportscaster

Kansas City, Aug. 4.

Inevitable household hints program has been given a new twist by W9XBY. Walt Lochman, who has built a following with his baseball broadcasts, is now doing the half-hour daily hinting stint for the kitchen mechanics.

Idea born when a sift of Lochman's mail showed most of it came from women's listeners.



# A Misleading Test is WORSE

The danger to be avoided in radio "test" campaigns is that the test may not be sufficiently comprehensive to be a fair one.

New program ideas, new treatment of commercial copy, new products deserve a try-out that gives them a real chance for success.

A test campaign on WLW not only insures the largest possible single station audience, but also the audience most nearly typical of the entire nation.

# than No Test

THE CROSLEY RADIO CORPORATION - CINCINNATI

## Programs from Germany's Olympics Sound Pretty Good to U.S. Radio Trade

Opinion in trade circles is that the American networks have so far done a good job in transcribing the Olympics but that the interest all along the line could be stepped up considerably if more field events were included in the broadcasts. Both Bill Slater, NBC's chief mikester at the Olympics, and Bill Henry, of the CBS staff, are rated as giving nifty accounts of themselves in the various pickups allotted them. Slater, it is pointed out, seems to be more interested in bringing the winners to the mike than in relating what is actually happening or has happened on the cinders.

One criticism heard is that Caesar Searchinger, Columbia's European rep, overstates his comments and impresses little from the expert angle. Curiosity has been aroused as to why Ted Husing, who is on the scene, hasn't been put on for more airing of track events. CBS explains that Husing is over there for his health and his participation is most of the helping-out sort. Husing is considered the best man on track reporting, radio or newspaper.

Trade listeners were highly impressed with the way the networks handled the pageantry or opening of the Olympics, with the pickup of the amplifiers in the stadium coming through with exceptional clarity. Later included the musical background, which featured a 125-piece symphony orchestra playing the Olympic hymn written especially for

the occasion. The showmanship staging of this event was colorfully conveyed through the loudspeakers. It is noted that most of the broadcasts took place during the day was a break for American listeners, as reflected in the almost uniformly good reception.

**TEDDY BERGMAN and BERT GORDON**  
Comedy  
8 Mins.  
**FLEISCHMANN'S YEAST**  
Thursday, 8 p. m., EDST  
WEAF, New York

(J. Walter Thompson)  
Lack of care in getting their comedy crossfire into the mike so that good receptivity is assured mars the work of Teddy Bergman and Bert Gordon, dialecticians, who went on the Rudy Vallee hour Thursday night (30). Both Bergman and Gordon pour out their material too loudly. Moreover they crowd the mike with their lines. When caught they seemed to be in too much of a hurry, with result some of the gab is lost. Bergman and Gordon deal in Yiddish dialect, come separately from the vaude stage and are pretty well known. Both have been doing various chores on the air. Both are basically clever comics.

Boys put on a little sketch in which one plays an alimony jail victim the other a lawyer. Their crossfire takes the form of arguing with each other. Closes patter in song fashion.

Char.  
Claudette Colbert has been spotted on Camel Caravan, Sept. 22.

**HILDEGARDE**  
Singing  
6 Mins.  
**FLEISCHMANN'S YEAST**  
Thursday, 8 p. m., EDST  
WEAF, New York

Hildegard, the Milwaukee choir singer who rocketed to fame in England and on the Continent, should have little trouble on the American air waves. Listeners should take to her kindly. Debut sent her over effectively and seemed to establish her as a radio success another dependable personality.

Appearing on the Rudy Vallee Fleischmann's Yeast hour, with Vallee giving her an introductory buildup, Hildegard did two numbers. Her first, "Foolish Things," a "Remind of You," brings out a voice and technique that quickly reminds of Helen Morgan, while her other, "Life Story of a Flower," is in the Beatrice Lillie manner but not at all naughty.

Hildegard's diction is very good.

Char.

**COLUMBIA WORKSHOP**  
Irving Reese  
Radio Experiments, Drama  
30 Mins.

Sustaining  
Saturday, 10:30 a. m., EDST  
WABC, New York

Combining novel radio experiments and drama, the Columbia Workshop, this looks like promise of a Columbia sustainer. While it seems obvious that the first half of the half hour devoted to the experiments, might easily become tiresome, it provides contrast to dramatization.

On program caught, Irving Reese, ex-Columbia engineer who concocted entire idea, conducts series of radio experiments. The old carbon microphones with present-day one and illustrating how sound is delayed in transmission when it goes out over wires as against direct pick-up. Frances Fuller aided capably in dramatization.

Carrying out the idea of how effectively sound effects, with brief, punchy lines, can be employed to present a radio sketch, program conductors presented "Cartwheels," from the pen of F. Knight. Announced that 22 different scenes would be projected, 34 characters introduced (portrayed by only nine people) and that the action would cover years.

Entire proceedings followed schedule and done in 15 minutes flat. "Cartwheels," which opens in Philadelphia federal mint with the idea solidly planted of one man's obsession to locate a valuable dollar made because of error in printing of minting date. Supposed to have been coined in 1894, date when playlet opens, this one of three dollars erroneously minted is worth \$25.00 to coin collectors. Fired from the mint for his carelessness, story unfolds the man's restless and unsuccessful search for this "cartwheel" over a span of 50 years. Dett fade-outs keep action moving and inform scene with only 10 lines spoken at most in each booklet. Scripters follow the missing silver dollar through every walk of life.

No members of cast credited, though all were proficient for task at hand. Neither is director given billing, although obviously he had much to do with smooth and dexterous progress.

It's possible idea might be trimmed or developed for sponsorship.

**'SIGNAL DAYS'**  
With True Boardman  
Dramatic Narrative  
5 Mins.

**BULLOCKS DEPT. STORE**  
Mon.-Fri., 8:25 p. m.  
KRL, Los Angeles

(Dana Jones Co.)  
Straight narration of man's use of signals as method of communication. First was the radio beam in which Narrator Boardman boomed dramatically through the three minutes allotted him to thumbnail the oft-told tale of how the Titanic ignored the wireless warning of the California and crashed to its doom against an iceberg. Boardman has the tonal quality to hold his listeners and builds to the smash climax. Sound effects could have been used to good advantage to accentuate the last tragic moments of those on board.

Others in the brief series will include Call to Warship, Signals of Victory, American Independence and Signals of the Jungle. Carroll O'Meara authored the group.

Sponsor ties in tagline with August clearance sale of similar title, signal days of value.

**BARNEY GLAZER**  
Film chatter  
10 Mins.  
KFCF, Los Angeles

Getting so into Hollywood way that every station must have one or more film chatterers, and KFCF is no exception. Principal part of this 10-minute weekly chatter is "inside film news" that is most of it isn't new, with a majority of the matter taken bodily from Daily Variety.

Glazer has a good style of delivery, with clear enunciation, but doesn't seem to realize the difference between purely trade news and information that theatre-going fans are interested in. Glazer is not the Paramount studio's Barney Glazer. Okay stunt for the smaller station clientele.

**MEREDITH WILLSON STRINGS**  
With John Nesbitt  
Music, Compositor  
30 mins.  
**BANK OF AMERICA**  
Tuesday, 9:00 p. m., FST.  
KFO, San Francisco

(Charles R. Stuart, Inc.)

Bank of America's newest air venture, House of Melody, designed to encourage Californians to buy or build their own homes with the assistance of the bank's Timeplan financing, got off to a swell start with Meredith Willson, NBC's Western Division general music supervisor, batoning a 24-piece string orchestra in familiar selections drawn from a variety of sources, ranging from the classics to current pop tunes.

Strings, playing special arrangements, were easy on the ears, an almost organ-like richness of tone lending new charm to numbers that otherwise might have seemed hackneyed. Music was chosen to appeal presumably to home lovers and included such w.k. airs as "Beautiful Ohio," "Sweetness and Meditation from 'Thais'." Theme number, composed especially for the program by Willson, is one of his most melodious creations.

Nesbitt, who appears on the program by arrangement with his regular sponsor, Duart Sales Co., appropriately described himself as "your talkative guide." His comments on the selections, intended to suggest home scenes, were overlong and lacking in point. Comment with announcements, also handled by Nesbitt, were too wordy to hold attention throughout. Nesbitt's best contributions to the program were his two narratives, one concerning the composition of "Ich Liebe Dich," by Grieg and the other describing an incident in the sinking of the Titanic in connection with the playing of Mendelssohn's "Wedding March."

Musically the program is a honey and should win many friends for the sponsor. Nesbitt, with a large following for his twice-weekly "Passing Parade" broadcasts, should also click with shorter, less sentimental comments. Some objections to the fact that most of the orchestra numbers were not identified can easily be overcome.

**'HEROES OF TODAY'**  
Music, Tales  
15 Mins.

**HI-SEEK GASOLINE**  
Mon.-Fri., 6:15 p. m.  
WJB, Detroit

Not a bad sub for the Jimmy Allen series on the station during the summer, but it's doubtful if hero's show has enough punch for the kids. Aired nightly 6:15 to 6:30.

Music (disc) is provided by Hi-Speed rock, a male soloist and group singers. Deed of bravery dramatization is spotted between music and consumes about four minutes.

At show caught (31), story lauded 17-year-old Detroit girl who saved two boys from a mad dog. Script, by Gordon Castle, runs swiftly and is acted well. Commercial spot is kept at minimum.

Pete.

**'SHOW ON WHEELS'**  
With Jerry Sears Orchestra, Midge Williams, Fred Astaire, Harry McKinty, Tempo King, Tuna Twisters  
30 Mins.  
Sustaining  
Tues. 8 p. m., EDST  
WJZ, New York

A typical summertime variety offering although production displays more care and ingenuity than usual for a sustaining show. Fred Astaire and Midge Williams are having, creating the musical flourishes and rhyming lyrics which are used in place of straight talk.

Title is derived from a caravan idea, though production is minus gypsy caravans. Sound effects of whirling motor, makes it clear that the troupe is traveling in comfort and style. All m.c. palaver is in single form, with an impressive character and his assistant doing the talking.

Cast included Midge Williams (novelty Harlemese songstress); Corina Mura (nice Latin-American diva); Midge Williams (nice Latin-American diva); Barry McKinley (low-pitched vocalizer); Tuna Twisters (living up to their names in swing fashion) and Tempo King (more swing, plus piano) and Jerry Sears orchestra. Latter will probably be on weekly. Barry McKinley and Midge Williams created verbally, but their particular chores display favorable possibilities for a swing show from a second groove.

Brd.

**AL SHAYNE-RARY ROSE-MARIE**  
WITH DON ALBERT ORCHESTRA  
Variety  
60 Mins.

**SALLY'S FUR STUDIO**  
Sunday, 1:30 P. M.  
WIN, New York

An okay Sunday matinee variety show running a full hour with Al Shayne, Baby Rose-Marie (now quite an adolescent) and Don Albert as the standard-bearers. They're a good nucleus, aided and abetted by Ray Saunders as the Jimmy Wallingford-esque announcer and Col. Jay C. Flippen of the WIN-Louis K. Sidney forces as supplementary straight.

For the inaugural there were also added trimmings in the persons of Louis Sobel, the N. Y. Journal's Broadway columnist, who doubled from the downstairs Loew's State (N. Y.) Theatre for a gag; Kenney, raised of the N. Y. Mirror; Dorothy Burgess, from Hollywood; Andrea Marsh, songstress, and Abe Lyman, the maestro, for a guest-baton trick with Dark Eyes, a swell ton Albert arrangement, incidentally.

Mainstays of the show are Al Shayne, now more or less of a standard with this sponsor, and Baby Rose-Marie, who gives out a sophisticated torch despite her juvenile billing. However Col. Flippen took course off it by ab libbing that she's a vet in experience, if not in years, when again the girl (like the boy) grows old.

Albert's crack orchestra, an heritage from his Capitol theatre (N. Y.) background, know how to swing

(Continued on page 35)

# MUSIC ON THE AIR

RATES HIGHEST  
IN ALL SURVEYS!

WE REPRESENT  
EXCLUSIVELY  
SOME OF THE  
FINEST "NAME"  
ORCHESTRAS

PAUL WHITEMAN  
RUSS MORGAN  
JOLLY COBURN  
ANDY SANNELLA  
JOEY NASH  
LARRY SIRS



AND MANY OTHERS

RICHARD HIMBER  
FERDE GROFE  
RUBY NEWMAN  
FRANK BLACK  
HARRY RESER  
PETER VAN STEEDEN

CONSOLIDATED  
RADIO ARTISTS,  
INCORPORATED

CHARLES E. GREEN, President

CHICAGO

32  
West Randolph  
LEO SALKIN,  
Manager

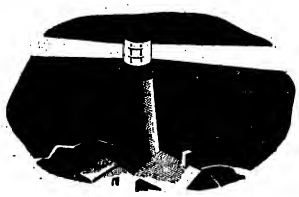
NEW YORK CITY

30 Rockefeller Plaza  
COL. 5-3580  
JIM POST  
Charge of Radio Division

CLEVELAND

KEITH  
Theatre Bldg.  
Stanford Zuckor  
Manager

## SALES BEACON OF



## THE GREAT NORTHEAST

In Eastern and Central New York and Western New England, WGY helps to direct the buying habits of 4,000,000 people. The persuasive prestige of showmanship—plus unequalled power—make WGY a dominant force for sales.

**WGYY** 50,000 WATTS  
NBC Red Network  
SCHENECTADY

Completely programmed by NBC



# RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

## Outstanding Stunts:

### 'FIGHTING EDITORS' TIE-IN PROGRAMS, KLLZ, DENVER.

#### Winning Newspaper Good-Will

KLLZ has consummated a trade deal with 71 papers, daily and weekly, members of the Colorado Press Association, through which the papers will print the programs of the radio station. KLLZ in return is putting on a series of programs called 'Fighting Editors', each of which will dramatize either the founding or some exploit of one of the papers or some editor.

Numerous editors attended the first of the broadcasts at the KLLZ studios.

### Bob Burns' Builder-Upper

Little Rock, Ark. Radio Station, KGHI, Little Rock, 100-watt sister station to KLRN, Arkansas' Columbia outlet, showed showmanship when microphones were lugged to ticket window in front of Fulaski theatre, where Bob Burns personal appearance of the world premiere of 'Rhythm on the Range.' Notables, including Senator Joseph T. Robinson and Harvey Coughlin, as well as state, city and county officials said few words as they entered theatre. Climax to hour-long broadcast was talk by Bob Burns himself and a Bazooka solo. Ray Lang scored as master of ceremonies of program. Burns' personal appearance jam-packed a full day's program, including downtown street parade by his famous 'uncles' and other kinsmen from Van Buren. Burns scored late model automobile and rode in 1911 model, which sprang flat tire just as parade started.

Entire program was part of state's centennial program.

Van Buren, Ark. Tops in personal radio exploitation was the campaign launched for Bob Burns (Robin Burns) when he visited his native Van Buren, Ark. last week. Local weekly inserted 16-page section, devoted in its entirety to Burns and his bazooka.

Three full pages were given over to his biog. Merchants and industries took half pages to welcome back their No. 1 citizen. Kraft cheese, which sponsors Burns' radio act, had an extra 10,000 copies run off for their salesmen. (Mumm and Abner used a similar showmanship stunt in connection with Pine Ridge, Arkansas.)

#### Cheap Prospect List

St. Louis. Happy Green, who handled 'The Homemaker' show over KMOX every morning for the Arthur R. Lindburg Co., St. Louis director for Westinghouse electric refrigerator, has a slick stunt for obtaining prospects for the Lindburg salesmen. On each program Green asks the listeners to 'phone him after the 15-minute show is concluded and answer three simple questions: 'How much do you pay a month for ice?' 'How many in your family?' and 'What is your monthly food bill?' For these answers he promises to send a representative to show that in three years enough money can be saved by any family to amortize the cost of a Westinghouse refrigerator. Special operators are necessary at KMOX to take care of 'phone calls and enough prospects are lined up each morning to supply the entire sales force at Lindburg's for the entire day.

#### KMOX's Novelty Folder

St. Louis. KMOX has distributed a novel folder ballyhooing the fact that the station has placed with 26 St. Louis picture theatres a trailer plugging two of its commercial programs. One is the France Laux baseball broadcasts and the other the 'Mae Perkins' series. Inside portion of the folder discloses the picture of a film theatre and audience, while in the middle of the prospectus there has been inserted a 16 mm. reproduction of one of the frames in the trailer.

#### Boy Scouts as Jurors

Kansas City. A kid program cooked up by M. H. Straight, WHB continuity editor, was auditioned with a troop of Boy Scouts from a local orphan's home in the gallery for audience reaction. The scouting genre were given a quiz after earfuling three of

the transcriptions. Quiz was to find out how well the action got across and whether the script, which is strictly non-bunder and non-shot-'em-dead, was appealing to the kids. Lads were given camping equipment for the best papers.

#### 'Good Will Court' Stunts

New York City. Active job of p.a.'ing is being carried on by Ed Lewis for True Story's 'Good Will Court.' First, Lewis mailed out a flock of vestpocket dictionaries with a card reading: 'Look up all the rare word you can find in this dictionary. You will need them after you listen to True Story's 'Good Will Court.' Later Lewis has been a followup stunt in the form of a facsimile summons. Says: 'You are hereby summoned to appear before your radio next Sunday evening and hear 'Good Will Court.' If you fail to answer this summons, you will deprive yourself of being among the first who are already acclaiming this as 1936's outstanding radio program.'

#### Straw Vote Stunt

Longview, Tex. KFRC is tying in with the political situation by conducting a straw vote on the Democratic primaries. Ballots are mailed to all voters of Gregg County, and can be marked for national, state and local candidates. Results are broadcast daily in an early evening stanza.

#### Not for Kitchen Mechanics

Birmingham. A program entitled 'For Ladies Only' and meaning just that has been launched by Steve Ciesler, studio director of WYGN. Running a half hour daily, beginning at 4 p. m., the spot is m.c.'d by Kate Duncan Smith, society editor of the 'Age-Herald', new operators of the station.

Program is different from most women's programs in that such things as cooking recipes, household hints and such things are not to be included. Instead, Kate Duncan Smith will interview women's clubs and leading female civic leaders on problems of the day, etc. The idea will be to get over the diversity and intellectuality of women of the day.

#### 'Our Bee-uteful City'

Spartanburg, S. C. Desiring to build up a greater extent popularity among 19 surrounding counties for the station and owner newspapers. The Citizen-Times, WYNC staged a series of 19 broadcasts in which local speakers were permitted to laud the scenic (Continued on page 38)

# Stations Chary of Father Coughlin; Fear His Intemperate Language

## Network Chart

Three network contracts were added to the fall biz list last week, two for NBC and one for Mutual. CBS, as close to a complete evening sell-out as it ever has been in its history, meanwhile is marking time and has inked in nothing new. Duo that NBC garnered is for Saturday night, and is rapidly bringing the Red into the Sabbath eve sell-out class. On the carnine link there remains but one and a half open hours on Saturday following the new bookings. Later are:

**Sealtest Laboratories** (subsidiary of National Dairy Products); undecided show, Saturdays, 8 to 9 p. m. Basic Red, with WLW, Cincinnati, and the SE and SC hookups. Starts Oct. 17.

**G. Washington Coffee:** 'Jim Williams—Prof. Quiz' Saturdays, 7:30 to 8 p. m. Over the new NBC managed-and-owned network (WRC, WGY, WTAM, Chicago, WJZ, WBZ-A, KDKA). (Note: NBC has definitely placed this stanza among its contracts although the agency is not completely set on its procedure; the show is now on CBS, but will have to shift because of other biz). Tentatively starts Sept. 19.

Mutual's new singleton is a four-a-week job for Bromo Quinine to start Sept. 28. Will hit Mondays, Tuesdays, Wednesdays and Thursdays at 9 p. m. for WOR, WGN, CKLW and WAAB. At 7:45 p. m. same show goes to WFIL, WBAL and WCAE. Stanzas are Gabriel Heater newcasts.

**Willie Morris Crowned** American Radiator snow, has been named queen of the centennial exposition which Mexico, Mo., is holding the week of Aug. 18. Her grandfather was one of the town's original settlers.

She will sing three of these nights in a Spanish pageant.

Broadcast circles in New York opined Monday (2) that Father Charles E. Coughlin was not exaggerating the situation when he declared in Boston the day before that he expected to encounter considerable difficulty in lining up stations for his talks this fall. These circles assert that no public figure has ever caused the jittery feeling among broadcasters that the priest has, not so much from the reaction his mike performances might have in Washington as the resentment his remarks might incur among listeners.

Broadcasters questioned point out that the Rev. Coughlin showed in his Cleveland speech that he can become exceedingly intemperate when his anger and fervor take command of him, and it is up to them to consider the feelings of those that don't agree with the priest when he starts hurling epithets at the president of the United States. These broadcasters hold that they are functioning for the public interest, convenience and necessity and that when a majority of the listeners are revolted by what comes into their homes via the loud-speaker they are within their rights to demand that broadcasting impose some sort of restrictions upon its verbal fare.

However, despite the chariness of the trade, Coughlin will probably be able to get a nucleus of stations to take care of his propaganda needs. This confidence is shared by the Mutual network, which expects to handle a considerable portion of the Union Party's campaign business.

#### Cleveland Suburb Applies

Cleveland, Aug. 4. Lakeshore Hotel, located in Lakewood, Cleveland suburb, may have a radio station shortly.

Application has been made to the FCC by the Lakewood Broadcasting Corp. asking 250 watts daytime power and 100 watts night on 950 kilocycles.

# The Personal Touch

WCAU is personally managed by the owners of the station. This in itself insures personal service and interest in our clients.

# WCAU

ROBERT A. STREET  
Commercial Manager

PHILADELPHIA • PA

50,000 WATTS

# New Business

## BOSTON

Westinghouse Electric Co. Boston, (Electrical equipment) 13 15-minute programs, E. T. twice weekly, Wednesdays and Fridays p. m., starting Aug. 5 and ending Sept. 15, program listing: The Westinghouse Newsworld, Through Fuller, Smith & Rose Agency, Cleveland, Ohio. WNAC.

Delaware, Lackawanna & Western Coal Co., Boston, (coal) 52 15-minute programs, E. T. twice weekly, Tuesdays and Saturdays p. m., starting Sept. 29 and ending March 25, Through Ruthrauff & Ryan, N. Y. WNAC.

Lutheran Church, 26 30-minute programs, Sundays, p. m., starting Oct. 4 and ending March 28, 1937. WAAB.

## CHICAGO

L. Klein Dept. Store, one hour daily, except Sunday, recordings. Direct. WCFL.

Mandel Bros. (optical dept.), five-minute recordings on Saturday afternoons, Harry S. Goodman Advertising Agency, New York. WMAQ.

Neuhaus Candy Co., daily weather reports, Malcolm-Howard Agency, WENR.

Quikshot Overall Co., 150 15-minute live talent programs, Daily except Sunday, Ruthrauff & Ryan Co. WLS.

Moulding-Brownell Corp., one-minute announcements, daily except Sunday, Direct. WLS.

Collingsworth Mills, 33 one-minute announcements on Homemaker Hour, Once weekly, Rogers & Smith, WLS.

Little Crow Milling Co. (Cocacowheats), renewal, 512, 15-minute morning programs daily except Sunday, Rogers & Smith, WLS.

Gillette Rubber Co., renewal, 26 15-minute programs, Once a week.

## JAN

**RUBINI**  
and his Orchestra

Music With  
The Romantic Swing

MANAGEMENT  
CURTIS & ALLEN OFFICE  
DAVIDSON & SHERMAN  
RKO Bldg., Rockefeller Center  
New York Circle 7-4124

**DICK STABLE**  
AND HIS ORCHESTRA  
HOTEL LINCOLN  
NEW YORK CITY  
CBS COAST TO COAST NETWORK

Dir. M. O. A.  
Per. Mgt. HERMAN BERNIE  
1619 B'way, N. Y. C.

**DON NORMAN**  
Chicago's Leading  
NEWSCASTER  
WILLIAMS OIL-O-MATIC  
(40th Week)  
Tel. 80perior 2880, CHICAGO

**'THE O'NEILLS'**  
By JANE WEST  
NOW! RADIO'S MOST POPULAR  
FAMILY BRINGS YOU MORE  
LAUGHTER TEARS AND HEART-THROBS  
Presented by Ivory Soap 99 1/100% pure  
LISTEN 3:45-4:00 P. M., EDST - WEAF  
NBC NETWORK - COAST-TO-COAST  
IN Every Mon., Tues., Wed., Thurs., Fri.  
Mgt. DR. WOLF - also HILLY NEW YORK CITY  
Dir. BLACKMAN ADVERTISING, INC.

Cramer & Krasselt, Inc., Milwaukee. WLS.

Morton Salt Co., 78 20-word and one-minute announcements, Daily except Sunday, Wade Advertising Agency.

Hanson & Schenk, two two-minute announcements, Hilmer D. Swenson Co. St. Louis. WLS.

Cartier Medicine Co., 80 additional one-minute announcements, H. H. Good Advertising Co. WLS.

Mckinzie Milling Co., renewal, 78 15-minute programs, Daily except Sunday, Rogers & Smith, WLS.

Conklin Co., 87 15-minute programs once weekly, Rogers & Smith, WLS.

John Morrill & Co., three five-minute programs on Homemakers Hour, Henri, Hurst & McDonald, WLS.

Lincolnshire Estates, Inc., one 15-minute morning program, Direct. WLS.

Marine Co., renewal, three 20-word announcements, Neiser-Meyerhoff, WLS.

## NEW YORK CITY

Varley Motor Corp., five-minute announcements daily, indefinite. Direct. WNEW.

American Package Co., Inc. (groves), 15-minute program daily, indefinite. Schillan Advertising Corp. WNEW.

Boston Shoe Exchange (footwear), six five-minute periods daily, indefinite, Viola & Furman, WNEW.

Bill Watson's Driving Range, two one-minute announcements daily, indefinite. Schillan Advertising Corp. WNEW.

Bolle & Detzel Furniture House, renewal, of German musical program, half-hour daily except Saturday, for 52 weeks, WBNX.

Refined Music Co., half-hour musical program in Italian, five times weekly for 52 weeks, WBNX.

Reiman & Bresse Furniture House, renewal, of German musical program, half-hour, thrice weekly, for 52 weeks, WBNX.

## SAN FRANCISCO

Baldwin Laboratories, Inc. (insecticide), 20 five-minute participations in "Conditionally Speaking," with Helen Webster, through Young Company, Erie, Pa. KGO.

Maybelline Company, 26 one-minute announcements, Aug. 2 to Sept. 16, Through Phelps, Engel & Phelps, Inc., Chicago, KGO.

The Fur Doctor, nine half-hour recorded programs Thursday nights and nine quarter-hour transmissions Sunday mornings, entitled "Laffs from Life," Talent, Ray Lewis, Direct. KJBS (also KQW, San Jose).

Tillamook County Creamery Association (cheese), weekly quarter-hour programs entitled "Bennie Walker's Tillamook Kitchen," with Bennie Walker and a home economist, starting Sept. 23, Through Buford, Condamine & Gardner, Portland, Ore. Coast NBC-Red network.

## KANSAS CITY

Seiditz Paint & Varnish Co., 26 five-minute interviews (remote) following ball game broadcast, Direct. WKBX.

Pickland Laboratories, Inc. (sedatives) 365 15-minute transmissions, Direct. WKBX.

Motor Radio Co., 13 100-word spot announcements, Direct. WKBX.

Brantiff Airbrush, 52 50-word spot announcements, Direct. WKBX.

Cramer Safe Co. (office equipment), 15 15-minute transmissions, Direct. WKBX.

Galva Creamery Co., 15 50-word spot announcements, Direct. WKBX.

Co-Mer Products Co. (food products), 13 50-word spot announcements, Direct. WKBX.

## ST. LOUIS

Missouri Taverns, announcements on "Window Shoppers" program, Studio, three days weekly p. m., ending Sept. 18, Direct. KMOX.

Love-Johnson (used cars), announcements on "Window Shoppers"

program, Studio, six days weekly p. m., 26 times, Direct. KMOX.

Fesely Dairy Co., St. Louis, Time signals, seven days weekly p. m., Ending Aug. 31, Paul Kranzberg Agency, St. Louis. KMOX.

James H. Forbes Co., St. Louis (tea, coffee and spices), renewal on "Magic Kitchen" program, Studio, six days weekly p. m., for 52 weeks, Kitchener Adv. Co., St. Louis. KMOX.

Wm. Bryant, St. Louis, musical program transcriptions; six days weekly a. m., 52 weeks, Direct. KMOX.

Crowell Publishing Co., Philadelphia; "Women's Home Companion," "Carolyn Pryce" program, studio, one week a. m., 52 weeks, Radio Sales, Inc. KMOX.

American Packing Co., St. Louis, (meats), renewal "Views on News" program, six days weekly a. m., 52 weeks, Direct. KMOX.

## SEATTLE

Mills Motor Co., spot announcements twice daily, Kirby Torrance Agency, KOL.

Kelso-King Co., quarter-hour transcriptions, twice weekly, for eight weeks, KIRO.

Acme Beer, daily time signals, for three months, Agency, Emil Brischer & Staff, KOL.

Frederick & Nelson, spot announcements, five a day, for six months, KIRO.

Dr. L. R. Clark, "The Woman's Page," conducted by Mrs. Williams, daily, 11:45 to 12:30 p. m., except Sunday, 15 minutes, KIRO.

Quick Service Beams, daily announcements, for month, KIRO.

Paul Proctor, daily, except Sunday, five-minute news period, indefinite, KIRO.

M. M. Clark, quarter-hour transcription programs, KOL.

Columbia Lumber Co., spot announcements, 13 weeks, KOL.

## SEEMS TO SELL RADIO LOGS FOR DAILIES

San Francisco, Aug. 4. Established for the purpose of supplying radio news and program schedules to newspapers, a new organization known as Universal Radio Features, Richard F. Guggenheim general manager, has opened here.

A copyrighted schedule with broadcasts for the week classified according to type is one of the concern's services. Program production and continuity will also be handled by the firm.

## Northwestern Games on Cuff After Coin Flop

Chicago, Aug. 4. Although sponsored broadcasts of the University of Chicago football games will be taboo this fall local stations are welcome to commercialize gridiron contests of other colleges in the Chicago metropolitan area without charge.

Northwestern, which asked but never received \$10,000 for airings of its '35 football games, will let the Purple games go on the air this year for no fee. Stations can also sell time on Northwestern and Notre Dame games this fall without paying the schools.

## Baltimore's Music Scale

Baltimore, Aug. 4. Musicians' Union, Local No. 40, has notified stations of new pay scale for programs sent out over networks. If program is piped out over six stations or less scale per musiker is \$8 and for leader, \$18; for any hook-up spanning more than six stations, scale is \$12 per man and twice that for leader if period is a sustainer, and \$25 per man, \$50 for leader on a commercial.

On a six station or fewer broadcast there is no difference in scale if program is sustaining or sponsored.

At present there is only one program aired out of Balto over more than six stations, the Kiddie Klub show, fathered by Don Hix, which rolls out of WBAL over the NBC blue web.

Underwood Quits NBC  
Cecil Underwood has resigned from the production department of NBC's West Coast office. He gets a post with radio department of the Ruthrauff & Ryan advertising agency in New York.

Underwood is at present in New York, where he tendered the exit papers. Returns to the Coast this week to clear up personal matters and will return to New York agency headquarters.

# Agencies—Sponsors

Williams Oil-O-Matic has scheduled a series of electrical transcription programs to be broadcast over WNEW, N. Y., daily excepting Sunday at 6:30 p. m. Account placed through J. P. Muller & Co.

Corn Products will go on the air shortly to plug its Lint brand of new all-purpose powder. Intention is to devise an all-year-around program but not set thus far on whether will appeal to housewives entirely or general public.

Carlos Boreoque is doing a Spanish Hollywood news commentator stint for Tangee a la Jimmy Fidler. Electrical transcriptions go to 21 stations in about eight Latin-American countries through Broadcasting Abroad, Ltd.

Larry Davidson, continuity editor at WAAF, Chicago, left station Saturday (1) to accept position in radio department of Wade Advertising Agency.

Climaxene recently shopping in Cleveland for a network show in the fall. Sponsor has usually originated out of Chicago studios. Tom Manning, WTAM Cleveland sports-caster, auditioned.

Manhattan Soap's "Wife Saver," with Allen Prescott, has changed its WJAF time from Wednesdays and Fridays at 11:45 to Tuesdays and Thursdays at 11:45 to 12 a. m. Sponsor also considering adding another day, possibly original Friday time.

Enduro-Tex (Seal Sac handy bag of 1,300 uses) placing a campaign through the Essig agency, Los Angeles, with radio on the list.

Lenvex & Mitchell has established a radio publicity department with George Scher, heretofore with United Artists, in charge. Previously the agency had combined its radio publicity with all other types.

Phillips Packing Co., turning over its entire account to Blackman, New York.

Piso Co. naming Lake-Spiro-Cohn, New York.

Gulf Refining, through Young & Rubicam, has launched a series of test programs over WIS, Columbia (S. C.). Stanzas are scheduled five-a-week, for 13 weeks, 6:45 p. m., with Maurice Stefan, prof of French at the U. of South Carolina, in a news commentary role. Commercials offered at low-priced auto accessories obtainable at Gulf dealers. Ryan Houston in charge at the agency.

General Cigar, through J. Walter Thompson, still collecting stacks of data for a possible spot campaign. Is on the lookout for any type of sports program.

"The Gumps" cartoon strip syndicate show has been secured by Lenn

& Fink through Lennen and Mitchell. It is being set for the 12:30 p. m. spot on CBS Monday to Friday inclusive. Corn Products had same strip on air last year.

Ted Malone, poet at the organ, will do his "Between Book Ends" for another Lenn & Fink program. Hind's Honey and Almond Cream is the product likely to be ballyhooed.

Vapex is placing an announcement campaign for the fall on the basis of three a week. Most of the orders will become effective the first week in October.

Ken Murray, it was indicated last week, will get a second 13-week renewal from Rinso when the present contract expires in September. Ruthrauff & Ryan is the agency.

## NBC's V.P. Over Press?

NBC officials are giving consideration to one of two candidates for the post of v. p. in charge of press relations. It is expected a decision will be made on the matter by the end of August.

Title had previously been held by Frank Mason. For the past two years Mason has concerned himself mostly with operating details. Newcomer will have authority over not only press relations but everything having to do with exploitation and sales promotion.

**Oil Goodman**  
AND HIS ORCHESTRA  
STARTING  
AUG. 20  
RETURNING TO  
NEW YORK IN AUGUST  
MAXWELL  
HOUSE  
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**AL DONAHUE**  
RAINBOW  
ROOM  
RADIO CITY  
NEW YORK  
WJZ-NBC  
Mon-Thurs-Sat  
11:30 P. M.  
AND HIS ORCHESTRA

EXCLUSIVE MANAGEMENT  
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**Victor Young**  
SHELL  
OIL  
SATURDAYS  
WEAF  
9:30-10:30 P. M.  
1936  
AND HIS ORCHESTRA

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE, INC.

## PROFESSORS OF RADIO

New York University Course Has Staff from Radio Biz

Flock of radio execs and scribes are turning professor at the radio workshop of New York University. Sponsored jointly by the university and the U. S. Department of Interior, William Dow Boutwell heads the workshop, while his staff includes:

Maurice Lowell, who for two years was with NBC's Chicago division. Leo S. Rosenkrans, for four years scribe of web shows produced by NBC's Chicago branch. James Prindle III, author of "Princess Pat" and "First Nighter" stanzas. Rudolf Schramm, musical conductor of several web shows.

James D. Strong, heretofore with the CCC radio division. Philip H. Cohen, previously with WRC, Washington. B. P. Brodinsky, from the office of education staff. Burke Boyce, once director of NBC's continuity department. Frank Chase, formerly program manager of the platter division of NBC.

Workshop produces five stanzas weekly for airing by the major chains.

NBC's in San Francisco now have two baseball teams, the Reds and the Blues, one captained by Ed Ludes, announcer, and the other by Ernest Gill, violinist.

## Studying the Best Ways to Study

### Paul Peter's First Task in Radio Research Is Digest of Others' Efforts

Paul F. Peter, managing director of the Joint Committee on Radio Research, received instructions on how he is to proceed on the job at a meeting of the project's technical committee last week. Peter was told that his preliminary task should be to collect information on all research available, examine it from the standpoint of method and draw up a report on the merits and demerits of such methods used with a view of determining which would be the best for the committee to use.

Peter's job will be not only to develop a formula for determining station coverage but make studies of listening habits. His work on radio ownership will be treated from the viewpoint of income levels, conditions of sets and how often they are in use. In line with his assignment of developing scientific methods for charting consumer approach, Peter has already received quite a collection of surveys from advertisers, agencies and stations.

### A Paradox

Baltimore, Aug. 4. Indie station WCBM has subscribed to I. N. S. News Service and sold Gunther Brewery four-a-day five-minute newscasts.

Hearst-owned WBAL has been carrying I. N. S. for upwards of a year, but has never been able to secure sponsor for the news.

## WESTINGHOUSE TAKES OVER FT. WAYNE

Port Wayne, Aug. 4. WOWO-WGL began broadcasting Sunday (2) under the name of Westinghouse, new owners. G. A. Jaspert, Agawam, Mass., program representative for the Westinghouse firm, announced that the two local outlets will be operated independently from other company stations: KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston and WBEA, Springfield, Mass.

Set-up includes Ward Dorell as manager, with J. B. Conley, office manager in charge of accounting. Frank Logan of the company's accounting department is also remaining here for a time. Jaspert will be here until Sept. 1, it is said.

Al Becker, former station manager, will remain in charge of public relations, and C. R. Durbin, former vice-pres, will handle sales department.

Fred C. Zieg, former WOWO-WGL owner, has purchased property on Broadway which will be converted into business offices, operating under name of Essington Company. This will be the parent firm of several by-product houses making hair preparations. Zieg has operated the Sol Vita firm for six years. It is a part of this newly formed group. He plans to be ready for business by Sept. 8.

## SPOT ACCOUNTS CANCEL BUT FOR NICE REASON

Spot broadcasting leaned a little to the cancellation side last week. Three of them were delivered in a row, the accounts being Squibbs Toothpowder, Griffin All-White Shoe Polish and Little Duchess Bluing. Squibbs' contracts had another week to go. Reason the advertiser gave for withdrawing the announcement campaign was that it couldn't continue with the sample giveaway. Griffin explained that radio had done a swell job but that the factory had fallen away behind on production. It proposes to return to the air in the fall.

With Little Duchess Bluing it was a test campaign, using participatory spots in cooking and domestic economy programs. The cancellation gave the product a run of six weeks.

## Hot and Cold Cereals In Sequence on NBC

Chicago, Aug. 4. General Mills, through Blackett-Sample-Hummert, placed 15 minutes on NBC five times a week from 5:30 to 5:45 for Wheaties—a cold breakfast cereal. Right ahead of them, from 5:15 to 5:30, will be Ralston, a competitive firm, with a hot cereal. General Mills program will be Bob Armstrong, for last four years on Columbia.

### New WBNX Card Rates

New rates for WBNX, New York, become effective Sept. 1. Station gets its power increase to 1,600 watts then. Rates will be raised 40%.

Class A, consisting of time from 7 p.m. to 10 p.m. week days, and from 1 p.m. to 10 p.m. Sundays, is listed at \$225 an hour.

## BRUNTON EXPANSION AWAITS F.C.C. OKAY

San Francisco, Aug. 4. Plans to increase the Northern California Broadcasting System network to four stations have been revealed by Ralph Brunton, owner of KJBS, San Francisco, and KQW, San Jose.

Brunton has applied to the FCC for a permit to move KQW to Sacramento and also has asked permission to erect a new transmitter in San Jose. He already has filed an application for a fourth station, in Fresno, hearing on which is scheduled for October. If these requests are granted Brunton will have stations in four important California cities.

In asking to shift KQW to the state capital Brunton also requested a power increase from 1,000 to 5,000 watts daytime, and that the present frequency of 1,010 kilocycles remain unchanged.

For the new San Jose transmitter Brunton is asking 250 watts power and a frequency of 970 kilocycles. KJBS improvements being planned include removal of the studios to a new location, one block from the present site, a new frequency, 1,480 instead of 1,070 kilocycles; new studios embodying latest developments in radio engineering and acoustic design, and a vertical radiating antenna 250 feet high. Construction will begin as soon as the FCC gives its okay.

## KMBC SHOW TO CHIEF FOR RECORDING JOB

Chicago, Aug. 4. Entire radio script show cast was imported from station KMBC, Kansas City, to record a 78-disc program for the Midcontinent Petroleum company's D-X product.

J. Bicknell Woodberry, account exec with the R. J. Potts agency, Kansas City, brought the group of performers to town for the job which was glamorized at the World studios here.

Show is a newspaper yarn tagged 'Diamond City News.'

### Greenberg Has the Gift

Detroit, Aug. 4. Hank Greenberg, injured Tiger first baseman, reluctantly took the mike the other day from Ty Tyson to broadcast half-inning of Tiger-Philadelphia game over WWJ.

Fan response was so heavy and spontaneous that he was dragged back to do another inning same day, and now is forced to guest-announce two or three times a week.

## Cobb, WMAZ, Macon, Favors the Regional Conventions for Value

### Clark's 1st Month

In less than a month of its existence the John L. Clark firm, Transamerica Broadcasting & Television Corp., has signed 92 quarter hours of business for the stations it represents. These outlets include WLW, Cincinnati; WCAU, Philadelphia, and WHAM, Rochester.

Firm's representation of the last named outlet is confined to the Chicago and midwest area.

### By DON MITCHELL

Macon, Ga., Aug. 4. Criticism of the way things happen—or don't happen—at conventions of the National Association of Broadcasters finds an echo locally in the reactions of Wilton E. Cobb, secretary of Station WMAZ. His reactions as those of Arthur Pritchard of WWL, New Orleans, are believed to be typical of a growing sentiment among many broadcasters, especially of the more remote markets, that they derive little benefit from attending the national conventions.

Cobb's feeling is that the national convention may be too big and cumbersome to get down to cases in a sense that would appeal to a small city broadcaster. It's the opposite to the situation he found with the Georgia Broadcasters Association where the state trade association was too small. Cobb believes that possibly between the over-size national convention and the peevee state convention a logical solution might be to hold regional conventions or possibly conventions of the various station categories.

### First-Timer

It was a first visit to the N.A.B. by Cobb. Although Cobb is not new to broadcasting E. K. Cargill of WMAZ has usually done the station's convention-going. Thus Cobb brought a fresh mind to the convention. His reactions may be characteristic of many others, as it's believed the Chicago confab brought out the largest number of first-timers of any of the 14 conventions N.A.B. has held. Intimations that many radio men in the smaller markets were puzzled or displeased by the convention mechanics have been heard through the south since Chicago.

There seemed to be a general disposition at the convention, Cobb relates, for no one to discuss matters that were up on the floor. Perhaps it was because many of these questions affected different localities differently and there was no one solution and no one policy that could be adopted on a national basis.

### Bentley Child Dies

Cincinnati, Aug. 4. Eight-year-old son of Robert Bentley, program director of WCPO here, died Saturday (1). Child succumbed to heart disease.

## CLASSICS GET BUM'S RUSH ON KECA

Los Angeles, Aug. 4. Last stand of classic music, Earle C. Anthony's KECA, gives way to the commercial rush Aug. 24 when the station's 5,000 watt transmitter gives its first flicker. Spot, which has been spinning waxed masters around 10 hours a day, will drop its social ambitions for a crack at the bankrollers. Change has been instituted by Harrison Hollaway, manager of the two Anthony transmitters, (KFI-KECA).

As the basic blue here, KECA will give over 75% of its peak time to network accounts. For the first time station will make a spirited bid for local business.

Hollaway is lining up an unbroken 24-hour program to signalize stations entry as a major watter on day new antennae starts operating. Local industries will be saluted as a good will gesture. Raine Bennett writes and produces the twice-around-the-clock program.

### Chicago 100-Watter Moves

Chicago, Aug. 4. WSBC, local 100-watter, moved its studios from near-south side to west side last week. Station also installed 169 feet vertical radiator antenna to increase efficiency.

## Wallington's Nuptials

Toronto, Aug. 4. Ending the conflicting rumors of the Broadway columnist, Jimmy Wallington, NBC announcer, admitted here that he and Betty Jane Cooper will be married in Detroit on Aug. 12. She has quit the 'Scandals' and left for Rochester, N. Y., where she will stay with Wallington's parents, to be joined by the NBC announcer, when they will proceed to Detroit.

Miss Cooper will give up the stage. The two will live on the Coast after their Bermuda honeymoon.

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# FIX FORCED WB-ASCAP TIE

## WB's \$500,000 Loss

It is estimated that the break with ASCAP cost Warner Bros. considerably over \$500,000, this loss deriving not so much from performance income, but the effect the lack of network release had upon WB's publishing interests in general. The Music Holding Corp.'s standard business became hard hit as the various educational and religious institutions with station affiliations began to resent the fact that they weren't permitted to broadcast this music. The revenue that WB would have received from its 295 station licensees this year, however, would have been sufficient to meet, if not better, the \$400,000 or \$450,000 the WB firms might have collected on the year from ASCAP.

The networks had contended all along that they would be able to defeat WB from three angles: the effect that the broadcast ban would have on (1) the Music Holding Corp.'s huge standard biz, (2) the general exploitation of WB musicals and (3) the ability to obtain the services of ASCAP writers.

It was impossible to obtain a statement on the reunion from Herman Starr, WB v.p., who had served as generalissimo in Warner's attempt to increase the performance income for its musical catalogs. He left a week ago last Friday (31) for a vacation in Maine. He is due back Monday (10).

## SONG COPYRIGHTS FURTHER TANGLED

**WB, Which First Notified Dept. of Justice of Accord, May Be Chief Witness in Anti-Trust Suit vs. Society — Harry Warner Told Studio Would Have to Abandon Musical Film Production Unless Radio Plugs Were Restored.**

### MILLS BURNS NETS

By BEN BODICE  
Belief among lawyers associated with the music industry is that the return of Warner Bros. to the American Society of Composers, Authors and Publishers has served to complicate the copyright situation more than ever. It is predicted by this same source that when the U.S. government resumes trial of its anti-trust suit against ASCAP, Warner's may find itself in the role of the government's chief witness.

Warner had sought to protect itself on this very angle by notifying the Department of Justice in advance of its intention to return to the Society. The government legalities, in acknowledging Warner's communication, averred that they were cognizant of the fact that WB had done the best it could and did not blame the company for trying to preserve its interests.

Question of what bearing the reunion of ASCAP and WB might have on the government litigation also

## Pubs Still Undecided on Proposal for Non-Member ASCAP Rating Board

### WB's Plug Contacts

Sidelight on the Warner Bros.-ASCAP schism is the contact for songplugs continued by Rocco Vocco, Larry Spier, et al., on behalf of the WB tunes with the cream of the radio maestros and acts, knowing not of the Warner songs could be released for broadcasting. But ever since Jan. 1, both Vocco (Remick), Spier (T. B. Harms), Edwin H. Budd (Morris and Art Schwartz of Witmark-Harms, maintained contacts with the plugs knowing that some day either WB would return to ASCAP, or the radio stations would take out blanket licenses for the use of WB music.

From the bands and artists' viewpoint, the Lindy and Sardi haunts early this week were freely sprinkled with signs of relief now that peace has been declared. It was mutually embarrassing whenever a Warner song came up for use on a program only to find it radio-refused.

A flock of WB films with songs in 'em are due for release within the next six weeks, which may force extending the WB music staffs. They are 'Cain and Mabel' (Marion Davies), 'Loud Stranger Low-down', 'Stage Struck', the new James Melton musical and 'Goldiggers' of 1937.

Suggestion that the determination of catalog availability ratings be taken out of the hands of the present publishers committee and turned over to a non-member group, has received anything but a quick response from their publishers' reaction in the American Society of Composers, Authors and Publishers. The pubs want lots of time to think over the proposition, particularly as it involves the personnel of the non-member committee. Threesome proposed by Saul Bornstein for the latter are John G. Paine, E. F. Bitner and E. C. Mills.

Though the pubs strongly favor a change in the availability setup they prefer to hold off committing themselves to the outside committee idea until they find out how this committee will function and how its methods will constitute an improvement over those used by the present committee of seven publishers. The trend seems to be the formation of committees when it comes to measuring each pub's share of ASCAP's income and leaving this task entirely to the Society's bookkeeping staff, which would be guided by a set of definite formulas.

### Some Like the Idea

By some pubs the outside committee idea is regarded as sound and logical if this board's existence is to be a temporary one. The committee should be invested with the special right of examining each publisher's catalog and, after discussing it with the publisher concerned, allocate the number of availability points which the committee believes it deserves. Next step the committee would be to work out for the material it had gathered over a period of say six months a set formula for determining availability value, which, like the formulas for measuring seniority and performance ratings, would become the concern strictly of ASCAP's bookkeeping staff. The committee of three would then have completed its labors and its continued existence made unnecessary.

To the average publisher, the number of points assigned him on availability is of major importance. On the basis of the Society's distribution for the second quarter of 1936 each availability point was worth \$24.80, while each performance point, as measured by the plug survey used for that period, meant a return of 38c. This made the value of a single availability point equivalent to 73 performances.

## DREYER NAMED TOP OF RKO'S MUSIC DEPT.

Hollywood, Aug. 4.  
Dave Dreyer, with Radio for past two years, has been named general manager of the studio's music department. He'll handle talent, edit, cut, make selections and publishing matters.

Dreyer formerly was with the Irving Berlin, Inc.

## Hill Billies Just Gettin' Around to Jit Phonos

Spartanburg, S. C., Aug. 4.  
Automatic phonographs with nickel slots are just becoming a craze among thousands of Dixie hill billies and mill workers.

Local firm has 'em in filling stations, restaurants and roadside stands all through the Carolina mountains, and nickels are pouring in. Large staff of men with trucks working full time and often until midnight to keep machines in order, changing records and getting the nickels to a local bank.

Mountain music makers are coming in for some share of the harvest, fiddle and banjo stuff being mainstay, with the result that some of the rural ruralers are getting studio calls for recordings.

## Pro and Con Decision Handed Down By Fed. Ct. in Philipp vs. Remick Suit

Latest round in the case of the late Adolph Philipp against the Remick Music Corp. resulted in a two-way decision last week. Judge William Bondy, in the Federal Court, Manhattan, refused to grant either Philipp's plea for a summary judgment or the defendant's motion for a dismissal of the complaint. Philipp, writer of 'Alma, Wo Worst Du?' the rights to the performance of which operetta are in dispute, died several days previous to the handing down of Judge Bondy's findings.

Philipp, in his action, also named NRC and Jerome H. Remick & Co. as defendants. He claimed that which latter firm was absorbed by the Remick Music Corp. The German actor-producer-writer charged that NRC had broadcast tunes from operetta without the required permission. Remick became a party to the action by virtue of the fact that it had extended permission to NRC to use these tunes as part of the network's blanket contract with the American Society of Composers, Authors and Publishers.

Wattenberg & Wattenberg, counsel for Remick, contended that it had a right to grant the broadcasting permission because Philipp, in giving the publishing house the right of copyrighting the songs, had yielded all other implied rights, including that of performance. Philipp held that the interpretation did not apply in his case and that all he gave was the right of publication.

In his finding, Judge Bondy stated the language of the agreement between Philipp and Remick made it a subject of reasonable dispute, which would have to be decided by trial. The court pointed out that since the agreement allowed Philipp to reserve certain rights in his composition, such as the right to reproduce on the stage without payment of royalties, there was doubt as to whether the writer had signed away other rights of performance. The use of the term 'copyright,' held Judge Bondy, does not conclusively disclose an intention to transfer the performance rights of the separate songs. In support of the point the court cited several appellate tribunal decisions, adding that 'what doubt there is should be resolved in favor of the composer. The clearest language,' he said, 'is necessary to divert the author of the fruits of his labor. Such language is lacking here.'

## Phil Spitalny Fem. Ork to Double Into RCA Air Spot

Phil Spitalny and his femme orchestra are slated to double from the Paramount, L. A., into the RCA Music Key matinee radio show a week from Sunday (10).

Unusualness of the booking is that Spitalny isn't an RCA Victor recording artist.

Howard Brockway and band playing the Colony Club, Cresco, Pa.

## Kavelin Weds Warbler On 3d Anni as Maestro

Pittsburgh, Aug. 4.  
At Kavelin took time out on his third anniversary as a band leader on Sunday (2) to elope to Steubenville, O., with his former vocalist, Virginia Gikert. Bride joined Kavelin's ork in Chicago at Blackstone hotel year ago following tour with the 'Hello Paris' unit.

Kavelin closes 13-week stay at William Penn's Urban Roof Aug. 15 and will be replaced by band late Orville Knapp headed. Latter outfit is sticking together on a cooperative basis and will come here for six weeks.

## RECORD PLUGS SLATED FOR WB MUSIC

On the heels of the Warner Bros.-ASCAP reunion, all users of popular music hopped onto the WB catalog, more than eager to compensate the film company's music publishing holdings with a series of grand plugs.

For one thing, the wealth of WB music, spread among its sundry copyright owners, has been off the air for seven months and accordingly it is regarded as 'fresh' music.

The WB firms are Witmark, Remick, Harms, T. B. Harms, New World, Victoria and Schubert Music Corp., and subside. Among the composers whose music has been barred from major attention on the air since the first of the year are the works of Victor Herbert, Gertrude Youmans, Rodgers and Hart, Rudolph Friml, Kern, Romberg, Hammerstein, Harbach, Hirsch, Hubbell, et al.

### Kostelanetz Gets Fed

Hollywood, Aug. 4.  
Andre Kostelanetz being tendered a luncheon by Song Writers' Protective Association at Victor Hugo Restaurant in Hollywood today (Wednesday). CBS conductors here to conduct for new Lily Pons film for RKO.

Committee headed by Jerome Kern comprises Sigmund Romberg, Arthur Schwartz, Harry Rubin, Gordon and Reval, Leo Babin, Jimmy McHugh, Arthur Fred, Fandro Bernum, Oscar Hammerstein II, Werner Youmans, Guy Kahn, Harry Ruby, Dave Dreyer, E. Y. Harburg, Jack Robbins, Harry Arlen, Bert Kalmar, Ralph Rainger and Victor Schertzinger.

### Kibitzers' Angles

Tin Pan Alley was hot-stoving, after the true, just how much damage the ASCAP-WB schism had done Warner Bros., so far as their pictures were concerned. While not many WB musicals have been released since the Jan. 1 drop-out from the Society, the few that were distributed didn't enjoy the radio top spot that previous WB pictures have through the etherization of the songs in advance of release.

From the b.o. angle, it's of course impossible to make any approximations of profit or loss. That goes, to a lesser degree, also for the straight music publishing end, although the latter is offset by considerable saving on overhead through personnel, orchestration, etc.

had its repercussions in NBC and Columbia quarters this week. The networks expressed themselves as resentful of the implications that might involve them with the suit because of meeting which E. C. Mills, ASCAP gen. mgr., called last Thursday (30). One network official remarked that Mills' behavior at the Thursday meeting might have been regarded by the web as 'farical' were it not for the possibility that the government might snatch upon this incident as another alleged link pointing to a conspiracy between ASCAP and the networks. In the original trial of the case in the summer of 1935, government counsel charged that there was a close association in licensing maneuvers between the web and the Society.

Network exec. sees that they did not know what Mills wanted of them at this meeting, or they would not have attended. Mills, as a later developed, had conveyed them to obtain assurance that in the event they were rejoined the Society the web would not harbor any ill will or exercise any discrimination against the Warner firms. Mills got this assurance, but the networks felt that Mills had been indiscreet in pro-

(Continued on page 40)

## GOV'TS PROBE INTO BRIBERY STILL HOT

Indications are that the Government has no intention of calling off its investigation of plug bribery in the music industry. In a formal letter John G. Fain, chairman of the Music Publishers' Protective Association, was told by the Federal Trade Commission last week that it would give consideration to his request that the commission immediately call a trade conference to determine ways and means of eliminating bribery practices prevailing between music publishers and orchestra leaders.

At a meeting of the MPPA last week the publishers were urged not to regard the FTC's probe as another one of those things, but to discuss the situation with their lawyers. The pubs were advised to explain to their attorneys what they were doing in the way of paying off and why, and find out whether, in the opinion of the lawyers the justification would make an acceptable defense before the FTC or a court of law.

### Duel Over Song

Budapest, July 24.

Some people in Hungary like to settle differences of opinion by dueling. Even women choose this method to make up a quarrel. Bone of contention in the last duel fought by two cafe singers, Aniko Voros and Valey Racz, was called 'Nigara'. Girls quarreled because each accused the other of spoiling the tune.

Valey challenged Aniko and was wounded on the forehead.

### GENTRY'S LONG STAY

Detroit, Aug. 4.

Tom Gentry's band has been held out for the season at Walled Lake, Mich.

Occasionally set in for three days in April.

## Pix Forced WB Return

(Continued from page 39)  
posing this question thereby putting them on the spot. Most of the network men departed from the meeting wondering what was Mills' real motive.

Warner realizes the major part it will likely play at the resumption of the government's trial. The film company admits that the fact that its musical catalogs were not allied with ASCAP since the end of 1935 was strong enough circumstance to keep them off the air, and, as it agreed with the Department of Justice, if this weren't so it would not have gone back to the Society.

### Studio Forced Issue

Film company let it be known, following the acceptance of its terms practically intact by the ASCAP di-

rectorate Monday (5), that what actually drove it back to the Society was its Hollywood interests. Harry M. Warner had come to the realization that he either had to get back into the Society or give up making musical pictures. Writers were refusing to renew their contracts with the Warner studios. Attempts to bring in all other writers failed and proved fruitless, and what writers Warners was still able to have were constantly subject to heated bidding from other studios.

Besides the pressure at the studios, Harry Warner had to contend with his publicity department. By the latter source he was advised that the bar laid down by the networks made it impossible to give the right kind of exploitation to a Warner musical, and that the only way out was to stop making musicals.

Before Joseph Hazen, of the WB legal staff, was sent to Hollywood to negotiate terms for Warner's reunion with ASCAP, an attempt was made to interest NBC in a purchase of the WB music company. There were several discussions in that direction, but at no point did they indicate any serious intention on the part of the network. It is understood that NBC could have had the Warner catalogs for \$2,000,000. When WB first went into the music biz its investment exceeded \$8,000,000.

Under the terms of re-alliance with ASCAP, Warner will collect dividends from the Society as of Aug. 1. In the stipulation which Hazen submitted to the ASCAP board at Monday's meeting, the Gate of dividend effectiveness has been set as July 1, but when most of the pub board members demurred, the plan was waived. Warner catalogs will resume the seniority ratings that prevailed as of Dec. 31, 1935, while the availability classifications for each of the WB firms will be determined at the next meeting of the availability committee. It is also understood WB will for the next five months be paid off on the actual performances it is able to show and that if the ASCAP survey shall later disclose that WB's divvy on performance has been no more than WB will rebate the difference. If the report is the other way, ASCAP will make up the difference.

### Morris No. 1 Man

With the resumption of relations with ASCAP, Edwin H. (Buddy) Morris became No. 1 man of Warner's music publishing interests. At the next directorate election of ASCAP, he will be returned to the post of Warner spokesman on the board.

Warner Bros. will not only wash the slate clean of all infringement litigation brought in connection with the ASCAP break, but also relieve all its broadsheet clients of license fee obligation as of Aug. 1. Stations which have paid their fees for any period beyond July 31 will have their money rebated. The damages asked in the infringement suits amount to over \$3,000,000, of which \$2,000,000 is against the networks alone.

After managing to scrape together a forum, the ASCAP directorate acted favorably on the WB application at exactly 4:25 Monday afternoon. A few minutes later there was celebrating going on among what remained of the WB music personnel in their offices in the RCA building.

### WB Seeks Songs

Morris declared Tuesday (yesterday) that he had no intention of loading up with employees right away. It was first necessary, he said, for the various firms to get some songs for publication. Reorganization of the publishing setup, which went into effect yesterday, has the four leading catalogs merged into two parts for operating purposes. Rocco Vocco will have charge of Witmark and Remick, while Larry Harms, Inc. and T. B. Harms, Art Schwartz, who, until the break from ASCAP, was chief assistant to Morris, will serve as head contact with the Warner studios. Morris, Schwartz, Spier and Vocco have been occupied the past three days going through a mass of manuscripts which Schwartz had brought into New York from Hollywood with view of picking some songs with which to get going. Vocco will also function as general assistant to Morris.

Max Dreyfus, an ASCAP director and interested with WB in T. B. Harms, is credited with actually effecting the reconciliation between Warner Bros. and the Society. To Dreyfus also goes the credit of persuading the ASCAP board to grant WB's reunion conditions.

## Most Requested

(Reported by Carl Hoff, Lucky Strike, N.Y.)  
These Foolish Things  
When I'm Alone  
You Can't Pull the Wool  
Take My Heart  
Would You  
Small Hotel  
Crescent Moon  
No Regrets  
Stompin' at the Savoy  
It's a Sin to Tell a Lie

(Reported by Al Roth, KMOX, St. Louis)  
There's a Small Hotel  
The Glory of Love  
Take My Heart  
Is It True About Dixie  
Let's Sing Again  
Afterglow  
Would You  
Robins and Roses  
On the Beach at Ball-Ball  
Cross Patch

(Reported by Charles Barnard, The New York Times)  
Without Shadow of Doubt  
Stompin' at the Savoy  
These Foolish Things  
Would You  
Small Hotel  
When I'm With You  
You're Not the Kind  
Christopher Columbus  
Ain't It True About Dixie  
Take My Heart

(Reported by Milton Mann, Village Barn, N.Y.)  
Stompin' at the Savoy  
Small Hotel  
Star Dust  
Christopher Columbus  
She Shall Have Music  
Would You  
When I'm With You  
Goody Goody  
Where There's a You There's Me  
Stormy Weather

(Reported by Nano Rodrigo, tango maestro, Rainbow Room, New York)  
La Cucaracha  
Emeralda  
Abandono  
Caminito  
Consuelo  
Albino Tango  
Violetera  
Tango della Gelosia  
Por Que  
Inspiracion

## Wm. Fox

(Continued from page 5)  
culture in Washington. The letter signed Herbert L. Leites, vice-president listed among Arnberg-Fried's assets \$450,000 subscribed by William Fox.

Leites, who has been Fox's bookkeeper for 27 years, said he did not know whether or not he was a member of the concern at that time but "that looks like my signature."

With the letter was a purported copy of an agreement by Fox not to ask for the return of the money Leites looked through his employer's books and said that he could find no record of the transaction, but on the All-Continent books he found a transfer of that amount on the same day that Arnberg-Fried was supposed to have received the money from Fox.

Katz then offered the All-Continent records as evidence, but before Leites could select them on the ground "it might have been a mere coincidence."

The complete financial records of Parkwood Corp., New York subsidiary of All-Continent, were also forced into evidence.

Creditors' counsel showed that Parkwood was used almost entirely as a bank and clearing house for Fox. Masses of funds declared between Parkwood, All-Continent, Transient Garage (another All-Continent subsidiary), Fox, Mrs. Fox and sometimes one of their two daughters were turned over.

Leites admitted that Parkwood owned no property and had no business of its own. He also admitted that all the 1935 disbursements except a \$50 printing bill and the return of \$10,000 to All-Continent were for the benefit of Fox. In 1936, Leites said, Parkwood served not only Fox but also Mrs. Fox.

In filing on one of the pages, Referec Steele declared that "these items are almost entirely for William Fox, although they were transferred to him by a circuitous route."

Items listed in the Parkwood books for 1936 included checks paid to the Woodmere Club, Congressional Coun-

try Club and 'The Kentucky Colonels.' All this was part of the continued effort to picture All-Continent as an actual William Fox asset available toward satisfying the more than \$9,000,000 in claims, rather than a trust set up for Fox's wife and his daughters.

## Fiction and Films

(Continued from page 27)  
to get the ranch from its girl owner, tunnel the water out and irrigate. Breck Bradley, horse wrangler on an adjoining ranch, helps the girl keep the property after plenty of wild fighting. Pumps up plenty of action and not badly done. Might be a picture. Certainly good summer reading for men as likes it.

'Love Limited' by Jerry Dean. Is the rather patterned story of a group of boys who stake their most attractive member to a pseudo social career in the hopes of cashing in. The girl buys up the stock, which brings it to a happy ending. Nothing new for films and only so-so reading.

'Song of the Stars' is Anne Stewart's kick-in. Girl legend student, who's been running a dude ranch, makes her legal debut as defendant of a suit to reverse the ranch and a mine away from her. She wins with the help of her friends. No plausible and not developed with much adroitness, but it reads easily and might make a picture.

'Hard' is a companion to 'Easy,' by the same author, Elliot Brewster. A business girl who doubles in the home life of her boss, falls madly in love with a stranger, gets the pass-up and goes back to her old boss' arms. Too tough for filming, but it's smoothly written, which helps a lot, and the threadbare plot is lurched up a bit.

'Easy' Persuaded' by Christopher Shayne, has little other than its heat to commend it, but there's apparently a profitable demand for that sort of yarn. Eleanor passes through a contest at a price to give herself to a fellow lodger, who turns out to be the son of the owner of a one-lung radio station. The girl gets a Mike job, upsets the small town and marries the station manager. Radio angle helps a little, but it can't be cleaned for pictures.

## Literati

(Continued from page 27)  
m.e. of the Journal-American, is day telegraph editor of the Chi Herald-Examiner.

Norman Rockwell back in N. Y. from Hannibal, Mo. Mark Twain's birthplace, which he visited in connection with the Heritage Press edition of 'Tom Sawyer.' He is illustrating it.

Thomas Wolfe in Germany to see the Olympics. His 'Of Time and the River' now published there, but no royalties can go out of the country, so Wolfe will give the Reich a cheap o.p.

Hilda Phelps Hammond has returned to New Orleans to finish her book, 'Let Freedom Ring,' dealing with political corruption in Louisiana and Senatorial indifference in Washington.

Rockwell Kent to illustrate a complete works of Shakespeare to be published by Doubleday. Christopher Morley will write the preface. De edition limited to 750 copies at \$50 per copy.

Hartford Times has purchased a four-passenger Stinson plane which will be used in general promotion for the newspaper. Paper is the first in Connecticut to own a plane. It also operates station WHT.

Susan Fraley Eisele of Blue Earth, Minn., judged best country newspaper correspondent for 1936. She works for the Fairmont (Minn.) Sentinel, and will receive a \$200 prize and a trip to N. Y.

George Beck, former B'way pal, now editing the National Federal Guide in Washington, has a leave of absence and will work one week. Leaves next week from Baltimore on a tramp steamer headed for L. A.

E. Des Melcher, dramatic and motion picture editor of the Washington Evening Star, off to Hollywood on his annual westward trek. Melcher does a studio prow for his sheet every summer. This marks his fourth.

Wilbur Pledge Brown, who peddled stories of Alva's Matanuska Valley Colony to editors all over the country, was convicted in New York for stealing a hotel stenog's typewriter and sentenced to six months to three years in jail.

## No ASCAP Board Members Among MPPA Directors

New board of directors of the Music Publishers Protective Association was elected July 30. They met again yesterday (Tuesday) to name the new officers of the association.

MPPA's directorial setup as it now stands, with not a single one a member of the board of the American Society of Composers, Authors & publishers this time, is:

Ben Bornstein, Ager, Yellen & Bornstein; Lou Diamond, Famous Music Corp.; Carl Engel, G. Schirmer, Inc.; Sam Fox, Sam Fox Music Co.; William Kretschmer, Carl Fischer, Inc.; E. B. Marks, E. B. Marks Music Co.; Max Mayer, Paul Pioneer Publishing Co.; Abe Olman, Leo Feist, Inc.; Ralph Peer, Southern Music Co.; Lester Sandy, Shapiro Bros.-Joy, Inc.; Elliott Shapiro, Shapiro, Bernstein & Co.; Henry Spitzer, Chappell Co.

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**"SING, BABY, SING"**  
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LOVE WENT UP IN SMOKE

**SAY 'SI SI'**  
(Para Vigo Me Voy)  
**AND THEY SAID IT WOULDN'T LAST!**  
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**"JUST A DREAM"**  
from the Musical Play "MIAMI SANDS"

You can make your dreams come true with  
**"JUST A DREAM"**

Big novelty dance orchestration by  
**HARRY L. ALFORD**

C. Arthur Fifer—Quincy, Illinois

# Disc Reviews

By Abel Green

## 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 plugs on WEA, WJZ and WABC.

**These Foolish Things When I'm With You**  
On the Beach at Ball Ball  
You Can't Pull the Wool  
and WABC

**Take My Heart**  
Did I Remember  
Cross Patch  
Stompin' at the Savoy  
Endless Love with a Dream  
I'm an Old Cowhand  
Afterglow  
Hidden Valley  
Would You  
Me and the Moon  
There's a Small Hotel  
Stars Fell Out of Heaven  
Without Shadow of Doubt  
Knock, Knock, Who's There  
Is It True About This  
Sing, Sing, Sing  
No Regrets  
You're Not the Kind  
I'd As Like to Touch  
I Can't Escape From You

## I Wanna Woo' Suit Over WB-ASCAP Schism; To Examine E. H. Morris

Edward B. Morris, v.p. of Harms, Inc., will submit to examination before trial of the \$100,000 action which Mabel Wayne and Arthur Swanstrom, composers, have pending against the publishers for failing to properly exploit their tune, "I Wanna Woo'." This action, begun in the N. Y. Supreme Court last February, was the first involving Warner Bros. in its controversy with ASCAP. In the complaint, Miss Wayne and Swanstrom aver they weren't notified that Harms had withdrawn as members of ASCAP when they turned over their script for publication. They allege the schism brought them into the Warner controversy and resulted in financial loss to them.

On Monday (3) Justice Ferdinand Pecora, on consent of Harms, directed that Morris appear in court on Friday for preliminary examination and also to produce records and transcripts relating to the song, "I Wanna Woo'."

Since then Warners and ASCAP have made up. The Wayne-Swanstrom suit was to have been a test on the songwriters' rights in situations such as this.

## Arnold Plans Return To Paris for '37 Expo

Billy Arnold, who, for 18 years after the war had the rep of the "Paul Whiteman of France"—although an American—plans to return to Paris for the 1937 expo. Arnold returned to the U. S. last year to settle his father's estate in Paterson, N. J., and has been here since, finishing his own literary, Club Rendezvous in that town, and clicking from the start. But the expo may call him back to Paris, just for the special season.

## Dietz, Schwartz Sell Score for Tibbett Pic

Hollywood, Aug. 4. Howard Dietz, publicity and advertising chief for Metro, and Arno Schwartz have written and sold full score to 20th-Fox. Numbers will go in Lawrence Tibbett's starrer, "Love Flight."

Ditties are, "Do You Feel a Thrill," "Ah, Gonna Buy You a New Suit," "Amigo," and "My Little Mule Wagon."

## STALLINGS GOES LOONEY

Hollywood, Aug. 4. Carl Stallings has been appointed musical director for Leon Schlesinger's Looney Tunes and Merrie Melodies.

Stallings, formerly with Walt Disney, replaces Norman Spencer, resigned.

Paul Lanza will direct music for Metro's "Born to Dance."

## Inside Stuff—Music

The Tin Pan Alley axiom that as soon as conditions improve and parents start giving their kids piano lessons, etc.—apart from the fact that as soon as radio's grip weakens off, which now seems more remote than ever—soon will more sheet music be sold, likewise must be by the boards. For, according to the National Piano Makers' Assn.'s own statistics, the fiscal year ending June 30 was the best since 1921. Also, the NFMA anticipates, by the end of Dec. 31, 1936, a record production of 100,000 instruments will have been merchandised.

The piano makers admit that they were slow on the cue, but once they realized that small apartments and the general appeal of compactness in radios and furniture to fit the urban standards of space limitations had brought about a new condition, they veered with the trend and started turning out reduced sized uprights and baby grands to conform. None the less, despite all these optimistic manifestations, sheet music hasn't improved. It's presumed that when new pianos are bought it creates more music teachers' lessons, and so on down the list, including an anticipated increase in music sales. But so far that phase of it hasn't kept pace.

The paradox of this situation is almost unexplainable, unless the kids are learning by ear or, as is too true, pianos grace many a home chiefly as decorative furniture, with its practical use a secondary phase.

Jerry Vogel, who took "Marcheta" by Victor Schertzinger (now the film director) and plugged it into a hit after the mss. had been dormant for 10 years, is trying the same resuscitation stunt with "Just One Word of Consolation," copyrighted 31 years ago. It's by two colored songsmiths, Frank Williams, now blind, and Tom Lemonier. Charles K. Harris originally published it, but after the copyright expired after 28 years the rights reverted to Williams and Lemonier three years ago.

Although the number was published originally on this side five years ago, "Carry Me Back To Green Pastures" failed to get much attention from handmen until the release of Warner Bros. version of "Green Pastures." Colored units, particularly, have been asking for copies of the tune from its American pub, Mills Music, Inc. Song was imported from England.

National Association of Sheet Music Dealers, at its annual convention in Chicago last week, appointed a promotional committee to take care of duties left by the National Bureau for the Advancement of Music. Later, which had offices in Washington, D. C., and was subsidized by the country's music manufacturers and dealers, gave up the ghost four weeks ago. One of the chief functions of the defunct NBAM was to promote National Music Week.

One of the few times a theme song of a serial has been plugged over the air is being experienced by Universal studio. "Hidden Valley," written by Sammy Step and Sidney Mitchell for "The Phantom Rider," is getting a play along with mention of the picture's title.

## Musie Notes

Riley and Farley, who made the mss. go round, have written another novelty which Robbins will pub, called "Rhythm and Rhymes."

Nano Rodrigo, tango exponent at the Rainbow Room, N. Y., has sold his song, "In Your Embrace," to E. B. Marks. All Stillman collabed.

Red Nichols' book on trumpet instructions to be published by Jack Mills. An instrument company to distribute the book with each sale.

Bobby Melin and Hi Canter, reps for Music Holding Corp. and Marlo Music, on the Coast for conferences with Warner execs.

Paul Whiteman revising his book "Jazz," published by Sears in 1926, to be reissued under title of "Swing."

Kenny Frits and Penn State Campus Owls spotted for rest of the summer at Carmen's Ballroom, Minsk Hills, Pa.

Geoffrey Gill is being tested by Warners for lead in "Desert Song." Gill sang at Warner's Hollywood prior to going east for radio.

Sam Coslow handed three pictures to tune at Paramount, "Love on Wheels," "This Way Please" and "Chance of a Lifetime."

Ben Oakland, Herb Magidson and George Jessel have sold "Roses in December" to Sam Goldwyn for "Goldwyn Folies."

Gus Kahn will write the lyrics for the forthcoming cinematic extravaganza, "Blossom Time." Robbins to produce.

Almee Laine, sketcher for Radio make-up department, has penned "In

Her Latest Chapeau." Jimmy Grier is plugging.

John Abbott, gen. mgr. of Francis, Day & Hunter, Ltd., London publishers, is in New York. He plans staying several weeks.

Robbins reissuing Reginald Forsythe's "The Greener the Grass," new lyrics by George D. Lottman and Al Brackman.

Louis Armstrong will touch off his trumpet in "Pennies from Heaven," Bing Crosby starrer at Columbia.

Willard "Schillingler" orchestra booked for a month's stand at the Tennis Club, Buck Hill Falls, Pa.

Paul Laine assigned to handle music on "Born to Dance" and "Broadway Melody of 1937" at Metro.

Joe Haymes, swing maestro, contracted to supply Feist with a series of his rhythm selections.

Guy Lombardo booked for Steel Pier, Atlantic City, for one week opening Aug. 8.

Ben Pollack opens for Consolidated at Meadowbrook Club, St. Louis, Aug. 13.

Ralph Ealinger and Leo Robin set to do tunes for "College Holiday" at Paramount.

Frederick Hollander will score "Valma Is the Word for Carrie" at Paramount.

Victor Young will write numbers for "Swing High, Swing Low" at Paramount.

Benny Goodman combo will stay at L. A. Palomar for another four weeks.

A bright Columbia imports, are "A Musical Snuff Box" with "Parade of the City Guards" and "Parade of the City Guards" by The Bohemians, G. Walter conducting. Latter scored City Guards into an interesting medley. Columbia No. 353. On No. 253, by the Orchestra Harmony (vocals by Gerry Fitzgerald), in English, despite the French band, is the classic waltz, "Three Jolly Brothers" paired with "The Wedding of the Rose."

Joe Sanders orchestra, sans the late Cution A. Coon who, as the C-S Night Hawks, were pioneers on the all night midnite jamborees, dishes out fresh dance music on "Decca 843 with These Foolish Things" and "My First Thrill," both English tunes. No. 850-couples, "One Step Ahead of My Shadow" with "I'll Never Let You Go." Sanders vocalizes in all, and in all, the dancipation is simple and forthright.

Charles Magnante, who's been on many NBC programs, has canned quite a library of popular excerpts for Brunswick, all accordion solos save for "Russian Waltz" and "Two Rivers" (No. 788) which have guitar accompaniments. Otherwise Magnante makes his windmill sound almost like a full orchestra on his ownsize. "Nola" and "Faintly" (original composition) is one couplet on Brunswick 7689. His own arrangement of "The March of the Cavalry of Venice" is coupled with Rachmaninoff's "E Prelude in C Sharp Minor" on No. 7690. Zee Contrety's "Big Fingers" with Magnante's "Accordians" shows off the intricacies of the piano keyboard (No. 7691). "Blink Eyes" and "Estrellita," "Merry Widow" with "Blue and White Waltz," and Lou Alter's "Manhattan Serenade" with "Two Guitars" are the other couplets.

Ray Kyser has brilliantly scored "Nothing's Blue But the Sky" and "The Scene Changes" for Brunswick 7692. Virginia Simms and Bill Stoker respectively vocalizing while Morgan and his Music in the Morgan Manner on Brunswick 7697 shows how with "Empty Saddles" and "Did I Remember" which have Bob Morgan piano and trombone stand out.

Leo Reisman is ultra on Brunswick 7698 with "Stars in My Eyes" and "Did I Remember" which have Bob Morgan piano and trombone stand out. The couplet, both flimsical excerpts, and both brightly scored, "Beach at Ball-Ball" and "Afterglow," the latter more heartily scored, and "I'm in Love" to usual Reisman party. Larry Stewart is the vocal giver-outer in all.

Old Brown who whips a mean set of black-and-whites to self-vocal accomps, tells all about "Love in the First Degree" and "My Gal Zezanne" on Decca 846. An intricate back guitar-drums-orchestra accomps, and both brightly scored, "Beach at Ball-Ball" and "Afterglow," the latter more heartily scored, and "I'm in Love" to usual Reisman party. Larry Stewart is the vocal giver-outer in all.

Judy Garland, Metro's adolescent discovery, has been grabbed by Jack Kaye of Decca, and her versions of "Stompin' at the Savoy" and "Swing Mister Charlie" take two of the current-swingers and refine them down into articulate music. The 15-year-old Miss Garland shows how to swing in vocal style. Decca 848.

Connie Boswell has also become swing-minded and asks to "Swing Me Lullaby" and "You Can Call Me Swing" on Decca-840; also, "I Met My Waterloo" and "Ball-Ball" on No. 829. Bob Crosby's orchestra accomps in all.

Chick Webb who keeps 'em stompin' at the Savoy ballroom in Harlem shows how he does it on Decca 850-31. "Sing Me a Swing Song" (Carmichael-Adams) and "Facts and Figures" (Edgar Sampson) on one, and "Under the Spell of the Blues" (Sampson) and "Swing and a Little Bit Later On" on another couplet. In between the torrid modulations and riffs, Ella Fitzgerald vocalizes.

Art Shaw, clarinet-maestro of his combo, is a current swinger; love around N. Y., so Brunswick has signed him, exclusively. He's coupled two oldies, Irving Berlin's "Pretty

Girl Is Like a Melody" with "Japanese Sandman" and two newbies, "No Tears for Me" (Gershwin) and "I Used to Be Above Love" (Gershwin-Duke), wherein Wes Vaughan tells all about it vocally. In this, Shaw's vocal, Julie Schechter, Lou Klayman, violinist; Sam Persoff, viola; Jimmie Oederich, cello; Willie Kelley, trumpet; Mark Bennett, trombone; Tommy Summers, tenor sax; Fulton McGraw, Steinwaying; Sam Weiss, traps; Hank Wayland, overgrown doghouse 7687.

Frankie Trumbauer still swings it on Brunswick 7687 with "Diga Diga Do," revived from "Blackbirds," paired with "Old Cowhand," Johnny Mercer's tune for the new Crosby picture, "Rhythm on the Range." Jack Teagarden, trombone and vocalizes, while brother Charlie T. splits the horns with Russ Case, who's first trumpet; "Tram on Solly sax; Roy Ragy, tenor sax; Chick Webb, piano; Johnny Cadeo, mello sax; Matt Matlock and Eddie Miller, 1st and 2d altos and snare; sax respect; Roy Badue on drums; Artie Miller manhandling the doghouse and Carl Kress plinking the plunks combine into a swing classic. Brunswick 7687.

Benny Goodman swings "These Foolish Things" in a "Sentimental Mood" on Victor 25331, Helen Ward vocalizing while out of the blues comes "Slow River" and "I'm Gonna Meet My Sweetie Now" under the leadership of Benny Goodman, the mxtal Bix Beiderbecke, champ hot trumpet, giving out sizzling breaks on "Victor 25354." It's for the collection of "The Blues" by Bix Beiderbecke and E. Farzer were on the brass; Wilcox-Rank on the slip-drums; Trumbauer, Rycker and Murray, saxes; S. Brown, bass; Quicksilver banjo; Morehouse, drums; Rislin piano and Joe Venuti hot fiddlin'.

Teddy Wilson's "Blues in G Sharp Minor" and "Warning" (both Wilson's own compositions, swing it, 'n' how, on Brunswick 7684. Roy Eldridge, trumpet; Sidney Catlett, drums; Leon Berry, tenor sax; Robert Lasse, guitar; Buster Bailey, clarinet; Leroy Crosby bass and Wilson at the ivories are a hotcha team.

Olyde "Sugar Blues" McCoy now offers "Blue Sugar" (his own concoction) as a solid and very worthy it is too, on Decca 833. In honor of the Broadway ballroom where McCoy's favorite, "Boatland Swing" (composi) in glorifies that spot and in combo it's a very wah-wah and wacky party footrots.

Cal Callaway revives Ted Lewis' "When You're Smiling" and his own, "Are You in Love With Me Again?" voaking them, he's teamed and in-de-ho, Brunswick 7685.

"Andy Kirk and his 12 Clouds of Joy give out the Moten Swing," Ed-Bee Durham's salute to the late Bennie Moten, and with "Give Her a Pint" they're quite swingin'. Decca 846. "Blue Bird" (And Callaway Take It All) is by Cahn-Chaplin who've fashioned a flock of novelty footrots, all of the hot general in recent months. Same tunesmiths concocted "Let's Not Fall in Love" and Bob Howard pianologues it with his "Blue Bird" (Decca 838). "Best Things Happen at Night" is the companion number of the engaging Howard's Harlem style of keyboarding.

## Balto Union Vetoes Concert By Naval Band

Baltimore, Aug. 4. Lieut. W. R. Sima, leader of U. S. Naval Academy band, is doing a burnup because local Musical Union No. 40 refused permission for band to come to Balto late this month and put on an open-air concert. Sima wrote to Joseph Weber, national prexy of musical unions, and found Weber upheld the local union refusal.

Freddie Huber, Balto municipal director of music, invited the Naval Acad band, which has never shown here, to play the engagement. Musical union refused permission because it claimed such practices would eventually harm employment status of union musicians.

## NICHOLS

The mighty titan of the trumpet continues to lead the way through the years. Currently he adds to past laurels with his great orchestral heard weekly via CBS on Thursdays at 7 p.m. The increasingly popular Nichols ensemble features:

"When Did You Leave Heaven?" from the Darryl Zanuck 20th Century-Fox production, "Sing, Baby, Sing"

"When I'm With You"—"Would You?" "Oh, My Goodness"—"San Francisco"—"But Definitely"

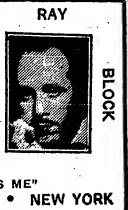
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## Whose unusual orchestral arrangements (on the Kruger Musical Toast) are causing widespread comment.

Tune in CBS Tuesdays at 7:00 P.M. and hear his treatment of:

"DID I REMEMBER?" (From the "Daisy")  
"I'M AN OLD COWHAND" (From the "Rio Grande")  
Bing Crosby's Hit from "Rhythm on the Range"  
"YOU" "LET'S SING AGAIN"  
"KNOCK KNOCK-WHO'S THERE?" (Newest Novelty Craze)  
"WHERE'S YOU THERE'S ME"

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RAY

BLOOK

# 'INN', WITH A CAST OF 130, WILL BE SECOND \$250,000 SHOW IN CENTER

**Warners In for \$150,000 and Stebbins \$75,000—Rockefellers Only on Rebuilding Pit—Many Alterations to Interior**

When the curtain rings up on "White Horse Inn" at the Center, N. Y., around mid-September it will mean the second production in that spot entailing the expenditure of \$250,000 or more within two years. Show will have 130 people on the stage and the roster will exceed 200 persons, virtually duplicating the set-up of "The Great Waltz," which brought the smaller of Radio City's two theatres into the legit column.

Charivars is the corporate name of the presenters, who are Warners, Rowland Stebbins and Erik Charrell. Picture company's participation will be around \$150,000. Stebbins, who uses the label of Lawrence Rivers for his theatrical enterprises ("The Green Pastures") will be in for about \$75,000. Charrell and his brother Ludwig have invested \$100,000 but that coin also represents several of the 10 authors, who are also participants. Ludwig, formerly a bank clerk, retired from that field several years ago to be business manager for Erik.

Warners have already bought the picture rights at a figure said to equal the sum they are investing in the stage production.

Rockefeller interests have leased the Center for the "inn" presentation but are said to be on a percentage over a definite gross figure. House end is paying for some interior changes, particularly around the orchestra pit, which necessitates drilling away part of the concrete flooring. Cost will be about \$10,000, which is much less than was incurred for readying the Center for "Waltz." Rockefeller group receives the equivalent in stock of Charivars for the outlay.

## 'Waltz' Coin

"Waltz," which is going to the road for another season tour is virtually assured of turning an eventual profit. It recaptured more than half its investment at the Center and then another \$40,000 was expended in readying the show for the road. Season out of town netted around \$90,000 and has but \$50,000 of red to earn back. Max Gordon, the presenter, is operating "Waltz," with the Rockefeller group, participating in the profits without risk of loss.

Apron of the Center will be extended over the pit, which is the reason for the alteration. New semi-circle for the musicians will accommodate about 40 men. Steel tracks will curve over the front of the stage so that a setting may be rolled on and off during the performance. Little set houses will be mounted up and on the proscenium arch.

It will be the first musical venture for Stebbins, who figured on producing the show for several years. Warners was principally concerned with the screen end and went into the project with the idea of strengthening "Inn" for celluloid purposes. It is also its largest individual stage investment, more than it put into half a dozen plays on Broadway last season. Picture firm has been in two of the biggest stage comedy hits of the past two seasons—"Three Men on a Horse" and "Boy Meets Girl," both still current on Broadway.

Reversion of the Center to legit will mean the spotting of another major stage attraction in the Sixth Avenue sector. Last season the Hippodrome, with "Jumbo," which also cost about a quarter million dollars, had the spotlight and the fact that the thoroughfare will be in bad shape because of new architectural construction has not discouraged a production of equal magnitude.

Leads for the show are set, with the following signed in addition to Jimmy Savo and Kitty Carlisle: Jean Sargent, Billy House, Frederick Graham, Arnold Koos, Robert Williams, Buster West, Almina Sessions, Lucia LaCerte and Robert Williamson.

Group of 15 Tyrolean dancers arrived from the other side Tuesday (4). They appeared in the European productions.

## Freedley Still Waiting

No date for starting rehearsals of "Red, Hot and Blue," Vinton Freedley musical by Cole Porter, Howard Lindsay and Russel Crouse, has been set. Producer has not definitely secured the comedy lead, although Willie Howard is slated for the part.

Howard is currently appearing in "Scandals" in Chicago. Reported from there that the revue will continue until Labor Day and then tour west. Comedian's contract calls for his services in "Scandals" as long as that show continues.

Show was originally slated for last season with Eddie Cantor, while Jack Haley was also considered and may yet be the final choice. It was called "—but Millions," also "Wait for Baby."

Ethel Merman, femme lead, slated on the Normandie Tuesday for brief trip.

## EQUITY RULES ON TRYOUT PAYOFFS

Rehearsal pay to players appearing in rural tryouts is a feature of Equity's new rules concerning the sticks. No coin is payable for the first three days, which constitute the probationary period. Thereafter pay for rehearsals is the same as for regular presentations.

For the first week of rehearsals players receive four-sevenths and for the second week the regular rehearsal scale applies—\$20 for seniors and \$15 for juniors. Summer tryout rehearsals rarely extend beyond two weeks and are mostly held in New York.

If an actor agrees to work for the minimum salary of \$40 a week in a tryout and the show rehearses two weeks, the compensation would total approximately \$72, of which \$32 is rehearsal pay (\$12 plus \$20). Players cannot be let out after rehearsals three weeks unless paid a week's salary.

Same rules do not apply to summer stocks, where a week's rehearsal gratis has always been the rule. However, for jobbers—those not regularly engaged for the season—there is special provision. Such players receiving less than \$75 per week receive the regular rehearsal pay or are paid \$3 daily for room and board. Figured that a jobber engaged for \$80 is the wrong idea from the managerial end, since the sum actually paid the player would be more than at the \$75 level.

## SHUBERT BACK TO N. Y. WITH BRITISH SHOW

London, Aug. 4. Lee Shubert sailed for New York last Wednesday (30) after signing Sebastian Shaw to star on Broadway in his original role in "Green Waters."

Most of the London cast of the play will also be brought over by Shubert in support.

## Musical for Group

Group Theatre's first production for the fall season will be a satiric musical tentatively called "Johnny Johnson." No chorus will be used in the production. Kurt Weill wrote the score and Paul Green the lyrics and book.

Play is American in scene, with plenty of modernistic musical atmosphere supplied by Weill's compositions.

## Ballet Girl Set for London Co. of 'Toes'

London, Aug. 4. Vera Zornina of DeBasil Ballet Russe, London, will lead the London production of "On Your Toes." It marks her legit debut away from the Russian troupe.

It's the role Tamara Geva is currently playing in New York.

## Joint Contract Committee Named By Writers, Mgrs.

Broadway managers and authors have named their representatives of the joint committee of six which will interpret the decision act entered into only in the summer between the Dramatists Guild and the Theatre League. Committee was designed at the instigation of producers who agreed, during the spring parleys and disputes, that it had always been a problem to obtain answers to points questioned in the old contract.

Managers said that when they sought such information, they were referred to paid employees, who were often inaccessible. Attitude at the Guild offices, managers claimed, was to let the manager figure it out by himself.

Joint committee is expected to clarify points in the new contract which may be queried by either side as the season progresses. In case of a tie, arbitration may be resorted to, or an ex-officio member be called in to make a decision.

Committee for the managers: Brock Pemberton, Marcus Helman and Warren Munsell; for the authors: Edward Childs Carpenter, George Middleton and Albert Hall. All agreed in framing the new contract.

Another joint committee of 10 will act on picture rights sales. That is one of the ideas which steamed the picture people into declaring Hollywood was off financing legit production.

## ENGAGEMENTS

Wilfred Seagram, Lillian Foster, Joanna Ross, Thomas W. Ross, "Erstwhile Susan," Manhattan Players, Aequanimité, Me.

Blanche Yurka, Virginia Chew, Elizabeth Love, Laura Adair, Betty Barry, "The Goodbye Girl," Virginia Fish, Cursey de Luvere, Alan Hale, Edward Fielding, Edgar Barrier, Randolph Compton, Arthur Sullivan, "Distant Summer," Post Road Players, Madison, Conn.

Alan Marshall, Conway Wingfield, Derek Fairman, Katherine Treseder, Oswald Marshall, Judith Martin, Fred Leslie, "Outward Bound," Mahopace theatre, Lake Mahopace, N. Y.

Doris Dunbar, Ernest Truett, "Love of Women."

John Call, Nancy Kelly, Richard Cromwell, John Most, Edward Andrews, Edwin Philp, Vernon Crane, Gordon Nelson, Alexander Campbell, Mitchell Harris, Jack Davis, John Barry, "So Proudly We Hail," Red Barn, Locust Valley, L. I. N. Y.

Alexander Kirkland, Doris Dalton, Elizabeth Dean Farrar, Philip Tonge, Edgar Kent, Minna Phillips, Elizabeth Beth, Stano Braggiotti, Harold Burke, Perry Wilson, Charles Trexler, Shirley Osborn, Jane Arrol, Audrey Anderson, Jus Addiss, "Becky Sharp," Newport Casino, Newport, R. I.

Robert Elwyn, Walter Pick, Betty MacDonald, Phyllis Ellerman, Duane MacKinnon, Harry Marshall, George Mackintosh, Robin Batcheller, "Russet Mantle," Maverick theatre, Woodstock, N. Y.

Nancy Duncan, Marian Grant, Robert Perry, Frank Lyon, "My Son, Whalom theatre, Lake Whalom, N. Y.

Barbara Brown, Harriet Dixon, Chisholm Beach, Jr., Virginia Hall, Peggy Le Baron, "Nut Farm," Warren Players, Spring Lake, N. J.

John Barry, "West Coast," Rose, Teddy Jones, "Crooked Billet," Straight theatre, Fawling, N. Y.

Jessie Royce Landis, Ben Lackland, Jeannine Newcombe, A. H. Van Buron, Keenan Wynd, Gordon Duff, Elmer Hall, Don Dillaway,

## Inside Stuff—Legit

Most detailed questionnaire for casting purposes yet devised by a manager requires all sorts of answers from players applying to Norman-Bel Geddes for engagements in his proposed forthcoming productions.

Value of the questionnaire's information is doubted because of the difference of opinion as to ability of players or their appearance. Information so compiled is supposed to be for further reference but since the questionnaire could not anticipate difference in weight and other possible physical changes, its functioning is further depreciated.

Accuracy of the document is to be gauged by the willingness of applicants to give the right answers about age, salary and the many other matters involved. Judgment of the person who puts the questions is still another angle.

"Night Must Fall," London thriller which Sam H. Harris plucked for Broadway, will be presented here in association with T. P. Mitchell Hill, reputed by wealthy Britishers. Miles Malleon was billed as the producer abroad but Hill joined Enlyn Williams, author-actor, after the show opened and provided fresh financing. Latter will come over with the original cast and it is understood he will share in the American presentation.

While the deal was being made, several picture offers were received but rejected by Hill. Reported that Warners' bid was \$100,000. Hill will have the last say on film rights, play not coming within the regulations of the new authors-managers contract.

Barrymore theatre, N. Y., is slated to get "Night."

Staff of "White Horse Inn" is taking in performances of "The Would-Be Gentleman" this week at the Country Playhouse, Westport, Conn., watching Jimmy Savo in his first talking part. He really is a break-in for the comic's verbal chores in the forthcoming Erik Charrell spectacle, due at the Center. Mollere's character has been worked over mostly to suit Savo's particular flair for pantomimes. "Inn" people are up there advising and instructing the actor, though not conflicting with Lawrence Langer's direction. Langer brought Savo to the attention of Charrell for the latter's spee.

Equity officers state that the minority report on the financial statement at the annual meeting had no relation with the changes in the Los Angeles and Chicago branch offices. Economies in those spots were planned early last winter when it was realized that a readjustment was in order because of lessened ticket activity.

Frank Gilmore used this statement on the Coast recently after an actor rose during a meeting and credited the indie faction in Equity for the moves. Claimant was identified as belonging to the group formerly called the Actors Forum.

Laurence Harris, Social Registerite now in Wall Street, is considering a fling at Broadway by turning personal manager. He got the urge through handling Laurence Riley, author of "Personal Appearance."

Harris' other contacts with Broadway have been songsmith chores for various Leonard Sillman revues, including "New Faces" and "Fools Rush In." His brother Buddy collaborated with him on lyrics for "Fiddlers Addix and other nifty entertainers have also used some of Harris' tunes.

In connection with "Point of Honor," tried out in the sticks, mention was made that it was slated for Broadway presentation by Casey and Liddel. Latter, however, relinquished the rights several months ago.

Firm could not find an actor suitable for the character of Benedict Arnold and let the play slide.

Plot of "Forbidden Melody," new operetta by Otto Harbach and Sigmund Romberg, deals with King Carol's return to the Rumanian throne. Formerly labeled "Ladies' Choice," the "Window" Sam Grisman will produce.

Stanley Stewart, Colly Cibber, Al Stewart, Charles Jackson, Haliday, a Stranger, Beechwood theatre, Scarborough, N. Y.

Margaret Daum, John Eaton, Mordecai, "The Goodbye Girl," Neal Berry, "Private Lives," Theatre-of-Four-Seasons, Roslyn, L. I.

Marion Willis, Nell Harrison, Wendell, "The Goodbye Girl," Neal Berry, "Private Lives," Theatre-of-Four-Seasons, Roslyn, L. I.

Jimmy Savo, Ruth Weston, John Hamilton, Allen Hewitt, Albert Carlin, "The Goodbye Girl," Neal Berry, "Private Lives," Theatre-of-Four-Seasons, Roslyn, L. I.

Edith Talerford, Leslie Austin, Molly Pearson, Earl McDonald, William, "The Goodbye Girl," Neal Berry, "Private Lives," Theatre-of-Four-Seasons, Roslyn, L. I.

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# WPA AS LEGITIMATE COMPETITOR

## Legit Managers Trek to Jones Beach To Study Summer Operetta Click

Fortune, Gallo's San Carlo Opera Co.'s operetta season at the Jones Beach Stadium on Long Island, in association with the Shuberts, has become something of a theatrical mecca for showmen all over the country. Impressions from the Coast and the Midwest, hearing of the setting of the Gallo-Shuberts light opera season, have been once-overing the beach outdoor theatre for further reference.

Its click is prompting Gallo to arrange with Park Commissioner Robert Moses for a possible addition of 4,000 more seats to the stadium in the front-section now occupied by the outer promenade and box offices. It's a spot that dead-centers onto the stage, whereas most of the capacity straddles along two sections on either side. The so-called dock seats at \$1 top number only 167, whereas the majority number of seats, over 5,000, are in 75c brackets. State is 25c, 50c, 75c and \$1. Total capacity is between 10,000 and 11,000, of which 2,000 are free admissions under park regulations. Naturally these are in the sections at the extreme right and left. There is no tax at the San Carlo Opera Co., is chartered as an educational organization.

Because of the mass appeal, Commissioner Moses won't ask anything over \$1 admission. The Levied Bros. (Brass Rail restaurant in Times Sq. and the Tavern-on-the-Green in Central Park) were given the Jones Beach food concession on the understanding a pop scale would prevail. Further, Gallo got 20% lopped off for everybody in his company. It's done via \$1 coupon books which will sell the 200-people Gallo company at \$60.

Gallo also arranged for cutto privileges for the swimming plus cutto admission over the Wantagh-Jones Beach gateway and parking. Fees for both are 25c each, or a saving of 50c for every time one enters Jones Beach and parks. This cutto (Continued on page 46)

## GEORGE HOLLAND PLAY TAKEN FOR PIX BY RKO

Although it did not reach Broadway, George Holland's 'Pie in the Sky' has been bought for pictures by RKO-Radio, Boston columnist reviewer receiving \$3,000 for the rights. Play figured in the background of the feud between Lee Shubert and the newspaper man, which started nearly two years ago.

'Pie' was tried out in a summer theatre in Provincetown, Mass., in August, 1934, being accorded rather good reports. On the strength of the latter, Shubert arranged to produce the drama, contact being ordered to be accompanied by \$500 advance royalty. Before the deal was signature, Shubert and Holland panned the show. Shubert thereupon nixed 'Pie'.

But that 'Sings' never came to Broadway substantiated the critic's opinion. Because of the manager's peeve, he was barred from Shubert shows, another member of the staff being assigned. Feeling rose again early last season when Holland was not permitted to cover another manager's attraction booked into a Shubert Hub house.

## COL. GREENE, ACTOR

Schenectady, Aug. 4. Heeding the call of the footlights for the second time in as many years, Col. Frederick Greene, New York State Superintendent of Public Works, will play a small part in the Mohawk Drama Festival's production of 'The County Chairman' this week.

Col. Greene played the same bit in last season's presentation of the same play in New York. Charles Coburn and James Kirkwood are in the lead roles here.

## In Training

Broadway agencies handle pushboards for the Jones Beach open air shows at box office prices, sans any commission. One broker sold 350 tickets for the current 'Blossom Time' one day last week.

Agency comment was to the effect that, 'anyway it kept the staff awake.'

## SILLMAN GETS HIS 'FACES' BACK

After a period of 10 weeks, 'New Faces' is again being operated at the Vanderbilt, N. Y., by Leonard Sillman, who has presented several such intimate revues. Shortly after the show opened Martin Jones, who recently purchased and operates the theatre, took over management. Deal was for a six week period, during which the grosses were so-so, especially during the July hot wave. Originally the Jones interest was 15%, but, in consideration of the red encountered, which Jones covered, Sillman agreed to give him another 20%. That share was added to further when Jones financed the revue for another three weeks. His interest is now 45%.

Chances of recovery depend on whether the show earns a profit. Agreement is that Jones is to be reimbursed for all money invested by him before Sillman participates. Estimated that Jones had about \$15,000 tied up in 'Faces'.

Show's cast is doubling at the Hotel Newbury's cast on 55th street in a four show to be presented tonight. Any profits from that enterprise are to go towards refunding Jones. Same goes should 'Faces' be turned into a vaudeville unit or otherwise used for public appearances.

## WILL BE MORE 'COMMERCIAL'

Reorganization Planned for F.T.P. Throughout U. S.—Aim to Cut Off 'Successful' Arms—Embarrassed By Criticism?

### LEFT WING ANGLE

Washington, Aug. 4. Reorganization of the Federal government's theatre program, branch of the general work relief program, is in the offing, with personnel and policy changes likely to feature legit activity angled by Uncle Sam during the coming year.

While detailed plans are still being worked out, officials hinted that operating methods are quite likely to be altered and executives switched around in order to improve the quality of government-subsidized stage offerings this winter. New program will run pretty much along the lines laid down during 1935-36, however, with little expansion scheduled.

Within the neighborhood of 10,000 actors, stagehands, writers, directors and other hired hands currently on the payroll, Works Progress Administration bosses plan to streamline this coming season on raising production standards. Objective of the intensified activity is to put on shows smacking of 'professional excellence' and able to compete with commercial productions.

### Deliberate

This definite move of the government to rival private enterprise is a deliberate preliminary toward turning some of the existing projects loose on their own, it was hinted in official circles. While none of the present companies is believed able to stand on its own feet, the coming year will see strenuous attempts to develop the organization so that possibly in another year less federal cash will be required to provide jobs for needy theatre people.

Although local execs are inclined to shrug their shoulders at partisan criticism, the disclosure was construed in many quarters as evidence for necessity of reorganizing. (Continued on page 44)

## Equity Eases Payments of Arrears For Actors in WPA Theatre Units

### The Eternal Femme

Lawrence Langer of the Theatre Guild has always had a yen to take a look at Hollywood but has never been there. His wife, Armina Marshall, who co-authors plays with him, has always advised against it because 'it might get him involved.'

Last Week Miss Marshall played a bit in the Westport, Conn., Country Playhouse, which the two operate on the side. Of course, Langer, when he went backstage to tell her he thought she was just the type Hollywood was looking for, immediately afterward, so Langer says, she began talking to him about the advisability of going to the Coast for a vacation.

## 'GRAY' FOLDS, STAGEHAND TROUBLE

'Dorian Gray,' based on Oscar Wilde's novel, which was revived at the Comedy, N. Y., stopped Saturday (1) after playing two weeks. Local No. 1, I. A. T. S. E. complained to Equity that the stagehands used, if any, were not members of the union. Equity thereupon ordered the cast to hand in their notices.

Back-stage situation was only contributory to the folding, since business was meagre, getting small money from cut-rates. Understood early this week, however, that a new cast was rehearsing in an office and theatre was talking re-opening at the Belmont with a union crew.

## THEATRE PROJECT GETS \$7,000,000 MORE; N. Y. SLICE NOT DECIDED YET

Works Progress Administration theatre project is expected to have around \$7,000,000 allocated for professional actors' relief during the coming season. First allotment under WPA was around \$6,000,000, of which sum \$3,000,000 was set aside for New York. That expenditure mark was exceeded early in the summer, but more funds have been provided by Washington right along.

New York end of the Federal Theatre Project is not certain of how much of the new coin it will receive, but plans for continuance have progressed. That the project was certain of continuing indefinitely was indicated some weeks ago, when the heads of administrative departments were given salary increases.

In the metropolis, takings since admissions for legit shows went in total slightly more than \$100,000. However, if that figure is reduced to terms of the number of performances and the costs of operations, the gross per show will be found to be comparatively slight, despite the claims of supervisors that the WPA has presented a number of 'successes.' Those close to the project

appear to have forgotten that it is a relief measure, without a chance of breaking even. That goes for individual units and the whole collectively.

### Undecided

Until the theatre project in N. Y. is written up the exact amount to be set aside will probably be indefinite. Policy for several units is not decided. That takes in the Civilian Conservation Corps camps. Since shows were withdrawn from the camps last winter, most of the project show activity has been confined to drama instruction for the recruits—undoubtedly in other words.

Municipal Theatre group is likewise not settled upon. It takes in Yiddish shows and other attractions not playing in regularly leased houses, such attractions mostly appearing in boroughs outside of Manhattan.

who represents the project at the capital. Motherwell was regional director for New England, but was transferred after a squabble over the company in 'Valley Forge.'

Other appointments are John McGee, director for the southwest; Howard Miller, director on the Coast, and William Stahl, special representative in the east. Those appointments were made by Mrs. Flanagan.

In Chicago, where George Kondolf is director, it was stated that there was a plan to establish a permanent or national theatre. First step in that direction apparently is to secure manuscripts of new dramas. Particularly sought are plays with mid-western locales. Authors are advised that those scripts returned to them will be accompanied by critical comment. Claimed, too, that reading rehearsals and private try-outs will be made. Plan is along lines of a special department supposed to have been functioning in N. Y. for several months.

'Chronicles Night,' with WPA drama instructors making up the cast, closed Saturday (1), as expected, in the Village. State division took over the Warburton, Tonkers for the summer period, being supplied from legit units touring Westchester and vaudeville shows from N. Y.

Equity has decided to make it easy for members in arrears of dues to regain good standing, particularly those who are in the Works Progress Administration relief show project. Arrearage of members who have not paid for two years or more may be wiped out by the payment of \$10, plus the balance of dues up to Nov. 1, '36, at the rate of \$1.50 per month. Acceptance at this time, with the dues period having three months to go, would mean the payment of \$14.50. Annual dues at \$18.

Stated that the move was made in response to requests from members in the Federal Theatre units to make some special provision so that players on the project could make settlement in some degree as to dues owed. Council, at its last session, responded with a resolution to that effect and the requirements were fixed.

At present the reinstatement provisions are said to apply only to WPA people. It is believed, however, that Equity will consider making similar concessions to others who have been unable to pay because of the job scarcity within the past several seasons. Understood it is not unusual to comply with such requests generally. Association's rules call for those not appearing and unable to pay dues to obtain 'excuse cards,' but any number of players neglected to apply and dues which would not have mounted up are charged against them.

### No Pressure

Equity states that no pressure will be used to bring WPA players back to good standing. Proposition is open to those who voluntarily wish to accept, but it is figured that should WPA people later be cast in regular shows it would be easier for them to obtain good standing under the present proposition.

Estimated there are 1,500 Equityites in WPA work in New York, with probably one-third that number in Chicago. Chicago's Equity contingent has about 300 on the relief rolls and there are as many or more on the Coast. If a material percentage of eligible WPA players accept the offer, Equity's present membership will be nearly doubled.

Independent faction was reported in back of a proposal at one of the general meetings, to place all WPA delinquents on a good standing basis. Idea was voted down but it is claimed that the council considered the problem after relief people appealed for consideration.

## How Long?

Doris Nolan finishes her chore in 'Way for a Lady' at Universal on the coast and arrives here Aug. 15 to appear in 'Valley Forge,' 'Daughter of Cain.'

Deal with Woods calls for the actress to stick in the show six months. Then she will return to Universal.

## Pseudo-Producers Had Money Everything But Money

Philadelphia, Aug. 4. Firm of Gottlieb, Rudow and Kerns, which had announced it would present local showings of revivals beginning this month, has folded. 'Daughter of Cain,' also called 'Arrest That Woman.'

Herb Gottlieb, former WB house manager, has gone to New York. J. E. Rudow and Sam Kerns haven't connected.

## Curtis Buys 'Danger'

Francis Curtis has bought 'Danger—Men Working' comedy-mystery by Ellery Queen and Lowell Brentano. Expects to go into rehearsal pronto. Play was tried out last February at the Maryland Theatre, Baltimore, by Raymond Moore, but never got to Broadway.

**(NEW PLAYS)**

**Would-Be Gentleman**  
(COUNTRY PLAYHOUSE)

**Suddenly a Stranger**  
(BEECHWOOD THEATRE)

On receiving it she calls on Jim to find out what's what. She promises, after much parley, to accept a check for \$100,000 to take a walk later on in the act, though, she pretends to Jim to take back his gold.

$$f(x) = \frac{1}{2} \left( \frac{1}{x} + \frac{1}{x^2} \right) \quad \text{for } x \in (0, 1)$$

## WHERE'S THE FIRE?

...Cornelia Gillam has not only written a delightful comedy, but she Gladys Linton, and Perky Leopold are excellent as the grandmother, daughter and granddaughter respectively. Outstanding bits are contributed by Marian Banks as Matt and Frank Webb as Carlton Craig Bert.

## TIMBER HOUSE

leading up to the crime. 'Timber House' is Boruff's third attempt at play-wrighting. He has profited from the mistakes made by others, and with the usual tightening-enough-rewriting to reduce the running time by 20 minutes—play should pay its way on Broadway. Tragedy has been tempered with just the right amount of humor in this one, and enough legitimate tan-

## Abduct Me Tenderly

From here the balloon goes up with the players and the piece. Ideas significantly similar to those contained in 'Personal Appearance', 'Once in a Lifetime' and 'Boy Meets Girl' begin to crop up at the mo-

## CONCENTRATIN'

Thea Ruff, a young nurse, fancies herself in love with Lajos Ballo, a fascinating and attractive foreigner. Lajos goes away on a mysterious trip and Thea promises to wait for him—expecting to be married when he returns. But during his absence she becomes ill and, when he fails to return, she dies.

By O. M. SAMUEL

Several hundred patrons turned away at the opening performance of 'Fly Away Home' at Cohasset, where James Corner, one of the leads, was suddenly stricken with appendicitis and rushed to a hospital for an operation. William Blees appeared the following night.

Shawn and his company in conclusion offer a series of religious dances, "The Mevlevi Dervish," in which the dancers are caparisoned as monks, "The Dance of the Rejoice," and three Negro spirituals—"Nobody Knows the Trouble I've Seen," "Go Down Moses," and "Swing Low, Sweet Chariot." Ted Shawn's dancers are a safe, sure attraction, reflecting the very best in the dance realm and should draw in New York in one of the intimate houses at moderate top scale, for a run.

**WPA**

or have been hampered by lack of cash and facilities, will be transferred to new locations. Already two significant mergers have occurred with people at Toledo being sent to projects in Cleveland and Cincinnati and the New Haven company being split between Bridgeport and Hartford.

Series of regional conferences plotted to pave the way for the policy shifts. Miss Hallie Flanagan, rector, and William P. Farrow, deputy director, will make the swing around the circuit during the next three months revitalizing regional and state bosses and elucidating new goals.

Plays are done on a split week basis, with first three days on Governor's Island and last of the week spent at the City Theatre outside Newark. Mack-

# SUMMER THEATRE

## Parnell Picks Up 12G, 2d Wk., L.A., 'Mantle,' 5G, Out

Los Angeles, Aug. 4. Local legit field, aside from the Federal Theatre Project shows, again simmers down to a solo attraction after a week of legit both downtown and in Hollywood. William Trumbull's production of "Russet Mantle" came to the Belasco after two so-so weeks in San Francisco and folded here after seven nights to very low returns.

In Hollywood, at the El Capitan, second week of Henry Dufy's coast production of "Parnell," saw trade take an upward jump, with indications now pointing to at least six good weeks.

"Mayan theatre (downtown) reopened (1) as a FTP house, with the coast's long-delayed presentation of "Triple A Plowed Under." FTP now has six ventures going in town.

**Estimates for Last Week**

"Russet Mantle," Belasco (L. A.) (1st week) (C) 1,095; \$220—Coast didn't seem to like it and it folded here (2) after seven nights to under \$5,000. House dark until Monday (1) when Talullah Bankhead grooves in with "Reflected Glory."

"Parnell," El Capitan, Hollywood, (2nd week) (C) 1,371; \$1,185. After getting away to a moderate start, this Dufy production jumped on second week for excellent take of around \$12,000. Matinee trade particularly strong.

**WPA**

"Miracle at Venice," Continues to attract mild interest at the Experimental theatre, where it is in until Aug. 10.

"Saville Thru," Winding up two weeks at the Mason, Sunday (9) to good returns.

"Triple A Plowed Under," got started at the Mayan, Saturday (1), house reopening as a Federal Theatre Project spot after being dark a number of months.

"Redemption," Continues at the Musart theatre, where it has until Aug. 9 to go.

## WPA HAS NINE TROUPES IN N. J.

Newark, Aug. 4. With nine more or less successful troupes flickering around the state these nights, the Federal Theatre is coming strongly to the fore here with various types of entertainment.

Camden County, under supervision of Harry Horne, has been presenting an "all-star" vaude bill featuring the Grimes, Team, man and wife, are billed with 150 years of stage experience, one being 74 and the other 76.

A Negro group in Octavus Roy Cohen's "Come Seven" is being readied for the city centres.

Asbury Park group has DeWitt Newing at its helm. He is not playing his own "Rose of Picardy" or "The Love of Shu Shong" here, though. It's a "Wise Child" last week and "Family Upstairs" this week, with "Personal Appearance" in rehearsal, for the 10-week engagement at the Elms auditorium, Red Bank.

Hudson County with Earl McLeland has "Broken Dishes" and "The Night Cap" to its credit, and a musicalized version of "Uncle Tom's Cabin" is in rehearsal.

Essex County is in the hands of Clifford Stark, long a theatrical figure in Newark with M. S. Schlesinger. Has "Laf' That Off" and "Her Majesty the Widow" booked into the fall. "Brother Mine," Frank Wilson's Negro musical, has been successful. "Na Santarella" with Italian actors and interpolated operatic selections has done equally well.

Bergen County is supervised by Francis Earman and a tent theatre is the attraction. Ruzy-equipped, this entertainment under canvas has a hallyho bmd, vaude-between-the-acts, and "The Pairs" as its feature.

## Costly Rehearsal

Billy Ross offered to play a preview of "Jumbo" to an audience of a single person, but Elizabeth Miele's Yonkers straw hat, which has folded, actually did.

Company was playing "Command to Love." At the matinee only three persons turned up in a house that seats over 900. Management decided to call off the show and two-thirds of the audience left. One third, consisting of an elderly lady, insisted she had come several miles to see the show and couldn't stay for the evening performance.

Management acceded to her demands and actors ran through their parts.

## BANKHEAD BIG \$13,000, FRISCO

San Francisco, Aug. 4. Talullah Bankhead in "Reflected Glory" at the Curran Theatre did \$13,000 in its second week, bettering the initial start by \$1,000. Town has gone for Miss Bankhead in a big way. Kelly's play is set for a third week and there is a possibility of a fourth stanza being added to the run.

"Three Men on a Horse," did \$6,000 in its fifth week at the Alcazar, which is excellent. During a previous visit here, just one year ago, this play ran seven weeks.

"The First Legion" closed the third week of a return engagement to the tune of \$2,900, which is swell bit for a WPA play. Columbia brought "The First Legion" back after a run of two weeks some months ago.

**Estimates for Last Week**

"Reflected Glory," Curran (3d week) (1,700; \$2,500). Talullah Bankhead so popular here she plans to start a new play next year. Second week of "Glory" was excellent at \$13,000.

"Three Men on a Horse," Alcazar (5th week) (1,200; \$1,500). Fifth week did \$6,000. Hasn't even slowed down, and it's a return date.

**WPA**

"First Legion," Columbia (5th week) (1,700; \$2,500). Holdover for a fifth week justified by last week's take of \$2,900.

## Theatre Fire Cancels Another 'Macbeth' Date

WPA's colored unit appearing in "Macbeth" had another date wiped out when the Castle theatre, Long Beach, N. Y., was razed by fire last Wednesday (29). Show was slated for the spot this week, but instead the engagement at Hartford has been extended up to Thursday (6). Company will return to New York and entertain Sunday (7) at the Dallas Play Grounds. Texas appearance is now dated from Aug. 13 to Aug. 23.

Castle was being operated by the Federal Theatre Project. Two settings used respectively for "Tamed Ham" and "How and Post Road" were destroyed. Other scenery and props were quickly assembled at the WPA workshop, Hempstead, and the shows' Long Island dates were filled without interruption.

## Two from Pitts

Pittsburgh, Aug. 4. New Broadway producing firm of Ned Jakobs and Edward Hutchinson has accepted two plays by Alfred L. Golden, local playwright, for production in the fall. First is "Mimi Scheller," a melodrama which Judith Anderson tried out here at the Pittsburgh Playhouse two summers ago under title of "Female of the Species." Piece has since been revised considerably.

Second is a comedy, "It's a Cinch." Golden, in addition to his playwrighting activities, directed "Y" Playhouse little theatre group here last winter. He's regularly employed here at the Western Penitentiary as psychological research.

## NO TALENT, PLAYS OR BIZ SO FAR

Only Three B'way Possibilities Among 40 Plays and Two Male Juves—Plenty of Early Fold-ups—August Will Tell Tale

## EQUITY TO BLAME?

Drama in the sticks this summer has been distinctly disappointing so far; in fact, in the opinion of observers, the straw hat, or no hat, season is a flop. Drama, picture and talent scouts have been fattening the gas stations throughout the east, digging up the hideaways, and found that product measures up to less than 50% of last season.

There have been upward of two score new plays tried out in some fashion thus far, but even the more carefully presented shows are indicated dramatists' by-product. At the start of last season, the Broadway possibilities figured in the woods. Only three of the recent showings are given a chance to reach the main stem.

Current month, however, is more promising and advance reports mostly based on the reputation of several authors whose works will be given a summer try, indicate four more or less for Broots and, if there are no further discoveries, the current season will be negligible in comparison to other summers.

Fact that rural possibilities do obtain regular presentation is no assurance of such shows being good things, however. Last summer's product failed to develop a single success in New York.

## Talent

What goes for the plays appears to apply to new talent. Scouts report two young men as appearing to have the makings for Hollywood juvenile leads. Several picture executives viewed the lads personally, but no contracts will be dishied out until tests are made. In the femme division no finds have yet been uncovered.

As for business drawn to the countryside showings, there are a number of exceeding weak spots and half a dozen rural ventures are calling it off ahead of schedule. Those ventures sticking to stock, have fared somewhat better than the tryout houses, latter entailing too much outlay for possible returns. Well attended as some wayside theatres are, the capacities are too small to balance an entire break, which is all the country manager ever hopes for on a new play.

Whether Equity's regulations of cowshed drama are to blame is not definitely established, but some management claim this to be true. Among the latter is Westport, Conn. House is being leased for tryouts, with the original operators (Langens) saying they are through for the season. Locust Valley (Red Barn) is folding, it being stated that only three new plays were originally scheduled. Houst was then rented to another management for similar purposes. Other short seasons' apply to New Rochelle, Greenwich, Bronxville and Niantic. Scarborough's little house was damaged by fire and is probably out of the season too.

Among the items charged against Equity's supervision of summer places is the requirement to pay actors for rehearsals. Whether this item has tipped over some summer ventures will be known more definitely when the rural playhouses count their grosser for August, which is the best month, usually.

## Elitch's 15% Up

Denver, Aug. 4. Invitation to a Murder, last week's Elitch stock offering, did average business for the first week. The week and business was steady all week.

## One Premiere Due in August But D'Oyly Cartes Will Start Season

## Painful for P.A.

Jones Beach, L. I., N. Y., being under state control, the shows there furnish anything but a paradise for press agents. All copy and advertising must be submitted to the commissioner of parks. Rules are there must be no adjectives; much less superlatives.

Plain signs approaching and around the resort merely hold the name of the show and the location of the performances, namely, Zach's Bay.

## SCANDALS STILL HOT, \$20,000, CHI

Chicago, Aug. 4. Still the only legit in the loop, George White's "Scandals" continue to do nice business last week, grossing \$20,000. If the boys from the Ullas Express had a test, White into moving the show down there, it'll be here till the first of September.

WPA is having red-tape trouble getting the Civic theatre, so although the cast of "Triple A Plowed Under" is set to go, they haven't any house to put them into.

Other WPA show, "Broken Dishes," is rattling along with plenty of customers and little cash.

**Estimate for Last Week**

"Scandals," Grand (1,200; \$3,300) (6th week). Cooler weather helping boost the take, with \$20,000 garnered last week.

**WPA**

"Broken Dishes," Blackstone. Cut-rate ticket (11) the style here. Big crowds, little money.

"Triple A," Civic. Opens this week after two weeks' layoff. Was at the Grand Northern where poor business prevailed.

## 'New Moon' Gets \$35,000 In St. Louis, Only Fair

St. Louis, Aug. 4. "The New Moon," seen four times in the Al Fresco Theatre in Forest Park, Mo., last seven-night run Sunday (2) with an approximate gross of \$35,000 for an average big, despite fine weather.

A Connecticut Yankee, presented in a local open air theatre for the first time, began a seven-night run Monday (3) to an audience which represents a gross of about \$3,200.

Harriett Horner, ballerina, making her season bow, ended in her own airplane dancing specialty "Flight." Dorothy Vernon, singing actress, also appearing for the first time during the current season, and Ruby Mercer, Eddie Garr, Audrey Christie, Gil Land and Una Val also won the audience.

"Yankee" is the ninth offering of the season.

## Central City's 3d Week

Denver, Aug. 4. "Gondoliers" will close at Central City Saturday night, following 28 performances in the 58-year-old opera house. The number of people who have seen this year's show is slightly in excess of any other two weeks. This is the first year the festival has run for three weeks.

First two performances of the third week were sellouts, and advance sale indicates the gross will be at least \$35,000 for the three weeks.

## Mrs. Fouet at Duquesne

Pittsburgh, Aug. 4. Madeleine Skelly Fouet, local playwright and actress, has been named dean of the Duquesne University drama school here for the coming season. She succeeds the late Dr. Clinton B. Lloyd, who died a couple of months ago.

Mrs. Fouet is the first woman ever to hold this position.

Unless one showman decides not to take a chance, there will be no premieres on Broadway until sometime in September. But the new season may be considered dated to start in two weeks (20), when the D'Oyly Carte light opera troupe from London opens at the Martin Beck.

It will be the second visit of English specialists in Gilbert and Sullivan and they are coming in with a bill of nine operettas. That a foreign attraction should invade Broadway at this period, preceding the entire new production field, appears to be an unusual booking. The G. & S. group is slated for eight weeks and the early start should be a test of its draw, considering the fact that it will still be vacation time in New York.

Several new musicals dated for premiere late in September will start rehearsals during the week of Aug. 17. Included are "White Horse Inn" and "Yes, Madame." Red, Hot and Blue" will probably be forced to a later date because of the requirements. When the "Follies" will start readying for resumption at the Winter Garden, or for the road, will be decided later.

Two of last season's standouts, "Idiot's Delight" and "Victoria. Rejoice" are scheduled to open this summer, will restart late this month (31) and that about completes the present schedule. Indications are that one of the few new musicals developed in the summer spots will debut Aug. 25. It is "Spring Dance," for which another title may be chosen.

Estimates for Last Week

"White Horse Inn" (1st week) (C) 1,095; \$220—Coast didn't seem to like it and it folded here (2) after seven nights to under \$5,000. House dark until Monday (1) when Talullah Bankhead grooves in with "Reflected Glory."

"Parnell," El Capitan, Hollywood, (2nd week) (C) 1,371; \$1,185. After getting away to a moderate start, this Dufy production jumped on second week for excellent take of around \$12,000. Matinee trade particularly strong.

**WPA**

"Miracle at Venice," Continues to attract mild interest at the Experimental theatre, where it is in until Aug. 10.

"Saville Thru," Winding up two weeks at the Mason, Sunday (9) to good returns.

"Triple A Plowed Under," got started at the Mayan, Saturday (1), house reopening as a Federal Theatre Project spot after being dark a number of months.

"Redemption," Continues at the Musart theatre, where it has until Aug. 9 to go.

**WPA HAS NINE TROUPES IN N. J.**

Newark, Aug. 4. With nine more or less successful troupes flickering around the state these nights, the Federal Theatre is coming strongly to the fore here with various types of entertainment.

Camden County, under supervision of Harry Horne, has been presenting an "all-star" vaude bill featuring the Grimes, Team, man and wife, are billed with 150 years of stage experience, one being 74 and the other 76.

A Negro group in Octavus Roy Cohen's "Come Seven" is being readied for the city centres.

Asbury Park group has DeWitt Newing at its helm. He is not playing his own "Rose of Picardy" or "The Love of Shu Shong" here, though. It's a "Wise Child" last week and "Family Upstairs" this week, with "Personal Appearance" in rehearsal, for the 10-week engagement at the Elms auditorium, Red Bank.

Hudson County with Earl McLeland has "Broken Dishes" and "The Night Cap" to its credit, and a musicalized version of "Uncle Tom's Cabin" is in rehearsal.

Essex County is in the hands of Clifford Stark, long a theatrical figure in Newark with M. S. Schlesinger. Has "Laf' That Off" and "Her Majesty the Widow" booked into the fall. "Brother Mine," Frank Wilson's Negro musical, has been successful. "Na Santarella" with Italian actors and interpolated operatic selections has done equally well.

Bergen County is supervised by Francis Earman and a tent theatre is the attraction. Ruzy-equipped, this entertainment under canvas has a hallyho bmd, vaude-between-the-acts, and "The Pairs" as its feature.

## PERMANENT STOCK CO. SET FOR BUFFALO

Buffalo, Aug. 4. Permanent Buffalo dramatic stock was announced by John Stein, State director of publicity, and George Gatts, state project director of the Federal Theatre Project. Company of 15 persons will be recruited, according to Gatts.

Change in relief roll restrictions will now enable actors certifying their need of employment to obtain work instead of the former requirement that applicants had to be on relief rolls since last November. Local newspapers carried announcements of the organization of the stock company and the requests to apply to Elwood Farber, director, at the local Federal Theatre offices.

Plays Abroad

THE VISITOR

London, July 15.  
Comedy in three acts by Nicholas Monsarrat, presented by Dorothy Peters at the Lyric Theatre, London, is presented by Ellen Pollock.  
Immortals.....Lewie Broughton  
Mrs. Markham.....Margaret Scudamore  
Diana.....Gwen Carson  
Richard Armstrong.....Gwen Carson  
Mr. Markham.....Gwen Carson  
Dorothy.....Gwen Carson  
Dorothy.....Gwen Carson

An unsatisfying type of comedy; its promise never seems fulfilled. A headstrong girl of a kindly disposition, given to championing lost causes, takes home to her bewildered parents a down-and-out she encounters in a park at midnight. He is a starving German fugitive and an embryo playwright. He soon settles down snugly into his luxurious surroundings, and his young inget backing for his play. Pitying his condition, and swayed by his foreign charm, she falls for him, and breaks off her engagement to an eligible youth of her own world.

The masterpiece turns out a dire flop—the author creates a scene in a drunken frenzy, and is run to earth by a dubious female. None of this details the plot, which is a preparation to rush off with him and share his rags and hopeless future. While she is packing for the great adventure, the man is convinced of the futility of it all, and goes away—presumably to join his fellow outcast. Girl then becomes reconciled to her first love.

Louisa Borell, young Dutch actor who scored favorably at the busy, some months ago, gets the most out of his, his first West-End role, but neither he, nor Greer Garson as the society girl, make any of the proceedings ring true.

This is the first play, so perhaps there are better things to come from the author.

SUNDAY

Los Angeles, July 24.  
Patent Theatre presents a comedy in three acts by Nicholas Monsarrat, directed by Jerome Coray; settings, Frederick Glover. At the Patent Theatre, Los Angeles, July 24.  
Frank Clark.....Jane Elton  
Frank Clark.....Jane Elton  
Frank Clark.....Jane Elton  
Frank Clark.....Jane Elton  
Frank Clark.....Jane Elton  
Frank Clark.....Jane Elton  
Frank Clark.....Jane Elton  
Frank Clark.....Jane Elton  
Frank Clark.....Jane Elton  
Frank Clark.....Jane Elton

In the past four years Martin Flavin has written three new plays. All died before they gave their first yell. 'Sunday' can hope for no better fate. For Broadway it's a sure thing. Trouble with this Flavin effort is that it starts out to be a story of futility and ends as the tale of a hold-up and a sympathetic sheriff. In the beginning the play is written around the family of a small-town merchant. Fathers are broke, therefore the merchant is threatened with financial disaster. He gives up, feeling that the country is ready to fold.

His daughter returns from the east on a vacation. She is broke and her husband is out of work. His nephew lands in town in the same condition. Later comes the son-in-law. All sit about and moan about how futile their existence is.

The sheriff, who lives with the merchant, insists that a stiff upper lip is necessary. That's the first act. Second and third acts have to do with the holdup of a local bank wherein the nephew is killed trying to get away with the money. Son-in-law gets a better break from the sympathetic sheriff, who feels that the young man and his wife deserve it.

Casting and direction are, as have

been most of the WPA here, exceptionally good. Best performance is given by Ben Schwartz as the nephew. Pictures could use this lad. William Neff as the sheriff handles his assignment with sympathetic understanding. Donald Murray and Judith Alden, as the young couple, are more than acceptable. James Guilfoyle, the merchant, is the very sort of futility. Jane Elton, Westcott Clarke, Agnes Akers, and James T. Duffy complete the cast and all do well with their assignments.

Direction by Jerome Coray is a workmanlike job. Single set is well worked-out by Frederick Stovall.

SANS LE TROISIEME

(Without The Third)  
Paris, June 19.  
Play in three acts by Mimi Bégovitch, adapted to the French by Marguerite Beva, presented at the Theatre de l'Œuvre by Jean Penin.

Only one stage set and only two actors. Yet, if well-acted, thoroughly enjoyable during the whole of its time. Angry at the thought of the joy Toulout has been made a prisoner during the World War and sent to Siberia. After 10 years of captivity he escapes and comes back to his wife, obsessed by the thought that perhaps she has been unfaithful to him while he was gone.

Fate has it that he encounters phone calls of several men who are ardently courting his wife. Fact that she has lived in comparative luxury while he was enduring extreme misery in Siberia embitters him all the more. Every time his love for his wife is about to be shattered by jealous fears away, something is said or found which he immediately misconstrues and his fears come back stronger than ever.

In the last act, his wife has given up trying to prove his innocence, when he is convinced that she has been true by a letter her father left for him before dying, two years ago. Angry at the thought that he takes the word of dead man, after disbelieving her's, she won't have anything to do with him.

By that time, he is aching for the woman. Her temper rises all the more, and she finally shoots him, rather than give in.

Jean Toulout and Tania Balachova succeed in maintaining the suspense throughout the whole play, not giving the impression that there is too much of them and bring about the inevitable climax with amazing deftness and force.

This is the first time Milan Bégovitch, Yugoslavian author, has had any of his works shown in France. Known in his own country, Bégovitch was general state secretary of the Deutsches Schauspielhaus of Hamburg and of the Neue Wiener Bühne of Vienna before the war.

Dillon with Meredith

Dallas, Aug. 4.  
Charles Dillon, old Old City Theatre at the Texas Centennial exhibition to become assistant director of the Dallas Little Theatre, under Charles Meredith.

Mové was made to give Meredith, who is southwestern director of WPA theatre projects also, a right hand man in the Little Theatre's imminent expansion program. Dillon is to have active charge of theatre's school, which is to be removed, further from the wing of the dramatic department of Southern Methodist University.

Straw Hats

Merry-Go-Round

Third summer stocks to go for the alternate house gag is Bill Goodwin's 'Hawthorne' at Governor's Island, New York. He will move his latest 'trout' 'Concentration' to the City theatre, Newark, N. J. Island theatre gets the first half of the week, with remainder in the New Jersey.

Luther Green's Island theatre at Nantucket, R. I., and Beach theatre at West Falmouth, Mass., and Harry Bannister's 'Murder in the Old Red Barn' roving between Atlantic City and New York, are the other two.

Gentle's Tryst

'One More Genius,' play by Jerry Horwin and Catherine Turner, both film writers, gets a Stony Creek, Conn., tryout the week of Aug. 10. Horwin is with Carl Laemmle, Jr., in Carlsbad, while Miss Turner, who wrote 'Bitter Harvest,' London production, is connected with Metro on the Coast.

I. Robert Broder, attorney, is supervising casting and production for the authors.

Jones Beach

(Continued from page 43)

Created some titling with the supers and the boys and girls in the chorus but, being given generous approximations of passes for the cause-way and parking, brought the mama or boy friend or cousins or sisters, and so exhausted the girls, that the constant exit and entrance to the beach used up the passes. This comes about through many of the people living in the Long Island neighborhood for the duration of the Gallo-Schuberts season.

(This week Gallo expects to have the Randall's Island stadium signed for and ready to open with something flashy such as 'Student Prince.' Stadium has 20,000 capacity.)

Edward J. Scanlon produces the Jones Beach operettas in three days. Abe Cohen is company manager representing the show. Gallo the producer, the show Gallo the producer, terms said to be a 50-50 split. Grosses around \$20,000 to \$25,000 on the week.

Rained Muso

Weather hazard is a constant worry. So far this unique venture has been signally lucky, although rain insurance is a measure of protecting the show. Gallo has secured as one night, almost the split-second, when the company finale-bowed off the heavens opened. That cheated on any insurance claim and it checked \$150 liability for re-copying the orchestrations of 'Student Prince'—the then attraction—which were drenched because of the suddenness of the downpour.

The storm did not cover the water and under the stars. The company works on a barge with uniquely substantial and heavily-lighted sets designed by Watson Larratt. He has been the show's audience is an expanse of water—some 50 yards of Zach's Bay separating the footlights from the first row of customers. Microphones, of course, take care of dialog audibility, about which there is no concern. There are 16 stagehands to expedite quick changes, idea being to get the people in bed early, else they'll not venture out again. Curtain is 8:30 sharp; book librettos of the standard operettas curtailed as much as possible for a before-11 p.m. sign-off. The show is easily handled en route home, which is surprising considering the concentrated gress in such large numbers. Means 2,500 to 3,000 cars from the operetta audience alone, on an average, apart from the other traffic.

In 'Blossom Time' there is Robert Shafer in the baron role who rates attention for pictures, etc. Douglas Leavitt is the comic Christian Kranz and a click on his own. Harry K. Morton adds effectively with a burlesky bit later. Diana Gaylen is an effective ingénue and Bartlett Simons renders the comic character Franz Schubert with his unrequited love and his immortal melodies. Maxine Castleton, George Dill, Nina Dean Zella Russell are other outstanders in the sizeable company which includes Frederic Jenckel, Terry Horne, Joseph Toner, Mary Rix, Gracie Wynn, Erbert Goodhart, Tom Ryan, John Wheeler, Carl Lee, Ruth Behn, Roberta Elias, Giuseppe Bambino, etc. etc. etc. trod into his furlough to conduct in the midwest. Gertrude Hoffman contributed the very effective ballet.

Cagney

(Continued from page 10)

his mouth. Again he waited, and then, 'A bad script,' he said. 'It hits you, it hits you'—and he beat a tattoo on the pit of his stomach, 'here,' it was Cagney all right. The dramatic suspense he'd just been creating, counterpart of his style on the screen, was the tip-off. The hush before the storm, the build-up by which he was to punch the line, the compact delivery of the gestures themselves, they were the same. This was brought to Mr. Cagney's attention. He admitted everything, gave all the credit to his models, Lowell Sherman, George M. Cohan, Arthur Brown, Spencer Tracy. (One of the finest that ever trod the boards, he said of Tracy.) Entranced with admiration for their skill, their subtlety, their knowledge, their magnificent timing, he's watched them. First they set up the audience with a place of business carefully, delicately worked out; then into the tense situation they've created, lightly they toss their line. They, he said, are actors.

No Accidents

Toplight actors, he said, don't get up there with no reason. About the way he gets somewhere in a business, doesn't get there for no reason. They get there by virtue of their intelligence, their perception, their knowledge of their own skill, their subtlety of their limitations. 'There's a cockeyed superstition around,' Cagney said, 'that actors are dopes. That's not true. They know what they're doing, stories, that they have no taste, no judgment. That they're the last people on earth to know what's good for them. That they can succeed, and can't only when they play themselves within the hands of wiser men. Yet Leslie Howard, Paul Muni, Fred Astaire, make their own decisions, guide their own careers with such conscious success because they know their own values. Also, they're in a position to get what they want for they came to the screen already establishe as stars on the stage.'

Cagney can name, and did, many more actors whose intelligence refutes the 'actors are fools' legend. But the producers' success, so ready to agree with Cagney on this latter ground, because they came to pictures bit players and so no matter what heights they've since attained, in the eyes of the producers they're still bit players. Just lucky, that's all. They happened to be born with something, and the producers did all the rest. That's what the producers think.

Not To Be Typed

Cagney, however, has seen very few actors who have been places on personality and smart handling alone. If such as they exist, they're in the minority. A successful actor shares the responsibility for his success. He is always searching for new facts for his professional personality.

After 'The Doorway to Hell,' Cagney was ticketed as a pal player. Glasmon and Bright saw it, went to see it, and ticketed him for that. 'Public Enemy,' 'You don't want Cagney,' they were told, 'he plays pals.' But pals or not, they wanted him. He did a lot of fighting in the picture, the picture did okay, so it was fighting from then on.

If it had to be fighting, said Cagney, he'd have to vary the attack, and new socks. Finally, in 'St. Louis Kid,' he hit upon the head-bumping business. Cagney would rather, however, work in pictures in which the ideas did the bumping, but lacking that, he has constantly searched for new bits of business, running gags, gestures. The Cagney fans always keep in mind 'You're in his new picture; usually they find it.'

'Anybody who looks like me,' he said, 'has two strikes against him. He's got to overcome it on his own.' To make them take him in a story that's got love interest he sees to it that every love scene is just touched on that it's just part of a wide general movement. No clinches for him, no languorous embraces. If he required to kiss the heroine, it's a quickie on the brow, 'hello sweets,' then go. With his mugg, with his stature, anything more would be absurd, he said.

Whenever there's fighting for him to do, it's never with anybody under 200 pounds. Somehow the audience believes he can handle them. He always keeps in mind 'You're only as good as the other fellow thinks you are,' he said. 'Your own opinion doesn't matter a damn.'

Summer Theatres

(NEW PLAYS)

'Beyond Woman,' Old Mill Playhouse, Shrewsbury, N. J. (6);

'Cousin Adelaide Is Psycho,' Mary Young Playhouse, Centerville, Mass. (4);

'Crooked Billie,' Starlight theatre, Pawling, N. Y. (3);

'Headlines,' Millbrook theatre, Millbrook, N. Y. (5);

'Lovers' Meeting,' Island theatre, Nantucket, Mass. (3);

'Racket Number One,' Harbor theatre, Governor's Island, N. Y. (6);

'So Proudly We Hail,' Red Barn, Locust Valley, L. I., N. Y. (4);

'Suddenly a Stranger,' Beechwood theatre, Scarborough, N. Y. (3);

'Without the Law,' Hollywood Players, Bay Shore, L. I., N. Y. (3);

'Star May Change,' Marshfield Hills, Mass. (5);

Future Plays

'Swing It Susan,' by Lawrence Swab and Philip Wylie, to get first place on Schwab's fall production roster.

'Corner Pocket,' by Robert Rossen, announced for mid-October by William Harris, Jr., formerly known as 'Behind the Eight Ball.'

'Hand Painted Heaven,' by Terry N. Thorpe and Martin Mack, bought by Mary Forrest for fall production.

'Don't Do It, Dodo,' farce by Asa Lehan, acquired by Lady Sam Chinese actress-manager, for coming season presentation. Herbert Farrar will direct.

Current Road Shows

Week Aug. 3  
'Farnell,' El Capitan, Hollywood.  
'Reflected Glory,' Curran, San Francisco.  
'Scaudals,' Grand, Chicago.  
'Three Men on a Horse,' Alcazar, San Francisco.

SINGLE UNIT AGAIN

Harry Bannister's attempt to alternate his 'Murder in the Old Red Barn,' between the American Music Hall, New York and a barn at Atlantic Beach, N. C., was short-lived. Barn was wrecked in a heavy storm last week, calling short the play's suburban run.

Change was made about two weeks ago, when producers Bannister and Cochran-Beebe decided it would be profitable to move to a resort for the dead weekend periods.

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## Opera in Hipp Week-Ends With Sports 1st Half

Group of 13 American-born singers will "bow" in with Salmagundi's opera venture reopening the Hippodrome, N. Y., on Aug. 21. Quite a few carry U. S. monickers which is being played up in billing. American-born group includes: Charlotte Kinchel, Eleanor Little, Alice Tully, Lita Hutt, Thomas Keeley, William Hargrave, William Hart, Angelo Divine, Cesare Contessa, Eleanor Ferro, Perla Wolcott, Jeanne Kucynski, Wita Rutala.

Also Luigi Borgonovo, Giovanni Breviario and Al Marone, all engaged from La Scala, Milan. House will be scaled at a \$10 per seat.

Instead of giving opera with left-over trappings from "Jumbo" spot, Hippodrome is being remodeled somewhat to take care of sporting events which will be held the forepart of each week. Former arena is being filled in with seats, stage is being raised and circus atmosphere played down. New seating capacity is 5,200.

Week-end policy opens on the 21st with "Carmen." Rehearsals begin next Monday (10).

## HOW ARE WE DOING? ANSWERS IN FRENCH

Middlebury, Vt., Aug. 4. Ballet Caravan here last week, appeared under auspices of French department of Middlebury University. First time that department has ever sponsored a commercial attraction. Around 700 attended at a 75c. top.

Applause registered with dancers okay, but any verbal comment afterward was foreign, as only French is permitted to be spoken during the summer season. Girls enrolling have to sign a pledge on registering to the effect that they stick to parlez-vous during the extension course. It goes for campus activities entirely, and is adhered to faithfully. Four hundred are in the French department, and the rest that attended ballet performance comprised German, Italian and Spanish students also under wraps linguistically.

Low Christiansen, Eugene Loring and William Dollar concoted the ballets for the troupe, which is stocked with American ballet summers from the Metropolitan Opera, N. Y.

Group is appearing this week at Westport Country Playhouse, with Jimmy Savo in "The Would-Be Gentleman."

## Detroit Local Routes Band in City Parks

Detroit, Aug. 4. Detroit Federation of Musicians band, under stick of Harry C. Philip, has started a series of concerts in Detroit parks.

Programs, consisting of classic and pop tunes, are to be given nightly at various parks in different parts of town.

## Gershwin's Ballet

After "Watch Your Step" chore for RKO-Radio, George Gershwin is turning out a ballet for American Ballet troupe. Premiere would be either at the Metropolitan Opera, N. Y., or a straight legit house.

Idea has been fermenting for some time with the composer, but he wants a strictly U. S. theme, and one completely modern. His "An American in Paris" is being danced this week in Cincinnati by Paul Draper and Ruth Page. Albertina Rasch used it before for "Show Girl" production number for Ziegfeld.

New opus may be started on the Coast.

## Rubinoff Goes Symp

Chicago, Aug. 4. Dave Rubinoff is to be guest conductor of Chicago Philharmonic Orchestra at Grant Park Friday (7).

Rubinoff will introduce a new note when he waves baton at 75 minutes while they play "Love in Bloom," "Big Bad Wolf" and other popular ditties.

## Phila. Concert Grosses

Philadelphia, Aug. 4. Not so hot at boxoffice at Robin Hood Dell last week. Approximately 20,000 attendance for six nights, with gross estimated at \$17,000. Last Tuesday (3rd) second night of opera "Martha" pulled around \$3,500. Concert Wednesday, Turbi batoning for about \$2,600 Thursday and 1,500 Friday. Conrad Thibault soloing okay for \$3,500 Saturday, Sunday's baritone soloing okay for \$3,000 and last night's opener by Catherine Littlefield and her Philadelphia Ballet grabbing satisfactory \$5,000.

This week brings another big bill for Tuesday night when Jascha Heifetz adds to \$2,000 fee, with Rubi on Dell's shiny chromium podium.

## Ballet Espagnol Safely Out of Spain Arrives in Paris

Paris, Aug. 4. Ballet Espagnol de Juan Martinez, first theatrical troupe to escape in flight from war-torn Madrid, arrived here today to play a series of concerts at the Opera Comique. With train and plane service stopped, they motored through loyalist and rebel lines to Alicante, and embarked from there on a French freighter to Marseilles. The company's 150 costume pieces were not molested. Neither were the orchestration for 60 different ballets and dances. Martinez's only loss was his personal collection of original bullfight posters by noted Spanish artists, which was confiscated in Albacete. The posters were to have been exhibited at the Paris International Exposition next year.

Ballet sails July in October for Havana, where it opens its 1936-1937 tour at the Teatro Principal with a two-week engagement beginning October 16. Then booked for the Guild Theatre, New York November 1 and 15, followed by dates in the principal cities of the United States, two weeks at the new Teatro Alameda in Mexico City, and four weeks in Rio de Janeiro.

Prominent dancers in the company with Martinez are Soledad, Juanito, Amaya, Carmencita, Sevillana, Antonia, Isabella, Rosarita, Mercedes, Carmelita, Valenciana, Sara, Catalina, Marquita, Cortijo, Bobadilla, Madriqueria, Castanagra and Zanouba.

## Exploitation

(Continued from page 10) for one supplied by the aide. Tokens may be painted pebbles or checkerboard.

The Captain leads the way to the first pitch, warns the boys that the tokens are plain sight and that nothing must be lifted or torn down. Tokens may be set in the crotch of a tree, atop a window ledge or any other spot where they will be visible. The Captain tells the boys the number of tokens to be found and waits until the sides check the kids and prevent property damage. When all are found the pirate gang repairs to the theatre for the prizes.

## Mail Lists

Recently a store stocked a line of clothing and wanted to circularize it. The sales manager went over to the theatre and suggested to the manager that he get out a contest with \$25 in cash prizes, the store to supply the cash in return for the answers. Both the newspaper and the store carried a form to be filled in with the addresses best describing the show being advertised, with the store's name and address and parents' names.

The contest was so simple that for \$25 the store obtained a list of more than 300 addresses correct as of the moment, and was able to send out its announcements of the new line to people who were better than a list of 3,000 names of general selection.

Two or three years ago a similar scheme was used in connection with the sale of record albums. The dealers obtaining a list of prospects with full data as to whether or not they already had a photograph and of what make and model.

The idea is capable of considerable expansion, if the theatre is careful to see that the lists fall into reliable hands and that it is not directly connected with the sales approach. Mailing lists have been used in the past, and should not be relinquished to merchants without some adequate advertising return to the theatre.

Daphne Vane, ballerina with American Ballet, goes into Radio City Music Hall troupe this week.

## CANNONS VOLLEY FOR RAPEE'S '1812' SYMPH

WPA concert in Madison Square Garden, N. Y., last Wednesday night (29) with nearly 300 musicians playing under guest baton of Erno Rapée drew audience of around 7,000. Top admission was \$1.65. House liked it but got very nervous anticipating gunfire in "Overture 1812" which was ballyhooed as high spot of the evening's program.

Gunmen went off three times and 16 soldiers fired volleys in rhythm. Audience, aware of the novelty beforehand, was kept on edge until the shooting was over. Then they laughed.

Idea of summer music fare in the Garden caused considerable talk. Air-conditioning was not operating smoothly and heat was wasted. However, it is understood Garden executives liked the performance and are after another spectacular musical offering before fall arrives. WPA will probably stage this also.

Next summer's thought popular concert series will be indicated here. Then entire atmosphere would be refurbished with dining balconies, refreshment stands, etc. for patrons.

Bruna Castagna was soloist with WPA contingent last week, and was backed up for an encore by "Carmen" renditions came easy and were soundly applauded. Both her services and Rapée's were well received. The performance, it is understood, was a success, at \$1.65 top, scaled down to 25c. for the first time in the history of the Garden, it is understood. It was one of the few times the Garden has been open last summer. Arrangements for the house splitting after taking out expenses and the federal tax, which was something over \$300. Attraction's end was about \$550.

## Riveters

(Continued from page 1) credited by critics with being an integral part of the show. Geddes is reported having designed settings for "Iron Men" as realistically as for "End" if not an encore. Audiences will represent persons in the street, just as those in front viewing "End" are supposed to see a pier head from the East River.

Geddes, in seeking the types of steel men he wanted, asked their union to make the selection. In explaining to the strange kind of actors the reason why he proposed using them on the stage, he said he would not mind think of casting steel workers for society parts than actors for iron men. Manager added that since there could be no telling when one or more of them got under the weather, he would get two for each part. Steel workers get considerably more than Equity minimums, so it is far from Geddes' idea to produce the play economically.

The play was written by George Gallagher, heretofore unknown to Broadway. It was first called "Construction Job."

## Behind the Keys

(Continued from page 15) open in the early fall are the Barea theatre, Barea; Parma at Parma; Avalon, Maryland.

Another theatre will name his newly constructed theatre at Xenia, the Ohio.

C. E. Davis, Perry, New Lexington, O., back from Michigan.

Si James, owner of Eaton, Eaton, which was burned to the ground recently when heat melted the electric wiring, has no immediate plans.

Spartanburg, S. C. Mgr. D. B. Austell's (Wilby-Kinney Concord House) brother, Joseph Charles Austell, by donating blood for several of new transfusions here.

Rialto, at Union, has tied in with local press and merchants to put over bathing beauty revue stage for contest series and packing house thereby with no hike in tariff.

More Wilby-Kinney shike in Spartanburg, S. C. and Lexington, N. C. houses, to Strand as manager, filling out the season's program. Transfer of D. B. Austell to Concord unit. Dan Austell of Strand to Caterpillar as manager, replacing Bernard Cawley, given leave of absence for rest. Carol White has been elevated from Carolina floor staff to replace Jack Hendrick, former WSPA announcer, as ast. mgr.

Ervine Stone on vacation in Florida.

Hollywood. Studio theatre, dark for year, is being refurbished at cost of \$15,000 by new owners, the Jewell Theatre group. Seating will be increased from 300 to 500. Lessees have 10-year deal.

## 11,316 Salzburg Hotel Reservations For Americans; Ticket Sale Big

### Castro on Furlough to Moscow Symphony Orch.

Buenos Aires, July 27. Juan Jose Castro, Argentine symphonic conductor, is expected back about Jan. 1 to resume his post with Station LRP. He called recently on leave of absence to join the Moscow Symphony orchestra for a spell. Soviet government wants to bring latter up to date and is importing several guest conductors of various nationalities.

Meanwhile at LRI (Radio El Mundo) a German, Ernst Mehlisch pinchhits for Castro.

### 'Comets and Planets' With All-Star Cast Hit at Planetarium

"Comets and Planets" with an all-star cast is the current attraction at the Hayden Planetarium of the Museum of Natural History of New York. Astronomical revue opened Saturday (2) to about two-thirds house that fills with 740.

Once monthly the sky impresarios give up with a new edition of the celestial pageant. Incident is a study of presently active comets and meteors, following their movements by means of an illuminated arrow. It's one of those things like the Statue of Liberty or the Empire State, that will always be one of the musts of a New York visit. There is also those mildly interested in what makes things tick, and obviously, the student. Admission still ranges from 25c to 60c.

Combined efforts of the commentator, Prof. William H. Barton, Jr., who injects a little showmanship by gagging the proceedings occasionally, and the dome of a console for the more moving moments, gives the demonstration a touch of theatricalism. It's a 45-minute stint. When considering the six times daily and eight times Sunday that boys go through their paces, it seems a little tougher than vaudeville.

Since opening last October, the hall has been a different show monthly, dealing with eclipses, planets, seasons, star constellations, etc. Running time for each is more or less stable.

Projected films of historically famous meteoric visitants, flashed upon the astral dome, is another item. Show is well worth the price of admission, even for those who only want to kill time as they wait there. Total darkness and awe-inspiring view of the heavens is reminiscent of a trip through a carry's spook house or terror tunnel.

Despite the different show, the space, the illusion is that one is observing the incalculable magnitude of the heavens.

The short subject added attraction is a movie of the Hayden Planetarium, wherein the audience views the movements of the known universe. Including a replica of our own, the five other important planets are moved about on permanent fixtures attached to the ceiling that illustrates the distances between each and their respective positions throughout the seasons. Later.

An RFC loan was negotiated to complete the edifice, understanding being that when the nut has been cleared, place will assume the gratic character of other municipal sights.

### Steel Pier Operas

Atlantic City, Aug. 4. Steel Pier Opera company will present a double program Saturday and Sunday, Aug. 8 and 9, with Bach's "Phoebus and Pan" and Pergolesi's "La Serva Padrona." First will have Virginia Maurel, Marion Sele, Arthur Kent, Alfred Drake, Lawrence Power as Myron Taylor. Mary Binney Montgomery is solo dancer.

For the second offering, Yona Vera, Kent and Drake will be heard in leading roles. On Aug. 15 and 16, Beethoven's "Fidelio" will be presented with Tilly Barnard, Georges Trabert, Leo de Hierapolis, Kent, James Montgomery and John Green. Jules Falk, who is handling, still sticks to opera in Atlantic City. Present run is expected to go through mid-September.

### By EMIL W. MAASS.

Salzburg, July 24. Governor Reibel of the province of Salzburg and Erwin Kerber, head man of the music festival, told a luncheon group of American newspaper men that a record high of 11,316 hotel reservations for Yankess had been made this season. Ticket sale for the concerts passed \$200,000 before the season running from July 26 to Aug. 28 opened.

Most gratifying aspect this year to the management is the number of international radio pick-ups. In all 78 broadcasts to foreign countries have been sent. NBC in the United States takes six, among them Arturo Toscanini's conducting of "Meistersinger."

To the long list of artists participating at the festivals have been added a few new ones. Elde Norena of the New York Metropolitan Opera, Virgilio Lazzari and Mariano Stabile, appearing in Verdi's "Falstaff." Felix von Weingartner opens the season on July 26 directing a Beethoven concert.

Herbert Graf, who goes to New York after the festival, is in charge of the "Meistersinger" and other performances. The new "Mephisto" is Richard Bader. French tenor sings the part of "Alce" in Verdi's "Flaegstad." Augusta Ottobella (Nanetta), Lotte Lehmann (Leonore), Koloman von Patzky (Florestan), Charles Kullm (Stolotes), Eugene Herbert Alsen (Pomer), Oscar Salabala (David).

### Metro's Showmanship

Two American Metro-Goldwyn-Mayer films are being shown in premieres during the festival season. "The Great Ziegfeld" and "Romeo and Juliette."

Gambling casino Mirabell opens its doors for the first time today of the opening. Casino company followed the German example of allowing winners to take roulette profits out of the country. But then, it is not overcharged. A few days before the opening, every hotel, inn and private home which rents rooms was visited by government men. Prices must be listed at the entrance, punishment for overcharging is six months jail minimum.

### Opera in Allentown, Pa.

Easton, Pa., Aug. 4. A season of opera is planned for this section by Frank Mazza, director of the Italian broadcasting system.

Three operas will be presented at the Lyric Allentown, during the fall season. The first, "The Barber of Seville," will be staged in the Lehigh University stadium on September 24.

"Aida" will be presented by a company of 250 in the stadium, it was announced, and it will be the first time that an opera has presented outdoors here. Stadium holds about 20,000.

### Turbi Unpicketed

Philadelphia, Aug. 4. Jose Turbi snared out of cop escorts here last week after he and his alleged pro-Fascist remarks in an interview. Plenty of John Laws bodyguarding and plainclothes boys in audience, but pickets no show 'em faces.

Spanish conductor and his secretary, Jean Dalrymple, previously had hazing verbal contact in Turbi's Belmont-Stratford Hotel suite, with delegation from Association Against War and Fascism.

### Rodzinski From Austria

Cleveland, Aug. 4. Arturo Rodzinski, director of the Cleveland Orchestra, who will do the New York Philharmonic concert schedule next season, will direct a broadcast of modern work from Salzburg, Austria, over NBC's WBAI wires on Aug. 16.

Rodzinski will be the first American conductor to direct from Salzburg.

## Night Club Reviews

### COCOANUT PALMS

(DETROIT)

Detroit, July 31. It's all a big surprise at this 1,000-seater night spot, located in Eastwood amusement park on outskirts of town. Patrons don't expect much in way of talent, but get a nifty evening. Fact Palms has neither a cover nor minimum, relying strictly on thirsty party trade, giving impression there's not much inside. Sippers send out differently, however.

Countess Vania, who's been giving her Egyptian bacchanalian dance at the Palms for past three weeks, is billed as the headliner of the five-act layout, but Larry Chambers, mouth-organist and tapper, runs a close race. Both are on twice in the 40-minute show. Chambers puts the mouth-organ through a 'saxophone' pack his first time, returning for three neat take-offs of Bill Robinson, Fred Astaire and Eleanor Powell.

Twelve good-looking, nattily-attired chorines open show, and provide background for Countess Vania's two numbers, one her 'Merry Widow' number and then her 'Hotcha Egyptian Turn'. Draped in sheer black veil, Countess has everything for flash, looks and routine.

Harry Russell, who has been at this spot since its opening in April, handles the m.c. duties well and warbles a nifty song in addition. Armand and Marie, one dance team seen frequently at some of town's best spots, are on for two numbers, a swing and a waltz which click.

Last part of the show exhibits girl by name of Jane Lewis, introduced as being 'recovered by College Inn.' She just gets by on two blues songs.

Art Mooney's swing band provide music at this gaily-decorated spot. Dancing and floor show are presented from raised patio-effect platform, with orchestra seated near Spanish-type house. Added features are gambling devices. Food and drinks are moderately priced. Fete.

Sammy Walsh, m.c. from Crystal Club, Virginia Beach, is now calling at the swanky Cavalier Beach Club on nights in the same capacity.

**PATTI SAMMY MOORE and LEWIS**  
TIVOLI THEATRE  
MELBOURNE, AUSTRALIA  
Direction: William Morris Office

### EMPIRE ROOM

(CHICAGO)

Chicago, July 29. This is Ozzie Nelson's first local appearance and he's going over. Any band that can draw 500 to the Palmer House's Empire Room on an off-night (Tuesday) is a click. Nelson's work on the *Pepper* and *Ripley* broadcasts makes his name familiar in these parts. Nelson is here sans Harmonica, but with his Joy Hodge doing the warbling. Girl has a lot of class.

Floor show opens with *Senor Wences*, who starts his act doing cross-fire with a dummy. Picks up momentum when he does a juggling bit, with the dummy making nasty cracks about his ability. For a finisher, Wences puts on a telephone conversation that's the cleverest part of his act.

Lathrop Bros. and Lee, do some smart hooding in the dance. They do a rhythmic waltz first, then girl solos it. Lathrops come on and do a fast, snappy dance which shows off their perfect timing to good advantage. All three get together for final effort, drawing loud applause from the throng.

Hit of the show is Milton Douglas. Audience can't get enough of his warbling. Shot Douglas had to do six numbers before the table-sitters would let him go. Douglas is a hold-over from show.

Closing show are Rosita and Fontanne. Both dancers are well wooded and a stand-out dance team for a class spot.

Line of 12 girls, Abbott Dancers, turn in three fine numbers doing the warbling shot Douglas had to do six numbers before the table-sitters would let him go. Douglas is a hold-over from show.

Minimum charge Empire Room is \$2.50 weekdays and \$3.50 Saturday night. Two performances nightly—8:15 and 12.

No liquor is served after one a.m., but that doesn't mean the drink receipts much less festivities for the evening are all over at 1:30. That's about the time most hotel niteries close in this town. Loop.

### CLUB RENDEZVOUS

(PATERSON, N. J.)

This spot, modest in itself, is probably as good a keynote of what the hinterland hot spots are like than anything else in the metropolitan, N. Y. sector. As Billy Arnold, Bonfide of his Club Bonfide, ballyhooes it, it's 'Paris in Paterson'—a good-looking and worthy peg on which to hang his hat.

Arnold was the ace dance maestro of the Continent for many years since the war, known in Paris and on the Riviera to countless Americans. Circumstances brought him back to his native Paterson; came the post-War St.-Lays-an-egg catalyism, and he opened his own spot. And it's an example of the personal-greater equation that obtains in almost any community where the town knows its niteries just better than it knows the mayor or its banker.

As a niterie, it's intimate and smart-looking, cozy or lively and pettered after the niter midtown boites, excepting that it is in Paterson.

Billy Barry, ex-6 Freshmen (vaudeville), gives out the same droll double-entendre lyrics in Paterson as one hears on West 52nd street, N. Y., and withal it's as hotcha and sophisticated a spot as could be desired. Abel.

### EL CHICO

(NEW YORK)

B. C. Collada's El Chico, in the Village, is 'as Spanish as Spain,' which is what he ballyhooes as a trade slogan and which is probably accounts for the high-caste patronage (diplomatic, export, etc.) this spot attracts. Seated, mostly for the native dinner (\$1.50 for American), with a fancy wine card plus a 50c, and \$1 convert to customers holding a check for 3.00 p. m. he gets a proportionately nice crowd. An aircooled system (new) further helps this summer.

An Imported show is being indefinitely delayed because of the Spanish revolution, but the current talent is equally authentic fandango. It's headed by Emilio de Torre and his Picadores, a versatile foxtrot-tango-rumba combo which jives show to mix an up and which has a choice. Saturday night spot on NBC because of its general quality.

Seniority danger from the San-Souci, Havana, is making her New York debut; Consuelo Morea of the named show is a vaudeville family, clicks with authentic Flamenco singing; Adelina Duran is a classic and comedy dancer; Carlos Salazar, native Mexican, sings Mex and Cuban ditties; and the ABC Trio, now a standard of the named show, is up with waltzes, that's appealing to the non-native customers, which is the main idea.

The decor of the Chico is one of its prime attractions, as any regular of this establishment knows to what the Collada goes to dig up his treasure from Valencia, Castilla and other provinces of Spain. Abel.

### MUEHLEBACH GRILL

(KANSAS CITY)

Kansas City, Aug. 2. Since the Mayfair was destroyed by fire in June, this spot has been a place to go to. Biz, which is normally steady, has been on the upgrade. Although week of the night, the weekends are capacity affairs.

Credit goes to Leon Belasco's band, which was at the Mayfair when it was destroyed. The band and library. Belasco's showmanship is built to order for the place like the Muehlebach and the maestro works plenty smooth.

The dancipation is top row, but the customers don't get much of a what is it as the class space is lilliputian. Featuring a sophisticated style, with a sprinkling of hot and snappy, the band is sure. And drew Sisters, swing trio, have that something that spells click for the hot hymns and foibles. And particularly good, and again it's style that does the selling job.

Smith Howard, band's percussion purveyor and claimant of the featured vocalist. His piping is pleasing. There's no over-entertainment and none is needed, as the spot has no competition. No cover for the summer season and food and liquor prices are reasonable. Hoyt.

### CAFE LATINO

(NEW YORK)

This is one of those word-of-mouth hideaways in Greenwich Village's Grove street, a basement joint which, as Tex, manager, says, pays for two Latin musicians, but winds up with four to eight. As with the jam sessions, almost every available Peruvian, Cuban, Spanish, Chilean, or Argentinian musician shows up here some time in the course of an evening or a week. That goes also for the other musicians who've 'discovered' this spot because of its mecoy native Latin rhythms. Besides, which, it's a cheapie for a snappy hour's interlude, and naturally better from 11 p. m. on.

Wines from Spain, Argentina, Chile and Portugal retail at \$1 to \$3, which is enough to last a couple for a spell, and the regular dinners range from 80c to \$1.

There is no dance floor, but the spot has a dance license and a little space to dance on the pillars. There's an attractive decor in the native style, but the atmosphere and the rumba-tango-salsa rhythms are its chief attractions. Worth a visit. Abel.

### RAINBOW CUTTING

Rainbow Room, Radio City, has clipped its covert for Saturday nights during August and September. Charge, which formerly was \$2.50 on Saturdays and holidays, has been reduced to \$1.50 for the summer period. This applies only to non-dancers. Weeknight assessment remains \$1.50 for non-dancers. Dancing now from 6:30 p. m. to 2 a. m. Room used to stay open until 3.

### FROLICS TRIES AGAIN

Norfolk, Aug. 4. Frolics Club, which folded after two weeks at start of season, has reopened under new management. Billy Brooks heads the band.

### A Habit

Los Angeles, July 28.

Al Pearce's week at the Paramount last week was his 18th at the spot in the last three years.

### Ga.'s Swankiest Casino Smashed and Padlocked

Atlanta, Ga., Aug. 4.

Wreckage dotted the landscaped grounds of Casa Loma, while the aroma of fine whiskies and costly liquors perfumed the atmosphere as reminders of a spectacular raid that closed the doors of the 'Smartest Spot in Georgia' just before dawn Friday (31). Smashed was the magnificent bar, the expensive gambling equipage, tables, chairs, etc. A padlock was on the door—to stay.

Twenty-seven persons were arrested by the raiding minions of the law, four of whom posted bonds of \$5,000 each to gain their release Saturday.

Casa Loma is located eight miles from the center of Atlanta, in Clayton County, whose sheriff led the raiding party. His own forces too small, he recruited officers from an adjoining county for assistance and swooped down on the place after entertainers had completed their stints for the night and departed. No patrons were arrested.

Raid was made on a petition asking for a temporary injunction. A permanent injunction was granted Saturday (1).

This hot spot seemed to be just what the doctor ordered for Atlantans who liked a good time and were willing to lay their money on the line. It ran wide open, despite state, anti-gaming statutes and an unrelenting dry law that forbids the sale of hard liquor.

Layout was brand new. Policy was to import name bands. First on list was Will Osborne and crew, who were well received. Incumbent at time of raid was Buddy Fisher.

Bands and floor shows were engaged for three weeks, with nightly broadcasts alternating over WGST and WATL.

Emily Van Losen, dancer, Marco and Rosita, ballroom team, and June Kemp, singer, comprised the rest of the show.

Casa Loma's layout was extensive and cool, which helped patronage during heat wave. Couvert was \$1.

### Flo Rito at Gardens

Detroit, Aug. 4.

Ted Flo Rito and ork are playing return engagement at Westwood Symph Gardens, swank outdoor spot here. Appeared there in June.

Replaced Ben Bernie, whose two-week stay not only broke Bernie's previous drawing power at Westwood but also set new high mark for season.

Yasha Bunchuk and a symphony orch at the Hollywood hotel, West End, N. J., Aug. 8, first of its kind to be attempted in this section and a trial to see how the weekend vacationists go for class music.

### 15 YEARS AGO

(From VARIETY and Clippings)

Chicago's Pageant of Progress inaugurated with free vaudeville shows on stages built on street corners. Seven acts to each bill and one free show in each neighborhood.

More than 100 small tent and rep shows back in Chicago after tough business in midwest. Particularly tough in the southern states.

Exhibitors going strong for light pictures. Ruled that while the penalty for transportation across state lines was \$1,000, there was nothing to prevent their showing after importation. Gladly paid the fine.

Ethel Barrymore back at the Palace with 'The 412 Look.' It was more the player than the play.

Blossom Seeley assisted by Benny Fields and others the big noise at the Riverside. Now she walks on for Benny.

Westinghouse Airbrake Co. broadcast a program from its plant at Wilmersburg, Pa. Covered about 2,900 miles and acclaimed a real novelty. Regular broadcasting still in the future but some 200,000 'amateurs' listened in.

Cops dined Pathe newscameras off the lot at the Dempsey-Carpenter fight, but Emanuel Cohen had (Continued on page 54)

### Saranac Lake

By Happy Benway

Dick Mansfield summing at the Barn, Lake Placid, with Betty Bowker and Donna and Darrell in the show.

Tommy Kerns, NYA-ite, holding up nicely. Boy got a big thrill from surprise visit of mother and sister.

Ray English gets boosted to sports announcer at WBBZ. He's been commercializing for the past two years.

Jack (Fenway theatre, Boston) Dempsey is back-to-bed for a spell. Mrs. Garry Shagreen here to see her hubby, Garry, Brooklyn manager.

Tom Mix and about 10 acts entertained the bed patients—the up-patients were given the glad hand and courtesy of the lot for the afternoon show.

Show People All the World Over Will Be Interested to Know Their **SIDNEY FISHER** TAILOR (Formerly at 29, Wardour Street) is Now Located at More Commodious Premises at 75/77, Shaftesbury Avenue, PICCADILLY, LONDON, ENG.

**Marque and Marquette** (DELLA and BILLY MACE) Headlined at PALAIS DE LA MEDITERRANEE, NICE

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### Triumphant Return Engagement

**THE 5 JANSLEY'S**

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This Week (July 30) AND HELD OVER

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MUST RETURN SEPTEMBER 25th FOR FURTHER

ENGLISH AND FOREIGN BOOKINGS

Thanks to NAT KALCHEIM (Wm. Morris Agency) for American Dates

## RKO Denies Stage Show Import In Holt, Koerner Confabs in N. Y.

Agents and producers who looked for some action through the joint act in New York this week of Charlie Koerner and Nat Holt, RKO division managers in the Boston and Cleveland territories, respectively, are due for a disappointment. According to Nate Blumberg, the managers are not in town to attend meetings pertaining to stage shows, but to discuss theatre problems in general, to which office stage show talk will be only incidental.

The fact that Koerner and Holt are considered extraordinarily stage show-minded compared to the average theatre exec of today, and that the agents' hopes that RKO had decided for proposition the producing field for shows, with a playing time guarantee for the producers.

According to Blumberg, RKO's stage show views are unchanged and no guarantees or promises will be made, with exception of deals for two Simon units already set.

RKO's booking office, which started the season with a two-man staff comprising Bill Howard, the booking head, and Danny Freundlich. Latter was taken off the book and sent out on the road as a unit company manager at the end of last season, but is being returned to the booking office in a general capacity. Freundlich will catch shows mostly.

The three weeks of playing time with which RKO's New York booking office will open the season are Chicago, Cleveland and Boston. A fourth week will be added in November when the Liberator, the Palace, Cincinnati, to a stage show policy on a regular basis.

## French Casino Will Switch Show Aug. 25 After 8-Day Layoff

New show opens at the French Casino, New York, Aug. 25, following an eight-day layoff.

Present Casino show, closing Aug. 18, goes to Miami Jan. 18, to open Shubert & Blumberg, and Giv Fischer's 'Folies de Femme' there, and in the meanwhile will play vaudeville. It opens Sept. 3 in Boston, with Cleveland and Chicago, all for RKO, following and Loew negotiating to play it later in the season.

Salary for the 55 people and production in the vaudeville houses will be \$7,500 and percentage. The Casino firm's own office, headed by Miles Ingalls, is agenting.

Clifford C. Fischer, Cinda Glenn, Louis F. Blumberg, Dreana, and the cast of the new French Casino show sail from here tomorrow (5).

Fischer returns on Sept. 2, immediately after opening of the show in New York.

## Femme Vaude Act Nixes Date at Non-Union Spot

Baltimore, Aug. 4. Bon John's Grenadettes, act that embraces 13 girl musicians and two femme specialists, is laying off here this week as result of refusal to play a date at the State, eastern vaude filmer that uses non-union pit band and stagehands. Grenadettes are union members and were booked in for week commencing Monday (2).

Local musician union has notified Miss John that organization will pay each member of her troupe \$7.50 per day during layoff here, providing act doesn't get any work.

**NICODEMUS' FILM CHORE**  
Pittsburgh, Aug. 4. Nicodemus, drawing comic with Cab Calloway's band, planned out of Pittsburgh tonight (Tuesday) interrupting his engagement here at the Stanley for a role in Mae West's new picture, 'Personal Appearance.' It's his film debut.

Colored lad has been with Calloway for last couple of years, doing a minor league version of Stepin Fetchit. If he doesn't star in Hollywood, he'll rejoin Calloway upon completion of his flier chore.

Ben Piazza, g.m. for Cohen, SOS'd around, the stage show day ahead of schedule and the Stanley management obliged.

## CANTON SEES SLIGHT VAUDE HOPE FOR FALL

Canton, O., Aug. 4. There is little likelihood that either the Palace or Loew's, two major theatres, will attempt to revive stage shows here this fall. The houses are said to have an agreement not to play vaude without consulting each other.

It has been more than two years since this town has seen a stage show at either house.

Stage hands are understood to have agreed to satisfactory terms, in case of the return of stage shows to the two houses. When the musicians demanded concessions the operators defined as prohibitive, both major houses reverted to straight flickers and the pit boys have been playing beer spots and finding work where they can. Some of the old timers are playing with PWA band here, and only a couple of organized dance bands have been able to get enough work to keep intact.

## NBC PLANNING 15 VAUDE UNITS THIS FALL

NBC's artist bureau, aside from its regular individual booking activities, expects to have in the neighborhood of 15 vaudeville units on the road next season. George Engels will shortly put on a staff producer to stage the shows.

Six Ripley 'Believe It Or Not' units, including the two now playing theatre dates, and six 'Vallee Varieties' will comprise the major part of the NBC production activity. The James Wallington 'Radio Revue', currently in Toronto, will be continued into the new season, and two or three additional units based on present radio programs are in the works.

Some of the shows will include silly games and be scaled for the larger theatres, while others will be moderately priced for the smaller time.

NBC's booking is handled by Murray Brown and Jack Cowan. Jack Von Tilzer has been added to the artist bureau to handle unit exploitations.

## Chicago Flamer Set For Mexican Dates

Chicago, Aug. 4. Muriel Page is taking her flame and 'nude-vision' dances down to Mexico City. Has been booked by Emilio Ascarengo into his Alameda theatre for two weeks, with optional time in the provinces.

Opens Aug. 28 in the Mexican house. Before leaving Miss Page plays a week (4) at the State-Lake.

## SOPH FOR DETROIT

Detroit, Aug. 4. Sophie Tucker and band booked for Blossom Heath, starting Sept. 3. Soph is currently in Saratoga.

## BROWN-HILTON COMBO

Jerry Brown and Maude Hilton, both standard vaudevillians, have teamed up and are rehearsing a new act for the fall.

Brown was formerly of Betty and Jerry Brown, Miss Hilton in the past has usually worked with femme partners.

## Dayton Reopening

Dayton, O., Aug. 4. Reopening of the RKO Colonial for the fall takes place Aug. 7, with Major Bowes' band and amateurs, together with picture.

Thereafter, until units come around, the stage show will be a combination of house line and vaudeville.

## Hutton, Britton Bands To Top New Units

Irving Mills will build two new units with Ina Ray Hutton and Milt Britton bands, respectively, as toppers.

Hutton closes at the 'Streets of Paris' in Dallas Aug. 10, after which she one-tries to New York. Unit is expected to be ready by Sept. 25.

Britton band, minus Frank, who is out because of illness, comprises other unit, together with an eight-girl line. Work on this unit has already started.

## F&M Would Like To Bring Flesh Back to St. Loo

St. Louis, Aug. 4. Negotiations began last week between Harry C. Arthur, Jr., v.p. and gen. mgr. of F&M, interests here, and Sam Meyers, president, Musicians' Union, and Orville Nowlin, business agent for IATSE, towards reaching an agreement whereby flesh and blood shows will be resumed in this staid old town.

Preliminary confabs are reported to have been successful and will be resumed when Arthur returns later part of this week. F&M has three houses, Ambassador, Missouri and Fox, adaptable for stage shows and when fall season begins it also will have St. Louis theatre for combo presentations.

Last Spring stage units were brought to Ambassador but policy was discontinued because of reported high demands of stage hands. An impasse with the Musicians' Union has been ironed out but not was too big for the operators to make any profit.

Aside from few stage units at Ambassador town had only a combo policy at the Missouri and Fox, and burlesk at the Garrick. Latter shuttered early last winter when mercury dropped below zero and kept natives at the freeze.

Loew's has splendid facilities for stage shows but it is making good profit every week with its fine array of film features and there is no chance for this house to present stage shows.

## Indict Nitory Op

St. Louis, August 4. Benny Greenberg, boxing promoter and proprietor of The Ring-West End nitory, was first of half a dozen he indicted last week by grand jury on charges of making false affidavits in connection with newspaper expose of fraudulent registrations. Bitter fight between police and Democratic party nomination of candidates in August primary resulted in uncovering of padded registration.

Greenberg was nailed by cops after he is said to have made an affidavit for an alleged non-existent voter in one of the river wards. His indictment followed 24 hours later.

## Shanghai Via Chicago

Chicago, Aug. 4. Sligh & Tyrrell will book the Cafe Hotel, Shanghai, for one year in collaboration with Dick Hamilton.

For their first show, starting Nov. 5, agency has set Curry and Naide, Andre and Mischel, Gloria Seider, Fay Parker and Al and Linda Davis.

## Nite Clubs Useless for Seeing Acts, Loew Opening N. Y. 'Showing' House

Apparently feeling the pinch of the lack of spots to view new acts in New York, Loew's is restoring shows to its Grand in the Bronx Aug. 21. House hasn't played vaude in six years.

Grand will play five acts four days weekly, Friday to Monday. While ostensibly a showing house, its bills will contain at least two standard acts for entertainment and balance.

Loew's is the only theatre now playing vaude in New York, with the State on Broadway, has

## Detroit Fox's Complicated System, 4 Bookers Include Loew and Simon

## CHASE DAY 'N' DATE WITH PIC IN PITT.

Pittsburgh, Aug. 4. It'll be Charlie Chase on both the stage and screen at the Stanley Friday (7) for a week. Comic comes in for personal appearance while his first-length comedy, 'Kelly the Second' is recently finished with Patsy Kelly will be the film attraction.

On bill with Chase will be Neila Goodelle, Four Steppes and Rio Bros. It's a quick repeat for the Rios, they played same spot only about six months ago.

No bookings have been made by Stanley following George Olsen-Rhinel Shurtlauff week of Aug. 14, since negotiations, with musicians continue at a standstill. Understood unit will stand pat on its demand for a 40-week guarantee, or double the \$75 weekly asked on a week-to-week basis.

## STATE'S \$36,000 NEW SUMMER HIGH; HOLDS

Loew's State, N. Y., which is heading for a new summer record with \$36,000 or better indicated for the current week, will hold over the stage show and film, 'San Francisco' (MGM). It'll be the first time for a combo holdover in the theatre's history.

Vaude show, topped by Louis Sobol, N. Y. Journal's Broadway columnist, holds over intact except for Kenny Baker, radio singer, who has a previous commitment to play the Fox, Detroit, also booked by Loew's, opening Friday (7). State show includes Ben Blue, King and Sincilar Twins, Ruth Terry and Harriet Hayes. Charles Carille will replace Baker.

In doing \$36,000 or better this week, the State will top the \$35,600 gross set by the Lou Holtz-Block and Sully-Belle Baker triple stage combination last August. This show, however, ran into the first week of September, just stepping over the border line of what is considered a summer week.

## PHILLY ROADHOUSE BURNS

Philadelphia, Aug. 4. Petersburg Cafe, roadhouse near here, burned early Sunday (2) morning, damage amounting to \$35,000. Loss included Russian murals valued at \$5,000.

Peter Eck, proprietor, and Eugene Boychuk, an employee, jumped from second floor when awakened by barking of pet dog and found themselves trapped by flames. Eck suffered fractured hip and back injuries.

## FIO RITO OPENS MORRISON

Chicago, Aug. 4. Ted Fio Rito will reopen the Morrison Hotel's Terrace Room Sept. 17. Hotel nitory has been shuttered during the hot months.

Fox, Detroit, indie operated by Dave Ideal, has the most complicated booking system of any theatre in the country. At the present time the spot has four bookers: Loew booking office in N. Y.; Feré Simon agency, also in N. Y.; Schallman Bros. of Chicago, and Ideal himself.

Situation of the Simon and the Loew office both spotting acts into the theatre from N. Y. is unique from several angles. For one thing, the Simon agency, which was recently granted the privileges of Loew's booking office, is that circuit's biz opps besides buying and selling acts to the same house. On one hand it buys acts for Detroit from other RKO and indie agents; on the other it sells acts to Loew's for the same spot. In some instances, Simon agency spots its own acts direct with Ideal instead of going through Loew's booking office, in which case the Loew office loses its booking fee.

Theatre's booking arrangements are such that the bookers only collect for acts they spot themselves. This goes for Loew's as well as Simon and the Schallmans. All of them, because of the Michigan law, have to issue Ideal's own Artists Booking Office contracts.

Situation may further be complicated in the fall if RKO restores vaude to its Downtown, Detroit. That would have Simon booking at RKO under his franchise there, also at Loew's, and selling acts to RKO for a theatre that's in competition with a house he and Loew are booking.

## Montreal Union Strife Settled; Will Permit U. S. Band Bookings

Settlement of differences between the indie musicians and stagehands union in Montreal with the I. A. T. S. E. and American Federation of Musicians paves the way for American bands to play Loew's theatre there for the first time in two years.

New musicians lead went into effect last week, while the stagehands agreement became effective late this month.

Heretofore Charles J. Freman, Paramount booker in New York for Famous Players-Canadian, has been able to spot American bands only in Toronto. Situation was such a few months ago that the A. F. M. vetoed member vaude acts and piano players playing in Montreal.

## Frank Neil Due

Hollywood, July 4. Frank Neil, managing director of the Tivoli Circus, Australia, is due here on his annual vaude and unit talent hunt.

Neil makes a coast to coast trip of the U. S. every year in search of stage fare for his theatres for the coming season.

## Athlete 'Yates' Spill

Charlie Yates is laid up with a broken wrist and sprained ankle received last week in a soft ball game in Valley Stream, L. I. The agent was bowled over and injured while running to first on a hit.

Yates had been picked for the all-star Long Island game at Jones Beach, Sunday (2), but his injuries kept him out.

## Myers in Auto Crash

Pittsburgh, Aug. 4. Freddy Myers, night club m.c., was injured last week in an auto crash near Bradford, Pa., and is in the hospital there with a fractured collar bone.

Myers had gone to Bradford only a short time ago to fill an engagement. He'll be out of action for several weeks at least.

## Gluskin for Par

Lud Gluskin's band, together with two CBS singers, Gogo Delys and Buddy Clark, have been booked for the Paramount, N. Y., week of Aug. 19.

Gluskin is a CBS staff conductor.









## Broadway

Harry Arthur back from St. Louis.  
Paul Dullek on vacation to Boston.  
Eugene Zukor summing in Maine.

Constance Hope to Europe for six weeks.  
Bob Weiman back after a two week tour.

Frank Tours to conduct for 'Red, Hot and Blue.'  
The Red Astaires sail today for an European holiday.

Mrs. Basil George trained to Coast to visit with Junior.  
Al Altman to Pennsylvania on a talent prow for Metro.

Leonard Bergman and Rollo Timponi fishing in Michigan.  
Harry Roysters spend most of their weekends in Philadelphia.

Edward Geyrona, bringing some farming folk on his farm in Jersey.  
Arthur Caesar back to the Coast and a Metro assignment next week.

Bob Gillman, armed with a rabbit's foot, flew up to Saratoga for the races.  
Coco stopped Jimmy O'Neill feeding pigeons in front of Equity offices.

Dr. Henry Moskowitz, of Theatre League, sails today for month abroad.  
Yates Sisters (Jerry, Carol, Lynn) sailing at the Roosevelt, New Orleans.

New boardwalk at Long Beach to be exact replicas of Atlantic City's boardwalk.  
Gummo Marx back from Chi where he visited his hand-vice-touring friends.

Mob of dicks o'd hand-vice-touring friends in Times Square zone and boys couldn't be seen.  
Betty Davis and June Preisser, due back from New Orleans, their home town, next week.

They're accompanied this time by the missus, in town from Ohio on film days.  
Sam Clark, W.D.'s advertising chief, in Toledo, checking the home office for a few days.

B. S. Moss, Jr., son of the vet, in Toledo, will make the new Criveter, opening this fall.  
Minor and Root, ballroom dancers, return in August from three months at the Dorchester, London.

Doris Sullivan, wife of Ed Sullivan, assistant mg., at the Paramount in Maine, on her way to London.  
Lionel H. Keene, division manager of Loew's Southern theatres in Atlanta, commissioned a Texas Ranger.

Allen Rivkin, division manager of the Coast today (Wednesday) after six weeks on their Vermont fanny.

Bill Fields is press agent for 'White Horse Inn'. Frank Hall will be stage manager until The Great Waltz tours again.

Lou Guimond, an early riser, gets down to the Seznick offices almost before the street lights have been put out.

Sol Imberman, son of Connie Imberman, manager of Connie's Inn, has been sent to the Department of Interior, opening this fall.

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## London

Basil Sydney's brother died.  
Patric Knowles holidaying here.

Edna Best back from Germany.  
Madeleine Carroll in from Hollywood.

H. M. Tennant sprained his ankle golfing.  
Margot Grahame's back home to Hollywood soon.

George Arliss sick with a mild case of tonsillitis.  
Cicely Courtwright better after some trouble.

Bud Flanagan couldn't make New York out and admits it.  
Mickey Balcan lunching with Alexander Korda at Denham.

Jessie Matthews buying costumes for a New York trip in September.  
Robert Sherwood adding final touches Atlantic's 'Thunder in the City' script.

Dave Bader has set Jay Stammers, tennis star, who gets a screen test this week.

Leslie Williams, formerly Universal's publicity chief, here, launching his own.

Betty Davis, agent's daughter and local film player, re-christened Betty Ann.

Frank Compton, niece of Fay the first local production trip to the States.

Myron Lust is now in the local publicity office of Metro.

Clarence Badger is settling down to his first local production trip to the States.

Charles Murrain, doubling for Sacha Guitry in 'Memoirs of a Cheat', at Denham Film studios.

'Composite Man', financed by himself, going to Daily's theatre Sept. 7.

Gordon Barker back in cast of 'The Prof' at Princess theatre, following two weeks' illness.

'Toepfritz' Pro, dickering for Francis Lederer and Corretta Young for 'Till Take the Law Road'.

Maurice Chevalier, planning a tour of the States, showing in the fall, will follow with a road-tour.

Leslie Fuller and George Harris going to Hollywood in October for a picture.

Irene Browne replacing Fay Compton in 'Call It a Day' for three weeks, later to undergo a nasal operation.

Brian Desmond Hurst, who recently clicked with B. J. P.'s 'Our Man in Havana', plan a loose at the Coast.

Desmond Hurst moved over from London-Thames to Worlton as studio manager, after five years at Netfield.

Charles Frothingham to return here in the fall to appear in a new Ben Travers comedy, with Pierre Fresnay in support.

André Charney has given up doing revue in the fall due to the West End theatre shortage. But will do a Christmas pantomime.

Paul Murray off for the week-end to Angering to discuss a new play by Douglas Fairbanks, which may be done at the West End in the fall.

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home of J. J. Rubens in Plano, Ill.  
John Balaban called the strikes and balls.  
Outstanding slingers were Tom (Babe Ruth) Roman, who swatted the pill for the southern division and Ray (Gehrig) Rogan, who lead the northern division midgets.  
Official kibitzer: Richard Bergen.

## Sydney

By Eric Gorrick

Movie Bill a big success.  
Martin C. Brennan, on sick list.

Charles Munro, Hoyts, still on the road.  
Sir Ben Fuller goes off on another tour.

Dan Carroll in charge of distribution with the G.B. House.  
Dance hall biz is going ahead nicely all over Australia.

Lilian Parker goes into her third week at the G.B. House.  
Frank Marden pretty busy watching his radio activities.

William W. G.B. returned to Sydney from London.  
Victor Jory arrives this week to play the lead in 'Rangie River' for the G.B. House.

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## Berlin

Film copyright law contemplated.  
Circus Carl Hagenbeck over from Holland.

Lord Ain and Trio Splendid to Moscow.  
'S.O.S. Them No Mercy' (M-G) mixed by the censor.

Adolf Wohlbrecht signed exclusively by Tobis Europa.  
German legitimate ensemble going on tour to Switzerland.

German Gramophon Co. has agreed to produce with Brunswick.  
Danzig government has decided to open a state-subsidized actors' school.

Rick Klepura intends going into production with his own studio in Poland.  
Richard Eichberg doing three new films this season, released through Tobis-Cinema.

Richard Wagner's 'Lohengrin' film will be produced from 80-odd-old-festival-town Bayreuth.  
Emil Jannings and Kaethe Dorsch playing 'The Last Days of Pompeii'.

A new UFA cinema will be opened next November in Sao Paulo, South America, holding 3,000 seats.  
Sessue Hayakawa (remember?) signed by Dr. Franck for new Terra Picture, 'Honey Little Missus'.

Paul Kien's new opera 'Rembrandt Van Rijn' to be premiered simultaneously in Berlin and Stuttgart.  
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## Hollywood

Bob Woolsey oke after long illness.  
Buck Jones returning from Honolulu.

Al Green has six new nags in stable.  
Jack Moss lost 45 pounds somewhere.

Fred Keating has gone for an auto trailer.  
More relatives have piled in on Sid Silvers.

Howard Lang vacationing in Seattle.  
John Barrymore in Mar Vista sanatorium.

Tom Brown taking French course at UCLA.  
Jack Warner celebrated 43rd birthday last week.

John Miljan did four weeks of p.a.'s in northwest.  
Dick Purcell's folks will spend fall and winter in town.

Marjorie Hobson went over to Chi after siege with du.  
Wayne in dinner coats at Minsky opening night.

Boys in dinner coats at Minsky opening night.  
Charles Ford in town and staying at Marvin Freeman's.

Santa Monica pilot bought by George Raft for \$40,000.  
Harvey Korman has joined Bobby Vay at Columbia.

Joe Cunningham has been doing nips since turning actor.  
John Barrymore's wife cold at the Santa Monica hospital.

Will Aubrey got initial break as Marvin Freeman's son.  
Rafaela O'Hanlon due here for Columbia's 'Theodora Goes Wild'.

Hoot Gibson has washed up his slush with 'Theodora Goes Wild'.  
Phil Rosen has ended his six-pix directorial contract at Inevitable.

Spencer Kendal, of L. A. Times, has about \$100,000 in the bank.  
Spender Leve back at Ritz after saying drowning man at Arrowhead.

## 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.

In handing down a decision that chance and not skill was the controlling factor in the National Treasure Hunt, Justices of Special Sessions Court, Jamaica, L. I., July 30, ruled against the long litigated alleged lottery. Judicial action had resulted in a flood of similar projects sponsored by less reliable people, said top warden.

Mitzi Reilmitt, billed as one of the Four Albanians killed when a trap broke during her trapeze act at Salisbury Beach, Mass., July 30, Gai dropped 50 feet, fracturing her skull, when the trap, held between her teeth, snapped.

Arriving in London from Paris July 30, Mariene Dietrich told news-hounds that she would never return to her native Germany.

Fire in the storage rooms of the State Theatre, Berlin, mastered after five-hour battle.

Seven strikers at the RCA plant in Camden, N. J., indicted under different criminal charges July 30 by Grand Jury there.

Peggy Sears finally got A. C. Blumenthal to remit that \$26,000 back allowance from London. Blumenthal sent the coin via cable, lest Max Baer find a breach of contract suit for 50 G's.

Leslie Howard says by remote control from London that he will bring a tour of the summer season to New York, opening in New York some time in November.

Giuseppe Bambaschek, conductor of Fortune Gals' summer season operettas at Jones Beach, N. Y., gets a two-week leave to fulfill a contract with Zoo Opera Company of Cincinnati. Due back Aug. 15.

Harry Richman still talking about that New York to London non-stop air flight. Hopes to get going by August 15, using his own plane.

Play "White Horse Inn" will be given in Esperanto, modern language, when the Esperanto Congress meets in Vienna, August 15-18. Familiar actors must learn the tongue.

By payment of \$12,000 to the Federal Government, Michael Arlen, author, whitewashed of \$74,594 claim the fax department has been holding since 1930.

Talks between Grover Whalen, currently in Ireland, and President Ramon de Valera, suggest considerable State's willingness to participate in the proposed New York World's Fair in 1939.

Queen Mary will get a sister ship by end of 1937, according to announcements of Cunard Line in London.

Charles Duncan, boy actor, originally with "Dead End", center of a police hunt because of his disappearance from home June 23. Mater suspects he is in New York, and that \$30 she gave him to pay bills with.

Fire at Long Beach July 29 ruined the Castle Theatre, sections of the Boardwalk and caused considerable damage to concession stands. Fifteen people hurt in the \$1,000,000 conflagration.

Arturo Toscanini says he will leave the Salzburg Festival in Austria if any attempt is made to broadcast his performance to Germany. Bruno Walter's musicmaking was rejected on the non-Aryan principle.

Proceeds of benefit for late Tommy McLaughlin will be turned over to his mother and sister. Held on river showboat August 3. One time radio announcer died last week before planned benefit was given.

Arthur Jarrett, radio crooner, off to Europe to join his de-Olympicd frau, Eleanor Holm, swimmer.

Duddie Makali, Hawaiian musician, lugged for guitar and piano appropriation of three guitars and a bass viol, thieved from Jules Julian, whose band the islander sometimes played.

Convention of the National Association of Fortune Tellers in a turn-of-mind deciding which of the sexes possesses greater psychic powers. Femme soothsayers claiming best qualities.

Community singing on the Boardwalk at Asbury Park, N. J., winning wide favor among residents.

Friedrich Schorr, tenor, forced to quit role in "The Merry Widow" being staged at Salzburg Music Festival, Austria. Trouble on the high registers.

Largest attendance this season, 15,000, heard Jascha Heifetz violin concert at Lewisohn Stadium, Aug. 3. Also marked Jose Tumbi's farewell appearance.

Orthello Boys Center, Brooklyn, N. Y., sponsored a musical production at McGoldrick Field to raise funds for a permanent non-secretariat recreational center.

Governor Herbert Lehman appointed six commissioners to administer the funds for the State's new World's Fair of 1939. Has an approval

of \$90,000 for expenses. James A. Foley, Ashley T. Cole, Charles H. Strong, Marie F. Conroy, John J. Leary and Harold J. O'Connell named.

Margaret Webster, American-born British actress, suffering from concussion and a fractured collar bone, result of an auto accident near Grantham, England, July 31. Occurred while motoring to the site of a lecture.

Virginia Pine, back from London, opines that she will wed George Raft within the year. Raft's latest severing party only barrier to nuptials.

Date for entries in city contest for municipal anthem extended till Aug. 15 by Mayor La Guardia. First prize of \$2,000 comes from American Song Composers, Authors and Publishers.

Jascha Heifetz, violinist, planned in from the coast July 31 to appear with the New York Philharmonic Symphony at Lewisohn Stadium Aug. 3.

Philadelphia Ballet, under Catherine Littlefield, made its second and final appearance in New York July 30 at Lewisohn Stadium. 8,000 witnessed.

An all-Scottish program of pipers and dancers was presented by the Scottish Clans of Greater New York at the Jones Beach Stadium, July 31. Application of Robert Goetzler for a film theatre at 33d street and Park avenue, once denied by License Commissioner Paul Moss, also denied by Supreme Court July 31.

Last of recalcitrant families removed from their homes in Queens by order of proposed New York World's Fair.

Jimmy Walker, back from Europe, disavows any political aspirations. He is not running.

Nancy Carroll will be Mrs. Tommy Manville number five, according to Molly Picon as she returns to U. S. from Europe.

Officials of Literary Digest claim that several large industrial concerns have entered into competitive bidding for broadcasting rights to the result of the weekly's presidential election.

"Martin Jones" Mulatto entered its eleventh month on Broadway.

Molly Picon has returned to London, having completed a Yiddish film in Poland.

Annual three-day music festival of Columbus University, New York.

First international amateur motion picture contest will be held in Queens, N. Y., Aug. 21 to 25 under auspices of the Syndicat d'Initiative of Trois Rivières. A canoe race will be the subject.

Fifteen-hour Irish Festival at Steeplechase Park, Coney Island, Aug. 2, attracted 5,000 rubberneckers.

Federal Court of Brooklyn approved the reorganization plans of the Brooklyn Academy of Music. Success of both two years.

Yank contestants booted by Nazis at opening of Olympics in Berlin. Aug. 1.

Robert R. Simpson, band leader, held in death of girl in New London, Conn., accused after coroner's inquest of being responsible.

Will be tried in Police Court Aug. 6. Cable car descending Mount Beacon, N. Y., Sunday (2) hit 40 ruins of Casino there, caught fire, causing \$50,000 damage, but no loss of life.

Fifteenth annual convention of the Dancing Masters of America opened in New York Sunday (2).

Lets until Aug. 15. Mary Philbin, silent screen star, returned from England with her father. Says she will try again in Hollywood.

Thomas Dewey slandering at "Savage" radio to check record. Mrs. Dewey, held up when several of company's costumes disappeared.

Mother and grandmother of Edith Follis, film actress, reached an out of court settlement of mother's suit in J. A. Mother sought to gain child's custody from grandmother.

Notice of intention to wed filed in L. A. by Jerry Wood, dancer, and Helen. Film director and John H. and radio technician.

Alfred E. Green, screen director, sued by Joseph M. Farris for \$11,691.50, who charges Green's car struck his due to negligence of chauffeur.

Renno divorce granted Mrs. Helen Shaw LeRoy, former Zeinfeld girl, from Irving M. Lesser, manager of N. Y. Roxy.

Mrs. Dorothy Jay Corcoran, film

extra, found murdered in L. A. apartment. Police held her fiancé. Divorce granted Pauline Ratay, actress, in L. A.

Polly Moran and her husband reconciled after he assertedly threatened to shoot her in Chicago, July 15. Divorce action has been dropped.

Suicide in L. A. by Lila Lee charges Seena Owen, former screen actress, owes her \$2,500. Latter filed general denial of complaint and declaration action was voided by statute of limitations.

After protests, petitions and much civic yammering, used Hollywood Bowl was granted Father Divine, Harlem religious leader.

L. A. police jailed Ro' More Darling, Indian street actress, on charges of assault and battery. She became excited when bumper of her sedan ran over another and assertedly killed driver.

Thelma Huddgens, screen actress, denied guilt in L. A. court of drunk driving.

Shirley Temple received extortion note demanding \$25,000, police received in L. A. after government had picked up Sterling Waldo Powers in Grant, Neb., who repeatedly confessed having sent missive.

Aprile and Victor, Hollywood film in Seattle by Victor A. Meyers, former band leader, now lieutenant-governor of Washington.

Charlotte Henry, announced her engagement in Hollywood to George James Martin, engineer.

## Midwest

Mme. Minna Chrzanowski was granted a divorce in Chicago from her husband, Gabriel Chrzanowski, Russian opera singer.

Ravina Park, on Chicago's north shore, closed Sunday (2) after presenting five weeks of summer concerts by the Chicago Symphony Orchestra.

Operators of six cafes in No Man's Land, unincorporated strip between Wilmette and Kenilworth near Chicago, were arrested last week for selling beer without licenses.

Malissa Ball, pianist, recently organized at U. of Chicago, will sponsor revival of 50 old-time pils. Two of the 50 flickers will be "The Great Old Story" made in 1903, and Sarah Bernhardt's "Queen Elizabeth" made in 1911.

Malissa Ball, pianist, player in Chicago's movies, was arrested in Chicago and charged with disorderly conduct when she swam out past the lifelines.

## RKO WINS A COUPLE

United Artists Ball Club a Bust, Drops Out

M.P. baseball league is slowing up its activities with only two games played last week out of a scheduled three. RKO beat Skouras 8 to 3 and repeated the victory over Columbia, scoring 7 to 6. Consolidated vs. MGM game was forfeited to former.

UA has dropped from the list, having won no games. Consolidated, Music Hall and RKO remain in the 1,000 average class for second half.

## MARRIAGES

Ann Merill, actress, to Dr. Charles Parrish, July 27, in Las Vegas, Nev. Jean Chabrun, contract player at Metro, to Frank Orsatti, agent, July 29, in Los Angeles.

Ruth Rankin, Hollywood mad writer, to David Lamson, in Hollywood, July 27. Lamson is doing screenplay of his original, "We Who Are Alone" to Desi Arnaz.

Betty Milford to Ben Oakland in Santa Monica, Cal. July 31. Groom is a songwriter; bride is designer to Hansel Carnegie.

Charles Amory to Bindi Danilov, acrobat, in Chicago, July 29. Bride is acrobat with Ringling Bros. Barnum & Bailey circus.

George Perkins to Myrtle Phillips, dramatic actress, in Oronota, N. Y., Aug. 1. Groom is program manager of WFL, Syracuse.

Helin Holli, society editor of the Des Moines Register and Tribune, to Ed Turner, July 18. Groom is announcer on KRNT, Des Moines.

Virginia Gilcrest, singer, to Al Kavelin, band leader, Aug. 2, in Steubenville, O.

## BIRTHS

Mr. and Mrs. Harlan Ware, son, July 29, in Pasadena. Father is a writer with Paramount.

Mr. and Mrs. J. Quilliam, son, July 24, in Seattle. Father is manager of KIRO.

Mr. and Mrs. Abe Goodman, Aug. 1, daughter in N. Y. Father in adv. of 24th-Century Fox.

Mr. and Mrs. Lamar Trotti, son, July 27, in Los Angeles. Father is writer at 20th-Fox on Coast.

## Greater New York Rates as the No. 1 Air-Conditioned City in the World

Recent torrid weather in New York City not only put air-cooling systems to a test but also revealed it as the world's air-conditioned city in the world.

There are approximately 1,100 up-to-date air-cooling installations now in operation in the five boroughs of N. Y., according to official figures of electrical companies which recently completed a survey. Report shows that more than 150 new plants have been installed since the first of the year.

This large number of air-conditioned stores, theatres and buildings makes N. Y. City the coolest spot in the U. S. in weather or not. Figures indicate that the city has a vaster area that is air-cooled by latest equipment than there is store space available in most large cities in this country.

Literally acres of hotel space in Manhattan are air-treated. City has more air-conditioned hotel rooms, cafes and modernistic bars contained in them than found in four or five of the larger metropol of the U. S.

Statistics reveal that there are nearly 400 commercial installations, which include locations where space is available for public use.

Hotels, theatres, restaurants, night clubs, dance palaces, studios, department stores, drug stores and brokerage houses.

New York has more than 100 theatres and recreational spots equipped with modern air-conditioning plants.

National Broadcasting Co.'s studio building, which is housed in the RCA office structure, is rated the most notable modern building located in the world. Covering 11 floors of the RCA building, the NBC studio division's system also extends over all the main floor and basement level of RCA building. This takes in most of cafes, stores and salons on these two levels.

Many's store is one of the several modern department stores to have pretentious air-conditioning layouts. All the latest bars, drug stores and cafes are going for air-cooling systems in a big way. Even some of the second-hand stores are air-conditioned. Recently, an automat cafeteria entered the list of spots with modern air-cooling.

Official check reveals that the bulk of air-conditioning is centered in the borough of Manhattan and the Bronx, installations in Brooklyn, Queens and Richmond being around 200.

Movement towards air-conditioning in N. Y. has extended to homes and factory establishments. More

than 29 residences are officially credited with having plants while 12 industrial installations are listed. This is among other reasons therefore, why N. Y. is the greatest vacation spot in the world, drawing the most tourist traffic.

### Exhibits Like 'Em

Not only have more costly air-conditioning plants been installed on a big scale in picture theatres in the last nine months but less expensive washed air cooling systems have gone far this year to keep houses comfortable during the hot weather. Even these plants have been able to attract additional business at box office.

Of the 15,000 odd film theatres in the U. S. now in operation, a recent survey made by trade organizations shows that approximately 75% of those with 1,500 seats or more now use some type of adequate cooling system. In other houses and even in those with 1,000 seating or lesser capacity, vast majority of them employ fans and some ventilator system to lower the temperature.

Popularity of new variety of washed air cooling plants has astonished exhibitor leaders. Not only have they proved satisfactory in operation but also highly economical to operate as well as to install. Exhibits claim that they reduce theatre temperatures materially. Aside from the low purchase price, theatre operators have expressed themselves as satisfied with cheap operating overhead.

Chamber of Commerce is asking the public to help finance the Showmen's Variety Jubilee next September by purchasing stamps at \$1 per 100.

Stamps are blue and white—Atlantic City colors—with a bathing beaut in the center and giving the dates (Sept. 8-14) of the pageant. They are slightly larger than the ordinary mailing stamp.

## Selling Stamps for A. C. Variety Jubilee

Atlantic City, Aug. 4.

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## Busy Burman

Baltimore, Aug. 4.

They are calling him "Three Am's" Howard Burman now.

He publishes a weekly newspaper, operates a radio station, and has a script, "First Night," which Alex Yokol has optioned for stage production in N. Y.

## New York Theatres

There's a Better Show  
at the  
**RKO**  
THEATRES

**STRAND** 14th Street & Broadway  
"JAILBREAK"  
With a new cast including  
RICHARD PURCELL-JUNE TRAVIS  
CRAIG RINGOLD-BARTON McLAINE

**CAPITOL** 14th Street & Broadway  
SECOND WEEK  
Jean HARLOW  
"SUZY"  
FRANCOT TONE  
CARY GRANT

**MUSIC HALL** 40th Street and 6th Avenue  
HELD OVER  
"MARY OF SCOTLAND"  
Spectacular Hiogo Productions

7th Av. & 50th St.  
"M'LISS"  
ROXY  
On the Stage:  
RUBIO & MANN  
and HECTOR and  
his wife

**PARAMOUNT** 4th Avenue  
HELD OVER  
BING CROSBY  
"RHYTHM ON THE RANGE"  
On the Stage: PHIL STANTON  
and his "JOHN OF CHARM"

# IF THE TALK MEANS ANYTHING, ACTION MAY BE EXPECTED IN BURLESQUE

### Wheel-Minded Managers Making Marks on Tablecloths as More Competition Looks Probable for Coming Season

Burlesque competition will be heavier than usual in the fall if those who are talking about wheels follow up the talk with some action. At least three traveling show offices appear likely for the start of the season.

Iszy Hirst will keep his Independent Wheel going for another season, while Max Wilner is again wheel-minded and the I. H. Herk-Abe Minsky combine is mulling new stands and jumps.

Wilner, who ran the "Wonder Wheel," not very successfully, a couple of seasons ago, will have Emmett Callahan and Sam Scribner associated with him this time. Their Apollo, New York, will be the home stand. Philadelphia spot has been landed, and Buffalo is a probability. Herk and Abe Minsky have the Gaiety on Broadway and the Gotham in Harlem as a nucleus and will branch out of town for the balance of their time if going wheel.

Indie Wheel's New York spot again will be the Republic on 42d street, although the Minsky brothers are now out and house is being operated by Joe Weinstein. Minskys, when quitting the Republic, stated they'll have another New York spot of their own this coming season, but as yet no deal is known to have been closed.

Hirst made a trip to Chicago recently for the purpose of possibly extending the Indie Wheel into the middle west. Up to now it has been confined to the east.

## WILNER TAKES SHUBERT, PHILLY, FOR BURLESQUE

Philadelphia, Aug. 4. Any chance that the Shubert might be rehabilitated to resume its old place in the ranks of Philly's legit houses has been dissipated by leasing of the 2,000-seater to burlesque Oct. 15.

House trips, burly policy about two years ago, but didn't make a go of it. It has been dark since, a fairly serious one being the last straw, that resulted in the folding. Maurice Speiser, attorney, engineered the current deal, which sees the house taken over by Max Wilner, who has the Apollo in New York.

## Film Colony Burlesque Try Not Too Promising

Hollywood, Aug. 4. Billy Minsky's burlesque resumed at Hollywood Playhouse (30) but rated only mention as dirt show not classifying it as likely fodder for Hollywood mob.

Attempt to grab off \$10 per first row seats, \$9 for second, \$8 for third, etc., for premiere didn't bring much in way of returns.

## Elitch Up 24%

Denver, Aug. 4. Elitch amusement park reports a 24% increase in gate receipts over last year, with concessions running from 8 to 29% above last season. Park gate reports the best business since 1928.

## St. Stephen Fair

St. John, N. B., Aug. 4. The St. Stephen, N. B. exhibition, which is closer to the U. S. than any other Canadian fair, will open Aug. 31 and close Sept. 4. Booked for the outdoor show are The Four Queens, Laddie Lamont, Johnny Revolta & Co. The Calais (Me.) Band will supply all the band music. Stevens is manager, a post he has occupied 30 years.

## Garrick, St. Louis, Set To Try Again in Sept.

St. Louis, Aug. 4. Bill Pickens, owner of Garrick there, only burlesque house in town, is expected here from Atlantic City in the next few weeks to ready house for opening latter part of August. House operated 20 weeks last season and shuttered when prolonged sub-zero weather crimped all amusement houses in town. Pickens managed to net a neat profit before closing.

## REPUBLIC, N. Y.

It wouldn't help the blood pressure of a brasserie salesman to drop in on a Republic stock burly show. If there were any cover-uppers in the house last Thursday night, they weren't in evidence on this stage. Yet, outside of the flesh display, the show's comparatively clean.

Lack of dirt is attributable to the recent police raid on the Eltinge up the street. Since then, and until after the trial, the meat emporiums have toned down considerably. Republic included, with the result that the strippers are hiding a little something for the sake of any possible conviction on their front.

But of greater whitewashing—for here lies the most danger of a possible conviction—are the come with their time-worn blackouts. They're dirty, yes, but they're pure as the driven snow in comparison with the burly shows in the Times Square area up into two weeks ago.

Comedy is hardly the selling point in New York burlesque today, however. It's strippers—and the Republic has plenty of them on tap. They're not showing all, they're at least showing enough to satiate the Kraft-Ebing patients who habitate the rest-pots. Those who shell out \$5 to enter the Republic aren't looking for laughs.

Thursday was hot, the doors of the theatre were open and the show was going, so what comedy there was couldn't be heard past the fifth row. The comedians don't, even make an attempt to talk above the noise. Brownie Sick, Mike Sax, and Irwin Selig are the misti-clothes comics, with Ray Morton and Joe Wilton (Wilton and Weber of voice), doing straight.

But of greater number are the strippers, who are so frequently and have their clothes off with open greater rapidity. Seems that the audience here has gotten over the habit of applauding, so the strippers don't do much teasing at all. A short snatch of song and off with the zippers down. They flash everything permissible by the 47th street police station.

Among the underdresses are Mary Murray, Lillian Harrison, Lillian Murray, Alice Kennedy, Toots Bonner, Pat Faree and Max Dynamite Dell. The names give an idea.

Besides the featured women, there's also the line. And the latter also is on a continuous strip. Only one line routine in a two-hour show includes nearly a dozen in which the chorines are demurely masked from the waist up.

Joe Weinstein is now operating the Republic (the Minsky having taken the stock show) and will continue the rest of the summer.

Bill Robinson making his bow in New Acts. Had been caught as Cooper and Robinson but now back as a single after a long stay in Chicago. Some decided his stair dance would get him places eventually. Then used the stairs from stage to audience level.

Paul Ash, in "Frisco," used the bar formerly in the Palace hotel for basis of an act. Showed the bar before prohibition, with songs of 1910, had the ice cream bar of 1921 with

jazz music and finally looked 10 years into the future with slow, sad music supposed to be popular. Missed on that guess. Leading at Loew's State, Oakland.

D. W. Griffith told by bankers he would have to pay 20% for coin to finance "Two Orphans." Fooled 'em. Put "Way Down East" on limited general release and financed with returns from that.

Hot weather helped one play spot in N. Y. Madison Sq. Garden, converted into a swimming pool, drew \$30,000 the previous week.

## 50 YEARS AGO

(From: Clipper)

James Owen O'Connor, who sometimes was able to play without a net, advertised "Othello," "Merchant of Venice," "Richelieu" and "Marble Heart" at the coming season. Had made money on his last tour.

National League ball game in Boston stopped in the eighth inning (with a score tied) to permit the visiting team to catch a train.

Sam Hague, minstrel man, who had toured America for several years, back in London at St. James. He bragged he had not lost a night's performance in 20 years.

Point of Pines hotel, Chelsea, Mass., has 12 actors and actresses on its house staff for the summer. Also hired a ventriloquist.

Forepaugh strong for competitions. Recently had staged a private bicycle race. Now had a foot race with Adam Forepaugh for referee.

Forepaugh show train in its second accident July 30 near Halifax, Brook in two places and middle section rolled down grade to crash the rear cars. Not much damage and no casualties.

Miller, Freeman & Oakey circus in a spot in Easton, Pa. It was Sunday and the Law and Order society notified it it must not unload until Monday. S. P. C. threatened a pinch if the animals were confined to the train. Complied with the Sunday society and did not even unload the cook tent.

There were 18 dark houses in N. Y., but the season was due to open in three weeks. Unusual for so many to be closed all summer.

David Belasco came back from Frisco to take charge of the Lyceum stage for Daniel Frohman.

Barnum show drew 60,000 out of town to Lafayette, Ind. Some 3,500 saw the afternoon show.

F. F. Proctor installed a sprinkler system at the Brooklyn Palace. The names give an idea.

All theatres being renovated. Meant they were swept and the walls brushed down.

## Radio-Films

(Continued from page 2)

mailed to producers, local newspapers and all exhibitors organizations throughout the country.

Resolution asserts that the value of players and directors to show business has been established through the box-office and that as a result of broadcasting activities value of people etherizing has decreased to the detriment of the producers as well as the b.o.

Also demands that inasmuch as newspapers derive large portion of revenue from the industry, that they ban all broadcasting activities. Some exhibitors wanted to send letters to publishers threatening to withdraw advertisements unless airings ceased, but move was held in abeyance pending reaction from the resolution.

It is understood here that several middle west bodies have prepared similar resolutions to be forwarded to the Hays organization in New York.

## OBITUARIES

### MARTY SAMPTER

Martin (Marty) Sampter, 57, died suddenly at the Wickersham hospital, N. Y., Aug. 4, of complications caused by kidney disturbances. He was in the hospital for about two weeks.

Sampter was a veteran vaudeville and legit agent. His nervous energy kept him on the move constantly. When vaudeville waned he turned to specializing and the past several years he devoted exclusively to representing Joe Penner. He is survived by his brother, Abe Sampter. He was an active Friar.

Interment will be private. Services at Ferncliff, Westchester.

### PAUL E. DENVILLE

Paul E. Denville, 64, nationally known San Francisco artist and former partner of Arthur Hammerstein, died at his summer home near Lake Tahoe, California, July 29, following a long illness. Born in France, Denville resided in San Francisco since 1915.

He was associated with Hammerstein from 1900 to 1913. His most notable artistic achievements include the interior furnishings of the main library, the city hall and the Federal Reserve Bank in San Francisco, and the figures which decorate the Interstate Commerce and Department of Labor buildings in Washington, D. C. He also finished the interior of the Pennsylvania Railroad station in New York City.

Denville's widow, the former Hilda Clough, a daughter, a sister and two brothers survive. Funeral services were held July 31 in San Francisco.

### DORRIS ASHTON

Dorris Ashton, 63, died in Los Angeles July 25, following a career of more than 50 years on the American stage. She started with her father, J. B. Ashton, and played on Broadway for David Belasco, Klaw & Erlanger, A. H. Woods and others.

In vaude she did skits of "Little Mother," "Streets of New York," and "Heart Adrift." She formed the Newton Stock Company in 1907 and toured south and southwest. Company was disbanded at Santa Bar-

### IN FOND MEMORY OF MY FRIEND

## F. W. VANDERSLOOT

Who Died July 30, 1931

### JERRY VOGEL

bars in 1915 and she went to work for American Films. Her husband, Charles Newton, also was a stage and screen actor. He died in 1926.

Mrs. Ashton is survived by three children, two of whom are now actors on the screen. They are Dodo Newton, Arthur Gale and John Doughty.

Body was cremated.

### ADOLF PHILIPP

Adolf Philipp, 72, author-composer, died July 30 in New York at a Brooklyn hospital.

Born in Hanover, Germany, Philipp came to America as a youth. First of his comic operas, "The Poor Nobleman," was written in Vienna. His first American engagement was with Gustav Amberg at the Irving Place theatre as leading tenor.

Shortly after arriving in the U. S. he organized his own company, playing at the Grand Opera House, Germania theatre, and later his own theatre, the Philipp theatre in Yorkville. He wrote prolifically prior to the war, returning around 1914 after many of his works were produced on Broadway. Philipp starred. His last effort was "Kultur" produced in 1933.

A sister survives.

### ARTHUR J. HAMILTON

Arthur J. Hamilton, 59, Denver theatre man, died of a heart ailment at his home in Denver. Twenty years ago he entered the small theatre business and was for several years employed by the Fox corporation as manager of theatres in Nebraska and Wyoming.

He owned the Ivy theatre, Denver, and was interested in several other neighborhood houses.

### MATTHEW M. EDELMAN

Matthew M. Edelman, 51, certified public accountant with a large show business clientele, died Aug. 1, in New York, after a lingering illness. Theatrical income tax expert had been hospitalized, off and on, during

the entire past year. He was of the accountancy firm of I. H. Lederman & Co.

A widow and two daughters survive.

### C. E. LE SOUD

C. E. Le Soud, 58, secretary of the Butler County Agriculture Society, died at Mercy Hospital, Hamilton, O., July 31, following a stroke of paralysis.

His widow, one sister and a brother survive.

### WILLIAM A. GLASS

William A. Glass, 28, died at his home in Denver following a short illness. Survived by his mother and a brother.

Was secretary and treasurer of the D. G. Electric Co., Denver territory distributors for the RCA public address system.

### EDWARD B. CULLEN

Edward B. Cullen, 49, member of Pennsylvania Bandmasters Association, connected with Mask and Wig Club (University of Pennsylvania theatrical group) and music teacher at Girard College, died July 30 in Philadelphia of a heart ailment. Son and daughter survive.

### ELIZABETH ROGERS

Elizabeth Rogers, 49, died at the NVA sanatorium, Saranac Lake, N. Y.

Miss Rogers was well known for many years in vaudeville and in burlesque as "The Girl in Red."

### HENRY UPDEGRAFF

Henry Updegraff, 47, said to have been a stage and screen actor, died July 29 in Hollywood of a heart attack.

### RAY READ

Ray Read, 52, stage comedian for many years, died July 26 in Bronson, Mich.

Widow survives.

Margaret J. McNamee, mother of Edward McNamee, head of National Screen's editorial department at Gary, Ind., July 29.

Father, 80, of Theda Bara, died at his home in Clementsport, N. S. Bural in Boston.

Charles E. Mahlman, 50, one time vaudeville actor, died at his home in Utica, N. Y., July 28.

Wife, 37, of Bob Burns, radio and screen comedian, died Aug. 2 in Los Angeles.

## Chatter

(Continued from page 52)

company of 20 leaving for Boise, Idaho, next week. First National has Eddie Cline still goes for those girls' softball games.

Harry McHenry, formerly in press department at Warner's, has joined Col's publicity department. Tommy Rockwell, who came west with Louis Armstrong, is opening a Coast branch at Rockwell-O'Keefe.

Sidney Davis, manager of Amalgamated theatre in Singapore, visited Hollywood on trek around the world.

Warren William and wife vacationing at Catalina before he goes to "Miss West's Personal Appearance."

Joseph Skirball, manager for Harry Lloyd at First National, has joined actor's unit at Far as exec big mgr.

Fred Astaire, scheduled to sail today (4) for England, plans to spend three months with his sister, Lady Cavendish.

Charles B. Homer, physical director at Metro, back at studio after two weeks' layup in Good Samaritan with knee injury.

Bob Hussey becomes Bill Thomas' assistant in Col's publicity department, succeeding Ken Whitmore who went to Pa.

Eddie Rubin of Radio publicity staff planned to Boston to attend an "Entertainment" convention, including Benny.

Lack of timing cost Chick Collins, in a taxi crash scene in "The Big Broadcast," a broken nose and numerous cuts.

Marjorie Main, ordered home after being bitten by dog. He was set for spot in "Personal Appearance" with "Miss West."

Dick Powell appeared in some scenes of "Gold Diggers of 1937" with his hand in his pocket. He cracked "Big Boy" Williams' guested by Frank Borzage at latter's polo home before he entrained east for beach scene to be made.



# Cleveland Passes Million Mark; Biz Looks Up All Over Expo Lot

Cleveland, Aug. 4. Highest attendance figure, so far at Cleveland's centennial expo was reached last Saturday (1) when 70,000 traffic-jammed streets down to waterfront to see a match race between Akron's and expo's ballboys. Baseball game between Yankees and hometown Yankees in civic stadium, which is part of fair, helped to establish a record-breaking day by pulling in 65,342 baseball fans. Best previous day was July 5, reaching 68,250, and figures aren't doctored.

Underwritten for \$1,250,000 by business men, with enough cent-admission tickets sold in advance to cover that amount, its backers are no longer worried about any possible deficits. Turnstiles clicked for the millionth time July 28, on the 33d day of the 100-day, so the city likely that it will draw expected quota of 4,000,000 visitors before closing time.

May Mold Over  
Talk is now going around in official circles that the following, Chicago's example, may hold over its expo next year to give individual concessionaires more for their money. Lincoln Dickey, G.M., and most of the 500 exhibitors are more than pleased with results so far and national publicity they are getting, but some of the small fellows, as usual, are crying the blues over their investment in the fair. They are assured of capacity crowds for the rest of the season, or a break next season, there won't be any squawks.

Around 10 small booth concessions have closed in the 'Streets of the World' because of over-duplication or similarity in nationality exhibits. They are being replaced rapidly with different set-ups. Few kioskers among these exhibitors that the two-bit gate charge, to 'Streets of World' was keeping out a horde of possible buyers have quieted down as receipts jumped up. Local owners of 'Sportsman's Paradise,' a catch-your-own-fish place, folded up after failing to catch the fishermen, but they are turning it into an artificial lake with name-sakes as guests.

Showboat Sails In  
Theo DeWitt's floating Showboat, a converted ferryboat, picked up after dropping a 50-cent door tax and Don Bestor's ark, which had trouble in pulling, then is with such a high tariff. Swank Admirals' club on same boat (exclusive membership), is managing to get per even with highest prices on grounds.

Old Globe theatre got under way slowly but is now one of the best money-makers. The high school opera showman and performances. Other spots also finally becoming publicity-minded, such as Creation, medieval village and Cliff Wilson's make show, with stronger results.

Rain was the bugaboo at beginning of expo; now it's the terrific heat. A cooler August and six national conditions, plus a horde of late vacationers, are hoped to bring the gate.

Average daily attendance is 35,000. Hottest spot in entire fair is still Mike Speciale's French Casino, where he gets away with murder in the way he bare faces. Cliff Wilson as the s.p.a. is responsible for the sensational ballroom which landed casino on front-pages until city editors became a bit suspicious. Wilson cracked a gag in which some blue-nosed crusader was to crash into place, breaking bottles and forcing Toto, glorified strip dancer, to put on more clothes. Had a Pathe newsreel man on the scene, but blue cops were too tired to touch the body. Latest stunt to put across the no-brasserie shows was Toto's attempt to do her dance in only a silk hat, a cane and a smile but she had to tone it down.

Funniest one that tickled the sophisticated was when Mike Speciale's new bride, a former singer, pretended to get a warrant to force her producer-husband to take her home once in a week. She claimed he was so busy staging nude shows that she had seen him only a couple of times since he opened the casino.

## New Carolina Aggie Fair Co. Under Way

Charlotte, N. C., Aug. 4. Carolinas Agricultural Fair, Inc., has retained C. W. Cracraft, former managing director of the Roanoke Agricultural Fair, at Roanoke, Va., as manager, and has opened offices here. Corporation will stage a fair Oct. 19-24 on the site of the old Charlotte airport, near the city. Tents will be used to house the exhibits and a race track will be made by the erection of temporary bleachers with 5,000 seats. Temporary hangars will be used for exhibits. Erection of permanent buildings by 1937 is the aim.

Henry W. Harkey, president; John F. Boyd, vice president; Earnest R. Foster, secretary-treasurer; Elbert E. Foster, attorney.

## Hank Rice, Concessionaire, Handling Dept. Store Eats

Chicago, Aug. 4. Harry Rice, one of the successful concessionaires of the World's Fair, has taken over all restaurants in the Bixton Show.

Department store has 40,000 feet of restaurants space, including cocktail bar, cafeteria, grill room, sandwich bar, and marble bar.

## CIRCUS SARASANI

Berlin, July 17. "The most beautiful show of two hemispheres," as Sarassani styles his circus, makes its low to Berlin after an absence of several years. It's not the same show any more, much smaller in size and far less elaborate in equipment. Retained is that typical Sarassani touch of military clock-work precision, and the lack of real, jolly circus atmosphere, with everything of a stern, awe-inspiring air and hardly any comedy. Three clowns attempting riddles, and another three-men clown act with the old water buckets working overtime.

What this show needs is more comedy and less animals. Schneider, with his clowning around 50 lions, also, is feeling the heat in the arena could be a lesson.

All animals presented belong to the show. A tiger, open trained by Fritz Schultz in the usual routine of jumping and posing. Two Brunners, iron jaws performed by woman holding man from temple is a good act and pleases. Eight Akimotos, Japanese acrobats, jugglers attempting riddles, and another eight Lu-Gui-Lue Chinese, both troupes performing their often seen native stunts without any special effects. Several old-fashioned bits, such as the diablo, the foot ladder and the plate spinning. A contest between high school and beautiful horse comes in for a big hand. House ballet of 12 goes up for nice trip. Done. Diving down Francois with a fake giraffe lands solidly as the first comedy attempt in bill.

Quatro Brasileiros, does trick shooting, lasso and wire cracking, and rounds with just presenting an owl, a crow that catches a few balls, and two large eagles, both just sitting on his head, but a novelty just the same.

Quatro Brasileiros, equilibrists on the swinging trapeze with smart head balancing, a good act. Smart head balancing (10) presented by Fritz Oehme, who clicks his heels every time the bulls have done a trick, are doubtless great as far as acrobats. Charles Grabrudy with his mixed up group consisting of camels and zebras goes through the usual routine. His finish brings another animal, a hippopotamus, claimed to be the only one existing in a circus doing a walk-around, and a few evolutions on a platform.

Ben Beebe's 12 Arabs close with stereotypic pyramids.

Show is a motored outfit with a pour-pole tent, holding 5,000. No menagerie, no side show, no out-front rally, except for an orchestra.

## Wirth Spotting Benefit Circus at L. I. Resort

Starting next Tuesday (11) and continuing for the week, Long Beach, L. I., will have a benefit circus performance conducted by Frank Wirth. Show has been especially assembled for the single date. Suggestion for the event came from Philip Kohut, chief of police, and the proceeds are to go to the mayor's welfare fund.

Fund was started for local relief during the winter months and will be handled similarly after the resort's season ends.

## \$20,000,000 BOND ISSUE FOR N. Y. WORLD FAIR

W. Earle Andrews, general manager of the N. Y. World's Fair (1939) heads a party which leaves today (Wednesday) by plane for Texas to give the centennial expos there the o.o. Six engineers will go along and Lester Stone, assistant secretary to the Mayor will represent LaGuardia on the trip. The party will study the financial setup of the Dallas and Fort Worth Fairs and also the housing, parking, general layout and handling of food, liquor and entertainments.

New York's Fair will float a \$20,000,000 bond issue in October. Grover Whalen, president of the Fair Corp., is now abroad and will go to France next month after covering England and Ireland. He is planning a trip to South America later.

## Politics

(Continued from page 1)  
trol over the tickets of admission. Also, anti-pollsters contend that broadcasting when it comes to measuring influence. A periodical has a limited circulation, while a cross-country hopscotch reaches millions. It is not merely a question of mirroring public opinion but the influence that snatches reflection of such public opinion may have on the electorate.

It is also questioned by the anti-pollsters whether the results of ballots mailed in by listeners would serve as a fair index of public favor. Even this could be highly discriminatory, since all groups of the listening population aren't inclined to react strongly to loudspeaker pleas for letter-writing.

Results of the forthcoming Literary Digest poll for broadcasting purposes have already been put on the commercial block. The first effort to sell it proved futile. NBC's sales department did the submitting and the Chicago Tribune was the one contacted that the Digest this year won't resort to telephone directories but make use of voting lists.

## Guid

(Continued from page 1)  
maker, as were a number of others. But right now O'Neill is working on a new thing—seven plays in one, seven full plays to be presented perhaps in two sections or three sections.

The Guild won't admit it, but there were several in camera meetings in New York City and it was the other producer should happen to come along and tempt O'Neill away from them, then, of course, there could be no squawks. Then, of course, it wouldn't be the Guild's fault.

# Fort Worth Expo on its Black Side With a Grand Nut of \$65,000 Weekly, Casa Manana Still Gets Most Coin

## CONEY ISLAND MARDI GRAS

It's Set Despite Preliminary—And Usual—Pessimism

A hot-and-cold proposition the Coney Island's Mardi Gras is set for this year beginning Sept. 14. Business men always crying over the cost and threatening never to permit another are again in line this season after usual preliminary pessimism.

Committee now figuring out floats and stunts for celebration which will run from Sept. 14 to the 20. Day before closing Saturday, Sept. 29 will see the usual Baby Parade.

## MIX CIRCUS MAY INVADE METROPOLITAN AREA

Tom Mix circus heading into northern New York state may come within the metropolitan district. Nearest to the greater city definitely booked is Stamford, Conn., but the outfit will probably land a Newark lot. Mix did well in Jersey several years ago when with the Sells-Floto show.

Mix trick was forced out of the Midwest because of the drought. Outfit travels with 100 trucks and trailers.

## Michigan State Fair Opened to 'Outsiders'

Detroit, Aug. 4. Throwing open of exhibits to national concerns promises to make the annual Michigan State Fair here in September the biggest on record; advance applications for space show. Fair will also serve as climax of state's centennial celebrations, which have been in progress in various localities for the past two years.

Previous to this year only Michigan exhibitors were permitted to compete for prizes in livestock, agriculture and industrial divisions. Features already lined up include two exhibits by local auto firms, one a pageant of progress in transportation, which will show development of vehicular travel from the oxcart to streamlined locomotive; the other an entire street in the Fair Grounds to display its product.

## R-B-B's \$200,000

Ringling Bros., Barnum & Bailey finished nine-day engagement at Grant Park Sunday (2) in undesirable location.

Business about 20 to 25% off with average daily gross around \$20,000. Total business for nine days, almost \$200,000.

## Stay for Midgets

Norfolk, Aug. 4. Continuance for one week was granted by Judge Gresham at Virginia Beach racing for operation of Midget Auto Races at Cavalier Kennel Club.

Residents complained. Track has been operating approximately three nights weekly.

## GALE'S 3D TERM

Birmingham, Aug. 4. Fournier J. Gale was re-elected president of the Greater Gulfcoast Fair Association at Mobile for the third successive year.

Fair has been set for Oct. 26-Nov. 1. E. T. Roseberry is acting secretary for the 1936 season.

## RICE HEADS EAST

East Liverpool, O., Aug. 4. Dan Rice circus, motorized, is headed east with New England states the objective.

Show was in the upper Ohio valley this week, playing at Holiday Cove, near Steubenville, O.

## Fort Worth, Aug. 4.

The Fort Worth Frontier Centennial went \$15,000 into the black on running expenses the first week and is expected to do better than that when figures are in for the second week, ending Saturday, Aug. 1. These figures include insurance, but not interest or payment on the bonds.

Attendance the second Saturday was nearly twice what it was the first and each day has shown a greater crowd than the corresponding day of the week before.

There are 3,900 persons on the payroll and the grand nut of the whole show is approximately \$65,000.

Casa Manana is drawing best, although 'The Last Frontier' and 'Jumbo' are playing the good houses most of the time. 'Jumbo' schedule was cut to 13 performances a week, making only one nightly performance on Thursday, to prevent paying an extra money.

Paul Whiteman is expected to take up an option for a second six-week period of his first six-week period. Everett Marshall, who in the Casa Manana revue for four weeks, but the management is expected to take up an option for additional weeks.

Churchmen Keep Hands Off  
There has been no movement among church people in Fort Worth to close up any of the nude shows, as there was in Denver where the class was lidded. Sally Rand's Nude Ranch continues to get the best business among concessions, claiming more than 50,000 attendance at 25 cents. Ned Allen, one of Sally's breeze kissing gals, is putting on act with snakes in the blow-off room at the ranch. The ranch hands hand it to her.

Barnes Oldfield has been made official host of the Frontier Centennial. He meets celebrities in an automobile through courtesy of the Chrysler Corporation.

Dr. Herman Oestermeier was forced to leave 'Jumbo' when he received word his wife, Dora Schumann, famous Bavarian high school horse trainer, was dying in Munich. He took a plane for New York, but his wife died before he sailed on the 'Queen Mary.' His white horse, 'Dobbs,' is out of the show. He is expected to rejoin the show later.

'Jumbo' is being readied so it can be presented in small theatres or large auditoriums after the Fort Worth show.

## Smalles Do Better

Smaller concessions are doing better, now that many local people have seen the larger attractions. Oland Thornton has a row of wheel and pitch booths and Sam Salerno has a row of pitch booths. Capt. Kenneth Blake will make three high dives daily this week to draw more crowds to this concession area.

Thugant and Islam Jones at the Lake Worth Casino cancelled because of expo compels. Herman Waldman, Texas band, substituted.

Whiteman and Joe Venuti's bands go on 80-station NBC hookup each Tuesday night as promotion.

Dana Sussce, composer of Casa Manana music, announced before he left he was married, but, without naming of the bridegroom.

John Murray Anderson and Raoul Pene du Bois, costume designer, left last week for England and the continental United States. Scene designer, left for New York.

## Crash Injuries Lay Up 2 Sims Show Menbers

St. John, N. B., Aug. 4. George Russell of Sims Greater Shows, seriously injured in a bus accident at St. Louis, N. B., was taken to Ottawa on a cot from the Rexton, N. B. hospital.

William Brock is still in the hospital, recovering slowly from head injuries received in the same crash.

## More for Jackson

Jackson, Miss., Aug. 4. Plans are being made for the construction of three new buildings at the Mississippi State Fair Grounds. The buildings, which would be erected with WPA funds, are a banquet hall, second floor building and a new exhibit building.

## Circus Routes

Week Aug. 10  
Downey Bros.  
Fairmont, W. Va.; Hagerstown, 11; Pikesville, 12; Cumberland, Md.; 13; Hagerstown, 14; Harrisonburg, Va., 16.

# BROKE RECORDS ON RADIO

In 18 weeks for Zotos last season

**'INCREASED SALES EXACTLY 74%'**

wrote Mr. NEAL ANDREWS, president of Zotos



# PHIL SPITALNY

*conducting his*

**HOUR OF CHARM MUSIC**

*an all girl unit of talented musicians and gifted singers*

Personal Mgt.—HENRY SOUVAIN, 30 Rockefeller Plaza, New York

## HELD OVER SECOND WEEK

**AT THE PARAMOUNT, NEW YORK**

## BREAKING SUMMER RECORDS

RADIO

SCREEN

STAGE

AUG 12 1936

# VARIETY

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15¢

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64 PAGES

## 10,000 QUIT LAVOFF LANE

### BRITISH CHAIN PRIMED FOR TELEVISION

London, Aug. 11.

An important link between the budding television situation and the film trade is found in the revelation that Oscar Deutsch, head of the important Odeon circuit of de luxe film theatres, is one of the directors on the board of Scophony, recently floated television manufacturing company, which has been promoted under the wing of E. K. Cole, Ltd., one of the most important radio manufacturers in Great Britain.

Scophony, which claims to have already perfected a television system doing away with the ordinary separately-circuited screen control, the unusual feature of all British television circuits—has a backing of \$1,500,000, surprising feature of (Continued on page 62)

### European Unrest Boosting Tourism in Down Under Lands

Political unrest on the Continent has most Yank spenders and travelers concentrating on far-flung corners of the world at present. More travel to out-of-the-way spots is reported by tourist agencies than for any time in years.

Sydney, Australia, and Capetown, South Africa, are two spots that are working extra hard on propaganda to build up tourist biz—and getting results. Last week alone over 500 Americans landed in Sydney to spend a few weeks of looking around. Quite a few are lingering for a short spell and then journeying on to the more remote island spots.

### Pix in Nitery, Plus Floor Show at 49c Couvert

Lynchburg, Va., Aug. 11.

Now's the talkers at the Merry Garden nite club here.

Openly competing with downtown theatres, nitery is offering a feature pic, comedy and travelog on the screen, in addition to two bands and a floor show.

Whole thing for a 49c cover charge.

### WORLD'S WORST DRIVER'S P.A.

Baltimore, Aug. 11.

Major Enoch Garey, chief of the Maryland state police, is importing from Hollywood Cliff Bergere, vet film motor-car crasher and smash-upper, to tour Maryland putting on exhibitions of how motorists should not drive, for safety's sake. During stay here Bergere will be billed "World's Worst Driver."

On the coast Bergere for years has been picture stunt man whose specialty is making realistic-appearing auto accidents.

### Show Biz—1936

Rochester, N. Y., Aug. 11.

Kollmotor oil is stunt-minded. It's connected with two of radio's most frequently used novelties. At the RKO Palace it sponsors an amateur program. From Loew's Rochester it presents a combination community sing-vox pop entertainment.

Art Taylor leads the singing. Gordon Battle provides organ music and Morden Buck is the prowling reporter in the aisles.

### ASTOR CASE A B'WAY WORRY TO HARRIS

Although George S. Kaufman, rated Broadway's ace satirist among playwrights, is reported much perturbed over unwelcome publicity through revelations disclosed in the diary of the screen's Mary Astor, it is expected that he will go through with his stage assignments which are important factors in the legit production schedule of Sam H. Harris.

Kaufman, noted for his quips when confronted with tough situations, apparently did not react similarly to the torrent of Astor serial. He summoned his secretary, who played from New York to Hollywood early last week. Harris returned from Saratoga on Saturday and was on the job Monday (10). While it was known that he, too, was apprehensive of his star dramatist's situation, Harris' presence is necessitated because the casting of "Stage Door" is yet to be completed.

Play, written by Kaufman and Edna Ferber, is slated to start rehearsing Aug. 21. As yet only Margaret Sullivan has been signed. There are 19 ingenues listed but they (Continued on page 2)

### WPA, STICKS CLEAR 'BEACH'

More Actors Employed on  
Stage Than at Any Time  
in Past 8 Years—8,000 in  
WPA Vaude-Legit Units  
and 2,000 in Summer  
Stocks—50% ex-Equity  
Members—Salaries Small

### BUT IT'S WORK

There are more actors on the boards throughout the country right now than during a summer for the past eight years. Legit players, in particular, are engaged in some form of thespies, but the layoff lane that formerly featured Times Square in the old days is missing. Between summer stocks and Federal projects, close to 10,000 actors are getting summer employment.

Vast relief show projects of the federal Works Progress Administration, and the spread of summer (Continued on page 53)

### N.Y. Nitery Makes Play For Kids — But Early

New Yorker Hotel is making a direct play for juvenile patronage to come and see the ice circus now on view in the cafe terrace of the hotel. Ad campaign in the N. Y. dailies calls attention to the comedy acts.

Special Saturday matinee luncheon now has the floor captain providing two rows of seats down front so kids can see the carnival close-up. Same for the early dinner hour.

Nitery was converted into the rink several months ago for the hot spell. Novelty Baple and Gladys Lamb, fancy skaters and Duffy and Wait, skating clowns, are in the show.

### Wandering Broadwayite Broadcasts His Lowdown on Olympiad Berlin

 By TED HUSING  
Berlin, July 30.

Editor: VARIETY:

Baltimore, Aug. 11.

Latest dance in ballrooms here is called The WPA-Crawl. Claimed that the steps were originated by WPA workers when they got bored just leaning against their shovels.

### Slow Tempo

### MINSTRELSY IN REVIVAL; 20 WEEKS SET

Richmond, Aug. 11.

Down in Richmond, Va., for more than half a century the real breeding ground for corkological troubadours such as Eddie Leonard and his ilk, Grover C. Bradford and associates have been busily preparing for the rebirth of minstrelsy.

The event—it's really of significance, since it will mark the return to the road of a branch of the English-speaking theatre which definitely passed away with the closing of the last Al G. Field Minstrels in 1930—is to take place at Cameau Lake Park, Pa., Sept. 5.

Grover Bradford is the Cincinnati business man who, with Walter Redhill, also of that city, attempted a revival of this distinctively American branch of the theatre after the demise of Field and the withdrawal of Neil O'Brien, John W. Vogel, J. A. Coburn and Lasse White.

Undaunted by his failure of last season and the vain efforts of (Continued on page 59)

### Potash' with Alex Carr In Original Role, WPA Coast Revival

Los Angeles, Aug. 11.

WPA is reviving "Potash and Perlmutter" here, with Alexander Carr playing his original role in the show. He played it for years opposite the late Barney Bernard in New York, and on tour, also in other P. & P. comedies.

Show opens tonight (11) at the Mason Opera House for two weeks. If getting over it may be moved to another theatre in this sector.

### 'Little Shirley Temple' Bumps in Baltimore

Baltimore, Aug. 11.

Current in floor show at the pseudo "tough" cabaret, the Oasis, which Max Cohen operates, is a bump-dancer billed as "Little Shirley Temple."

As to their respective lines of work, the two have nothing in common.

### Add Exhibits

Los Angeles, Aug. 11.

WPA has gone into film exhibition here, showing the administration film, "Flow That Broke the Plains," at the Mayan.

Picture is being used on a program together with a short play, also WPA, "Triple-A Plowed Under." Drama was originally done in New York by the Living Newspaper unit of the relief outfit there.

Program is in for two weeks.

### JESSE OWENS' SHORTS?

Paramount's home office will not verify that Jesse Owens, colored Olympic champion, has been made an offer to appear in shorts.

Should Owens accept, he would lose his amateur standing.

## National Archives to Preserve '36 Films for Exhibition in 2436 A.D.

Washington, Aug. 11.

Permanent preservation of motion pictures, in order that future generations can see for themselves how funny their ancestors looked back in 1936, has been planned by Government agencies interested in putting 20th century history on the map for infinity.

Revelation last week of processes that will permit films to be preserved for as long as 500 years, in perfect condition, and which allow for copying of the films at the end of that period to that they may be kept for another 500 years or more, was made by the Division of Motion Pictures and Sound Recording of the National Archives. The Carnegie Foundation and the U. S. Bureau

of Standards are cooperating with the National Archives in perfecting the process.

The new system of preservation has been under study for approximately two years, it was learned, the Government conferring in the early stages with representatives of the big studios and motion picture exchanges. Success of the project depends on the care with which the films are handled and the precautions taken to keep them from deterioration in specially constructed containers.

Preparation of the films for their increased life-span begins with a careful processing. Capt. John G. Bradley, chief of the National Archives motion picture division, ex-

plained. All hypo must be removed from the film and it must be kept under specified conditions with controlled temperatures. When ready it must be "vented" or given access to the out of doors in order to carry off oxides of nitrogen which inflammable films exude.

Bureau of Standards experts already have perfected several new appliances to humidify and ventilate films and special containers have been designed to protect films from possible damage from water in case the automatic fire protection system in the archives vaults should be set off.

No regulations have been drawn up as yet covering the type of picture (Continued on page 62)

## 20th-Fox Buys 46-Acre Golf Course In Fox Hills for More Studio Space

Hollywood, Aug. 11. 20th Century-Fox is expanding its studio space by buying the Westwood public golf course adjoining the studio on both Santa Monica and Pico boulevard frontages, paying around \$200,000 for the 46-acre. Deal is now in escrow and property should pass to 20th-Fox early in September.

With the decision by 20th to move all production to Fox Hills and close the Western avenue studio, which is set for Sept. 1, company needed more ground to house the organization. It was reported for a time to be negotiating for the Rancho golf club on Pico boulevard opposite the studio, which has 105 acres. Government, which took over the property on a tax lien, wanted \$275,000, but 20th-Fox figured the property adjoining much better.

New property will be cleared by Jan. 1 and used for exteriors only, as studio space for stages and close buildings, has been so cramped lately that a number of permanent sets had to be torn down. This makes 20th-Fox the second largest studio for space in the Hollywood area, having around 100 acres, same as Warner's Universal has the most space, 235 acres.

Moving day at the Twentieth-Fox Western Avenue studio will be Sept. 28. Personnel working under Sol M. Wurtzel will move to the Westwood plant. More than 2,000 shorts and features have been produced at the Western plant since William Fox took over the property from Thomas Dixon in 1917.

Burbank, Aug. 11. Warners purchased 375 acres in Calabasas, about 25 miles from the Burbank studio, to be used exclusively for exteriors. This was done following the studio's decision not to renew its lease on the Lasky ranch of 1,000 acres, which adjacencies the Burbank studio and was used for outdoor sets.

Currently water, light and power plants are being installed on the Calabasas location at \$100,000 expense, with the property to be used immediately after installation, which will be completed next month.

## Richard Wallace's Trio Under Schulberg Pact

Hollywood, Aug. 11. Richard Wallace will direct three features for R. F. Schulberg for Paramount release under his contract signed last week.

Initiator will be an Edward Arnold starer, as yet untitled.

## SAILINGS

Sept. 5 (London to New York), Mike Levee, Joe E. Brown, Leslie Howard (Empress of Britain).  
Aug. 28 (London to New York), Bing Crosby and wife (Dixie Lee) (Laurine).  
Aug. 14 (London to S. Africa), Forsyth, Seamon and Farrell (Caribbean Castle).  
Aug. 13 (New York to Paris), Cecilia Ager, Charles Boyer (le de France).  
Aug. 12 (New York to London), Max and Mrs. Frank Grady, Jack L. Warner, Mr. and Mrs. Joseph E. Hazen, Mr. and Mrs. Ira Haupt (Queen Mary).  
Aug. 9 (New York to London), Edna Ferber, William Gaxton, Grace Allen, Charles Fisher, Louis F. Blumenthal, Minor and Root, Lew Stess, Fred Perry, Ham Fisher, Jo Mielziner.

## ARRIVALS

Harry Reeves-Smith, Thomas and Rene de Marco, Guy de Vestal, Joseph Hoffman, Dr. Serge Koussevitzky, Douglas Fairbanks, Charles Butcher, Edna Ferber, William Gaxton, Grace Allen, Charles Fisher, Louis F. Blumenthal, Minor and Root, Lew Stess, Fred Perry, Ham Fisher, Jo Mielziner.

## Calling Their Shots

Hollywood, Aug. 11. One of those 'just-to-pass-the-time-away' contests invented by Trevor Jones and Dick Wallace has the novel twist of centering around those Jap gardeners in dilapidated cars who overrun Bevilhills.

Gag is to spot a new car on the road with the capital prize awarded to the first lawn mowmanist whose protruding rakes do not scratch the car.

## METRO TILTS ANTE IN NEW M'DONALD PACT

Hollywood, Aug. 11. Jeanette McDonald's new two-year contract with Metro provides for two pictures annually at flat compensation, which will be considerably above terms of present pact which expires Aug. 26. Robert Ritchie, star's manager, set deal before departure for Europe.

Since joining Metro she has appeared in "The Fiddle," "Men in Black," "Naughty Marietta," "Rose Marie" and "San Francisco."

## Allberg, Dreher's Asst., New RKO Sound Boss

John Allberg, assistant to Carl Dreher, in charge of recording and patent advisor at Radio last seven years, succeeds his boss when Dreher leaves studio in September. Allberg has been at Radio last eight years.

Dreher will supervise recording of the next Lily Purnell starer and will handle the awarding of the studio's new recording contract between Radio Corp. of America and R.R.P.I.

## Marquis Yarn Sold

Hollywood, Aug. 11. Salevepost has purchased "Story Conference" by Gene Fowler, Grover Jones, Patterson McNutt and Nunnally Johnson. Yarn is stenographic report of a revamp of Don Marquis' "Table Cloth Millionaires" which the writer tried to sell as picture material to help out Marquis, now in straitened circumstances. Check goes to Marquis, as will all proceeds, if taken for pictures.

## PAR WELDS WELLMAN

Hollywood, Aug. 11. Paramount has given William Wellman a new long term directing contract, pressing out the "Tickets" will start as soon as he completes "Tom Sawyer" for Selznick International.

## Costume Pictures Swish Back; Metro's Nine on Release Sheet

Hollywood, Aug. 11. Taffels and lace operas have made a comeback in pictures.

Metro made the swing and now has nine costume features for release within six months. Pictures include "Romance and Juliet," "Fanny," "Marie Antoinette," "Gorgeous Hussy," "Camille," "Pride and Prejudice," "Maytime," "Walewska," and "Mr. and Mrs. Washington." It's the largest array of costume pix to be turned out by any studio for one program in last 10 years.

"With 'Antoinette' and 'Prejudice' headed for Norma Shearer, this provides star with four bustle pictures in a row. Her last two releases were "Barretts of Wimpole Street" and "Romance." Garbo will have three in a row with "Anna Karenina," "Camille" and "Walewska."

"Gorgeous Hussy," now finishing, will be Joan Crawford's initial costume picture.

Most costumed star in pix is Marion Davies, who has made a dozen or so during her career.

## Ziegfeld Tradition

Hollywood, Aug. 11. Patricia Ziegfeld goes to Universal to do research work under John Harkrider, general art director. Harkrider did similar work for Florence Ziegfeld for several years.

Her first assignment is on "Top of the Town," musical being produced by Lou Brock.

## Charge New Deal With Propaganda Via WPA Reels

Washington, Aug. 11. Film propaganda efforts of the New Deal became a political football last week following disclosure that the Works Progress Administration has entered contract with Pathe requiring inclusion of publicity about Federal relief operations in regular newsreels.

Revealing hitherto confidential Friday (7) jumped on WPA with a charge that the Roosevelt Administration is trying to propagandize the country with newsworthy shots of relief projects. Through Acting Administrator Aubrey Williams, the WPA shot back a reply the following day that the reels ordered from Pathe will not contain "any propaganda whatever."

In assailing creation of a moving picture propaganda "bureau," the GOP headquarters quoted Sydney MacKean, ousted director of the motion picture record division, as saying films produced last year on cameramen's relief projects had been the "climax" because the propaganda was "too subtle." MacKean, furthermore, disclosed that although government-paid cameramen shot 170,000 feet of negative, only 12 WPA items were used by four newsreels in 10 months.

The MacKean-Republican blast then considered the light on the Government's initial ill-fated film venture, intended to provide work for jobless leaders and produce an ambitious film history for the year. Revealing that the \$400,000 expenditure was challenged by former Comptroller General John R. McCarty, the attack said that commercial reels were reluctant to enter cooperative working agreement with the Government for fear of incurring criticism for peddling New Deal propaganda. With the exception of Paramount News, four of the leading reels finally consented to go along with the scheme, presumably because they did not care to be put in the position of offending the administration or seeming to offend.

## Iron 'Tish' Script

Hollywood, Aug. 11. Director Sam Wood and William Stevens are pressing out the wrinkles in Metro's "Tish" script.

If no more delays are encountered, picture will go middle of this month.

## Boyer En Route to Paris For 'Today,' Daven Stint

## Re-Scripting 'Waikiki'

Hollywood, Aug. 11. Following Bing Crosby's turnaround of the script of "Waikiki Wedding," slated as his next at Paramount, studio started to give a re-write bath. Crooner will make yarn following completion of "Pennies From Heaven" at Columbia.

## Boyer En Route to Paris For 'Today,' Daven Stint

Hollywood, Aug. 11. Charles Boyer and Eda Patterson are en route to Europe where actor will spend six weeks in Paris for part in "Today," being made by Andre Daven.

He due back in October to begin work on "History Is Made at Night" for Walter Wanger.

## Film Biz Still Trying to Hush Up Astor Case; Bad Trade Notoreity

## Nailing a Spy

Hollywood, Aug. 11. William LeBaron and John Boles swapped war experiences on the golf links. When the actor told of his close scrapes as a spy, LeBaron told him to put it in writing and he would produce it.

Boles is now burning the midnight oil. LeBaron was a war correspondent during the war.

## WOOD'S NEW MG DEAL TO DIRECT MARX BROS.

Hollywood, Aug. 11. With a new three-year Metro directorial contract under his arm, Sam Wood pulled out yesterday (10) for Chicago to view the Marx Bros. stage show.

Wood, who has been at the studio for six years, will direct the comedians in their next picture, "Off to the Races."

## 'Rainbow' Next Breen Starrer for Lesser

Hollywood, Aug. 11. "Rainbow Over the River" will be the title of the next Bobby Breen starrer for Sol Lesser. Picture, being made for Radio, has been directed by Kurt Neumann.

Supporting cast includes May Robson, Louise Beavers and the Hall Johnson Choir. Yarn written by Mrs. C. V. Jamison, Don Swift and Earle Snell collaborating on the screen play. Herman Mankiewicz is dialoging, Hugo Lienfeldt doing the musical score.

## Pic Course for Studes

Hollywood, Aug. 11. Through efforts of Sol Lesser and other picture producers, Prof. Dan Mendelowitz is instituting a motion picture course at Stanford University. Educator has been here for some time discussing proposition with Lesser.

First film to be presented to class will be Eisenstein's "Thunder Over Mexico."

## Annenberg's Daughters

In a Double Wedding Joseph H. Hazen, attorney and personal assistant to Harry M. Warner, was married Tuesday (11) to Mrs. Lita Annenberg Howard at Kings Point, Great Neck, L. I. Jack L. Warner arrived from the Coast that morning to serve as best man.

Ceremony was a dual affair with Mrs. Enid Annenberg Pensinger, sister, becoming bride of Ira Haupt, member of the New York Stock Exchange. Both couples will accompany Jack Warner to Europe, and while in Austria will be guests of Max Reinhardt.

Both are daughters of Moses L. Annenberg, newspaper publisher.

## Miss Borg's 1st Pic

Hollywood, Aug. 11. Ariane Borg, French actress, in Hollywood for a year, gets her initial picture job in "L'Amant du Metro." Jesse Lasky brought the actress over, but later canceled her contract. She started studying English and as a result was given a pact at MG.

## DIGGS JOINS 20TH

Hollywood, Aug. 11. Julian Johnson, 20th-Fox story head, has named Richard Diggs as his assistant.

Diggs formerly was on Paramount's story board.

## CRAYEN CO-AUTHORING

Hollywood, Aug. 11. Frank Craven, in addition to his associate producer job at Warners, is writing "You Gotta Learn Sometime" in collaboration with Earl Felton. Cravens will move picture for WB.

## Hollywood, Aug. 11.

During the 10 days recess of Mary Astor's suit for annulment against her former husband, Dr. Franklin Thorpe, and also custody of their 4-year-old daughter, efforts of film executives to bring about a basis of settlement of the case out of court proved unavailing, it was revealed yesterday (Monday), when testimony was resumed and Miss Astor took the stand. A second postponement attempt was made late yesterday afternoon.

Most of Monday was spent in questioning the complaining witness about her now famous diary. The name of George S. Kaufman was introduced frequently.

Kaufman, subpoenaed more than a week ago as a witness, was not in court. Judge Knight issued a bench warrant for his arrest. He is reported to have left California.

Pressure from various interests inside the picture industry to call a halt on the proceedings also was prompted, it is reported, by exhibitors' and circuit operators. Dr. Thorpe and his attorney are said to be agreeable to basis of settlement of the case, but Miss Astor indicated her determination to press claim for an annulment on the grounds that she cannot otherwise obtain possession of her 4-year-old daughter now in custody of her father.

Case, because of its sensational angles, is attracting nationwide attention in the press. Miss Astor has testified that she kept a careful diary in which she recorded happenings in her emotional life and, although the diary has not been introduced in court as evidence or an exhibit, excerpts are being published.

Los Angeles papers picked up the thread of her heart affairs for the first time yesterday (Monday).

Industry executives have endeavored to persuade the principals against further court action in the belief that as the case progresses it will furnish women's clubs, church auxiliaries and self-appointed censorship bodies throughout the country with ammunition against the film industry.

Not since the early and hectic days of Hollywood, which resulted in the tightening of regulations of the industry, and the exclusion of material and picture people, has any event stirred Hollywood like the Astor case. Efforts to end the court action are still in progress.

## Harris' Worry

(Continued from page 1)

aren't as yet formally under contract. "Door" is said to have script angles, but any analogy is a coincidence.

Another Play In addition to "Stage Door," Kaufman is to stage another play which he is said to have completed in Hollywood in collaboration with Moss Hart. That assignment drew him to the Coast, where Hart has been so busy for some time. Before going west Kaufman set the opening dates of both plays and around the Harris office the betting is that both will premiere as meticulously arranged theatrical events on Broadway next Monday (17), that date also being set by him. Although reportedly suddenly planning east, he was not known to have arrived, yet.

Kaufman is retiring, often shy in his every-day life, and there is little doubt that the shock of unlooked disclosure put him off stride. His case of humor and that of his wife, Beatrice, who figured in the writing of "Divided by Two" last season, will mitigate the effect, it is believed on Broadway. Mrs. Kaufman is accompanying Irving and Ellen Berlin. She joined the staff of Harper's Bazar as fiction editor last fall.

In one play at least Kaufman was given the privilege of directing the playwrights who find themselves dragged through the courts and highlighted by the tabloids. It was "Merely We Roll Along," a drama which ran at the Theatre Majestic. Moss Hart was the collaborator on this also. Their first success together was "Once In A Lifetime," which spoofed Hollywood. Neither expected to contribute to the studios then, but have since.



# FILMS' FAT FEES FOR RADIO

## Radio--But In Its Place

The film-radio problem, as the radio bunch averts, may have become aggravated somewhat because of the recent run of weak films. That's a seasonal summer complaint and exhibitors who have been bombarding Hollywood with squawks may find that they're a bit over-wrought on the subject.

The main point, though, is that the picture business should make radio serve its purpose rather than allow radio to use pictures at will. Exhibitors claim that the appearance of stars on the air keeps people at home to the extent of hurting theatre attendance. That's an open question but probably true when the pictures in town are bad. Jeannette MacDonald recently did a commercial hour on the air. How many theatres playing 'San Francisco' felt the air pressure that night?

What the exhibitors have overlooked concerns the studios as much as it does the theatres. This is the danger of film names appearing too frequently on the air and thereby impairing their boxoffice value through becoming too familiar to the public. It doesn't make any difference whether the stars' radio programs are good or bad. Enough is enough, and there is a saturation point for everybody.

On the other hand, there is no reason why film stars should not occasionally appear on the air. These appearances, however, should be made to tie in with coming releases in some way. This is particularly true of filmusicals.

The prime example of making radio serve Hollywood's purpose dates back just about a year to 'Top Hat' and the Fred Astaire broadcasts. At that time Astaire appeared as guest star on four consecutive Lucky Strike programs. He used these sessions to introduce the score from this picture, and these broadcasts were so timed that Astaire was on the air two weeks prior to the picture's New York opening and another two during the picture's run. There can be no doubt that these Astaire broadcasts played a definite part in the fast getaway of that picture over the country. Hence, as previously stated, this is the outstanding example of pictures utilizing radio.

This fall Astaire is undertaking 26 consecutive one hour, once weekly programs for Packard. This can serve as the example of radio using pictures.

It seems pretty obvious that the Astaire 'Top Hat' hook-up for the air could be a guide rule for the studios. Maybe the stars will eventually realize the danger of jeopardizing their screen attractiveness through too much doubling between screen and air. A long radio session certainly makes it tougher for them on the screen. If a star goes on the air from two to eight times a year that ought to be enough. Common sense shouts that pictures come first. But if making spasmodic radio appearances just ahead of forthcoming films (and not necessarily doing scenes from their pictures), everybody might be better satisfied—including the public.

## Academy Survey Lists 16 Writing Teams in Studios; No Femme Pair

Hollywood, Aug. 11. Figures released last week by the Academy of Motion Picture Arts and Sciences show that 16 teams of writers are currently working in limbo. Numericals include survey of the Acad in connection with its administration of the Writer-Producer code of practice. Survey was started last October.

Of the 16 pairs registered by the Acad for joint credits, nine are teams of two men and seven of a man and woman. No two women screen writers have made the grade together.

Revised writer's code, effective in major studios, requires that a writer must have contributed more than 25% of the screen play value in order to receive credit.

Among established teams are: Frances Goodrich and Albert Hackett; Sarah Y. Mason and Victor Heerling; Dorothy Parker and Alan Campbell; Laura and S. J. Perelman; Sam and Bella Spewack; Ben Hect and Charles MacArthur; Lee Leob and Harold Muehman; Edmund North and James Gow; Bert Kalmar and Harry Ruby; Nak Perlin and Arthur Sheekman; Sam Hellman and Gladys Lehman; and Dorrell and Stuart McGowan.

## 'Zorro' Marked as Tuner

Hollywood, Aug. 11. Bess Meredith is rewriting 'Mark of Zorro' at 20th-Fox. Yarn originally was purchased for Lawrence Tibbett but was killed later as starring material.

Picture is now planned as an all-star musical in costumes.

## COLUMBIA'S 2 GREENS GET 2ND ASSIGNMENT

Hollywood, Aug. 11. Producer-directing combo of Howard J. Green and Al Green, which recently completed 'They Met in a Taxi' for Columbia, will continue.

Director Al Green is reading a group of yarns for his next assignment.

## UNDERWOOD, 20TH'S STORY ED

Hollywood, Aug. 11. New eastern story editor for 20th-Fox is Franklin Underwood. He succeeds Thomas Costain, resigned. Under Joe Moskowitz he will handle plays and stories.

## STAR SUPPLY IS BELOW DEMAND

**Talent Bookers Foresee \$10,000 One-Time Bookings—Estimate 39-Week Season Uses Up 1,000 Names Minimum With Only 450 in Sight and 112 of These Representing Demonstrable Box-Office Wallop**

### A BOOM

Salaries of \$10,000 and over for individual names for single performances on the air may be paid next fall and winter, according to expectations of talent representatives in New York and Hollywood. Such figures as \$12,500 and \$15,000 have already been mentioned to advertising agencies on behalf of certain stars. Against this, Lux says \$5,000 is its absolute tops.

As basis for big money anticipation, the talent agents point to the warm competition for names that has already commenced on the Coast, and which is likely to grow with the debut of new programs. They say it's already common knowledge in Hollywood that radio's demand for guest names will shortly be far greater than the supply and that when the names are convinced that they can take their pick of from seven to 10 shows and play one advertiser against another, there will be no modesty on the stars' part in asking for big fees.

At present, with the new season not yet under way, five major shows are broadcasting from the Coast, chiefly because that is their best source of star supply. These shows are Kraft and Shelton on NBC and Camel, Lux and Campbell on CBS. Additions to this list, and all using one-time names, will be Packard (Fred Astaire) and Coca-Cola (Joe Penner), both on CBS. Edna Cantor's Texaco (CBS) broadcasts from the Coast during the making of his next picture may also include guest names.

Considering only such shows as are set for Hollywood production and omitting those that at present are only possibilities, the radio draw on the picture name roll will be at the rate of around 20 names per week.

Over a 39-week season, which is yearly average for major network shows, the lowest requirement for the Hollywood shows alone will be in excess of 1,000 names during '36-'37. Against these figures is the fact that the present contract list of players at all the major studios now totals 420. Added to these are some freelance players with some value for radio, but the total of all Hollywood players of any standing is no more than 450.

Box office Standouts Picture company and theatre figures reveal that of these 450 players, only 112 have box office merit in their own field—pictures. And not all of these rate as big or even substantial draws. There may be another 150 or 200 players generally known to the theatre-going public, but not so highly regarded as to be attractions at the theatre which their pictures play. The remaining 100 or so picture players are not generally known to the public, the majority of these consisting the constantly shifting group of new and old faces on the studio contract lists.

Further breakdown of these figures to determine how many of the 450 are suitable to radio in the technical sense, regardless of box office status or lack of it, would reveal far less candidates for the 1,000 or more radio jobs that will be available during the coming season.

And since more than 150 of these names, and those with box office power well represented among them, have already been on the air at least (Continued on page 10)

## Par-Pathe's Olympix Scoop; Par Reel's Spanish Staff Sneaked In

### The H'wood Shift

Hollywood, Aug. 11. Producers here continue to pass the buck by saying it's up to the New York company heads, not them, regarding exhibitors' squawks in the radio tiff.

New York sells the pictures not the studios, they aver.

## Twice in a Row for Spencer Tracy; Tops In 'San Fran' and 'Fury'

Hollywood, Aug. 11. Spencer Tracy's performance in 'San Francisco' was voted the best in July by the Screen Actors' Guild. It's the first time a player has won the honor two months in succession. Tracy having been accoladed last month for his work in 'Fury'.

## SECOND DIONNE QUINT PIC, 'REUNION,' SET

Hollywood, Aug. 11. Preparations for the second Dionne quintup picture have been completed on the Coast, and Norman Taurog and Joe Moskowitz, New York studio contact, have gone to Callander, Ont., a week in advance of the cast and crew to ready details. Picture will be titled 'Reunion'.

Picture is first on Taurog's new 20th-Fox contract. As soon as the production starts, Moskowitz will return to New York.

With the exception of Rochelle Hudson, cast is the same as in the first quint yarn, including Jean Hersholt, borrowed from Metro, Dorothy Peterson, Michael Whalen, Slim Summerville, John Qualen. Screen play is by Sam Hellman and Gladys Lehman, Bogart Rogers producing.

## Black Legion Pix Under Way at Two Studios

Hollywood, Aug. 11. Two flickers based on activities of the Black Legion around Detroit went into production on major lots last week. Columbia started 'The Terror' and Warner's launched 'Black Legion'.

Both pictures had Joe Sawyer; playing stellar parts, with Columbia dropping it in favor of WB.

## Par Renews Raft

Hollywood, Aug. 11. Although George Raft's present deal with Paramount has six months to go, studio gave actor a new two-year deal. Raft and the studio had been fighting over salary stipulation. Raft wanting a boost and studio demanding that he remain on his present figure. Settlement not divulged. Raft's new pic will be a yarn by Norman Krasna. Norman Reilly Rains' 'Sapphire' has been bought by Paramount. Goes as a Raft starrer.

## Rose's Picture Yen

Hollywood, Aug. 11. Billy Rose planned in Sunday (9) from Ft. Worth for a week of recreation as well as to consider a couple of major studio deals to make a picture along the lines of the 'Jumbo' production.

## SCREEN SCRIBES MEET

Hollywood, Aug. 11. First meeting of the recently organized Screen Playwrights is set for tomorrow (Wednesday). A code of ethics will be drafted.

Shipping their film on the Olympics opening by boat instead of on the Hindenburg as others did. Paramount and Pathe scooped N.Y. Par and Pathe got their 'specials' into the Embassy, on Broadway, Friday night between 9 and 10 o'clock, 10 minutes apart. Par beating Pathe by the 10 minute mark.

The Hindenburg was slated to land at Lakehurst, N. J., Saturday morning (8) but due to unfavorable weather conditions started cruising toward Washington and Baltimore. Reed, which had first shots of the Olympics and Jesse Owens started radioing the dirigible and telephoned customs officials in Washington, begging and pleading that the airship didn't land at Lakehurst and drop their film by parachute as had been done with a set of still pictures on the ship's arrival.

Par and Pathe had received, via the Embassy, a Friday (7) most of their film on the Olympic opening and already had released a special to their accounts. Both Par and Pathe also had some newsworthy film of the Hindenburg's dirigible didn't land at Lakehurst until too late Saturday night (8) to clear the films for processing before Sunday.

Par pulled another fast one on the Spanish revolt, beating Fox-Movie-tune to accounts with first pictures of the rebellion. F-M had placed an ad in trade papers to the effect that it was beating the bunch with exclusive pictures. Fox's office in Madrid had managed to rush out first pictures but with no boat sailing for several days Par, using planes, managed to secure material in time to catch the same steamer (Bremen) without Fox being hep to the fact. Hence the film arrived in New York, Fox took its film preparing prints while Par got its film of the Bremen at quarantine and rushed it out to the entire country by air. By the time Fox woke up to the fact, it was too late to catch up with Par or kill off those scoop ads in the trade papers.

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# March of Time Gets More Squawks Of U. S. Films Abroad, Statistics Show, Although G-Man Pix Nixed

Washington, Aug. 11.

Significant decline in number of American films banned by foreign nations and in volume of squawks about Hollywood was cited last week as evidence that U. S. producers are becoming more aware of what offends the overseas picture audience. Declaring that American studios are beginning to catch on to the sort of themes and shots which infuriate foreigners, Thomas Burke, chief of motion picture division of the U. S. Commerce Dept., pointed to decreasing number of films shut out of other lands despite difficulty in being 100% sure that no offense is given alien eyes. Most recent bleats, strongest squawk in years, were directed at a newsreel, 'March of Time,' instead of entertainment film, and relatively few of latter type have been shut out in late months.

With foreign nations tut-tutting at sex stuff and sophisticated society drama, American mobster pix have stirred up most resentment abroad, Commerce Department attaches report. 'Foreigners distinctly do not care for the strong-arm type of film fare expressed in the current cycle of cops and robbers. Only two films, however—'Let 'Em Have It' and 'G-Man'—are shown to have been barred. These were nixed in Australia, commerce records show.

Other U. S. titles shut out by different nations in recent months include: 'I Cover the Waterfront,' 'Whoopee,' 'Rain,' 'Caravan,' 'Merry Widow,' 'Don Juan,' 'Devil is a Woman,' 'Rhumba,' 'Lives of a Gangster,' 'Lancelotti,' and 'Little Miss Marker.' Hungry stands out in this list as fussiest U. S. customer, having refused entry to five films in last few years.

## METRO'S 2D RUSH AD BALLY ON 'SAN FRAN'

Metro is budgeting advertising and exploitation funds to plug 'San Francisco' on second run engagements, in situations where the picture has already played first run. So far as known, this is the first time any distributor has done this to push a picture after the initial openings have taken place. In New York, 'Frisco' after four weeks at the Capitol, N. Y., and five at the Met, Brooklyn (record for Brooklyn), is playing Loew's State for two weeks, the first time in history, and also two weeks in some neighborhood first runs whose regular policies are split weeks.

## 'Siletto' for Robinson

Hollywood, Aug. 11.

After months of wrangling, Warners has set 'Siletto' as next chore for Edward G. Robinson. Yarn concerns activities of Italian detective squad on the New York police force. Picture will be produced this fall.

## Kelly-Roberti-Starrer

Hollywood, Aug. 11.

Walter Bullock is writing songs for the feature musical at Roach which will star Patry Kelly and Lydia Roberti. Marion Halley is doing the score.

Director Gus Meins is on two-week vacah before starting the chore.

## WE'S \$1,000,000 'CANAL'

Hollywood, Aug. 11.

Following months of deduction as to costs, Warners has decided to proceed with 'Canal' and it is figured will near a \$1,000,000 budget. Casey Robinson has started scripting.

## BALANCHINE FOR RKO?

Hollywood, Aug. 11.

Fandro Berman is so 'ting George Elanchine to work on a forthcoming Fred Astaire film for Radio. He would handle any ballet stretches which the dancer would use. No mention of 'On Your Toes' chore in reported deal.

Through William Morris agency.

## 2 For 1

Hollywood, Aug. 11.

Gary Cooper has two stand-ins for Paramount's 'The Plainsman'. Lane Chandler, one-time Par western star, is doing chore in Hollywood, while star's regular double is working with unit in Montana.

## RAMISH - GORES BACK INTO CHAIN OP.

Los Angeles, Aug. 11.

Adolph Ramish and the Gore Bros., Abe and Mike, who founded the West Coast theatres, have formed the Pacific States Theatres, Inc., to launch a new chain on the Coast.

First house to be built will be a 900-seater in the Wilshire district. Cost will be around \$185,000, with rental consideration reported to be in excess of \$200,000.

Gore Bros. and Sol Lesser founded the original 'West Coast' chain, Ramish stepping in shortly thereafter. Since selling out, Gore Bros. have been interested only lightly in the theatre business. They own the Iris in Hollywood, which is operated by Fox-West Coast. Ramish is financed by J. Franklin in Hawaii, and is interested in the Universal studio. Gore Bros. also own the Film Exchange building.

Construction of the 900-seater will not deter Fox-West Coast from proceeding with its plan to erect a 1,000-seater on Wilshire boulevard, within a block of the Ramish-Gore site, according to Charles P. Skouras, F-WC operating chief. Lease has been taken on property owned by Harry and Jack Cohn, with circuit now having plans drawn for \$100,000 structure, opening scheduled before the holidays.

## Golden, N. Y. Legit, Goes Arty Sure-Seater

Jean Lenauer, importer of foreign language films, has taken the 56th St. Playhouse, former legit house known as the Golden, for foreign language films. Expects to open early in September, with either a French or an Austrian picture.

Herman Weinberg, former manager of the Europa, Baltimore, will be manager of the house. It is currently being wired and equipped for films for the first time.

## Per Usual, Much Color Production Scheduled, But Expected to Be Cut

Unless some unforeseen economic development brightens the situation, industry leaders predict that the present season will be a repetition of past years in the matter of using color in feature productions. While a greater percentage than ever before have been tentatively set to get color treatment, this early wholesale tabbing of features already is feeling the pruning knife. As a consequence, some pictures observers believe that the color picture for the coming season will barely exceed the number of color productions in 1935-36. The urge to set a batch of pictures for making in color only to be later reneged is setting to be an annual custom. Reason for subsequent retrenchment fundamentally is based on two things: First, that the cost

## Riding Actors' Ass'n

Hollywood, Aug. 11.

Riding Actors' Association is now official. Outfit got its incorporation papers last week from Sacramento. Officers include: Buck Moulton, prez; Buck Buckle, vice prez; Harry Axe, secretary, and Len Sowards, treasurer.

## \$500,000 AD CAMPAIGN BY WB NEXT SEASON

Warner Bros. is planning its largest advertising campaign in history on 1936-37 pictures, budgeting close to \$500,000 for national plugging in daily newspapers and magazines, as well as by billboard. The company is going into numerous magazines it has never advertised with before, such as Pictorial Review, McCall's, Time, Collier's and Woman's World.

Also, all mag circulating nationally will benefit from the Warner campaign. Plan is to go into dailies in all important film centers, with the Blaine-Thompson agency placing the ads. Campaigning, on with 'Anthony Adverse,' which soon goes on release to be followed by the new Kay Francis picture (Cosmopolitan production) 'Give Me Your Heart.' Reports Warner will spend close to \$50,000 on 'Heart.'

## Del Rio's Col. Initialer on Pact, 'Women Are Wise'

Hollywood, Aug. 11.

First starring opportunity for Dolores Del Rio under her new Jenkins act at Columbia will be 'Women Are Wise,' with production slated for start in 10 days.

Howard J. Green will produce with Alfred E. Green directing. Lester Field wrote the orig. screen play by Dale Van Every.

## Metro's Eddy 7-Year Deal

Hollywood, Aug. 11.

Metro is holding up with Nelson Eddy on a new seven-year contract. Current pact was signed three years ago and has six-month option pickups.

## 'COLOR VETERAN'

Schach Takes 'Offi Duna for Tinted Paigilaci'

London, Aug. 2.

Max Schach declares he will do his 'England' picture in color. This is the next Richard Tauber musical, and Steffi Duna has been brought over for the femme lead. Picked on her because she's a color veteran, having done 'Circus' and 'Dancing Pirates' in the U. S. Decision follows registration one week ago of British Chemicolor, Ltd., which has Karl Grune as managing director and other Schach associates on the board.

Chemicolor, a British process of undiluted type, will have its own laboratory facilities.

## RKO PACTS BEN HOLMES

Hollywood, Aug. 11.

Radio handed Ben Holmes a new contract. Director draws 'Mystery of the Dangling Pearl' as his initialer.

## B&K Swings Into Duals Sept. 11;

## Indies Caught With Year-End Weakies Squawking; Can't Curb

Chicago, Aug. 11.

Balaban & Katz starts double featuring Sept. 11, at the Up-town with 'To Mary, With Love,' (19th) plus a Paramount release not yet selected. 'To Mary' is playing the B. & K. downtown Chicago this week.

While B. & K. has dated the Up-town for the double features start, the circuit heads believe that they will have to send all of the neighborhood houses into double bills at approximately the same time. At first, B. & K. had planned to ease the town in double bills, by moving their houses slowly into twin bills. Now figured such a move will be impossible, since the competing houses will all swing into twin bills as soon as the B. & K. house goes into the new policy.

For this reason it's likely that the entire nabe circuit on the B. & K. books will go doubles within the fortnight of Sept. 11 and Sept. 18. Scarcity of prints may am up the releases at the start hence it will take at least two weeks to get every B. & K. nabe house organized.

Exhibits are already tentatively lining up shows for the week of these weeks, and are squawking about the general flabbiness of product that the exchanges have carded for the month of Sept. Indies are yelling that B. & K. will have the cream of the crop since the circuit will have the pick of the new product in the key nabe spots, while the indie smaller houses will have to be satisfied with the poorer stuff which is closing the 1935-36 product season.

## Exchanges Stymied

While the current contracts strictly prohibit the double 'featuring' of product, the exchange managers admit that they won't be able to enforce this clause for the few weeks remaining if B. & K. leads the way into double bills.

Releases for week of Sept. 6 are 'Heart of the West' (Par), 'Early to Bed' (Mar), 'Speed' (MG), 'First Blood' (Aro), 'A Fox in the Hat' (White Angel) (WB), 'Shakedown' (Col), 'Lightnin' Bill Caron' (Rep), 'Cavalade of West' (Jud), 'Kiss Me Goodbye' (Cap), 'Get That Venus' (Sup), 'Wanted Men' (Sup).

Sept. 13 week has a lineup of 'Forgotten Faces' (Par), 'Three Wise Guys' (MG), 'Border Patrolman' (Fox), 'Sins of Man' (20th), 'Brides Are Like That' (WB), 'Blackmailer' (Aro), 'I Stand Condemned' (UA), 'Showboat' (U), 'Racing Blood' (Rep), 'Give Her a Ring' (Jud), 'Local Bad Man' (Cap), 'Range Law' (Sup). Week of Sept. 20 has 'Poppy' (Par), 'We Went to College' (MG), 'Human Cargo' (Fox), 'Public Enemy's Wife' (WB), 'Let's Sing Again' (RKO), 'Final Hour' (Col), 'Iron Man' (U), 'Guns and Guitars' (Rep), 'Mayday Meet' (Aro), 'Idaho Joe' (Jud), 'Wild Horse' (Cap), 'Demon for Trouble' (Sup). Week of Sept. 27, 'Arizona Raiders' (Par), 'Spendthrift' (Par), 'High Tension' (Fox), 'Law in her Hands' (WB), 'Bride Walks Out' (RKO), 'Counterfeit' (Col), 'Nobody's Fool' (U), 'Harvester' (Rep), 'Rogue of the Range' (Rep), 'Falling in Love' (Jud), 'Song of the Gun' (Jud), 'Tango' (Cap), 'Silver Bullet' (Sup).

## MG PIC RUSH KEEPS 18 DIRECTORS BUSY

Hollywood, Aug. 11.

New peak for directorial efforts of contract men at Metro was reached last week, with 18 assigned, either shooting, preparing or editing.

W. S. Van Dyke is on 'The Devil Is a Sissy'; Sam Wood is preparing 'Tish'; Richard Thorpe is on location with 'Turzan'; Errol Taggart is directing 'The Longest Night'; John M. Stahl is preparing 'Parnell'; George Cukor has 'Camille'; Jack Conway is handling 'Labeled Lady'; J. Walter Ruben is making fever added scenes for 'Old Huts'; Edwin L. Marin is editing 'Where Is Elmer?'; Edmund Goulding is preparing 'Maytime'; and Sidney Franklin is putting finishing touches to 'The Good Earth'.

## GORIN'S SCREEN DEBUT

Igor Gorin, Metro contract player, will make his screen debut in 'Broadway Melody of 1937,' which goes into production in about a month. Gorin has been on the Coast for about a year being groomed for his first picture.

Gorin may also sing with the Metropolitan opera unless picture and radio assignments are too heavy, this season.

## BILSON'S PROMOTION

Hollywood, Aug. 11.

Warners' head George Bilson from trailer head to triple berth writer-supervisor-director. Sanford Abrahamson, Bilson's aide, also moves up.

'Ship News' yarn by Bilson and the late Harry Aron, Hearst waterfront reporter, has been taken by Warners as starer for Ross Alexander.

## Thalberg Ties Sherriff

Hollywood, Aug. 11.

R. C. Sherriff, author of 'Journey's End,' has signed a writing contract with Irving Thalberg.

Plans call for a series of screen plays, with writer working in London. He will visit the Coast twice yearly.

## METRO'S BEAUT TESTEE

Lillian Hirshorn, who won Metro's talent hunt on Long Island, will be given a screen test this week by W-G.

Talent executives will decide future career of the beauty on basis of how this test turns out.

## COLBERT, MacMURRAY AGAIN

Hollywood, Aug. 11.

Clayton Colbert and Fred MacMurray will be teamed again in Paramount's 'Maid of Salem,' Frank Lloyd production.

Gale Sondergaard is also in for an important part.

# 4-10 PROPOSE DUALS-WB ROLL

## 20th-Fox Treas. With Schenck in London on G-B

Sidney Towell, treasurer of 20th Century-Fox, is in London to inquire into Gaumont-British. He sailed with Joseph M. Schenck, chairman of 20th-Fox, last week. Whether the Metro-Gaumont-20th deal is on or off may depend on Towell.

On the American end, the deal shall have to be finalized in the U. S. Board approval is necessary.

If the Americans get that desired peek into Gaumont-British, it will have been the first time for them. Although Fox has been the owner for several years of the greater part of G-B securities, as against the Ostres, the old Fox company nor its successor firm, 20th Century-Fox, has had an accurate knowledge of G-B assets and the London firm's inside condition. 20th Century-Fox had to battle for its present representation on the G-B board, 3 men out of a total of 12.

The Ostres' adamant attitude regarding the G-B situation, as a whole, as it concerned 20th Century-Fox, is known to have been displeasing to the bankers of the American firm, and now the chief holder of 20th Century-Fox securities, namely, Chase National Bank. Therefore, should 20th-Fox company's principal stockholder, Chase Bank, assume that the Missouri attitude regarding the London deal, it is understandable.

It's quite a different angle from the Metro end. Metro acquires much in the trade and is favorably inclined to the arrangement regardless.

### Blumey at the Dock

London, Aug. 11. Joseph M. Schenck arrived here yesterday (Monday). He was met at the station by A. C. Blumethal and Isidor Ostrer and whisked away in a car before any newspapermen could get to him. Schenck, however, in the press he will have a statement to make on the Gaumont-British, 20th-Fox, Metro deal in a day or two.

Early this morning Schenck was in the G-B headquarters here, tied up in inner office conferences.

## \$1,000,000 Commish Suit Over U Sale Withdrawn

Indications of settlement between the cousins Rogers over the Universal Film sale to a syndicate headed by Charles R. Rogers and J. Cheever Cowdin is indicated in the stipulation filed (yesterday) in federal district court, N. Y., withdrawing the \$1,000,000 action.

Gustavus A. Rogers, theatrical attorney, sued his cousin, Charles R. Rogers, for commish, alleging he had been first retained to swing the deal when Carl Laemmle first sold out.

## Ryskind's U Initialer

Hollywood, Aug. 11. Initialer at Universal for Morris Ryskind, under his producer pact, titled 'Luckiest Girl in the World,' gets under way today (Tues.). Original story by Ann Jordan appeared in Ladies Home Journal under moniker of 'Kitchen Privileges.'

Eddie Buzzell is directing with Jane Wyatt, Louis Hayward, William Gargan and Spring Byington in cast.

### Nat Levine's Yates Huddle

Hollywood, Aug. 11. Nat Levine hauled east yesterday (Monday).

Confers with Herbert Yates and lines up new yarns for Republic.

## Par's Partners in N. Y.

### Discussing Pix Deals

Several of Paramount's partners and field operators are in New York discussing film deals with home office officials for the coming season. Those in for the product confab include Marty Mullin and Sam Pisanik, who operate New England; A. H. Blank, midwest partner; Tracy Barham, operator of Par's Ohio houses, and John Friedl and L. J. Ludwig, who are in charge of the northwest for Par.

## CAN'T SUBPOENA FOX ON SUNDAY

William Fox and his wife, Eva, are immune from subpoena servers on Sundays and holidays, but must remain at least 100 miles outside of N. Y. City if they wish to evade service on week days, according to Federal Judge William Bondy, who granted the motion of Fox's attorney to vacate subpoenas in supplementary proceedings served on the couple one Sunday last January while they were on a visit to the city from their present home in Atlantic City. The court decided the service was contrary to law.

Fox and his wife are wanted here to testify in the proceedings brought by Capitol Co. of California to recover a judgment of \$245,000 for breach of a theatre lease.

## SHIFT PIC ALLOTMENT FOR PAR PRODUCERS

Hollywood, Aug. 11. Shift in Paramount's production schedule has Jack Cunningham making four B pictures, William Lackey and Sidney Brod three each, in addition to six each for Harold Hurley and A. M. Botsford.

Possibility that some of these producers will be given one or more A yarns to do after wash up of B sided.

## Henigson Stays at Par

Hollywood, Aug. 11. Henry Henigson, following weeks of dickering regarding settlement of his Paramount contract, will remain at the studio as an associate producer on a term contract.

His initial assignment will be to produce 'Easy Living.'

### Ed Knopf Into N. Y. for Metro

Edwin Knopf, story editor for Metro on the Coast, is shifting to the home office in New York.

## CROSS-SECTION OF 725,824 ON PICTS

### Enumerate Reasons for Favoring Double-Billing —Reason Opposing 2-in-1 Screenings

#### NIX ON VAUDE

Warner Bros. national poll on double bills, launched May 15, has been completed. Polling a total of 725,824 persons in various walks of life, with much of the data collected through newspaper editors, organization leaders, colleges, radio commentators, etc., the results show that single bills are favored by a ratio of nearly four to one.

Voting saw 568,751 favoring singles, of 78% against a total of only 157,073, or 22% in favor of the twin-featured programs. In expressing their opinions, whether on singles or duals, some fans were highly complimentary, while others proved plenty critical. One of the points on which most of those polled seemed to agree was that important productions which are longer than average should not be cut to fit dual bills. Point mainly took was that there is not an overabundance of really good pictures and that when these come along they shouldn't be butchered up for the sake of a theatre's policy.

#### Reasons for Duals

1. Leading arguments in favor of duals were the following.
1. The double feature program lends diversity to the entertainment.
2. There is a better chance that one of the two pictures will be enjoyable.
3. It gives the fan more for their money.
4. We like long programs.
5. A second feature is better than shorts.
6. One feature would be too little for the admission charged—fans have learned to expect a lot for their money.
7. A second feature is better than vaudeville.

#### Reasons Against Duals

1. A good picture invariably is coupled with a poor one, thus making it necessary to sit through a poor one to see the good one.
  2. The double bill four-hour or more is too long for pleasure.
  3. Like more.
  4. Pleasure of seeing a good picture is marred by the second one which wipes out the memory of the first.
  5. Dislike the manner in which pictures are billed together.
  6. Long double bill show causes
- (Continued on page 34)

## L. A. ROADSHOWS BACK

'Ziegfeld' and 'Adverse' Clinch Idea for Fox-WC in Los Angeles Spot

Hollywood, Aug. 11. Roadshows have returned to the Canyon Circle theatre, Los Angeles. The Great Ziegfeld (MG) with a run of 14 weeks and five days, pulled around \$201,000. 'Anthony Adverse' (WB) on its initial week pulled heavy trade. Fox-WC Coast operating execs plan to follow 'Adverse' with Irving Thalberg's 'Romeo and Juliet' (MG).

'Adverse' is figured on six week basis, with 'Juliet' set for at least 10.

## PAR'S SAVINGS ON SALARIES

Not counting expense accounts, Paramount saves over \$200,000 the coming year and around \$162,000 after that through the elimination of John E. Otterson, R. Earle Anderson and H. M. Wilcox. The salary of the president is a clear saving since Barney Balaban is not accepting any salary as Otterson's successor.

Otterson would have gotten \$150,000 for his second year ending next July and \$100,000 after that for three years. Anderson's salary in Par was \$700 a week, while Wilcox, who also came into Par from Electrical Research Products, Inc., was getting \$500 weekly. Anderson and Wilcox are not being replaced. From what Par saves under changes, company must deduct settlement with Otterson, reported to be \$200,000.

## U. S. READY TO SHOW PIX IN CUBA AGAIN

All major distributors were ready the first of this week to resume distribution of pictures in Cuba following reaction of the old Havana board to sale control of all censorship. The Hays office and U. S. distribution companies were notified officially the middle of last week that the Cuban board set up in N. Y. had been abolished by presidential decree.

Picture companies now will resume submitting film to the Cuban board sitting in Havana.

## Keough's Coast Huddle

Austin C. Keough, v.p. and general counsel of Paramount, is leaving for Hollywood Saturday (15) to confer with Adolph Zukor at the studio.

He will be gone a week or more before returning east.

## RKO'S PEAK OF 21 PIX INTO PRODUCTION

Hollywood, Aug. 11. Sam Briskin has lined up 21 pictures to go before the cameras this and next month, giving the RKO lot its peak production.

Pictures going this month are 'Without Orders,' 'Daddy and I,' 'General Delivery,' 'Take a Number,' 'Odds Are Even,' 'The Man Who Found Himself,' 'Night Waitress,' 'Dawn's Early Light,' 'Outcast of Poker Flat' and 'Beauty, Inc.'

Quartet of Radio directors were handed assignments last week on pictures set to go this month. Christy Cabanne will direct 'Outcasts of Poker Flat,' Bret Harter year, which Robert Sisk will produce. Edward Kelly will handle 'General Delivery,' Cliff Reid production from John Twist's script.

Rowland V. Lee gets 'Robber Barrons,' which Edward Small will produce, from a script by Dudley Nichols and Tom Lennon, Edward Arnold starring. Wallace Fox captured Damon Runyon's 'All Scarlet,' a quartet of RKO which William S. Brown will produce.

## LeROY'S OWN WB UNIT AFTER 'HORSE' RUNS

On completion of 'Three Men on a Horse' in September, Mervyn LeRoy will head his own producing unit for release through Warner Bros. Director has wanted the war for some time and recently had several outside offers, including United Artists and Paramount.

LeRoy will produce four to six pictures a year, under the agreement with WB. He will personally direct two of these each year.

Barron Polan, of Warner Bros. has official publicity department, left Friday (7) for Hollywood to work for Mervyn LeRoy as an assistant, with duties general.

## Nunnally Johnson Cuts Vacash for 20th-Fox's 5

Hollywood, Aug. 11. Five full week assignments brought Nunnally Johnson back from European vacash two weeks earlier than scheduled.

First to get going at 20th-Fox will be 'The Lost Nancy Smith.' Others on his sled are 'The Last Slave,' 'sleazebag yarn,' 'Rings On Her Fingers,' English blackmail story; 'Banjo On My Knees,' hillbilly, and 'Cafe Metropole.'

Jacques Duval, French novelist, gets his first scripting job at 20th-Fox on 'Cafe Metropole' for Johnson. Gregory Ratoff wrote the orig from an idea by Darryl Zanuck.

## McCarthy's Coast Stay

J. J. McCarthy will transfer his Hays office duties to the West Coast in October for a number of weeks. When he returns to New York, he plans to sojourn in midtown rather than risk the Westchester weather over the winter, because of his recent illness. Accordingly McCarthy has rented a Westchester home.

Hays press exec plans hitting the Coast Oct. 1 or thereabouts. It's an annual visit.

## FENDER REMAINS AT U

Hollywood, Aug. 11. William Fender, Universal studio manager, who was asked to resign after a tiff recently with William Keating, creative studio head, patched up his differences and remains.

Charles R. Rogers was the peace-maker.

# RKO's Emergency from B'kptcy Would Return Pix Biz to Normal

With RKO's impending emergence from bankruptcy, film men as a whole will have returned to business normally. No more important matter of industry business reposes on the trade's docket. There are principal key city deliveries around the country which require reorganization through the courts, but of major collapses, resulting from the depression in the trade, only RKO remains untroubled.

Picture industry morale thus will be generally improved with RKO's reorganization. Industry operations, beset with obstacles and doubts because of the company's receivership and later bankruptcy status should be reinstated to normalcy.

The bankers, creditors and others charged with the responsibility of writing the RKO company's plan of reorganization, are striving to have a plan ready to be issued by Sept. 1, before the new industry season gets under way. This tends to

demonstrate that those behind the work on the plan have knowledge of the industry situation and its needs.

It is of vital importance to RKO, its morale and business, to be definitely under way upon reorganization before the new season in the trade starts. Under reorganization all possible loose links in the company could be strengthened, otherwise impossible while reorganization hangs in the balance.

#### General Improvement

The trade knows that the company has improved on every end, with the advent of Leo Spitz, and under his direction.

On the financial end, harmony is assured between the Rockefeller interests and RKO, and also between the M. J. Meehan interest and RKO. Meehan is the largest holder of Keith-Albee-Orpheum preferred stock. KAO is RKO's chief theatre subsidiary.

Sam Briskin to head the RKO

studio is figured to improve that division of the company.

The Rockefeller Center situation has been smoothed. RKO, it seems, again may participate in the operation of the two Radio City theatres, upon RKO's reorganization. The Rockefeller interests, of course, will continue to control the financial end of the houses. RKO's theatre end is running far ahead of 1935 earnings.

Floyd Odum's (Alias) return from abroad at this time should hasten RKO's reorganization.

Among the first to trip into a business collapse, while under RCA's domination, RKO is about the last to emerge from bankruptcy, but under its new administration has developed space and improved so that the trade feels there can be hardly any reasonable objection to prevent reorganization by the new season. A plan should issue by Sept. 1.

That an early reorganization would (Continued on page 23)

# Amus. Stocks, Carried Along by Hot Market, Hit Best Level in 3 Years

By MIKE WEAR

Bullish attitude towards several representative amusement stocks continued in yesterday's (Tues.) market, although other sections of the big board made lower. Loew common, which made a new high at 56 1/4, and Warner Bros. common led the advance of picture issues. Volume was heavy in both, with total sales of Warners nearly 23,000 for the day. Stock went above 13, highest point for current move.

American Seating also registered a new 1936 peak. Technicolor rallied more than a point to 28 1/4. Paramount 1st pfd. dipped 1 point to 66. Other Par stocks were practically unchanged.

Continued strength in the stock market during the past week, which carried many issues to the highest levels in the past four years or more, spread in late trading to the amusement list. Result was that six stocks and two bonds in this sector reached new 1936 peaks.

Amusement Group averages rose to a new high level for the past three years or more, with the group at 45 1/2. Even with general market weakness at the close, the group remained only fractionally below the high mark of the preceding week. Amusement Group finished slightly below 45 1/2 for a gain of 0.239 of a point on the week. The low mark for the averages was 45 1/2. Volume was considerably below that of the previous week, indicating that "retreat" issues presumably were making time.

New highs were registered by Eastman Kodak common at 165; General Electric at 49 1/2; National at 55 1/2; Grand National at 4 1/2; Westinghouse common at 147; and the preferred at 150 1/2. Bond highs were made at General Theatre Equipment obligations, at 32 1/2, and Warner Bros. 8s at 98 1/2.

Leadership of the amusement list (Continued on page 35)

## Clairvoyant's Bunker

Bean Libel to U.S. Ct.

The libel suit brought by Claire H. Davis, clairvoyant, known professionally as "Cassandra," against RKO was transferred today from the N.Y. supreme court to the Federal district court at the request of the defendant.

Attorneys for RKO filed an answer to the allegations of Miss Davis, denying that she had been slandered in the picture "Bunker Bean." She is demanding \$500,000 damages.

## Warners Split Units

Warners worked two units on "Gold Diggers of 1937" last week, with Lloyd Bacon doing the story phases and Busby Berkeley the numbers. "Sing Me a Love Song" also split with Ray Enright on the drama and Bobby Connelly on the numbers.

## PARSONNET AT METRO

Hollywood, Aug. 11. Marion Parsonnet, formerly scenario editor of Columbia Broadcasting, has joined Metro's writing staff. First stint will be "The Wedding Dress," from Helen Grace Currier's mag yarn. Harry Brown will produce. Parsonnet first produced the Mary Pickford air show.

## JESSEL'S U PACT

Universal has signed George Jessel to a term as producer-writer-director.

## L. A. to N. Y.

Charles Beahan, Clarence Brown, Leo Carrillo, William Collier, Sr., Joe Fine, Robert Montgomery, Pat Patterson, Robert Ritchie, Wesley Ruggles, George Stone, Jo Swerling, Bob Woolsey, Nat Levine.

## N. Y. to L. A.

R. W. Altshuler, Edward O. Berkman, Jascha Heifetz, Joe Higgins, Fanny Hurdy, Leopold Stokowski, Sara M. Strauss.

## Yesterday's Prices

Relat.	High	Low	Last	Chg.
Col. Pict.	36 1/2	35 1/2	35 3/4	+ 1/4
900 Gen. Film	17 1/2	17	17 1/4	+ 1/4
400 East. " "	18 1/2	18 1/4	18 1/2	- 1/4
25,000 Gen. B.	45 1/2	45 1/4	45 1/2	+ 1/4
5,400 Loew	56 1/4	56 1/4	56 1/4	+ 1/4
5,000 Radio	54 1/2	54 1/4	54 1/2	+ 1/4
1,500 Do 2d pt	8 1/2	8 1/4	8 1/2	+ 1/4
5,000 Pathe	56 1/2	56 1/4	56 1/2	+ 1/4
14,000 RCA	11 1/4	11 1/4	11 1/4	+ 1/4
800 Do 1st pt	7 1/4	7 1/4	7 1/4	+ 1/4
5,000 Radio	56 1/2	56 1/4	56 1/2	+ 1/4
2,100 20th-Pax	27 1/2	27 1/2	27 1/2	+ 1/4
22,000 W. B.	12 1/2	12 1/4	12 1/2	+ 1/4
CURBS				
2,500 Grand	4 1/4	4 1/4	4 1/4	+ 1/4
2,800 Tech	28 1/4	28 1/4	28 1/4	+ 1/4
300 Trans-L	8 1/4	8 1/4	8 1/4	+ 1/4
BONDS				
\$5,000 Loew	98	98	98	- 1/4
20,000 Radio	98 1/2	98 1/2	98 1/2	+ 1/4
16,000 Paramount	87 1/2	87 1/2	87 1/2	+ 1/4
16,000 W. B.	98 1/2	98 1/2	98 1/2	+ 1/4

\* New 1936 high.

## BOB RITCHIE'S FILM PRODUCTION BERTH

Hollywood, Aug. 11. An executive production berth at one of the major studios will be taken over by Bob Ritchie in October on his return from London, where he heads this week to produce the musical comedy, "Ging Places," by Guy Bolton and Fred Thompson. Ritchie left the Coast last Friday (7) and sails this week.

## Marion, Indiana, Pool

Chicago, Aug. 11. Pooling arrangements for joint operation of theatres in Marion, Ind. are being worked out by Paramount-Balaban & Katz and the Gregory circuit. Deal, which is slated to go into effect early in September, would turn the theatres over to B. & K. for operation.

Dave Wallerstein would take the theatres under his supervision district.

## Futters Fetter Lease

Hollywood, Aug. 11. As result of Rex Lease's work in Foot Gibson's "Cavalcade of the West," Walter and Fred Futter tied him for six pictures with options. Lease will do the films within a year, featured in initiators and starred later.

## Seltzer to Bailly WB

Hollywood, Aug. 11. Warners named Frank Seltzer as advertising and exploitation manager of its Coast theatres. He comes from Newark to succeed Harry Mailish, upped to manager of Warners' radio station, KFWE.

# The Long and the Short of It

## In Film Titles—'M' the Shortest and Fairbanks Had the Longest

One of the longest titles, with only around a dozen as long or longer ever put on a picture in the history of the industry, will be Paramount's "Valiant—Is the Word for Carrie." Another long one will be RKO's "We Who Are About to Die."

With long titles a bane to the exhibitor, particularly now with double featuring calling for more room in ads on marquees, etc., the desire is to keep 'em short, yet in the past there have been numerous long ones. As with "Valiant," this is frequently caused by the extreme importance of the title itself, with many of them not lending themselves to abbreviated forms. "Four Horsemen of the Apocalypse" was one that was sold and played almost everywhere as "The Four Horsemen."

A check over titles reveals a very small minority having 15 letters or more. Par's "Valiant" is the word for Carrié has 25. Longest in record is "Around the World in 80 Minutes" with Douglas Fairbanks (UA), 45 letters, while second longest

## RAINBOW DIVISION

William Collier, Jr., Produces Pic From KIMBC Script on AEF Reunion

Hollywood, Aug. 11. "Champagne Hour," two-reeler based on experiences of the Rainbow Division of the AEF, will be initial assistant producer job for William Collier, Jr., at Warner. He also did a series of shorts and westerns under Bryan Foy.

"Hour" was bought from KIMBC studio in Kansas City where it was broadcast during the recent biennial reunion.

William Jacobs is doing the screen play, and it will be produced in technicolor.

## PATHE'S IATSE CAMERA DEAL FOR WPA SHORTS

Shortly after Pathe News had been awarded the contract for an undecided number of 600-foot propaganda reels by the Works Progress Administration, Local 644 of IATSE (International Camera Men) made a pact with Pathe, extending the commercial production to be filmed. New contract covers 600-foot subject angle, and while the WPA is not specifically named, it is understood that the agreement was framed to cover this situation.

It is understood that one 600-foot subject will be made each month, including certain New Deal activities under Pathe's contract with federal division.

New contract made by cameramen with Pathe calls for usual 40-hour week. It gives cameramen \$150 per week and assistants \$80 weekly.

A crew is employed more than three weeks on a 600-foot subject, credit shall be given for eight hours of overtime for each week. But if less than three weeks per subject, crew is to be paid for all overtime at the regular hourly rate as outlined. Pact specifies that the crew is to consist of a cameraman and one assistant.

Contract was signed by Jack Connolly, representing Pathe, and Charles W. Downs, business representative of Local 644, IATSE.

## Petroff, Max Hays Split

Hollywood, Aug. 11. Split-up between Boris Petroff and Max Hays on their Grand National deal to produce two musicals has Hays checking out. First production being readied by Petroff will hit cameras around Sept. 30.

## LITVAK'S 'HEIGHTS'

Hollywood, Aug. 11. Anton Litvak is on route here from France to direct "Wuthering Heights" for Walter Wanger. Charles Boyer and Sylvia Sydney will be starred in the Emily Bronte tale.

Wanger hired Litvak months ago to make "Simon" before that intended production for Paramount was shelved.

# Inside Stuff—Pictures

The manner in which John E. Otterson stuck on at Paramount, coming into his office every day although dropped as president, is similar to the policy adopted a few years ago by Walter Wanger until a settlement agreement was worked out. Angle seems to be a fine legal point in that an official refuses to quit in view of an existing contract. Wanger was told he was out but was behind his desk every day until he got a settlement even though Pat took his secretary and phones away from him. That wasn't done with Otterson.

One of the top independent picture producers on the Coast recently pulled a nifty on two extra girls. The gals, friends of another femme extra, seriously burned from spark igniting her cellophane costume at the producer's studio, were wearing help around lot for funds to aid the injured girl. After collecting several hundred dollars, the gals approached the producer for a donation. He turned them down flat, informed them that they couldn't expect any more work from his concern, and ordered them off the lot.

Fox-West Coast is trying out a new series of horns perfected by Electrical Research Products, Inc. to compete with Douglas Shearer's new type of horn. Erpi outfit is patterned after Shearer system but with three stages of amplification. First Erpi installation is in the Hollywood Chinese, where only two stages of amplification are provided. Three stages used during showing of "San Francisco" at the F-WC Wilshire, test being conducted without single "blowout."

A brochure outlining the aims and purposes of the Motion Picture Producers & Distributors of America code administration has been sent to newspapers and other publications throughout the U. S. It is intended by the Hays office to definitely outline objectives sought by operation of this purity seal division. Dissemination of knowledge about code operation activities is credited to Kenneth Clark, new publicity chief at Hays office in N. Y.

With nomination of Fred Cone on Democratic ticket as governor of Florida being tantamount to election, Hays office is expected to have a friendly chief executive in that state. He is the uncle of Fred S. Kent, general counsel of the E. J. Sparks interests in Florida. Kent acted as Cone's campaign manager and, it is believed, will move into the State Capitol on Cone's election.

20th Century-Fox and RKO theatres have reached an accord on terms for a new season under the film franchise from 20th with RKO until 1941. Under such a franchise terms are negotiated yearly. The accord means that terms are reached on all RKO spots where 20th-Fox films can be played. This would cover approximately around 75 of RKO's 90 theatres or thereabouts.

Riders had to be attached to Metro contracts throughout nation because contract designate the playing season as running from Sept. 1 to Aug. 31. In order to release two of its 1936-37 feature productions for showings during this month, "Women Are Trouble" and "Kelly the Second," distributed organization felt that certain showmen might seek to classify the 1936-37 production as being on the '35-36 program.

Los Angeles dailies hopped on the Mary Astor-Dan Franklyn "Thompson" case with a vengeance. Now, back on the Coast, he has delegated staff to go over list of releases to shift the chaff. Those recommended will be shown to producer at rate of two or three daily until he recovers his fiscal normalcy.

Metro now has the highest number of ex-publicity directors on its staff with the addition of John Leroy Johnson, who went over last week from Universal. Others include Don Eddy, formerly of Radio; Barrett Kiesling, C. B. DeMille; George Thomas, Warners; Tom Bally, Paramount; and Frank Whitbeck, Fox-West Coast.

While Samuel Goldwyn was confined recently by an illness, he backed off on his pictures. Now, back on the Coast, he has delegated staff to go over list of releases to shift the chaff. Those recommended will be shown to producer at rate of two or three daily until he recovers his fiscal normalcy.

Jo Pagano, who was hired by Sam Goldwyn to see what he could do with "Come and Get It" script in one day, made such valuable suggestions that producer placed him under term contract. Writer drew attention when several class mags printed his stuff.

Trailer for Paramount's "Hollywood Boulevard" shows scenes from the big motion flickers of the oldtime stars cast in the picture. Herbert Moulton made trailer around Francis X. Bushman, Jack Mullan, Betty Compson and Maurice Costello.

Trailers used in 36 Los Angeles Fox-West Coast theatres, preceding the preem of "Anthony Adverse" at the Carthay Circle, were replaced with some showing shots taken at the preview. Both were assembled and produced by George Bilson in charge of Warners trailers.

Attempting to get more space in the class mags, Samuel Goldwyn has Bob Coburn, still foting, making candid camera shots of daily rushes as they are projected on the screen. Results proving better than regularly posed stills, mags declare.

Universal studio executives and employees are awaiting word from the home office as to whether they'll be able to buy the new Universal stock before it hits the big board. Some doubt expressed as to preferential privileges because of new federal restrictions on sale of securities.

One of the benefits under the recent patents pooling will come from the fact that in the future when technicians of any studio develops something new, it will become immediately available to all the others. This, in itself, will eliminate quarrels, ill feeling and suits.

Selnick-International forces interviewed 3,500 kids while seeking a cast for "Tom Sawyer." Six finally were selected for screen tests. Out of entire group, studio hasn't yet found one "Huckleberry Finn" for camera tryout.

With eight days' shooting left on Columbia's "Lost Horizon," Frank Capra is vacationing east with Max Winslow before completing the chore. Director felt he was not too close to the picture for the last six months.

## DANTE'S U PIC, THEN TO N. Y.

Hollywood, Aug. 11. Jeanne Dante, 14-year-old actress, brought here from the New York Theatre Guild, is introduced in "Universal's" "Four Days Wonder," now in production under Sidney Seligson's direction.

## Snell Puffs Lesser

Hollywood, Aug. 11. Paul Snell, formerly publicity manager for Pioneer, until that unit was absorbed by Selnick-International, moves over to Sol Lesser's org at Pathe studio. He succeeds Phil Gersdorff.



# EARLY BIRD

## G-Men in Mpls. Investigating Alleged Twin City Theatre Abuses

## N. Y. DE LUXERS MULL 2 PRICES

## Counterclaims by 20th-Fox and R.C. Shifts 20th Pix Into the Rivoli, N. Y.

Minneapolis, Aug. 11.

Operatives of the U. S. Department of Justice from Washington are here investigating whether anti-trust and other laws were violated by an alleged agreement between Public and the Slinger Orpheum theatre to change a 10-cent, 15-cent admission price, in place of the former 40c. for stage shows plus pictures; by union action on the part of Public, the Orpheum and independent in making 5 p.m. instead of the former 8:30 p.m., the time for changing from matinee to night prices, and by an alleged boycott of RKO pictures by independent exhibitors, members of the Northwest Allied States, because of the Orpheum's insistence upon a 40c. night scale for the first-run films augmented by state entertainment.

In their search for evidence, the G-men are interviewing local newspapermen, theatre managers and film exchange heads.

The possible infractions occurred a year ago. Independent exhibitor leaders at that time made no secret of the fact that they were directing a fight to force the Twin City Orpheum to agree to a boost from 40c. to 55c. for vaudeville, claiming that the bargain bills constituted unfair competition for the independent neighborhood houses. It was declared at that time that Public was agreeable to the higher scale, but kept its prices down to meet the Orpheum opposition.

When the Northwest Allied States' independent cut buying or booking RKO pictures, RKO emphatically declared that it had nothing to do with the operations or policy of the Minneapolis Orpheum. Since then, the Public circuit has acquired the St. Paul Orpheum and President. RKO houses, on a partnership deal and is operating them.

### One Step Ahead

Hollywood, Aug. 11.

Never missing a step, an indie producer had a camera crew catch scenes of burning wheat field at Lakeport, Cal., where government put torch to 200-acre field in grain limitations program.

Outfit is making yarn about the wheat biz.

## HIRSCH'S MONT'L POOL BRINGS REALIGNMENT

Montreal, Aug. 11.

Biggest shake-up in local theatrical situation in years comes into force Friday (14). Consolidated Theatres, Ltd., takes over main stems (except Loew's) from Famous Players-Canadian Corp. and will operate Capitol, Palace, Princess, His Majesty's and Imperial. There will be four first-runs with His Majesty's having roadshows, starting with 'Romeo and Juliet' middle of September. Imperial to be second run. Balance to run big feature pix plus one other attraction.

Arthur Hirsch, organizer and president of the new arrangement, is said to have in mind the switching of audience around the big three houses—Palace, Princess and Capitol. Thus, Princess starts with 'Green Pastures', which is the first Warner pic at this house in years. Princess has specialized in Old Country pic and has built up quite a clientele for them. It is hoped to divert this connection to His Majesty's, which will run mostly British pix in addition to road shows. Capitol, a more or less starved house so far, breaks into the big time next week with 'Rhythm on the Range'.

George Rotsky is in charge of managing. On City will handle advertising, exploitation and billposting. Henry Moss on press notes. Big workshop on Phillips Square, near the theatres, will handle lobby displays, art work, etc. Slated for management at the theatres so far are: Harold Vance, from the Arlequin, Quebec City; to the Princess, and John Reidy and William L. Ogilvie, both formerly assistant managers, to be managers, respectively, at the Palace and Capitol.

## WB Splits RCA and ERPI

Hollywood, Aug. 11.

Contracts were awarded last week to RCA by Warner for installation of several sound-recording channels.

When installed, three Warner plants will have an equal number of RCA and ERPI channels. Until a year ago studios had been using ERPI exclusively.

## Victor Halperin Held Liable in 'Zombie' Suit

Victor Halperin must assume equal responsibility with Academy Pictures Distributing Corp., RKO Film Booking Corp., Midtown Theatre Corp., and others in the judgment for \$100,000 recently awarded in N. Y. supreme court. Amusement Securities Corp., for infringement on the picture title of 'White Zombie'. Justice Pecora holds that the fact that Halperin is not a resident of N. Y. state and he has not authorized an attorney to appear in the action did not relieve him of his share in the judgment.

ASC sued the above named, together with Edward Halperin and the Amerigo Corp., for an injunction and damages in connection with the use of the word 'Zombie' in the defendants' film, 'Revolt of the Zombies'. The court granted the injunction but directed all profits on the picture be turned over to the plaintiff. They were also directed to pay \$10,876 damages and costs.

**Question Whether a Uniform Scale Until 5 P. M. and a Night Scale Thereafter Will Average or Increase Grosses—The 25c-up-to-1 P. M. Admish Always an Incentive for Packing 'em in Early**

### NABES BACK OF IT

A meeting will be called as soon as forces can be brought together, possibly before the end of this week, to consider the question of whether early bird matinee prices shall be abolished in the downtown New York first-run houses. This follows last week's agreement among major and independent chains to adopt a policy of two prices, one to apply to 5 p.m., another for the rest of the day.

De Luxers and other important downtown first-run theatres were only superficially considered at the meeting which brought agreement to end early bird-admissions (up to 1 p.m.) among subsequent runs. C. C. Moskowitz, of Loew's, who acted as chairman and stands ready to put one price into effect from opening of the doors to 1 o'clock at the Capitol and State, did not invite the big first runs to the first conference. He has indicated to their operators, however, that he will call another meeting to discuss the matter with them. These would include the Music Hall, Paramount, Romy, Strand and other downtown first runs originally not called in.

**Question for the First Runs**

There is considerable question whether the big first runs will be willing to cut out the early bird mat prices on the ground that while in the neighborhoods it may be justified, there is no way of telling whether it is down around Times Square. Some operators are inclining to continuance of their policy of a cheaper price to 1, another price to 1:30 and 1:30 to 10:30 and back to the matinee price for midnight shows.

The fear is that if the early bird admissions are cut out at the first runs, ticket women may be unwilling for people to drop downtown from nabes to see shows before 1 p.m. Question among operators, also, is whether with the matinee price-applied from the opening of the doors there will be any business after 1 p.m. to balance what will be lost up to 1 p.m. if the bait of a 25c price is taken away. All downtown de luxers except the Music Hall charge only a quarter up to 1. The Hall gets 40c.

While elimination of early bird admissions would average up to a higher admission for theatres, operators of big first runs are wondering if it will add up to the same revenues as at present.

### ITOA Back of It

Understanding is that Harry Brandt, president of the Independent Theatre Owners Assn. himself operating between 60 and 70 indie houses, and other independents, forced the early bird elimination because of inability to compete with RKO and Loew houses in neighborhoods which had first-run product, frequently duals, against their own theatres on third, fourth and fifth run. With the way the situation stood, the indies were forced down a dime in morning against 25c early bird prices for Loew, RKO and other chain houses getting first-run neighborhood bookings. Opinion is general among operators that indies had a logical squawk. While both Loew's and RKO agree with the indies to a policy of only two prices on the day, the RKO Palace and Loew's State are not included. These are downtown and will be considered along with the other big

### Scalded Aqua

Hollywood, Aug. 11.

Warners had to change water in swimming pool set for 'Gold-diggers of 1937' five times daily. Around 200 chorines did their stuff in the waves. Hundreds of hanging sun-ars ruined it.

## PAR, SEATTLE, TRUSTEE SUIT REACHES ACCORD

Federal Judge Alfred C. Cox last week confirmed the referee's award of \$60,000 cash settlement to the First National Bank of Seattle, Wash., trustee of the Paramount theatre building of that city, on its \$1,420,000 claim against Paramount-Public. The court also ruled that the Evergreen State Amus. Corp., a subsidiary of 20th-Fox, take over a lease of the Seattle theatre for 10 years at a rental of \$54,000 a year, plus 15% of gross profits over \$50,000. Fox is also directed to reimburse Paramount with a down payment of \$1,500 and is given five years to pay the latter company \$42,500.

In November, 1926, the Seattle Theatre Corp., a subsidiary of Paramount-Public, leased the Seattle theatre for 25 years beginning February, 1926, at a rental of \$115,000 a year. In 1930, Fox subleased the building at \$120,854 a year. The latter defaulted and the lease fell back on Paramount-Public which eventually also defaulted.

## Moss-Charnas' New N. Y. Criterion Getting Set

New Criterion, on Broadway, will open by Labor Day (Sept. 7). B. S. Moss and Harry Charnas are setting their organization around looking at product on which bids may be made. Majors are being contacted for pictures that might be procurable for the new house which has 1,600 seats and will play a policy of first run films.

Charnas, who has a 50% interest in the theatre with Moss, is expected to devote all his time to active direction of the house, including buying of product. Moss' son, B. S., Jr., will be the house manager.

Arthur Jeffrey of Warners' home office publicity staff, has resigned to take charge of publicity and advertising for the new house. He was formerly publicity director for the Strand, but more lately has been contacting daily papers for the Phil Lauffer, assistant publicity director at the Strand, goes along with Jeffrey.

Morty Brecher becomes assistant to Irving Windisch on publicity and advertising at the Strand, following the resignations, while former duties of Jeffrey at the h.o. will be added to those of Larry Golob, who will probably get an extra assistant.

Another resignation in W.B. is Arnold Beitman, of the press book department, who joins the Jewish Telegraphic Agency, press service.

downtown houses in coming discussions. Some operators point out that unless all agree in the downtown zone, it will be no go.

Agreement on subsequent run theatres reached during the past week in Moskowitz's office includes the Loew, RKO, Skouras and Fabian chains among those of major or affiliated importance. Fabian agreement applies to the Fox, Paramount and Strand, Brooklyn. Indies, all of whom operate chains, include Harry Brandt, Matty Kutinsky, Bernard Barr, Sam Strausberg, Leo Brecher, Max Cohen, Randolph, Joe Seider, Jack Springer, Sam Cocalis and Lawrence Boldogno.

New prices are to be changed for Labor Day week.

Whether the Rockefeller Center, controlling the two Radio City theatres, pays off around \$80,000 to 20th Century-Fox, or whether 20th-Fox gives R.C. something like \$140,000, is the contentious situation which is keeping the parties apart and looks to prevent the two from getting together for the 1937-38 season. Not so far back, terms on a deal for 20th-Fox product to play the Music Hall were all set. Then came talk about possible past due money from one to the other.

The Rockefeller Center's counterclaim is premised on the Center theatre situation, and the 20th Century-Fox's claim is based on the Music Hall situation.

John D. Clark, head of distribution at 20th Century, has been in charge of negotiations, but it looks like 20th-Fox product is slated to go into the Rivoli, N. Y., instead.

## When Schools Reopen N. Y.'s Juve Pix Trade Will Be Regulated

Difficulties of some exhibitors in New York in keeping a section of seats reserved for juveniles under the new city law covering younger patrons attending theatre unaccompanied probably will be overcome with the resumption of school in the next 45 days. During the vacation a close trip among operators have considerable difficulty figuring how many seats to reserve because of the fluctuation in attendance.

With school sessions resumed, average exhibitor believes he can plan on a specified number of seats for juveniles for the latter part of matinee shows and another amount at night. Currently, a number of exhibs have reported that attempting to regulate the juvenile section presents a real problem because it easily can be made too large, reducing the number of seats available for adult patrons. At the same time, a close trip among operators have considerable difficulty figuring how many seats to reserve because of the fluctuation in attendance.

## DROUTH NO DETERRENT TO GOOD B. O. IN N. W.

Average exhibitor on exchange pictures in the drouth-stricken areas of North and South Dakota and Minnesota is running ahead of the same period a year ago, local film-exchange managers declare. In July, except in two instances, the results were better than on similar class pictures played last spring, according to these managers.

"The public in the territory apparently is not as dry as it is spending it," said Frank Mantzke of Universal.

## MacLean's Staff Set

Hollywood, Aug. 11.

Douglas MacLean's production unit for Grand National has completed its staff, established in new quarters on the Radio lot.

Emile de Reulle is production manager, Jack Bellamy, accountant, and Eleanor Laumon, production assistant. Jules Schermer is MacLean's assistant.

First production, '23 1/2 Hours Leave', is scheduled for Sept. 1 start.

### PIC ON ALABAMA PITTS

Hollywood, Aug. 11.

Over the Warner Bros. production prison yarn, will be produced by Bryan Foy at Warners.

Story based on Alabama Pitts' incarceration in Sing Sing will hit cameras early in October.

### ANOTHER STEFFES IDEA

To Curb Distributors Controlling Chain Theatres

Minneapolis, Aug. 11.

As chairman of national Allied States' special defense committee, W. A. Steffes here has started the preparation of bills for introduction in state legislatures throughout the country prohibiting producer-distributors from owning, operating, or in any way being financially interested in theatre operations or contributing to such operations in any manner whatever.

Action followed a special meeting of the committee in Chicago to consider progress made in raising a \$250,000 war fund to combat producer-owned theatre circuits or individual showhouses and to plan future activities.

Use of his return to Minneapolis, following the meeting, Steffes issued a statement declaring that the leaders attending the meeting were enthusiastic about the progress made and the future prospects and voted unanimously to proceed with the campaign and carry it to a successful conclusion.

At the same time, Steffes announced that the utmost secrecy will be maintained regarding the amount of money raised, and the names of the contributors.

Obtaining activities in connection with the campaign to obtain the desired legislation in the various states will be directed by Steffes from Minneapolis, he made clear. Those attending the Chicago meeting, in addition to Steffes, were Abram F. Myers, Nathan V. Weiner, Sidney E. Samuelson and H. A. Cole.

### Beating the Gun

Writers reported back at the Warner Bros. shorts' production factory in Brooklyn.

Studio doesn't reopen until Sept. 1, but the scribes, et al, check in this week in anticipation.

## 'Queen' \$6,000 After \$2 Start, 'Adverse' \$15,500 for 2d Week; 50,000 Legionnaires No L.A. Help

Los Angeles, Aug. 11.—(Best Exploitation: Four Star) With state convulsion of American opinion over the recent slaying of a town and heat keeping up, box office in general is none too forte. Possibly due somewhat to the fact that the picture is a "hard-boiled" holdover pictures with nothing outstanding enough through locally. "The Big Game," which last week of "Anthony Adverse" held up in great style. Matinees here are much better than the evening showings. "Great Ziegfeld," while night take, however, is not as healthy. Current "The Big Game" has a shade behind "Ziegfeld" for current box office. Warner Davidson and Hollywood have little to offer with their dual offerings. "The Big Game" and "Down the Stretch," while Pantages and RKO, with "Postal Inspector" and "The Big Game" are in the same lethargic condition. Take which this quarter is getting is better than the previous one. Couple of reviews added for "The Big Game." Four Star got off to neat start with "Nine Days a Queen" after auspicious start. "The Big Game" and "The Big Game" will stick for four to five weeks. Top exploitation on stanza went to "The Big Game" and "The Big Game" advance campaign to popularize the unknown British cast of "Nine Days a Queen." "The Big Game" was screened aping for organization. "The Big Game" Communists in advance, result being good response and word-of-mouth prior to exploitation, besides tying up with the two telegraph companies who are not to be taken for their commitments without charge. Also placed in hotel boxes and went to newspaper and billboard campaign.

[illegible]

**BING BAGS \$3.300**

**Big Bag for Selo 'Rhythm' at Tacoma Rialto**

Tacoma, Aug. 11  
(Best Exploitation: Rialto)  
Rialto going singleton for big \$3,300. Best of sportsing theme exploitation for Rhythmic dance, with special lobby display and upped advertising.

**Blue Moose (Hamrick) (7/26-10-27)**  
—Garden Murder Case (MG&M) and  
—Rhythm on Rianco (Par), single.  
Slow at \$1,800. Last week \$750. Dual.  
Daughter (U) and Mine of Iron  
Core (Col), dual, \$1,500; fair.  
—Rhythm on Rianco (Par), single.  
27-37)—Fury (MG&M) and Border  
Patrolman (20th), dual. Good.  
\$2,000. Last week \$1,500. Dual.  
—Rhythm on Rianco (Par), single.  
\$2,000. Last week \$1,500. Dual.

**Rialto (Moore) (1/350: 16-27-37-38)**  
—Rhythm on Rianco (Par), single.  
Big \$3,300. Last week \$1,500. Dual.  
—Rhythm on Rianco (Par), single.  
Big \$3,300. Last week \$1,500. Dual.  
—Rhythm on Rianco (Par), single.  
Big \$3,300. Last week \$1,500. Dual.

**Devil Doll (MG&M) and Laughing  
Rhythm Eyes (Rep), dual. Weak  
\$1,500. Last week \$1,500. Dual.  
\$3,900; swell.**

**'Poppy' With  
Duncan Sisters  
\$21,000, Wash.**

Washington, Aug. 11.  
(Best Exploitation: Keith's Earle)  
'Mary of Scotland' and 'Green Pastures' bowing simultaneously, aren't smashing records, but both doing nicely.

Beautiful weather after several days of rain sent box office tumbling over the weekend but it's climbing again. "San Francisco" goes into easy lead as champion grosser of summer by starting fourth smash week.

Top bally honors divided between Earle and Keith's. Former gave "Green Pastures" undercover build-up through churches et al. for weeks and let it seep in rather than attempt flash opening. Keith's pulled off swankiest premiere in these parts in several seasons for 'Mary of Scotland' with ambassadors, newsreel cameras and Scotch bagpipes blocking traffic in street.

Estimates for This Week

Fox (Loew) (3,424; 25-35-60) -  
"Poppy" (Par) and vaude. W. C.  
Fields plus nice reception of Dun-  
can's "New Girl Set Dressing" 19,000.  
Last week "Florida Special"  
[Par] with Olsen and Shutta on  
stage, sailed 19,000.  
WB (2,424; 25-35-40-60-70) -  
"Green Pastures" (Loew) 19,000.  
Nice \$18,500. Last week "Public  
Enemy's" new act, sailed 19,000.  
Keith's (RKO) (1,830; 25-35-60) -  
"Mary of Scotland" (RKO). Sock  
\$17,000. Last week "Harvester" (RKO).  
Sailed 17,000. This week "The  
Met" (WB) (1,853; 25-40) -  
"Met Lady" (WB). Opened cold yes-  
terday. Last week "The Public  
Enemy" (WB) finished out week with  
big \$7,000.  
Palace (Loew) (2,383; 25-35-60) -  
"The Lady in a Dick" (Gai) (2,383;  
25-40). Heading for sock \$8,000.  
Last week same, good \$7,500.  
Woolf (Loew) (2,383; 25-35-60) -  
"The Lady in a Dick" (Gai) (2,383;  
25-40). Heading for sock \$8,000.  
"San Francisco" (MG) (2nd run).  
Fourth week on mainstem after three  
stanzas at Palace for smash \$6,000.  
Last week same, good \$5,000.  
"San Francisco" (MG) (2nd run)  
took good \$4,500.

most helpful this week as trade is  
kinda slow and end will bring in  
around \$6,000. Last week "Devil"  
took good \$4,500. This week "The  
Public Enemy" (WB) sailed 4,500.  
Not up to expectations as only got  
to so \$4,700.

State (Loew-Fox) (2,624; 30-40-55)  
- "The Lady in a Dick" (Gai) (2,624;  
30-40-55) and 36 Hours to  
Kill" (20th), split (2d week). Con-  
ventioners helping the four-day  
weekend. Last week "The Lady"  
up with around \$7,000 for the period  
meaning corking. Last week, first,  
was big below calculations but still  
helpful. Last week "The Lady"  
United Artists (Fox-UA) (2,100;  
30-40-55) - "Buz" (MG) and "Half  
Past Six" (MG) sailed 2,100. Last  
week "The Lady" (MG) sailed 2,100.  
Last week, first, was big below  
calculations but still helpful. Last  
week "The Lady" (MG) sailed 2,100.  
Last week "The Lady" (MG) sailed 2,100.

**1st Runs on Broadway**  
(Subject to Change)

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**Week Aug. 14**  
**Asst.—'Great Ziegfeld'** (MG)  
**19th-lin.—'The Girl'** (WB)  
**Capitol—'Hill Brother's Wife'** (MG)  
**Musie Hall—'Mary of Scotland'** (RKO) (2d wk.)  
**Paramount—'Rhythm on the Range'** (Par) (2d wk.)  
**Radio—'The Noose'** (Par)  
**Radio—'Road to Glory'** (20th) (2d wk.)  
**Rox—'At the Race Track With Charlie Chan'** (20th).  
**Strand—'Clanra Clipper'** (WB) (12).

**Week Aug. 21**  
**Asst.—'Romeo and Juliet'** (MG) (20th).  
**Capitol—'Hill Brother's Wife'** (MG) (2d wk.).  
**Paramount—'Yours for the Asking'** (Par).  
**Rivoli—'Road to Glory'** (20th) (2d wk.).  
**Rox—'Seven Sinners'** (GB).  
**Strand—'Clanra Clipper'** (WB) (2d wk.).  
**WB—'Anthony Adverse'** (WB) (2d wk.).

**'SCOTLAND' WOW**  
**BALTO, \$21,500**

[illegible]

**Estimates for This Week -**  
**Expatriation (Loew-Uva)** (3,000): 15-25-35-40-55-66-70-80-90-95-100-105-110-115-120-125-130-135-140-145-150-155-160-165-170-175-180-185-190-195-200-205-210-215-220-225-230-235-240-245-250-255-260-265-270-275-280-285-290-295-300-305-310-315-320-325-330-335-340-345-350-355-360-365-370-375-380-385-390-395-400-405-410-415-420-425-430-435-440-445-450-455-460-465-470-475-480-485-490-495-500-505-510-515-520-525-530-535-540-545-550-555-560-565-570-575-580-585-590-595-600-605-610-615-620-625-630-635-640-645-650-655-660-665-670-675-680-685-690-695-700-705-710-715-720-725-730-735-740-745-750-755-760-765-770-775-780-785-790-795-800-805-810-815-820-825-830-835-840-845-850-855-860-865-870-875-880-885-890-895-900-905-910-915-920-925-930-935-940-945-950-955-960-965-970-975-980-985-990-995-1000-1005-1010-1015-1020-1025-1030-1035-1040-1045-1050-1055-1060-1065-1070-1075-1080-1085-1090-1095-1100-1105-1110-1115-1120-1125-1130-1135-1140-1145-1150-1155-1160-1165-1170-1175-1180-1185-1190-1195-1200-1205-1210-1215-1220-1225-1230-1235-1240-1245-1250-1255-1260-1265-1270-1275-1280-1285-1290-1295-1300-1305-1310-1315-1320-1325-1330-1335-1340-1345-1350-1355-1360-1365-1370-1375-1380-1385-1390-1395-1400-1405-1410-1415-1420-1425-1430-1435-1440-1445-1450-1455-1460-1465-1470-1475-1480-1485-1490-1495-1500-1505-1510-1515-1520-1525-1530-1535-1540-1545-1550-1555-1560-1565-1570-1575-1580-1585-1590-1595-1600-1605-1610-1615-1620-1625-1630-1635-1640-1645-1650-1655-1660-1665-1670-1675-1680-1685-1690-1695-1700-1705-1710-1715-1720-1725-1730-1735-1740-1745-1750-1755-1760-1765-1770-1775-1780-1785-1790-1795-1800-1805-1810-1815-1820-1825-1830-1835-1840-1845-1850-1855-1860-1865-1870-1875-1880-1885-1890-1895-1900-1905-1910-1915-1920-1925-1930-1935-1940-1945-1950-1955-1960-1965-1970-1975-1980-1985-1990-1995-2000-2005-2010-2015-2020-2025-2030-2035-2040-2045-2050-2055-2060-2065-2070-2075-2080-2085-2090-2095-2100-2105-2110-2115-2120-2125-2130-2135-2140-2145-2150-2155-2160-2165-2170-2175-2180-2185-2190-2195-2200-2205-2210-2215-2220-2225-2230-2235-2240-2245-2250-2255-2260-2265-2270-2275-2280-2285-2290-2295-2300-2305-2310-2315-2320-2325-2330-2335-2340-2345-2350-2355-2360-2365-2370-2375-2380-2385-2390-2395-2400-2405-2410-2415-2420-2425-2430-2435-2440-2445-2450-2455-2460-2465-2470-2475-2480-2485-2490-2495-2500-2505-2510-2515-2520-2525-2530-2535-2540-2545-2550-2555-2560-2565-2570-2575-2580-2585-2590-2595-2600-2605-2610-2615-2620-2625-2630-2635-2640-2645-2650-2655-2660-2665-2670-2675-2680-2685-2690-2695-2700-2705-2710-2715-2720-2725-2730-2735-2740-2745-2750-2755-2760-2765-2770-2775-2780-2785-2790-2795-2800-2805-2810-2815-2820-2825-2830-2835-2840-2845-2850-2855-2860-2865-2870-2875-2880-2885-2890-2895-2900-2905-2910-2915-2920-2925-2930-2935-2940-2945-2950-2955-2960-2965-2970-2975-2980-2985-2990-2995-3000-3005-3010-3015-3020-3025-3030-3035-3040-3045-3050-3055-3060-3065-3070-3075-3080-3085-3090-3095-3100-3105-3110-3115-3120-3125-3130-3135-3140-3145-3150-3155-3160-3165-3170-3175-3180-3185-3190-3195-3200-3205-3210-3215-3220-3225-3230-3235-3240-3245-3250-3255-3260-3265-3270-3275-3280-3285-3290-3295-3300-3305-3310-3315-3320-3325-3330-3335-3340-3345-3350-3355-3360-3365-3370-3375-3380-3385-3390-3395-3400-3405-3410-3415-3420-3425-3430-3435-3440-3445-3450-3455-3460-3465-3470-3475-3480-3485-3490-3495-3500-3505-3510-3515-3520-3525-3530-3535-3540-3545-3550-3555-3560-3565-3570-3575-3580-3585-3590-3595-3600-3605-3610-3615-3620-3625-3630-3635-3640-3645-3650-3655-3660-3665-3670-3675-3680-3685-3690-3695-3700-3705-3710-3715-3720-3725-3730-3735-3740-3745-3750-3755-3760-3765-3770-3775-3780-3785-3790-3795-3800-3805-3810-3815-3820-3825-3830-3835-3840-3845-3850-3855-3860-3865-3870-3875-3880-3885-3890-3895-3900-3905-3910-3915-3920-3925-3930-3935-3940-3945-3950-3955-3960-3965-3970-3975-3980-3985-3990-3995-4000-4005-4010-4015-4020-4025-4030-4035-4040-4045-4050-4055-4060-4065-4070-4075-4080-4085-4090-4095-4100-4105-4110-4115-4120-4125-4130-4135-4140-4145-4150-4155-4160-4165-4170-4175-4180-4185-4190-4195-4200-4205-4210-4215-4220-4225-4230-4235-4240-4245-4250-4255-4260-4265-4270-4275-4280-4285-4290-4295-4300-4305

First week dandy \$5,800.

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**'Green Pastures' Well**  
**Sold in Lincoln \$3,800**

[illegible]

## 'Hollywood Hotel' Radio Tie-In

the West" (Par), 2 days; Jailbreak (WB), 4 days. Gross will be okay at \$1,400 on the 9 days. Narcodone (WB) has a chance of starting good, but left away late. Last week "Arizona Raiders" (Par) split with "Suds" (WB). The gross total is \$1,800 on the finish, okay.

Lincoln (LTC) (1,600; 10-20-25) was actually accepted publicly as best of Brown pins last week, will fight \$2,800. Same time Earl to take the dust off his jaw. In White Hands' (FN) split with "White Fawns" (20th) plus "Hot Money" (FN), house money heavy on any spot in town, \$2,700.

Orpheus (LTC) (1,350; 10-15-20) was a little better than last week with "36 Hours to Kill" (Indie.). No especially forte, possibly \$1,000. Last week "The Great Escape" (RKO) plus "I We Meet Again" (Par) for a week, \$1,400, average.

Stardust (LTC) (1,300; 10-15-20) was a little better than last week. Night (WB). Nice \$3,800 in sight. When stage show hit here there was a slight religious uproar over the lyrics. But the show itself doesn't seem forthcoming on the film. Good publicity breaks and releases are being made.

"Rhythm On the Range" (Par) was just another hillbilly opus as far as the public goes. It's a waste of one of the week blah and finish right on

the par line with \$3,100.  
**'Varsity' (Westland)** (1,100, 10-15 — McKenna of Montana (Col) and 'Blackmailed' (Col), split. House will get the usual \$1,000. Last week's 'Stampeo' (Col) split with 'Final Hour' (Col) and the books showed a \$975, not so good.

Buffalo, Aug. 11.  
(Best Exploitation: Buffalo)

Grosses are showing consistency during the current 'tanza. 'Rhythm on the Range' at the Buffalo is meeting a better than average reception and 'Suzy,' brought over to the Hippodrome, second week, will top the other grosses.

'Green Pastures,' after a week at the Lakes, was held over, but plummeted so sharply with the beginning of the hot weather that it was yanked and 'Sing' substituted.

Crosby film got top exploitation due to the extra advertising campaign by Kraft. Cheese 'fleece' of 3 trucks was bannered for nearly two weeks at the Buffalo. Dealers were ribbed with window cards and stills. A purchase contest carried on through dealers with 10,000 Crosby photos and appropriate advertising was framed and Quaker Oats was also induced to come in for 1,000 window cards and appropriate dealers. Disc dealers and music store played on the Crosby angle heavily.

**Estimates for This Week**  
**Buffalo** (Shea) (\$3,600; 30-40-50)-  
 "Thyng" (Shea) (\$4,000; 25-40-50)-  
 "Mystic" (Last week 'Sury' (MG), de-  
 veloped for \$16,000.  
 "Mystic" (Shea) (\$4,000; 25-40)-  
 "Sury" (MG) (24 week). Going along at  
 fine clip, \$8,000. Last week 'Devil-  
 eyed' (MG) (24 week) went to \$10,000.  
 "Mystic" (MG), okay at \$7,500.  
**Lakes** (Shea) (\$3,000; 25-40)-  
 "Lakes" (Shea) (\$3,000; 25-40)-  
 "Baby Sing" (Smith), split. Went to  
 first four days with 'Sing' going fine  
 Wednesday (31) for nine. Last week  
 "Baby Sing" (MG) (24 week) at  
 factory at \$10,500.  
**Phantom** (Shea) (\$4,000; 25-  
 30-40)-  
 "Phantom" (Par) and "Forgotten" (Par)  
 "Faces" (Par). Regulation dual getting  
 fine \$5,000. Last week "White Fawn"  
 "Phantom" (MG) (24 week) Cargis.  
 \$5,200, okay.  
**Lafayette** (Ind) (\$4,000; 25-  
 30-40)-  
 "Lafayette" and "Abdul" (Dammitt)  
 "Lafayette" (Col). About \$8,000. Last week  
 "Secret Agent" (GB) and "One War"  
 "Lafayette" (MG) (24 week) Cargis.

**'TO MARY' ON DUAL  
\$6,500 IN PORTLAND**

Portland, Ore., Aug. 11.  
(Best Exploitation: Far, UA)  
Biz is better and grosses are mounting with the temperature Coolers at the major spots get a extra play. Dividends this week for 'To Mary With Love' at the Paramount. Breakdown:

Louisville, Aug. 11.  
(Best Exploitation: Mary Anderson.)  
Two new pictures and two hold-overs pulling good business during the current season, and all the first-run pictures are doing well at the upturn. Matinees are getting a heavy pull, but the nights are enjoying the soft peddle to some extent.

Leader is the Robert Taylor-Barbara Stanwyck picture, "The Sign of the Cross," which is doing well. "The Wife," which looks to come down a stretch to the tune of a bang-up picture, is the next rave of the younger and newer crowd. "The Sign of the Cross" is doing well in this town, and biz is terrific to say the least. Current week will show a big business for the picture. This summer's biz has been the best in several years.

After a lull after a big opening and turnaway business over the weekend, looks to continue with line of pictures.

Beverly Kelly was in town several days beating the drums for "Pastorale," the former Ringling Bros.-Baum and Serfer production. The picture is getting a lot of hearty cooperation from the local pressmen, and shared heaps of art and publicity. The picture is doing well. Tie-ups with local music stores, etc., also attracted plenty of attention and helped the picture to get a good pull above anything done here for

**Estimates for This Week**

**Loew's State** (3,000; 15-25-40)—His Brother's Wife' (MG). Real beat at the box, as Robert Taylor. Opening \$16,000, with synchroized with Radio presentation on Hollywood Hotel program over CBS network, a real break, and started plenty of word-of-mouth about town, all to the pic's advantage. Applications of being "The Best Picture." Last week, "Wolfie" (Col), dual, sloughed off to one of the poorest weeks of the summer, \$4,500, n.s.g.

**Hollywood Theatre** (3,000; 15-25-40)—"Rhythm on Range" (Par) and "High Tension" (20th), (2d week), dual. Satisfactory at \$7,000; first week lay beyond expectations, ter-

**Strand (Fourth Ave.)** (1,500; 15-25)  
40—"To Mary with Love" (WB), 22-  
and "March of Time" (2d week), De-  
cidedly good. Holding up well. Box office  
close to \$3,000. Film gathering plenty  
of female attention, and general  
audience holding up well. Box office  
last week.

**Mary Anderson (Libson)** (1,000;  
15-25)  
40—"The Girl in the Red Velvet  
Gown" (WB), 22-23.  
Getting important attention, and  
should have no trouble coping  
\$3,000, well over 100% average.  
Audience is mostly female (fash-  
ion and art, and patrons here were  
familiar with the story, the stage  
production, and the actress). Box  
office last week about \$2,000.  
Last week about two years ago.  
WB's "Public Enemy's Wife" (WB),  
decidedly less striking, not able to  
hold up \$2,000.

**Kentucky (Swift)** (800; 15-25)  
35—"O'Guns" (WB) and "Mrs. Ames"  
(WB), 22-23.  
20—"The Girl in the Red Velvet Gown"  
Baby" (20th) and "Little Miss New-  
York" (20th) dual. Heeded for good  
audience. Box office last week  
(FN) and "Show Boat" (U), dual,  
rounded up \$3,000, fair.

**Ohio (Gibbs)** (1,000; 15-)  
40—"The Girl in the Red Velvet  
Gown" (WB) and "Key" (WB),  
dual, splitting with "Tillie & Gus"  
(Par) and "Stranded" (WB), dual.  
Audience is mostly female. Im-  
provements and change of name,  
coupled with daily "Man on the  
Street" (WB) and "The Girl in the  
Red Velvet Gown" (WB), are in-  
creasing the box office. Looks to get  
\$1,600, fine. Last week "Front Page  
News" (WB) and "Beloved" (WB),  
dual, splitting. "The Girl in the  
Red Velvet Gown" (WB) and "The  
Heart" (Par) and "Big Hearted Hen"  
(WB), dual.

exploitation budget and went after the extra dupe sales that mean profits. **White Angel** (2000; 30-40)—**White Angel** (PG) vigorously but without an extravagant build-up, **White Angel** (PG) was a modest epic order. **House** made a distinct play for better class of customers and returns are only for \$2,000.

**Estimates for the Week**

**Broadway** (Parker) (2000; 30-40)—**Suzie** (MG) (2d week), dualed with **Navy Bond** (Rep). Okay at \$4,000. **First Week** at \$4,000.

**United Artists** (Parker) (2000; 30-40)—**White Angel** (PN). Answered fairly to exploitation for \$4,000. **Las Vegas** (Rep) (2d week) (6th week) closed with \$3,600.

**Paramount** (Evergreen) (3,000; 30-40)—**White Angel** (PN) (20th) and **Education** (Far) (20th) dual. Combo getting results with good word. **Sat. Franchise** on **White Angel** (RKO) and **Dr. Forbes** (20th) better than average at \$5,600.

**Orpheum** (Hamrick) (Evergreen) (2d week) (20th)—**White Angel** (PN) (2d week) and **Public Enemy** (Rep) (WB) (2d week). Good \$4,500. **First week** at \$4,500.

**Mayfair** (Parker-Evergreen) (1,400; 30-40)—**We Went to College** (MG) (2d week) (20th) and **White Angel** (PN) (2d week) (20th). **White Angel** (PN) getting three days only at \$1,000. **Last week** **Spendthrift** (Far) a-**White Angel** (PN) (2d week) (20th).









# 'Suzy' \$35,000 on Boston Bike; Mary Of Scot. \$20,000, 'To Mary' \$18,000

Boston, Aug. 11. (Best Exploitation: Keith's) Town is spotty this week with possible holdovers in three spots, and very drab biz in the others. 'Suzy,' at the Orpheum and State, will gather in \$35,000 or better and looks like an easy ho. 'Mary of Scotland,' another solo, at \$20,000. Memorial, is aiming at \$18,000.

To Mary—With Love, plus stage show, is sluggish at the Met and around \$18,000 will be the count. 'Green Pastures,' second run on a dual bill, is "willing at the Par" and Fenwick. Jack Granara, Joe Ehrlich and Charlie Patterson huddled in the Keith exploit chambers and decided on an impulsive campaign on 'Mary of Scotland.' In general, vent light on the Scotch angle, although a special Scotch performance is on for the second week. Planted costumes from the film in a leading specialty show, and the Keiths with generous publicity with two other stores in window displays. Newspaper breaks were numerous. A paper mechanic, who was out of the stars was set up by Cyl-Chamala and Georgia Holt. A special list, extra newspaper ads and special outdoor billing.

**Estimates for This Week**  
Keith Memorial (RKO) (2,900; 25-35-40)—'Mary of Scotland' (WB) (2,000; 25-35-40) will hold over. Last week 'Met Nero Wolfe' (Col) low at \$5,700.

Metamorphosis (Lowe) (3,000; 25-35-40)—'Suzy' (MG) (around \$19,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

State (Lowe) (3,200; 25-35-40-50)—'Suzy' (MG) (around \$16,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

Orpheum (M&P) (2,700; 25-35-40)—'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

Orpheum (M&P) (2,700; 25-35-40)—'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

Orpheum (M&P) (2,700; 25-35-40)—'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

Orpheum (M&P) (2,700; 25-35-40)—'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

Orpheum (M&P) (2,700; 25-35-40)—'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

Orpheum (M&P) (2,700; 25-35-40)—'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

Orpheum (M&P) (2,700; 25-35-40)—'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

Orpheum (M&P) (2,700; 25-35-40)—'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

Orpheum (M&P) (2,700; 25-35-40)—'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

Orpheum (M&P) (2,700; 25-35-40)—'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

Orpheum (M&P) (2,700; 25-35-40)—'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

Orpheum (M&P) (2,700; 25-35-40)—'Suzy' (MG) (around \$15,000). Last week 'Devil Doll' (MG) (around \$15,000). 'Suzy' (MG) (around \$15,000).

## NAVY BORN' AND STAGE SHOW \$4,000 IN DENVER

Denver, Aug. 11. (Best Exploitation: Denham) Denver is filling up regularly with 'Navy Born' and 'Stage Show' on the week, and film will go to the Aladdin for an additional week. 'Green Pastures' is doing its second run at the Aladdin, following a week at the Denver.

'Navy Born,' helped by a strong stage show, is accounting for \$4,000 at the Center.

Denham, in conjunction with six subjects, is offering \$2,000 in two drawings, for tops in exploitation.

**Estimates for This Week**  
Aladdin (Huffman) (1,500; 25-40-50)—'Green Pastures' (WB) (2,000; 25-35-40) will hold over. Last week 'White Fang' (20th) (2d run), following week at the Aladdin, fair \$1,500. Last week 'Suzy' (MG) (2d run) very good \$3,000.

Center (Aladdin) (2,500; 20-25)—'Navy Born' (Rep) and stage show, big at \$4,000. Last week 'Jack Ahoy' (2d) and vaude good at \$2,000.

Denham (Col) (2,000; 25-35-40)—'Rhythm on Range' (Par) fourth holdover, and 'I'd Give My Life for a Navy' (WB) (2d run) good. Last week 'Rhythm' was good enough at \$3,500 to hold over.

Denver (Huffman) (2,500; 25-35-40)—'Navy Born' (Rep) (20th) and stage band. Strong \$9,500. Last

week 'Green Pastures' (WB) grabbed \$11,500.  
Orpheum (RKO) (2,600; 25-35-40)—'Devil Doll' (MG) and 'Grand Jury' (RKO). Slow at \$5,000. Last week 'Big House' (MG) and 'Dancing Lady' (WB), \$7,000, fair.  
Paramount (Huffman) (2,000; 25-40)—'Dr. Forbes' (20th) and 'Big Noise' (WB). At \$3,500, okay. Last week 'Green Pastures' (WB) and 'I Stand Condemned' (UA), \$2,500, not bad.

## CROSBY'S \$16,500 IN ST. LOUIS; 'SUZY' 211G

St. Louis, Aug. 11.

Two big items of news in this metropolis of Missouri are the facts that Loew's, for the sixth time since Jan. 1, found it profitable to hold over a feature and the disappointing 'Green Pastures' at Fox last week, with a grand opening, will probably lead the town in b.o. take this week with 'Rhythm on the Range' and another pic tossed in for good measure and will be followed by the Ambassador, which has dug up a revival in 'There's Always Tomorrow.'

Estimates for This Week  
Fox (F&M) (5,038; 25-35-55)—'Rhythm on Range' (WB) and 'Hearst' (20th). Should hit \$16,500 with ease for five week. Last week 'Green Pastures' (WB) got away good but his dud. 'Hearst' and closed with disappointing \$13,500.

Ambassador (F&M) (3,018; 25-35-55)—'Tomorrow' (U) and 'Spendthrift' (Par). Revival going good and house will collect \$12,000.

Orpheum (F&M) (1,950; 25-35-55)—'Navy Born' (Rep) and 'Crash Donovan' (U) only \$1,100; below average.

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## BIRMINGHAM BLUES

All Pix Dying, Though Paralysis Scare Is Over

Birmingham, Aug. 11. Entire film line-up this week needs some help if it is to take in any money. Exploitation is lacking and the pictures are hardly strong enough to pull more than a handful into the theaters.

Infantile paralysis scare seems to be over, but the picture, which is being reported and the state's total is around 268 cases. But, nevertheless, the picture is being sent to their kids back to theaters.

**Estimates for This Week**  
Alabama (Wilby-Kinney) (2,800; 30-35-40)—'Rhythm on the Range' (Par) and 'Bugs' (WB) getting almost as big a play as Bing Crosby, but only \$6,500 in sight; weak. Last week 'Green Pastures' (WB) just fair at \$7,400.

Ritz (Wilby-Kinney) (1,600; 25-30)—'Witness Chait' (RKO). Will be lucky to get \$2,500, light. Last week 'Spendthrift' (Par) \$2,700, poor.

Empire (Acme) (1,100; 25-30)—'White Angel' (WB) and 'Secret Agent' (GB). Last week 'Secret Agent' (GB) \$2,200, poor.

Grand (Wilby-Kinney) (800; 25-30)—'Bonds for the Road' (20th) and 'Let's Sing Again' (RKO). Last week \$1,500, fair. Last week 'Let's Sing Again' (RKO) \$2,000, pretty fair.

## Taylor-Stanwyck's 'His Brother's Wife' A Honey in Prov. 15G

Providence, Aug. 11.

(Best Exploitation: Loew's) Exhibitors taking it on the button these sizzlers with laughs, if any, consist of 'His Brother's Wife' (WB) and 'The Pier' and other watering spots catching plenty of matinee fodder for more walls to follow. The picture, which was sent stalling at Narragansett, Biz, generally, bound to be in the doghouse for the rest of August but the boys are concentrating on hot ad campaigns from Labor day on.

No govt. ad campaign house will be sent to this week with 'His Brother's Wife' and 'The Pier' and other watering spots catching plenty of matinee fodder for more walls to follow. The picture, which was sent stalling at Narragansett, Biz, generally, bound to be in the doghouse for the rest of August but the boys are concentrating on hot ad campaigns from Labor day on.

A smart out should slide into the Albee coffee where 'Personal Appearance,' legit, opens Monday for the theatre's second week of flesh and blood. Taylor nearly reaches Gable status in this neck of the woods with Stanwyck also a favorite. 'His Brother's Wife' is advertising it as being in its original full-length form, exactly as shown in its roadshow presentation. House doubled newspaper space and billboard balcony.

All the other houses on Market street benefiting by the turnaway Fox is advertising it as being in its original full-length form, exactly as shown in its roadshow presentation. House doubled newspaper space and billboard balcony.

**Estimates for This Week**  
Embassy (RKO-Cohen) (1,512; 30-35-40)—'His Brother's Wife' (WB) and 'The Pier' (MG). Last week 'His Brother's Wife' (WB) \$1,500, fair. Last week 'The Pier' (MG) \$1,500, fair.

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# Taylor's Gal Drag Gets 'Bro.'s Wife' \$9,000 at Mpls. Orph.; 'Rhythm' \$8,500

Minneapolis, Aug. 11. (Best Exploitation: Minnesota) State is taking the box office lead here for the first time in many a moon with feminine fans flocking to see Robert Taylor in 'His Brother's Wife' and the house looks set for its biggest week of the summer. 'Show Boat,' in its eighth week at the World and 10th loop canto, stands up again as a stellar performer.

Minneapolis, a consistent leader in recent weeks, will have to be resigned to second place currently, third going to the Orpheum, which is doing right well with 'Earthworm Tractors.' 'Rhythm on the Range,' Minnesota offering, seems to be under the ropes.

Hot and dry weather, with crop failures throughout the territory, is causing much uneasiness in theatre circles, but thus far local patrons has held up to average proportions. Only stage entertainment in early season, is headed for a record. The 25-piece Minnesota orchestra and singers, is Eddie Duchin at the Minnesota, Sept. 4, a revival of 'The Drummer' and 'The Gayety' burlesque, slated to start Aug. 29.

Minnesota and Orpheum shared exploitation honors. Former had Bing Crosby cards and records on stage space, and billboard balcony throughout the city, a series of Bob Burns' articles in the Star, radio tie-ups and a big loop stage window display. Orpheum, however, through a chain store tie-up and displayed a huge yellow tractor in front.

**Estimates for This Week**  
Minnesota (Public) (2,400; 25-35-55)—'His Brother's Wife' (WB) and 'The Pier' (MG). Last week 'His Brother's Wife' (WB) \$2,400, fair. Last week 'The Pier' (MG) \$2,400, fair.

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# HEPBURN ★ MAR

**NO WAITING UNTIL FALL FOR ONE OF THE BIGGEST OF THEM ALL!... A GIANT, OUTSTANDING ATTRACTION HANDED TO YOU RIGHT NOW—WHEN BIG-MONEY PICTURES ARE SCARCEST... READY FOR A REAL SHOWMAN'S CAMPAIGN AND PEAK PROFITS WEEKS BEFORE YOUR WINTER SEASON BEGINS!**



**IN THE TOP-MONEY BRACKETS FOR TWO WEEKS AT RADIO CITY MUSIC HALL... Acclaimed by the press and public in every opening city!... WASHINGTON comes within \$20 of the all-time high Friday established by "Little Women."... SEATTLE opening day beats "Follow The Fleet."... Enthusiastic wires of big initial weekends from BOSTON, BALTIMORE, CHICAGO, DALLAS, ATLANTIC CITY.**



Opening this week in LOS ANGELES, MEMPHIS, NEW ORLEANS, OMAHA, ROCHESTER, MINNEAPOLIS, COLUMBUS, KANSAS CITY, MILWAUKEE, PITTSBURGH, TOLEDO, ALBANY, HARTFORD and other key city first runs!

## IT COULDN'T HELP BEING GREAT

Two great stars. Both have won the highest honor that can come to a picture player. The Academy Award for the finest acting on the screen. **MARCH** for "Dr. Jekyll and Mr. Hyde." **HEPBURN** for "Morning Glory." • A distinguished cast of famous stars. Scores of supporting players chosen from the best. • One of Hollywood's greatest producers, **PANDRO S. BERMAN**, whose range of successes runs from crowd-exciting musicals like "Top Hat" and "Roberta" to the finest dramatic achievements of our time, such as "Alice Adams" and "Of Human Bondage." • A great director, **JOHN FORD**, the man who made "The Informer," winner of last year's Academy Award... the best picture of 1935. • A great play by **MAXWELL ANDERSON**, author of "What Price Glory" and "Winterset" the present ranking sensation of the stage. • Done into a glorious screen play by **DUDLEY NICHOLS**, winner of last year's highest writing award for "The Informer."

# CH ★ ★ MARY OF



# SCOTTLAND

*Held over  
third week!  
Radio City  
Music Hall*

with

**FLORENCE ELDRIDGE  
DOUGLAS WALTON  
JOHN CARRADINE**

and a tremendous cast of famous players... Directed by JOHN FORD from the famous play by MAXWELL ANDERSON...

**RKO-RADIO PICTURE ★**

Produced by PANDRO S. BERMAN

# HUTCHINSON RACING TO AUSTRALIA TO PROTECT 20TH-FOX IN GT SPLIT

**Doyle on Same Boat to Get In His Angle—Hoyts Still Doesn't Believe It—Angles Back of Combine's Break-up Revealed**

Sydney, Aug. 11.

Walter Hutchinson, head of the foreign department for 20th-Fox, is on the ocean en route here, sailing on the same boat from San Francisco that is bringing back Stuart F. Doyle. Doyle rushed his sailing a couple of weeks in order not to be beaten by the 20th rep, thus setting tongues to wagging furiously here. Twentieth-Fox owns a big hunk of Hoyts', which is allied with Doyle's General Theatres in London.

Generally known here that Hutchinson is coming over to make a thorough examination of the situation in advance of a split-up of the combine, although there has been no official admission here of this. Local Hoyts'-Fox people still insist that General Theatres will continue as a unit and that a further agreement for a term of years will be signed. This despite reports here from Stuart Doyle in New York to the effect that he is ready to go his own way.

Prior to Doyle's departure for London, N. Y., many heated board meetings took place, mainly, it is reported, because of Doyle's interest in a British distribution agency and the refusal of the combine's board to buy the output for the G.T. circuit.

With Doyle interested in British distribution, Hoyts' and its associates also decided to take a flyer in that field and men were sent to London at the same time as Doyle. Result was the formation of British Film Distributors, Ltd., releasing the product of Gaumont-British, British Dominion, Twickenham and British Lion, through Fox in Australia. Ernest Turnbull is in charge, with Allan Williamson (G-B) on the board and Stanley Crick as chairman of directors.

Crick is the local m.d. of Fox, and is also on the board of General Theatres, besides being co-director of Hoyts'. Doyle's activities take in co-d. of General Theatres, m.d. of G.U.T., British Empire Film, Cine-sound and Associated Distributors. Charles Munro is m.d. of Hoyts and co-d. of G.T.

Doyle and Munro can't see eye to eye on many points, and have been scrapping for some time. For months both Hoyts and G.U.T. have gone ahead with plans to extend their individual circuits, with very little activity noted in general G.T. expansion. Both circuits at the present time are paying particular attention to the nabe field, a section in which G.U.T. is not as strong as Hoyts'.

With added British capital Doyle will no doubt go further ahead in the nabe so as to assure sufficient outlet for the British product. Both circuits, too, are reported out of the red, and this may be the big factor governing a breakaway. Hoyts', under Munro, has done particularly well over the past six months.

Position as it stands is a ticklish one, and Hutchinson's angle is to figure out just what is best for Fox in the turmoil.

Melbourne, July 22. Charles Munro of Hoyts is here on an o.o. tour of his chain. Some talk that new nabe theatres will go up for Hoyts in this territory in the near future. Munro is also said to be interested in a new pic production unit.

## 1 Hit, 2 Errors

London, Aug. 11.

'Amazing Dr. Clitterhouse' opened at the Haymarket Thursday night (8). It is a comedy thriller which met with a nice reception at its premiere and will probably be a click. 'Chinese White' opened at Daly's Saturday (8). It is an old-fashioned Chinese melodrama and extremely unlikable.

'Zero' opened at the Embassy last night (10). It is an unoriginal melodrama, and too, is unlikely to get anywhere.

## BRITISH EXHIBS END COAST STUDIO TOUR

Hollywood, Aug. 11.

After ogling major studio lot for three days, group of British and Irish exhibitors making a tour of the United States, pulled out Friday (7) by bus to San Francisco. Out next goes to Toronto as guests of Canadian exhibitors before sailing home from New York Aug. 18. Trip started July 22.

Party was entertained in New York before coming west. Stopovers were made at Chicago and the Grand Canyon. While here they were guests of various picture executives and attended a shindig given in their honor by Electrical Research Products, Inc.

## Cuban Gov't Socked In Court Battle for Sole Legit Theatre

Havana, Aug. 11.

Cuban Government must pay \$50,000 indemnity to the owners of Mari theatre, according to sentence passed by the Supreme Court.

Last government in power took the theatre in charge and incorporated it for the Education Dept. under a yearly rental, then turned it to Cuban actors when the house was about to be turned over to films and artists squawked, pointing out it was the last spot on the island for flesh. Then came the revolution and no pay off.

Now the artists are again trying to get congressmen to pass a law so that there will be at least one theatre in Havana where Cuban actors can strut. One congressman had a project for building a municipal and a state theatre, but the funds couldn't be raised and the actors submitted the idea that each congressman give 5% of his salary, so the project is cold.

## HEBREW 'WM. TELL' DUE IN JERUSALEM

Jerusalem, July 24.

Prof. Leopold Jessner's second production since his appointment as generalissimo of the Habimah players, 'William Tell', is slated for this month. With this play Jessner's contract expires. His first play was 'The Merchant of Venice', which is still going strong in Tel Aviv, where there is no martial law, and little riotous trouble.

Efforts are under foot to keep the producer in this country. Professor is reluctant about remaining, however, with riots seemingly endless. 'William Tell' draws a fine audience. A. Meskin for the title role. Play is in Hebrew, although Jessner doesn't speak the language.

## Australian Film and Legit Talent Ask Minimum Salaries, 7-Hour Days

Sydney, July 22.

Actors' Equity of Australia is seeking an official wage award for picture actors—the first of its kind in Australia. Attempt follows the failure of actors and producers to arrive at satisfactory terms and the case will come before the Federal Arbitration Court for decision.

Equity's claims include \$75 weekly for actors; \$40 for chorus; \$25 for ballet, casual work for actors, \$25 per day; chorus or ballet, \$12 per day; stand-ins, \$15 per day; extras, \$7 per day.

Hours demanded are seven hours daily maximum; one hour for meals, double rates for overtime.

Performers invited for tests are to be paid \$20. There must be no dan-

## Oh, Well, What's Time?

London, July 30.

Extras called for July 29 at the Highbury studio discovered they had been called a week too soon—in error.

And shooting was just about to begin on a big sequence on 'Because of Love' when there was found the carpenter had built the wrong set.

## SYDNEY VAUDE IN GOOD SHAPE

Sydney, July 22.

No doubt about the success of vaude-revue in Australia under the Frank Neil management. Matinees are not strong, but night trade is very solid. Neil leaves for America this week to book further attractions for his circuit.

Acts playing here now include Alexander Seaton, Buster Shaver, Olive and George, Broome, Maxine Lewis, Jim Gerald, the Ericksons, Sammy Patti, Louis Arley, Oliver Sisters, the Windsons, the Armours, Castles and Partners, Annie Hartman, Beautiful Boys and Eric Barker. Some of these acts will return to America next week, but others are due in.

Neil brought back vaude and vaude-revue in this country at a time when this type of entertainment was considered absolutely dead. Acts now generally play four to six weeks in Sydney and Melbourne and then do a tour of the country.

Sir Ben Fuller is also interesting himself in vaude-revue and has the Frank O'Brien unit playing New Zealand among others.

## Blame Radio Competish For Pic Chain Decline

Sydney, July 22.

Net profit of Carroll-Musgrove Theatres, Ltd. declined nearly \$8,000 for 1935-'36 as compared with the previous fiscal year. Net for the year ended June 30 amounted to \$24,705 as against \$38,405 in 1934-'35. Company's principal revenue comes from the Prince Edward theatre, located here.

Decline in revenue was reflected in dividend payments on the preferred stock, total of 6% having been paid in past year as against 7% during 1934-'35. Preference divvy of 2½% was paid last January and final payment recommended by directors was 3½%.

Trading conditions during the past season continued difficult for the company, the directors said. They laid part of the blame on the growth in popularity of radio, claiming that it has become a strong competitor with theatre entertainment.

Merle Oberon went to Mexico last week-end to get her, quota number. She was accompanied by David Niven and Brian Aherne, who took all the roads and a fishing expedition out of the immigration trip. Lester Matthews, starting work in '15 Maiden Lane, plans to return to London to spend Christmas with his wife, Anna Gray, who is so busy with her own pic career that she can't get away long enough to come over here.

Freddie Bartholomew wanted to take a trailer trip on vacation, following completion of 'Devil Is a Sissy', so as to make 'Days a Queen' the first of his, large enough to accommodate not more than six persons. Already, Freddie has invited 12 lads to accompany him on trip.

'Premieres in Days a Queen' the Four Star brought forth a goodly turnout of British. Among those attending were May Robson, Freddie Bartholomew (who had to be held up to the mike as he was too busy to stand on the ground), with his aunt and grand-parents; Harry Jacobson, Elsa Buchanan, Reginald Barker, and Sir Cedric Hardwicke.

## PRODUCTION PLANS FOR DUTCH INDIA

The Hague, July 31.

In an effort to cash in on the improved trade in films at the same time boost Netherlands India, a syndicate has been organized to produce films in that colony. Several large banks, oil firms and shipping companies have invested.

Aside from the features, the syndicate will concentrate in the production of newreels. These will be shown first in Holland, with the possibility that they also be distributed in other countries, idea being to obtain an exchange on news weeklies between Holland and India. This would attract the people of both nations what is going on at home and abroad.

Production set-up is being handled by A. Balink, while Brandenburg van Oltsema, managing president of the Press Agency Aneta, at Batavia, is managing director. Balink is in Europe to arrange production details.

Indicative of improved picture business in Netherlands India is the fact that by the board of censors for the first half of the present year. Board looked at more than 200,000 feet of films, which represents an increase of 16% over the same period in 1935. Of this total, about 68% came from America. Figures indicated that England is gaining ground and British India is losing it.

## Britons In Hollywood

Hollywood, Aug. 11.

Basil Rathbone making tests as George Washington.

Binnie Barnes visiting Olvera Street to buy Mexican curios.

Wanda Taylor made a harvest from her ranch in San Fernando valley.

Montagu Love playing the role of 'Gladstone' in 'Parnell' at the El Capitan.

John Spacey, finished with 'Thank You Jeeves', reading lines for 'Loyds of London'.

Merle Oberon and Alison Skipworth, guesting on the Bing Crosby program, Thursday (13).

Evelyn Laye and Frankie Laughlin leaving for London, feted at dinner by the Basil Rathbones.

Walter Cowan, Metro writer, chairman of the jinks given by the British Service Club, at the Roccovelt.

Barnet Parker, working in 'We're Here About to Die' has moved into a new house above Cahanga Pass.

Reggie Owens, Herbert Marshall, Errol Flynn and Molly Lamont, making a party at the West Side Tennis Club.

Sir Guy Standing, learning lines for 'Loyds of London', claims that he'll go on a vegetable diet until the hot weather is over.

Ernest Cossart, working in 'Champagne Waltz', asked the casting office to be allowed to play something else besides a butler in 'Murder With Chains'. He made a murder.

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## Americans In London

London, Aug. 2.

Bob Ritchie expected here. Adrian Brunel on holiday at Dinard.

Morris Gest calling on Hadden Swaffer.

Joe E. Brown in town for a Palladium date.

Ruth Etting celebrated a wedding anniversary here.

Virginia Cherrill to make her first local stage appearance.

Lavardis two kids here from New York, and due for a long stay.

Irving Asher telephoning his wife, Laura La Plante, in California.

Mrs. Jacob Wilk and daughter on a motor tour through England.

Mrs. William Morris, Jr., renewing old acquaintance with Matt McKeigue.

Robert T. Kane's production of 'War of the Morning', in color, is finished.

Vic Oliver making a quiet departure for America. Returns early next year.

Diamond Brothers expected to return here shortly. Holding out for more coin.

Sam Harris will do 'Night of Jan. 18' in the fall here in association with Jack Walker.

Eddie Darling off to Brighton for a couple of weeks. Sails back for America on Aug. 27.

Pauline Lord, claiming a couple days at Ostende. Claims cannot afford a longer vacation.

John Stumar, Columbia cameraman, coming over in September to shoot 'Mill on the Floss'.

Billy Bisset Canadians replacing Carroll Gibbons at the Savoy while the home band holidays.

Jack Forrester in from Paris, negotiating for English films to be dubbed into French version.

'Garden of Allah' had its world premiere in Mid-Atlantic on the Normandie, attended by its star, Mariene Dietrich.

Forythe, Seamon and Farrell getting a surprise visit from Henry Sheek at the Hungaria restaurant, Budapest.

Bill Beaudine wowed 'em at Bigglewade when he did a personal at a new theatre. They'd never seen a director in the flesh.

Edward Robinson, brought here a month ago, is fidgeting because Atlantic's 'Thunder in the City' hasn't started. Story trouble.

Ruth Etting's contract with Felix Waller for no cabaret d'upling till after the show, 'Ferry Tales', has been running four weeks.

Phil Baker, here on vacation, owns the Palladium management a couple of weeks on an old contract, which expires in full in January.

Jules Stein has Stanley Holloway under contract for America, with no date set. Also has Harry Roy and band contracted for the U. S.

Gene Sheldon and Loretta Fischer off to New York after nearly a year in London. Return in January to start a tour for Union Cinemas.

Chick York putting in some big golf practice for the special cup being presented by the Water Rats Club.

Robinson and Martin flying to Cannes for one week's work at the Hotel de Paris. Returning to take up rehearsals for the new Jack Waller Hippodrome show.

Warner Bros. (London) to do another film starring Max Miller, titled 'Felix Preside' and Bill Beaudine, who also directed the first, to meg.

Frances Marion has put final touches on her new novel, 'Marie, Bless Her', based on the life of Marie Dressler, which Harpers will publish here and in America.

Arthur Riscoe, Clifford Whitley and William Molison at Southampton to await the arrival of June Knight, who is to co-star with Riscoe in a new revue for Whitley-Ritchie-Riscoe.

Judgment for \$2,700 against Criterion Film Productions, Ltd., in favor of two writers who were engaged to do script of 'The Amateur Gentleman', starring Douglas Fairbanks, Jr.

In order to make their post home, the De Marcos closed two days ahead of their contract, with management letting them out. Cass, Mack, Owen and Topsy replaced, doubling through the Palladium.



# FILM BIZ IN SPAIN SHUT

## Australian Catholic Church Will Set Up Its Own Film Censorship

Adelaide, July 13. Catholic Church will set up its own censorship of pix here during a conference of clerics in October. At the Australian conference it is expected that a censorship board will be formed to advise parish priests what pix should be viewed by their flock, together with a list of prohibited pix (if any). For months there has been much agitation in religious circles over the alleged lack of censorship governing American pix, especially of the gangster type. The last conference mentioned that the British producers were more to blame than the Americans in presenting bedroom pix, although Americans had made more thrillers than the British. The general opinion here is that the Australian censorship methods are the most drastic in the world, and that there is no need for the church to interfere in any way in the present censorship laws as laid down by Cresswell O'Reilly, chief censor. However, the Catholic church in Australia will no doubt be guided by the ruling as set down by the Pope and issued from Rome.

## RAIN HELPS PARIS; CINEMA BIZ WAY UP

Paris, August 1. One of the most rainy Julys in recent years stepped in last month to bring film biz returns up to a level well above those of 1935. French elections and a genuine war scare after Hitler marched his troops into the demilitarized Rhineland zone beat receipts for April, May and June into a pulp, so film interests here are more than glad that another ordinary bad month brought exceptional returns. August, however, promises to be bad for two reasons. First of all August is the month of French vacations and aside from the tourists the city of Paris itself is almost vacated. Too, the French government weather bureau has predicted the weather during this month "which means that those who are in town will prefer a sidewalk cafe to the interior of a cinema." Number of original versions of American films in Paris continues to be high. Well up towards the high record mark the figure for last week stood at 31. Chaplin's 'Modern Times' (UA) still holds the record for a long run here, and is still drawing capacity houses at the Marigny for a run of more than three and one-half months. Seven houses are offering double features with American films.

## Another French Utopia

Paris, August 2. High-sounding syndicates and associations, are blossoming on all sides here now. Latest, the General Confederation of the Cinema Industry, says it wants to get together all the syndical outfits of producers, distributors, technical industries and the exploitation end of the biz. Gathered in a spirit of brotherly love, this group is to devise means of protecting French pix and later find means of giving it superiority over all other makes. Largest group of representatives of the pic biz in France, to which belong all the American firms, does not show any interest, however.

## 'BARRIER' ON MOVE

Revelstoke, B. C., Aug. 11. Gaumont-British company, here shooting 'The Great Barrier', has moved to Lake Louise to wash up flicker. Richard Arlen and Antoinette Collier are leads. Milton Rosner directing.

## Burger's Air Jaunt

Sam Burger, special deputy for Arthur Loew, head of the Metro foreign department, leaves Saturday by air for Rio de Janeiro. With him goes Stuart Dunlap, former M-G-M manager in the Far East, who will take charge of Charge Metro, replacing William Metelker, now in the New York office in charge of Metro's theatre chain around the world. Soon as Dunlap is installed, Burger will travel on, visiting Chile and Peru, and then heading out for South Africa, India, the Philippines, Japan and China.

## French Labor's Ideas for Reorg. Of All Show Biz

Paris, Aug. 2. General Federation of Labor leaders have decided upon what is wrong in show biz: it has been monopolized to amuse the rich classes only. But a stop will be put to that. With only \$4,000,000 show biz can be made truly popular, and all the world will be dazzled once more by French 'qualite', the Federation claims. A whole network of mixed commissions would come to life, under the plan, to administer studios, theatres, etc., turning all the profits over to the State for a period of three years. Then, definite statutes would be laid, based on the results achieved. Eagle eye commission would be the national one, which would have representatives of the different ministries interested. All the other commissions to be organized in regions, departments, and cities. Subsidies for a People's theatre in Paris, for tours of whole troupes in the provinces and the renting out of presently unexploited theatres are asked. Great national manifestations are to be organized at certain fixed dates, such as July 14, Aug. 1 and Feb. 12. Commissions would also be set afoot for the production end of the biz. Thirty national films would be made yearly, under the control of the syndicates.

## ACTORS IN AUSTRALIA SQUAWK ON TAX AGAIN

Brisbane, July 22. Latest visitor to come under the scrutiny of the taxation department is Norda Mata, German dancer, who passed up orders to appear before the main office with documents concerning her season here. Department sent the request by a policeman, per usual methods, which apparently got the dancer sore, and she stayed away. Next time they were not so polite. Taxation has always been a headache with visitors, and lots of squawks have always followed. Charles Farrell took a heavy cut when here to make a film recently. Hollywoodians are now wise to tax laws, and several have refused to barter unless the tax is ironed out beforehand, with the localities promising to pay tax outside of salaries. Concert bureaux are also up against a wall when signing big names for an island tour. Tax has to be paid in every state of the Commonwealth played.

New unit formed here, Windsor Films, plans to make six a year. Studio location undecided.

## REBELLION FOLDS EVERY PIC OFFICE

Foreign Exchanges and Cinemas Out of Business — Refugee Exchange Managers Talk of Harrowing Experiences

### NO CASUALTIES

Barcelona, Aug. 11. Civil strife in Spain has boarded all the picture houses here, and closed every foreign film office. The only general manager of American distributors remaining at their posts today are William Morgan of United Artists, Rene Huot of Warners and Enrique Aguilar of Universal. How long they will stay, however, is a distinct question mark since this is not healthy territory just now. M. J. Messeri, head of Paramount's local outfit, managed to get to Paris. No one seems to know where Jack Edelstein of Metro and Frank Gottlieb of Columbia are. It is believed, however, that both managed to leave the country in some fashion. Frank S. Horan of 20th-Fox had a lot of harrowing experiences getting away, but managed to board a British battleship which landed him, it is understood here, in Marseilles.

Joe Seidelman, Columbia's Spanish head of RKO-Radio, was en route here when the trouble started, but kept right on going when his boat reached Gibraltar, docking in Genoa instead. Joe Friedman, that company's European head, came here from London when the difficulties first started, not believing they would be serious. Finally managed to get out with the French contingent, shepherded by the French consulate.

Paris, Aug. 11. M. J. Messeri, Spanish general manager of Paramount, has arrived here safely from Barcelona. The trip took him nine days. Said conditions in Barcelona were very bad, all offices and houses closed, but would not go into detail. F. S. Horan, Fox's Spanish rep, is resting in the south of France, taking vacation after a similarly difficult time quitting his post.

Home Offices Haven't Heard Home offices in New York are still largely without word as to the activities of their Spanish companies and staffs. Metro has had no word of any sort from Jack Edelstein, its Barcelona rep. Hope is that he has managed to get out, but nothing definite and no way known of checking. None of the cables to its office have been answered. Other picture companies have had only scattered and vague reports. Paramount heard that its Barcelona theatre is being used as a barracks for troops, but this 'unofficially' says office claims to have heard nothing official, but feels certain that, in this case, no news is good news since bad news would have been reported to it, it feels, via the U. S. state department.

## Sir Ben's Legit Hunt

Sydney, July 22. Sir Ben Fuller is still looking for a suitable legit theatre site here at a reasonable figure. Knight had one or two deals practically completed but the price was raised on him and he refused to fall. City is badly in need of another legit house, curious part being, that the government owns one of the sites sought by Sir Ben and governmental members have been loud in their outcry for another legit theatre, but raised the price when Sir Ben wanted to do biz.

## With 4,000 of 4,700 French Actors Unemployed, Artists Union Joins Labor Confederation as Last Hope

### Cinema Strike

Paris, Aug. 2. Pic house directors are getting tough in the Roubaix region in the north of France. As a protest against exorbitant taxation, they have darkened their houses for 15 days, when their demands that the municipalities lower the poor tax by 50% were refused.

## GOLDIN'S 2ND PARIS VAUDE HOUSE

Paris, Aug. 1. Mitty Goldin, booker and operator of the A.B.C., has his guns loaded for a two-house kick starting early in Sept.

Besides his A.B.C., he has taken over the old Trianon-Lyrique theatre's Montmartre on a long lease, renaming it the Trianon-Variety with present plans calling for a Sept. 4 opening with a two-day vaudeville policy.

At one time backed by the city of Paris for legit offerings, the house seats 1,500 and will be the largest variety house in Montmartre. By having the two houses, Goldin will make a grab for big names and bring in foreign acts of the caliber now lacking in this town.

Schedule of prices calls for a top of \$5c in the new house with a new low of just under 20c. Top price at the A.B.C. when open is just above \$1.25, with a low of about 35c.

Goldin claims he has a plan whereby he hopes to get around the existing law stipulating that 50% of the artists appearing on a bill must be French. If he can work this, he should be able to present a higher class offering than is now possible, he feels.

He is of Rotterdam & Goldin, vaudeville agents.

## Comic Found Guilty of Stranding Anzac Unit

Sydney, July 22. Thelma Neil, revue actress, sued George Wallace, one of Australia's best burlesque comedians, for \$500, following the stranding of a revue unit in the tank town territory. Said that when the unit folded she had but 10c.

Wallace denied he was indebted to Miss Neil, stating he had been engaged as leading comic with the revue at a salary of \$400 per week. Wallace said he got the \$400 the first week, but loaned the manager, J. P. Paroles, \$375 one time and \$250 another time. Wallace denied he was a partner with Paroles in the venture. Comic also claims he had very generously paid the fares home of a number of chorus girls. Magistrate awarded Miss Neil \$350 against Wallace and Paroles, as partners in the unit.

## More Mex Local Aid

Mexico City, Aug. 11. Further aid for the native pic producing industry is being agitated by the civic government. Proposition is to slash civic tax for exhibitors who feature local made films. Only hitch in putting the plan to work is deciding upon how much of a tax cut should be allowed.

Paris, July 30. The large number of shuttered provincial theatres is back of the Artists Union joining the General Confederation of Labor Syndicates here. Such a situation naturally has resulted in much unemployment. Of the Artists Union membership of 4,700, approximately 4,000 are out of work. And all schemes attempted in recent years to remedy the situation have failed. Of some 380 provincial theatres in France only 23 are actually operating, and there are only four casinos with theatrical troupes as compared to 133 in peak years. Films have not been much help, either. Union members have about \$150,000-worth of contracts not paid as yet, and which probably never will be, having been obtained mostly from fly-by-night indies.

Giovanni Martinielli, president of the Actors' Union, attempted everything possible to stall joining the Confederation of Labor. But this organization is rated the strong power at the present in France, and due to get the breaks, so he capitulated.

## VIC JORY ARRIVES IN SYDNEY TO START PIC

Sydney, July 22. Victor Jory has arrived here to play the lead in 'Rangle River' for Columbia at the National studio. Clarence Badger will direct the Zane Grey pic. But this organization is rated the strong power at the present in France, and due to get the breaks, so he capitulated. Margaret Dare, local society girl, has been chosen to play 'opposite Jory'. Role was offered to Nance O'Neill, but she refused to lower her price and the deal was called off. Columbia's try is the biggest event in the history of local production and should definitely lead the industry here a lot. First time an American actor has appeared in Australia under an American's direction in a story by an American.

Over the past few weeks production activity has been on the up in Australia. 'Orphan of the Wilderness' (Cinesound) is just about completed; 'Zane Grey's White Death' is nearing completion; Charles 'Chauffeur's' 'Uncivilized' is awaiting release, and 'The Flying Doctor', with Charles Farrell, is also ready. In Melbourne, Atlanta Film Productions, Ltd. is awaiting the word to go ahead, and 'Phantom Gold' is in active production by a small indie unit.

Since the death of F. W. Thring, nothing definite has been arranged in respect to the Efftee-Mastercraft unit. A report has it that Cinesound may buy the Efftee interest. All of Efftee's gear has arrived at Mastercraft from Melbourne, but no word of production activity has been issued.

'Big things are also expected when Edward F. Doyle returns to Australia from America, both in regards to the N. S. Wales and Victorian production.

## Kane's Talent Aide

London, Aug. 11. Margaret Bennett, formerly secretary to David O. Selznick in Hollywood, has joined Robert Kane's 20th-Fox unit here. She will line up talent writers and directors.

## Mex Co. Stranded

Havana, Aug. 11. Velazco's musical comedy stock company, in from Mexico, struck bad luck and is stranded here. Most of the principals left and those who are still here are organizing benefits in order to clear up.



# WATCH THIS ONE

**The Most Spectacular  
Headline of the Year...  
Sensationally Screened  
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and Star of 'Ceiling Zero'!**

# CHINA

Here it is—the 30-word  
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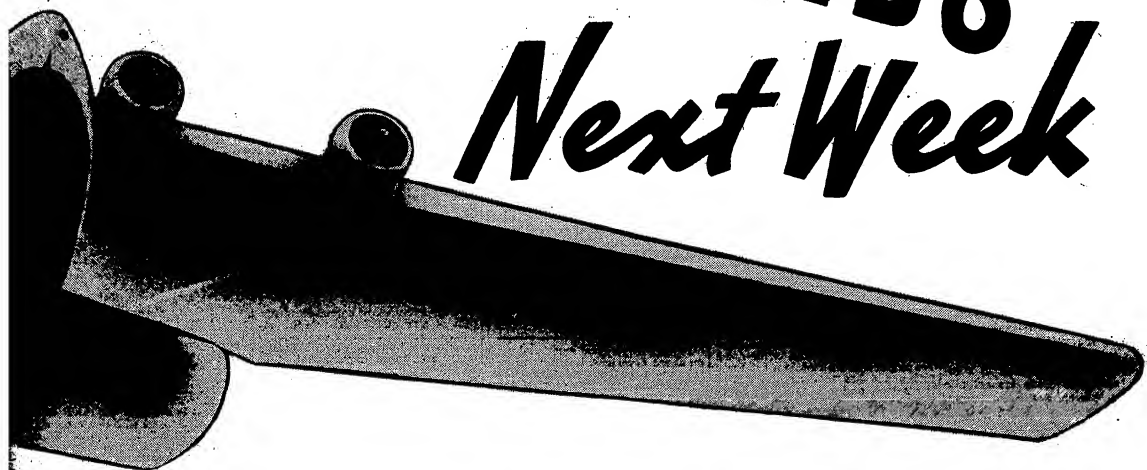
"Preview audience time after  
time burst into spontaneous  
applause—a reaction which  
may be expected from  
almost any audience and  
definitely indicates enthu-  
siasm that should register  
solidly at the box-office!"

with  
**PAT O'BRIEN**

**ROSS ALEXANDER  
BEVERLY ROBERTS  
HUMPHREY BOGART  
MARIE WILSON**

Joseph Crehan • Joseph King • Addison Richards  
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quest of the world's  
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show in the same  
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A distinguished picturization by Reliance... As entertainment it is an authentic adventure tale that every red-blooded American will thrill to... A production of major quality... Seitz has distinguished himself by his sure and virile direction... A thoroughly fine job." — *Hollywood Reporter*

## THE LAST OF THE MOHICANS

*"Audiences will pack the theatres when 'Mohicans' comes to town..."*

There was hearty and sustained audience response to the famous classic novel... Entertainment appeal is broad enough to attract the whole family... Story and its presentation have been handled in a splendid manner." — *Daily Variety*

## THE LAST OF THE MOHICANS

Released thru UNITED ARTISTS



# Advance Production Chart

Hollywood, Aug. 11.

Production activity on the Coast continues to flourish, with 44 features before the cameras as compared with 37 for the previous week. High level of production is continued despite fact that 11 pictures were previewed and nine new ones went before the cameras this week. There are 71 other features in the various stages of editing, while 76 are being readied to go into production within the next two months. More than a

dozen new features will start this week, and a similar number slated for the following week.

Accompanying table shows a total of 28 pictures completed and shipped for the 1935-36 program, while 42 remain to be completed and shipped for the old 1935-36 program. This number is more than offset by the pictures in work or in the cutting rooms.

## Columbia

Four in work, nine editing, 12 preparing. In work: "GAI'S WIFE," reported VARIETY, July 8; "PENNYLESS FROM HEAVEN," reported July 15, and starting last week; "CROSS FIRE," being produced by Harry L. Decker, Charles Coleman directing, original story and screen play by Ford Beebe. Cast: Charles Starnett, Mary Blake, Edward Piel, Sr., Alan Caven, Edward Coxin, Ralph McCullough.

Story concerns two sheep-herding factions over right to land for grazing their animals. One faction controlling vast acreage of land is trying to exact a charge that the other faction can't pay. Daughter of bank president comes into the picture and exposes the man who takes it upon himself to assume control of the only land suitable for grazing. His capture and methods of master-minding his game are formula for the average western. "POKER FACE," produced by Harry L. Decker, David Selman directing, original story by Carl Clausen, screen play by Harold Shumate. Cast: Russell Harbo, Mary Brian, George McKay, Thurston Hall, Henry Brandon, Betty Compton, Harry Hayden, Boyd Irwin, Charles Moore.

Story is mystery over jewel robbery during window display of five figures. In the group is a human, planted to effect a guessing contest to determine which figure is alive. Man portraying the wax impersonation is a trusted employee, knows the combination to the store's vault, but circumstantial evidence causes Poker Face to be accused. Vindicated when superintendent is found murdered.

Readied for production within the next month are: "THEODORA GOES WILD," produced by Evertt Ruess, directed by Richard Boleslavsky; "RANGER COURAGE," produced by Larry Darmour, and "HOODED LEGION," to be produced by Ralph Cohn.

## Metro

Seven in work, seven editing, 10 preparing. In work: "THE DEVIL IS A Sissy," reported VARIETY, June 30; "BORN TO DANCE," and "THE LONGEST NIGHT," reported July 22; "WHERE'S ELMER," reported as "CHAIN LIGHTING," July 23; "LIBELED LADY," reported July 28. Started last week: "TARZAN ESCAPES," producer unassigned; director, Richard Thorpe; screen play, Cyril Hume. Cast: Johnny Weissmuller, Maureen O'Sullivan, Benita Hume, John Buckler, Harry L. Decker, David Selman directing.

Story is third of Tarzan series by this company. This one depicts hunter assigned to bring back animals alive for side show and circus purposes. He captures Tarzan and brings him back to the states with plenty of excitement when he is placed under exhibition.

"CAMILLE," producer unassigned, director George Cukor, based on the Alexander Dumas classic. Cast: Greta Garbo, Robert Taylor, Lionel Barrymore, Lenore, John John Bryan, Russel Hardie, Barry Norton, Laura Hope Crews, Rex O'Malley, Douglas Walton, Henry Daniell.

Story based on Dumas classic, laid in France during 1847, shows woman falling in love with old man and remaining true to him until a younger man comes into her life. The romance costs her life.

## Paramount

Eight in work, nine editing, 10 preparing. In work: "VALIANT IS THE WORD FOR CARRIE," reported VARIETY, June 24; "BIG BROADCAST LIST OF 1937," and "WIVES NEVER KNOW," reported June 30; "CHAMPAGNE WALTZ," reported July 23; "THE PLAINSMAN" and "THE WEDDING PRESENT," reported July 28. Started last week: "THE TURNING POINT," produced by A. M. Borsford, directed by James Hogan, no writing credits. Cast: Paul Kelly, Marsha Hunt, Kent Taylor, Bernadine Hayes, Robert Cummings, Harry Carey, Dewitt Jennings, Ral Haroide, Fred Kohler, James P. McGowan, Jack Raymond, Frank O'Connor, Charles R. Moore, Walter McGrail, Matty Fain, Ward Bond.

Story shows Paul Kelly, district attorney, with rep sending more criminals to prison than any other d. a. in the country. While dining with Marsha Hunt, his wife, Bernadine Hayes, walks in on the scene and accuses Miss Hunt of breaking up their home. Kelly has a hard time appeasing his wife and decides to follow her home. As both arrive, the wife walks into her bedroom in time to interrupt a burglar ransacking the room. He shoots and kills the wife. Knowing that Kelly had a quarrel and followed her home, finger the wife as the murderer. About to be convicted, the burglar shows and confesses murder.

"PERSONAL APPEARANCE," being produced by Emanuel Cohen, first of series to be made by Major Productions for Par release. Director,

Henry Hathaway, adapted from the Lawrence Riley play of same name by Mae West. Cast: Mae West, Warren William, Randolph Scott, Lyle Talbot, Alice Brady, Isabel Jewell, Elizabeth Patterson, Margaret Perry, Eugene Girard, Maynard Holmes, Alice Ardell, Nicodemus.

Story concerns Mae West as motion picture star on personal appearance tour under direction of Warren William, her p. a. manager. He is continually in hot water with West romancing four different men. Star's contract prohibits her from marrying or getting involved romantically. Politician learns of this and, to further his own designs for office, through publicity, frames story that he is engaged to marry the star. This breaks front page throughout the country, but in the end is all cleared up. Plot is a sapo on the play original.

## RKO-Radio

Six in work, seven editing, nine preparing. In work: "PLOUGH AND THE STARS" and "PORTRAIT OF A REBEL," reported VARIETY, July 15; "WINTERSEAS," reported July 26; "THE W. H. Hackel, and "WE WHO ARE ABOUT TO DIE," reported Aug. 5. Started last week: "WITHOUT ORDERS," produced by Cliff Reid, directed by Louis Friedlander from Peter B. Kyne story, screen play by Robert Bren and Edmund Hartmann. Cast: Sally Eilers, Robert Armstrong, Frances Sage, Vincent Havorth, Catherine Claire Ward, Charles Grapewin, Maxine Jennings.

Story is an adventure romance centered around the activities of transport airline. Quadrangle love affair is brought about by stewardess matching her wits against president of the air line's daughter, also in love with the pilot. President is in love with the stewardess, and to make complications, assigns his son, a novice flyer, to command ship that the pilot is responsible for. Son faces trouble in the air and without orders the pilot takes a chance and lands the plane safely.

Lined up to start within the month are: "DADDY AND I," "GENERAL DELIVERY," "TAKE A NUMBER," "ODDS AGAIN," "THE MAN WHO FOUND HIMSELF," "NIGHT WAITRESS," "DAWN'S EARLY LIGHT," "OUTCASTS OF POKER FLAT," and "BEAUTY, INC."

## Republic

One in work, 11 editing, six preparing. In work: "THE THREE MESQUITES," reported VARIETY, July 29. No new pictures started last week.

To start this week are: "RIDE, RANGER, RIDE," to be produced by Armand Schaefer, and "CAVALRY," to be produced by W. H. Hackel. Followed by: "MICHAEL O'HALLORAN," Gene Stratton-Porter novel, and "THE COUNTRY GENTLEMAN," with Olsen and Johnson.

## 20th-Fox

Four in work, four editing, 10 preparing. In work: "LADIES IN LOVE," reported VARIETY, July 22; "CAN THIS BE DIXIE," reported July 28; "15 MAIDEN LANE," reported Aug. 5, and "FISGINS PARADE," which started last week, produced by Bogart Rogers, David Butler directing, original and screen play by William Conselman. Cast: Stuart Erwin, Johnny Downs, Arline Judge, Betty Grable, Patsy Kelly, Jack Healy, Yacht Club boys, Dixie Dunbar, Tony Martin.

Story is satire with music on college football. Erwin plays part of the plucky hero of a mythical college who wins the big game of the year himself. Readied to go into work next are: "REUNION," to feature the Dione quintuplets, Bogart Rogers producing, Norman Taurog directing; "LOVE FLIGHT," to star Lawrence Tibbett, Sol M. Wurtzel producing and Otto Preminger directing. Others to follow are: "GLOVE," "LLOYDS OF LONDON," with Kenneth Macwan producing, and "THINK FAST, MR. MOTO," and "FOUR MEN AND A PRAYER."

## Universal

Three in work, 11 editing, eight preparing. In work: "WAX FLY A LADY," reported VARIETY, July 22; "RICH AND RECKLESS," reported July 29, and "FOUR DAYS' WONDER," which started last week, Robert Presnell prod.

(Continued on page 35)

## RKO

(Continued from page 6)

save RKO a probable average of more than \$100,000 yearly in bankruptcy fees, to the trustee and its solicitors, has been indicated. Judge Bondy, in N. Y. Federal Court, yesterday (Tues.) indicated that he had made a very close study of the Rockefeller Center's claim against RKO, and the questions involved are close. He has refused to make a decision at this time unless it might otherwise prejudice the interests of parties, as he was departing for Europe today (Wed.).

Any compromise of the Rockefeller claim would be based on a reorganization plan, itself, and be part and parcel of that, so that regardless, the court still would have final approval to make on the matter, in considering the whole reorganization situation.

Judge Bondy took under advisement petitions by Irving Trust and its solicitors for additional interim fees in the RKO situation. The solicitors are the firm of Col. William Donovan (Donovan, Leisner, Irving & Lumbard) asking \$85,000. New York Trust asks \$60,000.

Payment of these interim fees would reduce the company's net earnings by whatever sum the court allows. Federal Judge Bondy, however, has indicated that he will not allow the full amounts sought, but that he felt the petitioners deserved compensation, nevertheless.

Judge Bondy Oct. 15

Judge Bondy is not expected to return to the States until Oct. 15, according to present plans, but his absence need not be a deterrent to the filing of a plan by the company at this time. Such a plan can be filed and a date set for hearing upon Judge Bondy's return. In the meantime, however, the reorganization of the company and requisite notifications to creditors, stockholders and others in the situation can be had properly.

Attorney Joseph Cohen, representing an independent stockholders' committee (Caroline Kohl and George Schaefer) holding approximately 180,000 RKO shares, argued at the hearing in opposition to the applications for fees. There was an amount of around \$3,000 sought also by Price, Waterhouse, accountants, for making a consolidated audit of the RKO companies, in conformity with a previous court order to this effect.

## Par May Reclaim B'klyn

### Par For Self-Operation

There is a possibility Paramount may take back the Paramount, Brooklyn, for operation itself. Whether the house shall be reclaimed for operation by Par or remain with St. Fabian, who has been handling it under a percentage arrangement, is being discussed at the present time.

Deal for one year, under which Fabian has been operating the Par as well as the Strand and Fox, expires, so far as the Par and Strand are concerned on Tuesday (18). Decision on renewal will probably be reached during the week end. Understanding is that Warners is inclined to renew.

Fabian has made money for both the Par and Strand under the pooling arrangement which dividend with pictures from Par and Warners between the two houses, Par usually getting the better product. Fabian's deal called for complete operating control. He guaranteed against a loss, with contract calling for a percentage of profits, if any.

### BACCO BOOSTS BUCOLICS

Atlanta, Ga., Aug. 11. Small town cinema exhibitors report increased b. o. since tobacco rep started moving in against a loss. Yield estimated at \$8,000,000 pounds this year and prices expected to top \$13,261,099 revenue growers got in 1935.

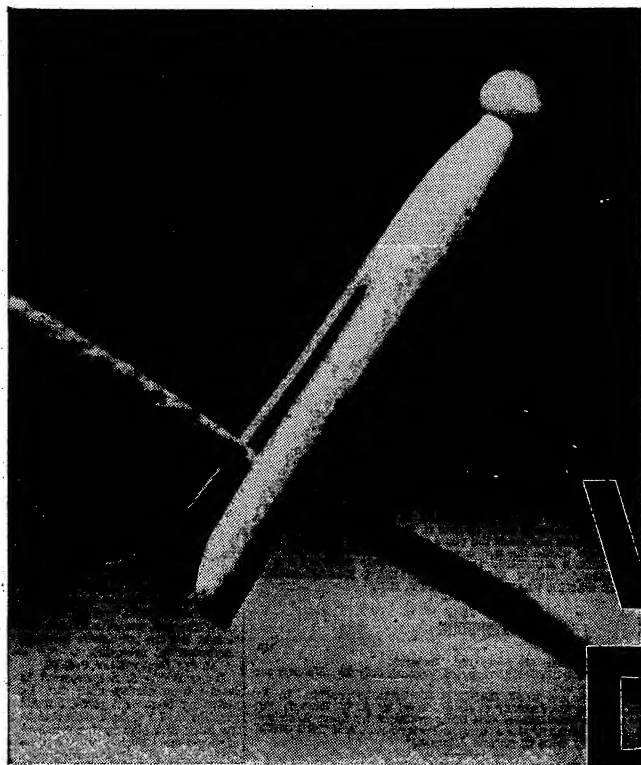
WB's Witwer, Jr. Yarn

Hollywood, Aug. 11. H. C. Witwer, Jr.'s original, "Merchants of Venus," written around a beauty shop, has been purchased by Warners. Marie Wilson and Carol Hughes will be featured.

## PRODUCTION TABLE

(Shows number of pictures promised by the various major producing companies for the 1936-37 program and number of pictures yet to be produced for the 1935-36 program.)

Producers and contributing companies.	No. of ptx promised for 1936-37 season.	Balance for 1935-36 program.	Total to be delivered by Aug. 1, 1937.	Number completed for new season.	Pictures now in work.	Pictures now in cutting rooms.	Balance yet to go before cameras.	Total ptx in preparation.
COLUMBIA	50	4	54	..	4	9	41	12
Larry Darmour	8	..	8	..	..	..	..	..
METRO	48	6	54	..	7	7	40	10
Hal Roach	4	..	4	..	..	..	..	..
PARAMOUNT	48	1	49	..	6	9	34	5
R. F. Schulberg	8	..	8	..	..	..	..	..
Emanuel Cohen	8	..	8	..	1	..	7	1
R. A. Rowland	2	..	2	1	..	..	..	1
Harry Sherman	6	..	6	..	..	..	..	..
Frank Lloyd	1	..	1	..	..	..	..	..
RKO-RADIO	39	13	52	..	6	7	39	6
David Loew	2	..	2	..	..	..	..	..
Geo. Hillman	6	..	6	..	..	..	..	..
Sol Lesser	6	..	6	..	..	..	..	..
REPUBLIC	56	11	67	..	1	10	56	5
A. W. Hackel	16	..	16	..	..	..	..	..
20TH-FOX	42	..	42	13	4	3	35	1
Sol Lesser	6	..	6	..	..	..	..	..
UNITED ARTISTS	7	..	7	..	2	..	5	..
Sam Goldwyn	7	..	7	..	..	..	..	..
Walter Wanger	5	..	5	..	..	1	4	1
Selnick International	1	..	1	..	..	..	..	..
Pickford-Lasky	1	..	1	..	..	..	..	..
Reliance	1	..	1	..	..	..	..	..
Elisabeth Bergner	1	..	1	..	..	..	..	..
Criterion Films	2	..	2	..	..	..	..	..
Korda London	6	..	6	..	..	..	..	..
UNIVERSAL	44	7	51	..	3	11	37	8
Buck Jones	8	..	8	..	..	..	..	..
WARNERS	60	..	60	14	9	10	27	8
TOTALS	516	42	558	28	44	71	415	76



THE VILLAIN!  
Bob Taylor did it!

# WASH DAY

# ABOLISHED!

Girls leave home! Boys go along!

They're flocking to see M-G-M's

"HIS BROTHER'S WIFE" *(It's a sock! It's a shock!)*

And here's the BIG NEWS!

It's actually beating

"San Francisco" in:

ALBANY • SCRANTON  
WILMINGTON • HARRISBURG  
EVANSVILLE • NEW ORLEANS  
NORFOLK • RICHMOND  
READING • *(and more as we skip  
merrily to press)*

And it's sensational

Everywhere!

Positively another

M-G-M wonder-show!

A pair that  
defies your  
cooling system!



Barbara  
**STANWYCK**

Robert  
**TAYLOR**

in another W. S. VAN DYKE  
sensation for M-G-M

**HIS BROTHER'S  
WIFE**

with **JEAN HERSHOLT**  
**JOSEPH CALLEIA** Produced by Lawrence Weingarten

# CHECKS OF CURRENT RELEASES

Studio: Gower at Sunset. **Columbia** Office: 729 Seventh Ave., New York, N. Y.

**Abdul the Damned.** The story of Abdul Hamid II of Turkey. Nils Thers, Adrienne Ames, Fritz Kortner. Dir. Karl Grune. Rel. May 15. Rev. May 15. **And So They Were Married.** Two kids mingle in the affairs of their parents. Melvyn Douglas, Helen Broderick, Jackie Morgan. Dir. Elliott Nugent. 72 mins. Rel. May 10. Rev. May 20. **Avening Vagabond.** Western. Ken Maynard, Beth Marion. Dir. G. S. Bennett. 56 mins. Rel. May 10. **Blackmailer.** Eight persons face suspicion of murder of a blackmailer. Wm. F. Morgan, Florence Morley, H. B. Warner. Dir. Gordon Wilson. 68 mins. Rel. July 10. **Cat's Paw.** The Western. John Wayne, Beth Marion. Dir. N. M. Brown. 64 mins. Rel. July 10. **Cat's Paw.** The Western. John Wayne, Beth Marion. Dir. N. M. Brown. 64 mins. Rel. July 10. **Counterfeit.** Showing the operations of the Treasury Secret Service man. Chester Morris, Margot Grahame, Lloyd Nolan, Marian Marsh. Dir. Eric C. Clinton. 74 mins. Rel. July 22. **Dangerous Intrigue.** Famous surgeon does a comeback. Ralph Bellamy, Gloria Shea. Dir. David Selman. 68 mins. Rel. Jan. 4. Rev. Jan. 4. **Devil's Squadron.** Story of a test pilot. Richard Dix, Karen Morley. Dir. Eric Kenton. 80 mins. Rel. April 15. Rev. May 13. **Dor's Gamble with Love.** Exposed of gambling backed by a dramatic story. Ann Sothern, Bruce Cabot, Irving Pichel, Bud Dudley, Murphy. 65 mins. Rel. Feb. 13. Rev. March 4. **Final Hour.** The innocent girl escapes the gallows through the efforts of the men she has befriended. Ralph Bellamy, Marguerite Churchill, Dir. D. Ross Lederman. 57 mins. Rel. July 7. Rev. Aug. 5. **Fugitive Sheriff.** The Western. John Wayne, Beth Marion. Dir. N. M. Brown. 64 mins. Rel. June 1. **He Ship Morgan.** Paragon on a tuna fishing boat. George Bancroft, Ann Sothern, Victor Jory. Dir. D. Ross Lederman. 64 mins. Rel. Feb. 8. Rev. March 11. **Heroes of the Range.** Western. Ken Maynard, June Gale. Dir. Spencer Gordon Bennett. Rel. March 23. **King Steps Out.** The Royalty in disguise finds romance. Grace Moore, Frankfort Long, Tom Ricketts. Dir. David Selman. 58 mins. Rel. July 15. Rev. June 3. **Lady of Secrets.** Love comes at last to sealed lips. Ruth Chatterton, Marian Marsh, John Edgar, Roger Allen. Dir. Marion Gering. 72 mins. Rel. Jan. 23. **Meet Mrs. Wolfe.** Edw. Arnold, Jean Perry, Lionel Stander. Dir. Herbert Biberman. 72 mins. Rel. Aug. 1. Rev. July 22. **Mine with the Iron Door.** The From the Harold Bell Wright story. Rich. Arlen, Lucille Parsons, David L. Lewis. Dir. David Selman. 58 mins. Rel. July 15. **My Deeds Go to Town.** Formerly 'Opera Hat.' Gary Cooper, Jean Arthur. Dir. Frank Capra. 115 mins. Rel. April 12. Rev. April 22. **My Darling Clementine.** Love on a cow. Broadway. Harry Richmond, Rochelle Hudson, Ed. Farley and Mike Riley (authors of the song). Dir. Victor Schertzinger. 68 mins. Rel. Feb. 21. Rev. Feb. 28. **Mystery Avenue.** Crime. Victor Jory, Dir. David Selman. 58 mins. Rel. Jan. 17. Rev. April 8. **Panic.** The Alibi. Love in a crime detection. Lew Ayres, Florence Rice. Dir. D. Ross Lederman. 58 mins. Rel. April 10. Rev. April 22. **Pride of the Marines.** Charles Bickford, Florence Rice. Dir. D. Ross Lederman. 58 mins. Rel. April 2. Rev. April 22. **Roaming Lady.** Society girl and airplane stowaway. Fay Wray, Ralph Bellamy. Dir. Al. Roepke. 68 mins. Rel. April 12. Rev. April 22. **Skunkdog.** Fable. David Selman. 58 mins. Rel. April 12. Rev. April 22. **Stamper.** Western. Chas. Starrett. Dir. Ford Beebe. 56 mins. Rel. June 8. **Trapped by Fate.** Western. Chas. Starrett. Dir. Ford Beebe. 56 mins. Rel. June 8. **Trapped by Fate.** Western. Chas. Starrett. Dir. Ford Beebe. 56 mins. Rel. June 8.

Studios: Burbank. **First National** Office: 321 W. 49th St., New York, N. Y.

**Brides Are Like That.** From 'Applesauce.' Condonent youth. Ross Alexander, Anita Louise. Dir. Wm. McGann. 68 mins. Rel. April 18. Rev. March 25. **Bullets or Ballots.** Edw. G. Robinson battles racketeers. Edw. G. Robinson, Joan Blondell. Dir. Wm. Keighley. 68 mins. Rel. May. Rev. June 3. **Case of the Velvet Claw.** Warren William, Claire Dodd, Winifred Shaw, Dick Foran. Joseph King. Dir. William Clemens. Rel. Aug. 10. **Ceiling Zero (Cosmopolitan).** Story of three war buddies who, in developing commercial aviation, are thrown together in the most exciting events of their careers. John Barrymore, Pat O'Brien, Jean Travis, Stuart Erwin, Barton MacLane. Dir. Howard Hawks. 85 mins. Rel. Jan. 25. Rev. July 18. **China Clipper.** A drama of the trans-Pacific airways. Pat O'Brien, Beverly Roberts, Richard Dix, Edw. G. Robinson, Dick Foran, Carl. Dir. Raymond Enright. Rel. Aug. 22. **Earthworm Tractors.** The hilarious adventures of Alexander Botts, super tractor salesman. Edw. G. Robinson, Dick Foran, Carl Hughes, Gene Lockhart. Dir. Raymond Enright. 68 mins. Rel. July 18. **Golden Arrow.** Betty Davis, George Brent, Carl Hughes, Henry O'Neill. Dir. Alfred E. Green. 70 mins. Rel. May 8. Rev. May 6. **Hearts Divided.** Norman Davies, Dick Foran, Carl Hughes, Edward Everett Horton, Arthur. Dir. Louis King. Rev. May 30. Rev. May 17. **Law in Her Hands.** The Margaret Lindsay, Glenda Farrell, Warren Hull, Lewis. Dir. George. Coe of the law business. Dir. William Clemens. 53 mins. Rel. May 23. Rev. July 23. **Murder by an Aristocrat.** Whodunit. Lily Talbot, Marguerite Churchill. Dir. Frank McDonald. 58 mins. Rel. June 1. **Murder of Dr. Harrigan.** Murder mystery. Jay Linnaker, Ricardo Cortez. Dir. Frank McDonald. 67 mins. Rel. Jan. 11. Rev. Jan. 25. **Road Gang.** Powerful gangster. Dick Foran, Carl Hughes. Girl who has been framed to establish the innocence of the man she loves who has been battered and sent to a terrible penitentiary by a mobster. Dick Foran, Carl Hughes. Dir. Jay Linnaker. 68 mins. Rel. Feb. 15. Rev. Feb. 26. **Singing Kid.** The Famous Broadway entertainer, double-crossed by gold-digging girl friend. Dick Foran, Carl Hughes. Dir. Louis King. Rev. May 30. Rev. May 17. **Spy in the Air.** Yacht Club Boys. Cab Calloway and Band, Edward Everett Horton. Dir. William Keighley. 85 mins. Rel. April 11. Rev. April 8. **Snowed Under.** Western drama. Dick Foran, Carl Hughes. Dir. Raymond Enright. Rel. March 28. Rev. April 1. **Story of the Saddle.** Western drama with music. Dick Foran, Alma Lloyd. Dir. Lou King. Rel. Feb. 28. Rev. March 25. **Story of Louis Pasteur (Cosmopolitan).** Dramatization of the stirring events in the life of Louis Pasteur in his battle against ignorance and his efforts to save life by science. Paul Muni, Josephine Hutchinson, Anita Louise, Donald Woods. Dir. Louis King. Rel. May 15. Rev. May 15. **Two Against the World.** A drama based on a large radio station's digging up and exploiting the past of a woman who paid for her crime years before. Humphrey Bogart, Dick Foran, Carl Hughes. Dir. William Clemens. 53 mins. Rel. May 23. Rev. July 11. Rev. July 15. **White Angel.** The dramatization of the life of Florence Nightingale. Kay Francis, Dick Foran, Carl Hughes, Henry O'Neill. Dir. William Dieterle. 81 mins. Rel. July 4. Rev. July 1.

Studio: New York. **Grand National** Office: 330 N. 3rd St., New York, N. Y.

**Releases Also Allied, Chesterfield and Liberty**  
**August Week-end (Chesterfield).** Light, breezy entertainment about the financially and socially tangled lives of the smart set. Valerie Hobson, Paul Harvey, Betty Compson. Dir. Charles Lamont. 70 mins. Rel. April 10. Rev. July 22. **Below the Deadline (Chesterfield).** Cops and robbers in the financial district. Cecilia Parker, Russell Hopton. Dir. Geo. H. Bachelor. 68 mins. Rel. June 10. **Bridge of Sighs (Inevitable).** The drama of a girl who pits her wits against a gangster in her fight to bring in her father. Dick Foran, Carl Hughes, Stevens, Dorothy. Jack La Rue. Dir. Phil Rosen. 68 mins. Rel. March 5. **Brilliant Marriage (Inevitable).** A screen version of Ursula Parrott's great Redbook Magazine novel, 'Brilliant Marriage.' Ray Walker, Joan Marsh. Dir. Phil Rosen. 64 mins. Rel. March 25. **Dark Hour.** The (Chesterfield). A fast-moving mystery, presenting a baffling problem in the life of a woman. Guy Kibbee, Burton Churchill. Dir. Charles Lamont. Rel. Jan. 15. Rev. Aug. 5. **Dirty Dames (Liberty).** Musical. Marjorie Rameau, Florine McKinney, Lawrence. Dir. Charles Lamont. 68 mins. Rel. July 22. **Drake the Pirate (Alliance).** England's virgin queen in a human tale of devotion. Matheson Lane, Jane Baxter. Dir. Arthur Woods. 78 mins. Rel. April 1. **Feud of the West (Diversion).** Whirlwind action and a hard-riding hero who gets even with plotters who try to frame him on a murder charge. Hero Gibson, Joan Barclay, Buzz Barton. Dir. Harry Fraser. 61 1/2 mins. Rel. April 15. **Guns and Beauty (Western).** Big Boy Williams, Marian Shilling. Dir. Albert Herman. 58 mins. Rel. Jan. 1. **Mitch Hike to Heaven (Inevitable).** Story of actors in a traveling troupe, and

These tabulations are compiled from information supplied by the various production companies and checked as far as possible after release. Listing is given when release dates are definitely set. Titles are retained for six months. Managers who receive service subscription to this period should preserve a copy of the calendar for reference. The running time as given here is presumably that of the projection room showings and can only approximate the actual release length in these states or communities where local or state censorship may result in deletions. Running time in the reviews as given in 'Variety' carry the actual time, checked in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

While every effort is made to hold the data accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy, 'Variety' will appreciate the co-operation of all managers who may note discrepancies.

## Studio Placements

Hollywood, Aug. 11.  
Charles Wilson, Sam Flint, Torben Meyer, 'The Turning Point'.  
Granville Bates, Arthur H. Woods, Douglas Wood, George Cleveland, Fuzzy Knight, 'The Plainsman'.  
Pat West, Clarence Wilson, 'The Wedding March'.  
Christian Bur, Lily Talbot, Elizabeth Patterson, 'Personal Appointments'.  
Molly Lamont, Roberta Law, 'Jungle Princess'.  
Frank Richman, 'Hopalong Cassidy Returns'.  
Norman Krassna, screen play, untitled original.  
Richard Madigan, screen play, 'Sculs at Sea'.  
John Bright, Tom Tasker, screen play, untitled original.  
Constance Lupino, Molly Lamont, Doris Lloyd, Bonnie Jean O'Day, Marilyn Knowlton, Connie Leon, Phyllis Coghlan, 'Portrait of a Rebel'.  
Wesley Barry, Lionel Pape, Larry Brown, 'Dance of the Vagabonds'.  
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UNIVERSAL PRESENTS  
WILLIAM POWELL CAROLE LOMBARD  
AS THE BUTLER AS THE DEBUTANTE  
in  
"MY MAN GODFREY"

with  
Alice Brady · Gail Patrick · Jean Dixon  
Eugene Pallette · Alan Mowbray

From Eric Hatch's glorious Liberty Magazine serial "Irene, The  
Stubborn Girl," and "My Man Godfrey," the popular novel version  
Produced and Directed by GREGORY LA CAVA  
CHARLES R. ROGERS, Executive Producer

FULL SPEED AHEAD WITH THE *new* UNIVERSAL



## WILKINSON NAMED TO DRAFT SLATE FOR TECHS

Hollywood, Aug. 11.

Ray Wilkinson, camera head at Paramount, has been appointed chairman of a committee by the Academy of Motion Picture Arts and Sciences technicians branch to formulate a slate for the various branch offices. Others on the body are John Aalberg, Perry Ferguson, Charles David Forrest, William Holmes, Fred Hope, Charles B. Lang, Virgil Miller, William Moll and J. Twining.

Branch officers ending terms this week are Nathan Kravitz, John Ladd, Gerald B. Pericot Edouart, Bernard Herzbrun, Wesley C. Miller, Ernest Polglase, Harold J. McCord and Douglas Shearer.

[illegible]

Hollywood, Aug. 11.  
 "Dreams Come True" will be titled  
 Bobby Breen's next, which Story  
 esser is producing for RKO. Story  
 esser is also producing "The  
 Coinette's" Philip.  
 "A Man Without Fear" is now "End  
 of the Trail" at Columbia.  
 "Universals" is being shot at the Coast  
 Guard has passed through "Coast  
 of Sea Roughs."  
 "The Caretaker's Cat" be-  
 comes "Case of the Black Cat," and  
 "Heroes of the Air" has become  
 "Switched to 'Fugitive in the Sky' at  
 the Coast."  
 New handle for "Special Arrange-  
 ment" at Warner's is "King of Swing."  
 "Poker Face" at Columbia changed  
 to "The Big Game."  
 "Divided By Two," becomes  
 "I Couldn't Have Happened," at In-  
 dian.  
 Warner's relagated two of its pic-  
 tures. "Mistress of Fashion" gives  
 up to "Stolen Holiday." "Come Up  
 and See the Girls" the call over "Sing Me  
 a Love Song."

Hollywood, Aug. 11.  
Tom Tyler signed by Victory to  
to series of six westerns.  
Radio ticketed Horace Jackson to  
writing term.  
Lionel Faye ticketed by Radio.  
Seven seven-year pact handed Noah  
ceery, Jr., at Universal.  
New Exrant given year option  
back at Columbia.  
Maurine Watkins handed new  
ern writing pact at Metro.  
Paramount signed Anthony Haden  
to stock pact.  
Roscoe Karns renewed at Para  
mount.

THESE ARE RELEASES ABOUT TO BREAK... ONE COMING IMMEDIATELY AFTER THE OTHER... ALL WITHIN THE FIRST QUARTER OF THE 1936-37 SEASON... THE FASTEST, HARDEST-HITTING SCHEDULE WE HAVE EVER HAD



**JOEL McCREA**  
in  
**ARTHUR ADVENTURE IN MANHATTAN**  
with REGINALD OWEN • THOMAS MITCHELL • HERMANING  
Directed by Edward Ludwig • From a story by May Edgington



**IRENE DUNNE**  
in  
**THEODORA GOES WILD**  
with MELVYN DOUGLAS  
Directed by Richard Boleslawski



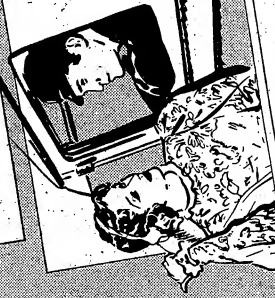
**BING CROSBY**  
in  
**PENNIES FROM HEAVEN**  
with MADGE EVANS • EDITH FELLOWS  
Directed by Norman MacLeod  
An Emanuel Cohen production • Songs by Arthur Johnson and John Burke  
Story by Jo Sweetling



**GRACE MOORE**  
in  
**INTERLUDE**  
Story by Robert Riskin



**ROSALIND RUSSELL**  
**JOHN BOLES**  
in the Pulitzer Prize Play  
**CRAIG'S WIFE**  
with BILLIE BURKE • DOROTHY WILSON  
THOMAS MITCHELL • RAYMOND WALBURN  
Directed by Dorothy Arzner • From the play by George Kelly



**CHESTER MORRIS**  
**FAY WRAY**  
in  
**THEY MET IN A TAXI**  
with LIONEL STANDER • RAYMOND WALBURN  
Directed by Alfred E. Green • Story by Octavus Roy Cohen



**FRANK CAPRA'S**  
great production  
**RONALD COLMAN**  
in  
**LOST HORIZON**  
with EDWARD EVERETT HORTON • H. B. WARNER • JANE WYATT • SAM JAFFE  
THOMAS MITCHELL • ISABEL JEWELL  
MARGO • JOHN HOWARD • From James Hilton's novel  
Screenplay by Robert Riskin

COLUMBIA PICTURES

(Continued on page 34)

A typical situation is a southern town of around 45,000 population where the major economic activity generates three houses. In the same town an independent is not only resorting to double-billing and other tricks of which the city had been warned, but also to a new, more insidious, marketing plan: under various pretenses, taking it away from the larger operator with several houses. Result is that the chain takes one of the two smaller goods stores, and is left by itself installing a big putting in bank nights for total cash the indie can't match, etc. The idea is to discourage the opposition and his practices are likely to make money away from the buck-theatre.

Most large circuits like to co-operate with independents but when later doesn't want co-operation, as frequently occurs, there is no alternative but to buck him. Hence, the creation of these buck-theatres. The theatre selected to do the bucking can make no headway in its own established territory, but it can make a few competitors, so operators figure it may as well beat on the heat with these same practices and others.

\_\_\_\_\_



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and then ***BUILDS!***

Nothing like it ever before! Never has a hit smashed on so sensationally! The first day, it wrecked a house record that had stood for five years! On the second day, it topped that! And as this goes to press, on the third day, word comes...IT STILL GROWS! Watch for further reports of this phenomenal run! It's show history in the making!

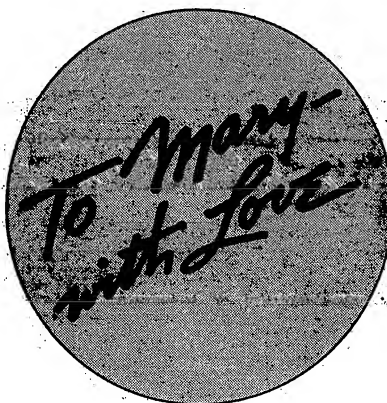


20th's GREAT LOVE DRAMA  
OF THE GREAT WORLD WAR!  
WARNER  
FREDRIC MARCH · BAXTER  
LIONEL BARRYMORE  
**THE ROAD TO GLORY**

with JUNE LANG  
GREGORY RATOFF  
Directed by Howard Hawks  
Associate Producer Nunnally Johnson  
Darryl F. Zanuck in Charge of Production

"New Yorkid! Should win  
a prize so excellent is it."  
—Walter Winchell

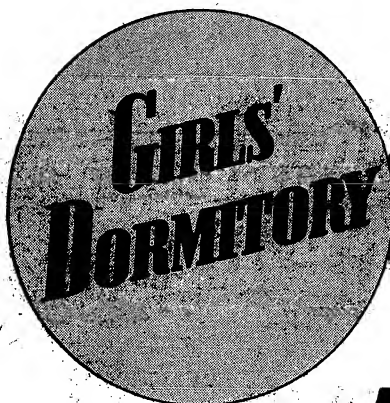
# -AND THREE OTHER



FROM COAST TO COA



A MILLION TIMES



"SIMONE SIMON SE

NO WONDER 20th

# **GREAT SMASH HITS!**

**HOLDOVER! HOLDOVER! HOLDOVER!**

**ER THAN "THANKS A MILLION!"**

**TIONAL! A BOX-OFFICE NATURAL!"**

**IS WAY OUT IN FRONT!**



THE KEYSTONE  
OF YOUR FUTURE

## Theatres Seeking an Out on Booth Servicing: Found How They Can Save

The next offensive of the industry against costs of sound will concern theatres and whether servicing shall be taken on reproduction equipment. Starting on a campaign to lower recording costs under licenses with RCA Photophone having made a move which, in turn, have resulted in an effort of Electrical Research Products, Inc., to meet the RCA decline, majors are now looking forward to relief on reproducing maintenance. The contracts on equipment, with recording in the making of film, run to 1944. Cost of the equipment itself isn't the chief concern of the industry. It's the servicing which under the licensing contract, theatres were forced to take from equipment owners. Theatres in no case own the reproducing apparatus installed by Rptl. RCA or others. It is under license, with equipment owners for that reason at the outset insisting their engineers service the booths and replace any parts necessary.

At first theatres were unfamiliar with what was going on, and paid top prices for parts that had to be replaced, but many operators since have learned that the same parts could be bought elsewhere, and lower. While it has occasioned complaints and trouble, many theatres today are not only refusing to take service but are arbitrarily buying parts wherever they want. Some of Paramount's theatres were the first to break away, followed by Fox houses.

In the opinion of major circuit leaders, it's no longer a question of how excessive are the costs of maintaining reproducing equipment. The question is whether theatres shouldn't be entirely free to service their own booths and buy their new parts.

### Behind the Keys

(Continued from page 21)

last season, first choice of product going to bigger Rowland.

Wade Whitman, assistant mgr. at Penn until Lewis' turned house back to local Penn Federal corporation, has been dispatched to Lew's Akron, Akron, O., in similar capacity. M. J. Cullen no longer has assistant at Penn, handling all of the managerial duties himself.

Bill Skirball, Cleveland operator, thinking about repeating the Betty formerly the Pitt, on which he spent \$18,000 for repairs last winter only to have the whole thing wiped out by the flood of last March. Skirball originally considered dropping the property but has apparently since had a change of mind because he asked the trade union chiefs to meet him here next week for conferences.

Chicago. Star & Garter, at one time Chi's biggest burlesque house, is being re-

modeled in preparation to reopening as fall as a night pie house. Will be operated by Mrs. W. Foley, who owns the Empire and the Haymarket, also ex-burlesque houses.

Recent ownership changes as follows: Schine's Ashland (formerly Opera House), transferred to Schine Theatre Co., Inc., New Bremen, Bremen; to Roy Kresbach by J. D. Haven; Temple, Bryan, to Ellises Theatre, Inc., William Schirball, president; Clifton, in Clifton, to Joe Wheeler by Clifton & Simkins; Roy New Concord (formerly the Auditorium), to Roy W. Waller by J. D. Brown; Palace, Tiltonville, to George A. Manos; Rex, to C. M. Kahn; Fox opening, Ohio, to Cleveland, the Roy at New Concord, Pythian at Millersport and Princess, at Caldwell. Brown has shifted many of his pictures to the Liberty, while during alterations at the Quimby.

Robert Rhoades, recently in charge of Shea House in Zanesville, named manager of Colonial, Canton, replacing Frank King, transferred recently to Newark, O., to supervise the three Shea houses in that city. George A. Delis, district manager for A. G. Constant theatres, Ohio, manager of Colonial, Canton, recovering from injuries received in automobile accident last spring near Zanesville, has been discharged and is back at his desk.

San Diego. Bob Helms, erstwhile Oakland exhibitor, has acquired the Hollywood and Superior, dark for some time, and will reopen them this month. Lou Metzger has instituted elevator service to the first and second balconies of his Spreckles theatre, a distinct innovation in this town. His three houses, Cahillo, Broadway, and Spreckles, who have been completely renovated.

San Francisco. Installation of air conditioning plants in nine theatres in California towns has now been completed by the T & D Junior Enterprises under the supervision of Miles Mally, general manager in charge of country operations for the chain.

The plants, which can reduce temperatures inside the houses to at least 15 degrees below that outside, are now in operation in T & D theatres in Redding, Chico, Oroville, Sacramento, Lodi, Hanford, Merced, Visalia and Tulare.

Chicago. Jacob Lasker & Sons putting finishing touches on their \$40,000 remodeling job at their Villa theatre in Cicero, Ill.

Warren, Ohio, spending \$75,000 to remodel their West Englewood theatre. House will reopen Sept. 4 under new name—Ogden theatre.

Karlov, an operatory owned by Charley and Henry Stern, is being redecorated. House remains open while alterations are going on.

## Independent Theatres Unlikely to Sue Again

Lincoln, Aug. 11.

After a meeting this week of the board of directors of the defunct Independent Theatres, Inc., it was announced as unlikely that a repeated attempt of litigation against the major film companies and exhibitors here for collusion, conspiracy and restraint of trade would be made. In June the indie case against Metro, Universal, United Artists, Fox, RKO, Warners, Paramount, Lincoln Theatres, Corp., J. H. Cooper, of New York, and Bob Livingston, here, which asked \$135,000 in damages, was dismissed without prejudice to further action.

Attending the directors' meeting was G. L. Hooper, Topeka, Kans., president; Carl Eard, Lincoln, y.p.; Don Monroe, Beatrice, Neb., treasurer, and George O. Monroe, Sr., Lincoln, representing George Monroe, Jr., of Greeley, Colo., who is secretary. The meeting was held in the office of their attorney, Loren Laughlin.

At the time of the dismissal, it was evident on the surface that strained relations existed among the plaintiffs after finding differences on several points. These, according to several attendants at the meeting, still exist. The case still has about 17 months to go before being set aside. The board took corporate action at the meeting to reissue the case, but probability of a holdout seems likely to nullify chances.

### Exploitation

(Continued from page 21)

was electrical. Audience woke up to the great volume of sound with a shock and then began to work up a word-of-mouth campaign throughout the city that brought plenty back to see pic a second and even a third time.

On opening night of fourth week, Friday (7), a very hot night, there were more in the audience than were present at opening night second week and house maintained its average full week over weekend. This week the fans to watch out for this effect and is being much talked of.

### Busy in Reading

Reading, Pa. Dwight Van Meter, manager of Warner's Astor theatre here, is winding up two strenuous weeks. Last week, co-operating with eight retail merchants, he staged a three-night fur and beauty show, with local girls as models.

This week a Miss Reading beauty show, the winner to represent this city in state and national elimination contests, is being put across by Van Meter on his stage. Both affairs drew well, particularly the week's girl show. Hot weather interfered with all theatres' attendance last week.

## CALENDAR OF CURRENT RELEASES

(Continued from page 29)

Lila Akas (Hung). Musical romance. Irene Biller. Dir. Mihaly Istvan. 97 mins. Rel. March 1. Rev. March 11.

Lord of the Flies (Sw) (Scandinavian). Domestic comedy. Edward Person. Dir. S. E. Bauman. 80 mins. Rel. Feb. 15.

Lorenzo de Medici (It) (Nuovo Mondo). Historical biography. Mofist. Dir. Guido Brignone. 89 mins. Rel. April 1. Rev. April 15.

Luci Sommerer (It) (Nuovo Mondo). Raffles lives again. Dir. Adelqui Millar. 72 mins. Rel. June 15. Rev. July 15.

Madonna, We Bist Dui (Ger) (Castro). Romantic musical comedy. Liane Haid. Dir. Georg Jacob. 90 mins. Rel. March 15. Rev. April 1.

Magic Mountain (Swiss) (Lensaer). Art in French dialog. Dita Parlo. Dir. Dimitri Kirsanoff. 73 mins. Rel. March 15. Rev. April 22.

Marcia Nazare, La (It) (Franco-American). Drama of self-sacrifice. Tullio Carminatti. Dir. Mario Bonnard. 93 mins. Rel. Feb. 15. March 4.

Maria Elena (Sp) (Col). Mexican-made melodrama. Dir. Raphael Sevilla. 90 mins. Rel. Feb. 15.

Maria Pentasydissa (Greek). Dubbed silent, historical background. Dir. Joseph Matre. 84 mins. Rel. May 1. Rev. May 13.

Marquis de Pompadour (Ger) (Germania). Based on the opera of same name. Anny Ahlers. Dir. Will Woll. 92 mins. Rel. Jan. 15. Rev. Feb. 15.

Mas Alla de la Mueta (Sp). Mexican romantic comedy. Dir. Ramon Peon. 80 mins. Rel. March 15.

Milada Terzovic (Yug) (Cesar). Military comedy. Dir. Mario Bonnard. 84 mins. Rel. April 1. Rev. April 15.

Nem Elszak Musakoszko (Hung). Comedy with music. Dir. Alfred Novak. 90 mins. Rel. Feb. 15.

News of U.S.S.R. (Russ) (Amkino). Just what the title denotes. 80 mins. Rel. June 15.

Oberwachmeister Schwanks (Ger) (Castro). Detective mystery. Gustav Froehlich. Dir. Carl Froehlich. 10 mins. Rel. April 15.

Papst (Ger). Circus comedy. Viktor De Kowa. Dir. Arthur Rabenalt. 83 mins. Rel. March 15.

Paradiso Recobrado, El (Sp). Musical comedy in nudist camp. 80 mins. Rel. April 15.

Peter von Hohenhausen (Ger). First film. Rel. Jan. 15. Rev. Feb. 15.

Pension Mimosa (Fr) (Franco). Gambling and mother love. Dir. Jacques Feyder. 80 mins. Rel. May 1.

Fortune de Fatale (Lensaer). Weepy melodrama. Dir. Rene Sti. 74 mins. Rel. July 1. Rev. July 5.

Que Hago con La Criatura (Sp). Mexican kidnapping. Dir. Ramon Peon. 90 mins. Rel. April 15.

Raggen (Sw) (Scandinavian). Musical comedy. Dir. S. Bauman. 85 mins. Rel. March 15. Rev. May 27.

Ra Burlesco, Il (It) (Nuovo Mondo). Hurray for the new Italy. 95 mins. Rel. March 15. Rev. April 8.

Rosa's Murder in the tropics. Dir. Miguel Sacarias. 80 mins. Rel. April 15.

Royal Waltz (Ufa) (Ger). Court opera. Will Fort. Dir. Herbert Malisch. 90 mins. Rel. April 15.

Scarpa Al Sole, La (It) (Nuovo Mondo). War propaganda. Dir. Marco Elter. 95 mins. Rel. June 1. Rev. June 10.

Schloss Im Sueden, Das (Ger) (Ufa). Comedy romance about pic biz. Liane Haid. Dir. Geza von Bolvary. 70 mins. Rel. Feb. 15.

Schoen der Verliebt (Sein) (Ger). Backstage musical comedy. Dir. Walter Janssen. 60 mins. Rel. April 15.

Second Bureau (Fr) (DuWorld). Spy story. Jean Murat. Dir. Pierre Billon. 106 mins. Rel. Feb. 15. Rev. Feb. 15.

Seven Brave Men (Russ) (Amkino). Adventure in the Arctic. Dir. S. Gersibov. 91 mins. Rel. June 1. Rev. June 24.

Signora di Tutti, La (It) (Metropolis). Rev. Mary. Isa Miranda. Dir. Max Ophuls. 90 mins. Rel. March 15. Rev. April 1.

Skargards Fjirt (Swed) (Scandinavian). Comedy of love. Dir. Arne Bornes. 80 mins. Rel. April 15.

So Juanita Ines de la Cruz (Sp). Mexican semi-historical yarn. Dir. Ramon Peon. 80 mins. Rel. June 1.

Stimme der Liebe, Die (Ger) (Castro). Operatic comedy. Dir. Victor Janson. 60 mins. Rel. May 15.

Tanzmusik (Aust) (Lensaer). Jazz vs. Beethoven. Liane Haid. Dir. J. A. Hueller-Kahla. 80 mins. Rel. May 15. Rev. May 27.

Tempo Massimo (It). Romantic comedy. Dir. Mario Natoli. 70 mins. Rel. March 15.

Ungdom Av I Dag (Sw) (P). Domestic comedy. Anne-Marie Brunus. Dir. A. Branner. 83 mins. Rel. June 15. Rev. July 1.

U.S.S.R. (Russ) (Amkino). Late news events spliced into feature. 87 mins. Rel. June 15. Rev. July 8.

Verlovene Tal, Das (Ger) (Castro). Love in the mountains. Dir. Edmund Heuberger. 100 mins. Rel. May 15. Rev. July 1.

Vetter aus Dinsda, Der (Ger) (Ufa). Romance and music. Dir. George Zoch. 90 mins. Rel. July 1. Rev. July 15.

Wackere Schustermeister (Ger) (Germania). Farce. Dir. Carl Heinz Wolf. 90 mins. Rel. July 1. Rev. July 15.

We stromtrommen (Russ) (Amkino). The sailors fight the revolution. Dir. E. Dzigan. 83 mins. Rel. April 15. Rev. May 6.

Wer Nimmt die Liebe Ernst (Ger) (Castro). Romantic comedy. Max Hansen. 80 mins. Rel. June 15. Rev. July 15.

Zu Strassburg (Ger) (Castro). Alpine romance. Dir. Franz Ostma. 60 mins. Rel. March 15.

Key to Address  
Harold Arden, 1450 Broadway.  
Amkino, 723 Seventh Ave.  
Eavaria Film, 488 Fifth Ave.  
Euro. 240 E. 50th St.  
Danubia, 723 Seventh Ave.  
DuWorld, 723 Seventh Ave.  
European, 154 W. 53rd St.  
Garrison Films, 723 Seventh Ave.  
Franco-American, 66 Fifth Ave.

General Foreign Sales, 729 7th Ave.  
Germania, 22-33 19th St., Astoria, L. I.  
Hollywood, 723 Seventh Ave.  
Inter-Continental, 50 E. 42nd St.  
Kinematograph, 723 Seventh Ave.  
Lensaer, 240 E. 50th St.  
Martin Nossek, 326 Audubon Ave.  
Metropolis, 260 Fifth Ave.  
Nuovo Mondo Films, 220 W. 42d St.  
John Thompson, 126 W. 42d St.  
Ufa, 723 Seventh Ave.

### WB Poll on Duals

(Continued from page 5)

eye strain, headaches and fatigue.

7. To make pictures fit double-bill programs they are often cut so much that they become jerky and lose their value.

8. If one picture is suitable for children, the second picture generally is hot.

Many of the replies coming into WB were amusing. One man writing to a radio commentator wrote "Your sponsor (a headache remedy concern) is probably in favor of double features as they surely cause plenty of headaches." Another was "I believe in having two pictures in place of another while this one came from a Connecticut woman. Long sitings cause spreading hits. You can kill two hours in a show but four hours kills you. I am not willing to spend half of my life trying to catch the feature picture within a reasonable length of time. I fear if we do not down the doubles, soon we'll have to tolerate triplets and then we will have to take in a show over the weekend or during our summer vacation."

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Hollywood, California.



# Stock Market

(Continued from page 6)

shifted from one strong stock to another which was looked on as a highly encouraging sign. First, **Low** common was given a whirl Tuesday (4), the drive establishing the stock to reach a new high. Columbia Pictures etc. also participated in this show of strength, reaching peak for the week on the first day last week.

**Electric**

Interest then shifted to the electric, with General Electric and Westinghouse being taken in for a sharp upward thrust. Bulk of this strength was centered in General Electric with the issue moving up abruptly on Thursday and Friday to new high ground for three years or more. This movement was all the remarkable because it enabled GE to gain nearly 5 points in the two days of trading. Westinghouse's advance was concentrated in Saturday and Monday sessions, the stock climbing 9 points from the low for the week to 147. Issue up 5 1/2 points net despite heavy profit-taking at the blow-off.

After this the bullish enthusiasm swept over to the market, which shot up to 185 after reaching its low, 178 1/2. It was up 4 points at 184, closing tonight.

Heavily traded interest then shifted to Warner Bros. in the final day of the week. Although it had hovered about the same mark much of the time preceding Monday (10), in this session it was churned about on greatly increased volume and moved up impressively to 124. Even in the face of general selling the latter part of the day, the issue held much of its gain.

Both 20th Century-Fox stocks held close to previous closing prices, with greatest activity noted for the common around 24.25 and 24.50. Near the finish but even at this lower price was down only fractionally for the week.

Although the Paramount common and second preferred held within a narrow range, the first preferred declined on increased trading in Monday's market. This preference issue held close to 69 most of the week but dropped to 67, or 2 points, on the final day. The common and second preferred were only down fractionally but both appeared to be headed for a testing of the former lows before taking part in any general advance. The common broke 8 to finish at 7 1/2, while the second preferred dropped to 8 1/2, an eighth away from its old 1936 low.

General Theatre Equipment new

capital stock appeared to be recuperating from its recent broad advance to successive new peaks. Action of this issue gave every indication of being in the process of accumulation. The stock got above 23 in earlier transactions but wavered between 23 1/2 and 24 in late trading. At 23 1/2, closing today, it showed a slight advance but was not unlooked for after its recent split climb.

**Industrial Rise**

With industrial, rail and utility groups climbing to new highs for the year, a healthy gain for Dow-Jones industrial averages was counted on. The industrial averages reached 170.1, new 1936 peak, Monday, and showed an advance of 3.52 points at the close, 168.84.

On the other side of the picture, the sharp decline in Radio Corp. stocks attracted attention. Both preferred and the common were sold after a comparatively poor and at least disappointing earnings statement for the June quarter was issued. Radio common dipped to 10 1/2 before finding support. It was off more than a point at 11 at the blow-off.

RCA first preferred stock, on which a regular dividend of \$3.50 annually is paid, slipped to 7 3/4 but came back to 7 1/2 at the finish. Here only issue was off nearly 4 points. Radio B slipped 2 points to 10 1/2 but was sold down only on one day. Suit filed by Philco alleging theft of trade information by RCA representatives was not accorded much consideration by the street.

Columbia Broadcasting Co. stocks were a nice whirl since close of the week, both the 'A' and 'B' issues hitting 57 as an ask price and 58 1/2 as a bid price on Saturday (8).

Warner Bros. pfd. came in for a brief rally early in the week, going to 124, but later dipping to 123 1/2, a gain of more than a point on the week.

One of the principal dividend meetings of the week will come today (Wednesday) when directors of Eastman Kodak convene to decide on the regular quarterly divvy on the common and preferred. The company's rate of payment currently is \$5 annually. Common stock yields only 3% at current price levels. However, Eastman Kodak comes closer to paying \$6 on the common when recent cash extras are included. The directors have been unusually liberal in extra money cutting this year.

Summary for week ending Monday, Aug. 10:

STOCK EXCHANGE									
High.	Low.	Deals.	American and rets.	High.	Low.	Last.	Net	Change.	High.
27 1/2	26 1/2	4,000	Int. Secur. Stat.	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	2,000	Gen. Tel. & Tel. (11)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	3,000	Col. Pict. Dist. (25)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	400	Consol. Film	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	2,000	Eastman Kodak (1)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	111,000	Gen. Elec. (1)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	3,000	Gen. Tel. & Tel. (11)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	24,300	Low (2)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	12,000	Paramount (1)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	3,000	Dow (1)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	4,000	Pathé	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	12,000	Radio Corp. 1st pfd. (34)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	6,000	Radio Corp. 2nd pfd. (12)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	12,000	RICO	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	2,000	20th Cent. Fox	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	53,000	Universal pfd.	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	4,000	Dow (1)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	21,000	Warner Bros. (34)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2
27 1/2	26 1/2	100	Dow (1)	27 1/2	26 1/2	27 1/2	+1 1/2	+1 1/2	27 1/2

\* New 1936 high.  
† Plus stock dividend.  
‡ Paid this year.  
§ Plus cash extra.  
|| Paid this year; dividends in arrears.

CURB									
4 1/2	2 1/2	80,000	Grand National	4 1/2	3 1/2	4 1/2	+ 1/2	+ 1/2	4 1/2
4 1/2	2 1/2	300	Technicolor	4 1/2	3 1/2	4 1/2	+ 1/2	+ 1/2	4 1/2
4 1/2	2 1/2	4,000	Translux (20)	4 1/2	3 1/2	4 1/2	+ 1/2	+ 1/2	4 1/2

BONDS									
87 1/2	87 1/2	37,000	Gen. Theo. Eq. '40	87 1/2	86 1/2	87 1/2	+ 1/2	+ 1/2	87 1/2
87 1/2	87 1/2	74,000	Int. Sec. '40	87 1/2	86 1/2	87 1/2	+ 1/2	+ 1/2	87 1/2
87 1/2	87 1/2	48,000	Low 3 1/2 '40	87 1/2	86 1/2	87 1/2	+ 1/2	+ 1/2	87 1/2
87 1/2	87 1/2	30,000	Paramount 3 1/2	87 1/2	86 1/2	87 1/2	+ 1/2	+ 1/2	87 1/2
87 1/2	87 1/2	122,000	Paramount 4 1/2	87 1/2	86 1/2	87 1/2	+ 1/2	+ 1/2	87 1/2
87 1/2	87 1/2	24,000	Warner Bros. 4 1/2	87 1/2	86 1/2	87 1/2	+ 1/2	+ 1/2	87 1/2
87 1/2	87 1/2	80,000	Warner Bros. 4 1/2	87 1/2	86 1/2	87 1/2	+ 1/2	+ 1/2	87 1/2

OVER THE COUNTER, NEW YORK									
30 1/2	29 1/2	Col. Broadst. A (2)	30 1/2	29 1/2	30 1/2	+ 1/2	+ 1/2	+ 1/2	30 1/2
30 1/2	29 1/2	Pathe F. pfd. (1)	30 1/2	29 1/2	30 1/2	+ 1/2	+ 1/2	+ 1/2	30 1/2

\* New 1936 high.  
† Paid this year.

## Incorporations

NEW YORK

**Intercontinental Productions, Inc.**  
Incorporated for the production of motion pictures; capital stock, 200 shares, no par value. Incorporators: Irving Hoffman, 7 Pine st., N. Y. C.; Jane Cross, 147 S. Oxford st., Brooklyn; Betty Kramer, 45-38 48th st., Woodside.

**Federal Television & Radio Schools, Inc.**  
New York; instruction in television, radio, broadcasting, etc.; capital stock, 200 shares, \$100 par value. Incorporators: Theodore Antler, Richard Schlein, Murray P. Goetz, all of 151 Fifth ave., N. Y. C.

**Rogers Pictures, Inc.**  
New York; motion picture productions, etc.; capital stock, 10 shares, \$100 par value. Incorporators: Leon Vogel, 61 Avenue A, N. Y. C.; Ethel Kugel, 1223 Franklin ave., Bronx; Sarah Frank, 414 Hendrix st., Brooklyn.

**Boecherer Bros. Enterprises, Inc.**  
Manhattan; public amusement resort; capital stock, 200 shares, \$100 par value. Incorporators: Herbert L. Boecherer, 89 Union ave., Ridgewood, N. Y.; John J. Early, Assembly Chamber, Capitol, Albany; Edward D. Harper, 4 Chestnut st., Albany.

**Interstate Amusement Corp.**  
Manhattan; institutions for checking theatre receipts, etc.; capital stock, 100 shares, no par value. Incorporators: Samuel J. Schwartzman, 260 Madison st., N. Y. C.; all of 220 West 42nd st., N. Y. C.

**Interstate Amusement Corp.**  
Manhattan; theatrical business; capital stock, 100 shares, no par value. Incorporators: Robert Ward, Howard B. Ward, 115 W. 42nd st., N. Y. C.

**Harrie and Steele, Inc.**  
Manhattan; theatrical business; capital stock, 100 shares, no par value. Incorporators: Wagner S. Harrie, 320 W. 78th st., N. Y. C.; Thomas A. Gaffney, 257 W. 10th st., New York.

**Bench Ocean Theatre Corp.**  
Kings; theatrical business; capital stock, 100 shares, no par value. Incorporators: Guetava Posner, Emil Klein, Maurice Posner, 100 Broadway, N. Y. C.

**New York State Rodeo Assn., Inc.**  
Rochester; operate rodeo competitions, etc.; capital stock, 100 shares, no par value. Incorporators: Marvin R. Dye, 730 Seneca st., Rochester, N. Y.; David D. Taylor, 20 Paige st., Rochester, N. Y.; Vincent W. Westrup, all of 150 Broadway, N. Y. C.

**Radio Preview, Inc.**  
Manhattan; deal in records; capital stock, 200 shares, no par value. Incorporators: Paul Schaefer, 145 Madison ave., N. Y. C.; Arbel, all of 61 Madison ave., N. Y. C.

**Paramount Pictures Distributing Co., Inc.**  
Exchange Place, Jersey City, N. J.; motion picture negatives, etc.; capital stock, 100 shares, no par value. Incorporators: C. Keough, secretary; capital stock, 100 shares, no par value. Filed by Clinton Combes, 1501 Broadway, N. Y. C.

**First National Pictures, Inc.**  
New York; theatrical equipment, etc.; New York office, 37-35 34th st., Briele S. Hines, president; capital stock, 600,000 shares, no par value. Incorporators: M. Williams, J. Williams & Tucker, 20 Pine st., N. Y. C.

**DELAWARE**

**Red, Hot and Blue, Inc.**  
Wilmington; to acquire all rights in existence of the musical work entitled "Red, Hot and Blue"; 200 shares, no par value. Incorporators: Paramount Pictures, Inc., 1501 Broadway, N. Y. C.

**Woodward Grill, Inc.**  
operate restaurant, cafe, luncheon, etc.; 100 shares, no par value. Incorporated by Clinton Combes, 1501 Broadway, N. Y. C.

**Fox Utah Theatre Corp.**  
operate theatre, etc.; 100 shares, no par value. Incorporated by Charles N. Caldwell, Jr., United States Capitol, Wash., D. C.

**Echo Tavern (Drink and Eat) Co.**  
deal in or with restaurants, etc.; 100 shares, no par value. Incorporated by Skirvan, H. Kennedy, Wilmington, Corp. Service Co.

**Napoleon the First, Inc.**  
purchase, lease, own, and manage theatre; 400 shares, C. S. Penning, L. H. Herman, W. T. Hobson, Wilmington, The Corp. Trust Co.

**INCREASE IN CAPITAL STOCK**

**Federal Theatre Co., Inc.**  
New York; \$100,000 to \$200,000, United States Corp. Co.

**RIEGER'S \$136,795 BKPTCY**

Jack Rieger, motion picture lab technician, filed a voluntary petition in bankruptcy in Federal District Court, N. Y., listing liabilities at \$136,795, and no assets.

The creditors named are Pat Powers, W. J. Freudenberg, Meyer Rieger Labs, De Luxe Trailers, the Film Center, Agfa Raw Film Co., J. E. Brulatoir, Consolidated Film Labs, Malcolm Film Labs and Exhibitors Screen Service, Inc.

## Advance Production Chart

(Continued from page 23)

ducing, Sidney Salkow directing, from A. A. Milne novel by Michael Uris and Harvey Thew. Cast: Jeanne Dante, Kenneth Howell, Alan Mowbray, Martha Sleeper, Walter Catlett, Charles Williams, Margaret Irving.

Into work next are **'FLYING HOSTESS'**, produced by Edmund Grainger and directed by Murray Roth; **'TOP O' THE WORLD'**, produced by Lou Brode and **'THE LUCKIEST GIRL IN THE WORLD'**, produced by Morrie Ryskind.

## United Artists

Two in work, three editing, three preparing. In work: **'BODSWORTH'**, reported June 17, and **'COME AND GET IT'**, reported June 30. No new pictures started or previewed last week.

Selznick-International unit is ready to get **'TOM SAWYER'** into work this week. Walter Wanger is putting final preparation touches to **'THREE TIME LOSER'** and **'HISTORY IS MADE AT NIGHT'**.

## Warners

Nine in work, 10 editing, eight preparing. In work: **'SING ME A LOVE SONG'**, reported as **'LET'S PRETEND'**, Variety, July 15; **'GODS COUNTRY AND THE WOMAN'**, reported July 15; **'OLD DIGGERS OF 1937'** and **'GREEN LIGHT'**, reported July 22; **'THREE MEN ON A HORSE'**, **'FUGITIVE IN THE AIR'**, formerly **'HEROES OF THE AIR'**, **'MISTRESS OF FASHION'**, **'THE SHRINKING VIOLET'** and **'WAKING OF O'MALLEY'**, all reported July 28. No new pictures started last week.

Readied to start within September include **'THE BLACK LEGION'**, produced by Robert Lord, Archie Mayo directing; **'TRIAL HORSE'** and **'HARD FEELINGS'**, produced by Bryan Foy, and **'THE GENTLEMAN FROM KIMBERLY'** and **'SCHOOLHOUSE IN THE FOOTHILLS'**, to be produced by Henry Blanke.

## DET. LOTTERY RAID

Detroit, Aug. 11.

Police began another war on the theatre lotteries this week, with seizure of magic lantern device in north-side nabe.

Police Censor Lester Potter said the lantern was being used to conduct a lottery, and promised raids on other houses conducting similar games.

## Roxy's \$55,426 Net

Net profit of Roxy Theatres Corp. for 28 weeks ended July 2 amounted to \$55,426 before charges, interest and taxes compared with net of \$42,134 for 23 weeks ended June 13, 1935.

Corporation's net profit for 29 weeks ended Jan. 2 this year totaled \$111,358.

### New York Theatres

There's a Better Show at the **ROXY** THEATRES

**STATE** 1000 STREET 2ND AVENUE  
IT'S COOL AT LOEW'S  
HELD OVER  
**'San Francisco'**  
On Stage LOUIS ROULET and Revue

**TRANS** 1000 STREET 2ND AVENUE  
AIR-COOLED - 25c to 1 p.m.  
**'CHINA CLIPPER'**  
with PAT O'BRIEN  
Ross Alexander - Beverly Roberts  
Humphrey Bogart - Marie Wilson

**RADIO CITY MUSIC HALL**  
30th Street and 6th Avenue  
**"MARY OF SCOTLAND"**  
Spectacular Stage Production  
7th Av. & 30th St. 'Charlie Chan at the Race Track'  
**ROXY**  
ALL 25c TO SEATS 1 P.M.  
On the Stage CHAS. COLLINS

**PARAMOUNT SQUARE**  
HELD OVER 3rd WEEK  
**BING CROSBY**  
**"RHYTHM ON THE RANGE"**  
ON THE STAGE: PHIL STUTZMAN AND HIS "HOUR OF CHARM"

**MARCH**  
**BARRYMORE**  
IN THE  
**"ROAD TO GLORY"**  
JUNE LINDA GRIGORY MATTHEW UNITED ARTISTS **RIVOLI** 49th St.

**LOEW'S** 1000 STREET 2ND AVENUE  
IT'S COOL AT LOEW'S  
HELD OVER  
**'San Francisco'**  
On Stage LOUIS ROULET and Revue

**CAPITOL** 1000 ST.  
It's Gay-It's Cool  
**BARRYMORE**  
"THE DEVIL DOLL"

**IA Boothmen Win Out**  
Los Angeles, Aug. 11.  
Union projectors won out over the California Amus. Co., after picking the outfit's four houses in Pasadena for the past eight months. Settlement calls for IATSE operators in all booths.

Tony Martin's Big Hit From The 20th Century-Fox Production "Sing, Baby, Sing"

"WHEEDY WE HEAVEN?"

Robbins Music Corporation

799 Seventh Avenue, New York

## That Cloud of Dust Near the Horizon Is Radio's Summer Bogey-Man on the Lam

Washington, Aug. 11.

Perennial broadcast industry bogey man, summer slump, is on the run, National Association of Broadcasters reported last week.

With June revenues figured on basis of gross billings amounting to \$9,917,733 against \$9,545,594 for May, Association figures interpret pointers out that the decline from the prior month level 'was the smallest in recent years.' Drop this year was 7.3%, comparing with 12.7% in 1935 and 31.6% in 1934.

Any doubt that 1936 will set a new record for industry income was erased by the June report. Although N.A.B. statisticians have not completed analysis of first six months, the figures for the first half-year show a gain of 12.7% above last year and a January-June total of \$50,802,173. This is up nearly \$5,000,000 over last year and almost \$12,000,000 in the past two years. Comparable totals were \$38,221,490 for 1934 and \$45,075,972 for 1935.

Emphasizing that trends this year are more encouraging than in the past, N.A.B. pointed out that gross June volume was up 20.2% in the last 12 months, local broadcast advertising reversed the usual seasonal trend and jumped 46% above May, national non-network volume was 24.7% better than June, 1935, all forms of automotive advertising showed material gain over last summer, regional and non-network accounts rose "markedly" and food advertising increased in all categories.

June total was broken down as follows: National networks, \$4,945,546; regional, \$1,058,890; national non-net, \$1,833,630; local, \$1,948,280. Only increase was in local revenue, which climbed about \$17,000.

Over the six-month period, all forms were up substantially above first half of 1935, comparison of N.A.B. figures showed. Web biz in U.S. up 8.4% from \$26,120,410 to \$28,147,970; regional from \$465,899 to \$644,473; non-net from \$8,591,093 to \$11,527,860; and local from \$9,888,610 to \$10,447,870.

### Trends

Analyzing the non-web business, Association experts reported that announcement, talent and record volume all showed increases in some categories. Revenue for flesh programs was up \$85,000 in the local field; announcement receipts rose \$15,000 in the non-net category; and record income climbed \$1,800 in non-net and \$2,700 in local branches.

Substantial increases in sale of talent and transcription programs in the national non-net field during the past two years were reflected in the preliminary six-months figures. While receipts from record advertising were down below 1935 first-half total, disc figure was \$1,918,212 ahead and flesh figure was \$1,626,525 bigger.

Talent trend was especially noticeable over the two-year period. Non-network advertisers paid \$2,200,000 more on the line for flesh during the first half of this year than they did in the same part of 1934. The 1936 total is \$10,633,770 against \$8,917,245 last year and \$7,240,203 the year before. Disc showed a slightly smaller improvement, rising not quite \$2,000,000 over the 24 months, and reached \$5,723,950 this year against \$3,805,738 in 1935 and \$3,769,119 in 1934.

### Lindsay McPhail's Inside Track on Oil Program

Atlantic Refining is scheduled to inaugurate a new program over the Columbia network in the fall. Clearance of time and other details being worked out by N.W. Ayer.

Lindsay McPhail, who has been functioning as a film player with French horns predominant, is reported set for the program. Eddie and Ralph and a soprano also in prospect.

### Mrs. Melrose an Actress

Cleveland, Aug. 11. —Elyse Fern Melrose, manager of WY, became a film player last week. Her "Crosby" series for White Cross School of Beauty Culture has been converted into a business film. Will be used to highlight sale of fashions in beauty school.

## SHOW BOAT REVAMPS; ROSS, COMICS REMAIN

Benton & Bowles is lining up a new talent array for the Maxwell Show Boat program over NBC. Changes occur Aug. 20. Captain Henry is being written out of the story by the device of having him make a trip around the world. Hence Frank McIntyre is at liberty.

All Goodman takes over from Gus Haegheisen on the musical end. Mollas and January and Larry Ross, the latter still headliner, remain. A soprano to be selected and a blues singer also in the cards.

Tom Revere of B & B yesterday was trying to get together with Fred Norman on Sam Hearn who will do a "Horace Nimble" for Show Boat.

## \$2,500 PER WEEK ASKED ON NEA STRIPS

NEA Service, newspaper syndicate owned by Scripps-Howard, has put three of its comic strips into other form and is peddling them through the Stephen Slesinger firm, which also acts as NEA sales rep in the newspaper biz. This is the second Scripps-Howard syndicate to jump into radio. United Features some months ago made the same move when several of its comic features were put onto wax and peddled by Jean V. Grombach.

NEA strips now up for sale are Captain Jack and Wash Tubbs; Whitey Family ("Our Own") and Whirl Ruppel. Latter is being scripted by E. R. McGill, author of "45 Minutes in Hollywood" and "Cavalcade of America," in sections running three to five times weekly 15 minutes apiece. Asking price is \$2,500 per week, and network airing only is demanded by contract.

Trend toward etherization of syndicate stuff has been marked within the past year, with three firms trying to collect extra coin from sales to radio. In addition to the two Scripps-Howard pods, Hearst's King Features Syndicate is also ramming. Several of the latter's programs are handled by the Cleveland B. Chase organization, and one "Popeye the Sailor man" has received commercial web airing.

### ARMY MAN JOINS NBC

Lt. Col. Fitch Brought in by Lenox Lohr

Lt. Col. C. W. Walter Fitch joins NBC as personnel head Sept. 1. During the Century of Progress in Chicago, he handled general exhibits under Lenox Lohr. Most recently he has been engaged in WPA housing work in Washington. Newcomer will be under Walter J. Patten direct.

## Lawyer Spearman, Engineer Pickard Master-Mind Regionals' Oct. Tactics

New York meeting in the Hotel Barclay last Thursday (6) brought the brand-new National Association of Regional Broadcast Stations one step nearer its objectives with the designation of Paul Spearman of Washington as the legal battery and Greenleaf Whitner Pickard of Boston as the engineering master-mind. Group is now gathering funds with a view to moving into battle Oct. 5 at the Federal Communications Commission's field on reallocation.

Recognizing the well-organized and well-financed clear channel group with 500,000-watt ambitions as a major hazard to the regional stations' future, the latter hope to have

### Pants and Cricket

Columbia's Berlin broadcast of the 3,000-metre Olympic race Saturday (8) had a London commentator describing the contest. The very British, accurate description reached a peak of personal annoyance when the announcer said:

"That fellow has different trousers than he used the other day; that's very unfair; can't recognize him."

## CBS WANTS TO SELL KNX STUDIO

Hollywood, Aug. 11.

A Hollywood broadcasting studio budgeted around \$1,000,000 is to be erected by CBS this fall. Chain is trying to unload its KNX studio, asking around \$185,000. Fred Billings, Hearst rep, is huddling with Don Thornburgh, network exec, on possible takeover.

Billings recently had plans drawn for a new KEHE studio. Several stations have been offered the KNX studio, but no dice due to the stiff figure.

Understood, however, that CBS will build a new studio regardless of what happens to KNX.

## TELEVISION DELAY; MUFFS TRADE SHOW

London, Aug. 2.

Despite earlier announcement, the B. B. C. was to speed up technical end of the building of its new television studios at the Alexandra Palace, North London, the largest seeing-in studios in the world, there will be no transmissions for the Radio Manufacturers' annual exposition at Olympia at the end of August.

Corporation had hoped to get the work so far advanced that it could send sector-in staff to the Radio-Olympia exposition, if only as a stunt.

With the opening day less than a month away, the realization of the idea has been found impossible.

### Boyer, Arnold on Camel

Hollywood, Aug. 11.

Charles Boyer takes to the air for the first time Oct. 4, drawing the guest spot on Camel Caravan.

Alvinne of Columbia's "Meet Nero Wolfe" scheduled for Aug. 18 on the cliche show with Edward Arnold, e-saying his starring role in a brief session. Gertrude Nielsen set for the singing spot.

### Mrs. Cargill Okay

Macon, Ga., Aug. 11.

Mr. and Mrs. E. K. Cargill are the parents of a son born in Macon last week. Cargill is president of WMAB.

A Caesarian operation was necessary for delivery of the child. Mrs. Cargill is now reported to be out of danger.

## Inside Stuff—Radio

Circular letter was sent to transcription manufacturers and ad agencies last week by the Music Publishers Protective Association advising them that Warner Bros. music could be had for recording purposes at the same rates that applied for the copyrights of other publishing sources. Also that the MPPIA was now in a position to re-license WB compositions contained in the older program libraries.

Schism between Warner and the American Society of Composers, Authors and Publishers had forced the library manufacturers to shelve a mass of finishing recordings. Release of these will involve the licensing of approximately 1,500 WB tunes, which at the rate of \$15 per number will bring the Warner group \$22,500.

Warner in 1935 got 40% of the transcription business cleared through the MPPIA's mechanical rights bureau.

What looked like a bad guess costing Chesterfield ciggies a nice wad of coin was cleared up last week when Warner's music houses and American Society of Composers, Artists and Authors makers made their peace. Several weeks ago the Reynolds outfit hit upon an idea to tie in their billboard campaign with a radio theme song. Beaupou 24 sheets were ordered and space placed with mags and dailies. When word reached Andre Kostelanetz, musical conductor of the radio program, that the tune would be "When Irish Eyes Are Smiling" he looked into the catalogs and found it on the Warner restricted list. Too late for cancellations, paper went up in many spots. Hatch-burying ceremonies came in the nick of time and the campaign has been rejuvenated with more eyes smiling than the Irish.

Opinion of Robert F. Elder, developer of the audimeter, is that the gadget is due for 'large scale' commercial use in the near future. The meter is now in the hands of a midwest research outfit, said to be the Nielson firm of Chicago, which will continue testing and improving it. Heretofore Anderson, Nichols Association of New York, were custodians. Short time ago Elder and this firm started work on the device but had 'dropped' the device because it was too expensive, while Elder strenuously objected to this statement. Said he was not willing to enter into 'protracted controversy' with A-N, but that the reason for this was because he had taken the gadget away from them after friction on how to handle it properly.

Frank Newton who recently left the Blackman agency, New York, where for a time he officiated in radio spot time buying is leaving for a round the world trip to study foreign advertising. This is the newest step in a systematic education Newton decided upon after leaving college. He worked in an A. & P. grocery store and was a traveling salesman for Maltex, then spent two years with Blackman agency. All this was part of a curriculum in advertising and selling he laid out for himself some years ago.

United Broadcasting system, Hollywood, of which the film actor, Harry Green is a leading spirit, is not a library service. In making electrical transcriptions of Hollywood personalities United only expects these to reach stations under national sponsorship. Program material for local or retail advertisers is not part of their plan, Green states. Asking stations to contract to clear time mandatorily upon demand United proposes to line up national accounts and be in a position to deliver time across the board precisely as telephone-linked network although wax will be the actual medium employed.

Walter Widlar, WJAY, Cleveland, merchandise chief, has applied a novel method of reducing noise and static in the home radio set. He has a dynamic expander and a high note amplifier attached to his set so that during quiet moments in the program the high frequency response is automatically reduced. Only disadvantage is that it requires \$6 tubes to make the darned thing work.

Entire estate of Wilfred W. Fry, president of N. W. Ayer & Son, who died July 27, was left to his widow. Will, filed in Camden, N. J., did not mention children. Executors are Mrs. Fry and Adam Kessler, Jr., business associate.

'Mystery' air trip of Howard Hughes, film producer, stirred up press curiosity. Not generally known that heavily-laden aeroplane has an NBC engineer aboard.

### EVANSVILLE IN DEMAND

Both NBC and CBS Won Station WGFB, Fair-Term

Evansville, Ind., Aug. 11.

WGFB, local 500-watt here, has been approached by both NBC and CBS for web advertising. Station is mulling over which proposition to choose, or whether to take any at all. Anticipated, however, that some kind of web agreement will result.

WGFB operates on a cleared regional channel, but has divided evening time. Attempts now being made to get full nighttime operation. Is owned by Evansville on the Air, Inc., which also operates a 100-watt sister station, WEOA. Latter is affiliated with the Insult chain.

### Visiting

In New York: Hoyt W. Linn, WMA, Memphis. John J. Gillin, Jr., WOW, Omaha. John Shepard, 3rd, WNAC, Boston.

W. J. Scripps, WJW, Detroit. Walter Dillvaugh, WTM, Memphis. Harry Slavick, WMV, Kansas City. Harry Trenner, WNBF, Binghamton.

C. D. Mastin, WBNF, Binghamton. In Chicago: Albert Foster, WWL, New Orleans.

H. C. Peters, Free & Sleinger, New York. William Gellatly, WOR, Newark.

John Gillin, WOW, Omaha. J. F. Draughon, WSLX, Springfield. William Behrman, WBOW, Terre Haute, Ind.

Robert A. Street, WCAU, Philly.

## WHAS Seeks 100-Watt To Give Local Service When WHAS Goes Up

Louisville, Aug. 11.

Courier-Journal and Louisville Times, owners of WHAS, 50,000 watt outlet for CBS programs in this territory, filed application Friday (7) with the FCC for a new 100-watt station to be operated on 1,210 kilocycles, unlimited time.

Application to boost the power of WHAS from 50,000 to 500,000 watts is now on way to Washington. Setup would be comparable to that now in operation by Crosley Corporation in Cincinnati, which has WLW as the super-watt and WSAI as its auxiliary little brother with rates in a lower price range to take care of local business.

Another 100 watt will be ready to take the air about Sept. 15, across the river from Louisville in New Albany, Indiana. Arthur Harris, and his son, Charles Harris, expect their station to give coverage in the Louisville area, as well as New Albany and some distance in Southern Indiana.

Judge Robert E. Bingham, publisher of the Courier-Journal and Times and Ambassador to England, would have control of the new station as well as WHAS. His nephew, George W. Norton, Jr., is owner of WAVE, NBC's Louisville outlet.

Mona Thomas, formerly of Thomas & Thomas Advertising Agency in Denver and ex-scripter for WBMM, was placed on payroll at WGFB. Chicago's late wife, Miss Thomas, will write script shows and handle publicity for the labor station.

# SALES REPS NOT CLOWNED

## E. Katz Asks a Re-Count

E. Katz Special Agency, newspaper rep which took on radio first of the year and now has 15 client stations, is seriously objecting to the short-listers' statement that Katz has three New York salesmen. Katz viewpoint is that there are eight Manhattan peddlers all told. Three of these work exclusively on radio, while the rest sell both radio and newspaper space. Katz claims that it went into radio because its staff was a good talking point, and that this point has substantially increased in value since revelations that most reps work on a very skimpy sales overhead.

If the Katz method of reckoning is accepted as correct, it likewise means that Branham, another entrant into radio from newspapers, should be credited with more than one New York salesman. Branham has this singleton exclusively on radio selling, but there are others who sell both radio and newspapers.

## 'COVERAGE' TALK GETTING STALE

**Broadcasters Bring Up Additional Points of Criticism as Anvil Chorus Remains in Session**

### CHEAP BLURBS

Follow-ups on the recent anvil chorus against station sales reps are giving prominence to other, less publicized, "howl" in the rep service. Some of the additional blasts against station reps as voiced by dissatisfied broadcasters include these charges:

- (1) That too large a percentage of such business as the business reps do turn in is of the cheap rate spot announcement sort. This is the least desirable type of spot account, is a parasite on entertainment program, is troublesome to handle and occasions frequent squawks from sponsors of regular programs that resent other advertisers getting a free ride during station breaks, etc.
- (2) Almost any first-class station in a good market automatically is apportioned a considerable volume of spot blurbs anyhow; there is little or no salesmanship required; instead it's a matter of how many announcements a station can or is willing to accept.
- (3) When national accounts go seeking local programs they contact the stations direct and purposely avoid dealing with station reps; the

## Meeting Admen's Specifications

Following a series of complaints by agency spot buyers that the majority of station reps supply inadequate station and market data, Hearst Radio is trying to cash in on this dissatisfaction to the advantage of the Hearst group. Outfit now has a project under way calling for standardization of all data on its stations. Format was copied off a list of suggestions for station info sent out by Campbell-Ewald about a year ago, together with suggestions and amendments from BBDO, Ayrer, and others.

Project calls for a series of loose-leaf booklets, each to be identical with every other even to page numbers, in which will be listed terms coverage, marketing and personnel facts. So far the volumes for WBAL, Baltimore, and WCAB, Pittsburgh, have been completed. These are being personally delivered to 250 advertisers and agencies. Info takes the following lines: station policy; local features; network affiliation; showmanship; reception quality; listening audience; hours of broadcast; dial position; power; equipment; coverage map in millivolts; market data; surveys; newspaper affiliation and merchandising service; rates; station management; competition; and accounts using the station.

## Spot Biz Starts to Roll In; Atlantic Refining Gridironers Lead Off Fall Signatures

Following a couple of dull weeks, the spot biz within the past seven days has taken one of the biggest spurts of the season in New York. Stations and their reps are now being asked for available time spots at a hefty pace presaging a new stream of coin into the ledgers. At least a dozen accounts last week were mulling spot in some form, a couple of them putting through sizable inkings. This is the biggest prospect list developed for this fall.

Included in the most active roster of actual and prospective spot buyers in Manhattan are the following:

**Atlantic Refining**, through N. W. Ayer. Has signed for various football tilts in the East. All of the University of Pennsylvania games, except Penn-Cornell, are purchased on WCAU, Philly, this deal reportedly involving \$10,000. WCAE, Pittsburgh, gets Pitt's games, including the Pitt-Nebraska fray to be played in Nebraska. Whether the latter will be piped into the Iron City or retransmitted is not yet known. Virginia Broadcasting System garners the complete University of Virginia games at a figure of about \$8,500.

**Boston College**, through Boston U. Brown, Dartmouth, and Holy Cross games. WJAR, Providence, also contracted for Brown games.

**Oyster Shell Products**, through Husbands & Thorne. Has decided on an announcement campaign, which is to start next month. Will hit about 25 stations with powerful rural coverage (last year the account had 18 stations). List not completely set yet. Evans is time buyer.

**Utica Knitting** (underwear), through John Thomas Miller agency, is getting up a list of 12 to 15 stations in the Utica area. Clients: Will be selected all over the country except the South. George Hecker is account exec and buyer.

**Ironhead Yeast**, through Ruthrauff & Ryan, is completing purchase of

facilities for two five-minute platters per week to start Sept. 6. Station list is described as "big."

**Webster-Eisenhart** (cigars), through N. W. Ayer, is extending its spots in Kansas City, Charlotte, and New England.

**Continental Oil**, through Tracy-Locke-Dawson, will start with a half-hour weekly platter series, for 13 weeks, on Sept. 27. Skeddled to hit 31 stations with Carveth Wells in "Exploring America."

**Republican National Committee** is querying all station reps about acceptance of either 5 or 15-minute discs for placement side of foreign language broadcasts of any kind whatsoever. Wants stations everywhere except in the South. List to be set in about another week. Queries made by Miss A. Graham.

**Nesco**, through Benton & Bowles, has bought one-minute announcements to start this week. Contract calls for 26 spots, to run six-a-week until used up.

**Ivory Soap**, through Blackman, is starting a campaign in the Southeast within two weeks. Calls for announcements to run on varying short schedules.

**Consolidated Cigar**, through Erwin-Waser, is getting for info on sports, and may start in a month, though not definitely.

**Altkin-Kynett** agency, Philadelphia, is making spots reservations of all kinds, but without naming its client.

## City Can't Act Against Free Entertainments

Minneapolis, Aug. 11. Minneapolis city council has been advised by R. S. Wiggins, city attorney, that it has no jurisdiction in the matter of free radio entertainment, promote advertising programs and is powerless to prohibit it.

Wiggins gave his opinion after a half dozen theatrical booking agencies appeared before the council ordinance and legislation committee to voice protests and objections against the free entertainment.

"The matter is one of interstate commerce and the council cannot interfere," Wiggins told the Aldermen.

**'Wonder Show's' Location**  
Continental Baking's "Wonder Show" will broadcast special discs from Carnegie Hall, New York, for the next four Sunday nights. Was intended to move into New Amsterdam after inaugural program. Afterpieces will be dropped.

## Dick Voynow on John Shepard Payroll; Revamped Yankee Starts Sept. 27

Boston, Aug. 11. Queried by VARIETY concerning a report that the revamping of the week-end in advertising circles that he was part owner of the Edward Petry sales rep organization, John Shepard, 3rd, used the strongest possible emphasis in denying the report.

"Absolutely unfounded, ridiculous, nothing to it," is Shepard's description of the report which evidently followed the recent long-term deal between the Yankee network and Petry.

Richard Voynow, brother of Ed Voynow, v.p. in the Edward Petry rep firm, has been named sales and production manager of WEAN, Providence, and WICC, Bridgeport, both owned by John Shepard, 3rd. This move was officially announced by Shepard the day after he and Edward Petry collaborated on drawing up a spectacular rep contract whereby they are bound together for five years. Dick Voynow, before his calling to the Shepard agency, was in the production department of WLW, Cincinnati.

Meantime plans have been completed to get the revamped Shepard Yankee web onto the ether Sept. 27, same day that WNAAC, Boston, joins the NBC red. All the stations will be ready for plating in except WEAN and WICC, both of which are currently CBS affiliates and won't be available to Yankee or the NBC blue until Jan. 1 of next year.

On that same day the status of three other Yankee affiliates who are coming into the new setup will turn nebulous. These stations are WMAS, Springfield; WLBS, Bangor, and WFEA, Manchester. Since the trio is affiliated with CBS, their availability to Yankee, which is nearly all NBC, comes into question. That is, unless Yankee wants to put special wires into these stations, or a maneuver is worked whereby they change their network status to NBC. Shepard's statement on the matter mentions a possibility that they will continue to carry programs after the first of the year.

Shepard's second New England web—the Colonial, fed by WAAB—is also getting started on Sept. 27. Latest addition to this web is WHTT, Hartford.

### Time Clearance Delays

**'Parson's' Fixed Schedule**  
Colgate Super-duds show, "Goose Creek Parson" which starts Aug. 30 over CBS, will have a Sun-Wed-Fri. schedule first four weeks. Then reverts to Mon-Wed-Fri. at 7:30. Show originates from West Conn. Benton & Bowles is the agency.

### Goodwin, Ellers Move

San Francisco, Aug. 11. Sid Goodwin succeeds Cecil Underwood as program manager of NBC's Hollywood studios. Underwood leaves August 15 to join Ruthrauff & Ryan agency as producer. Since January Goodwin has been night program supervisor at the NBC studios in San Francisco. Richard Ellers will leave the announcer staff to take over these duties when Goodwin goes south.

### OVERLAPPING SURVEYS

**NBC, CBS Both Go On Despite Joint Committee Idea**

Even though both networks are contributing to the support of the Joint Committee on Radio Research, NBC and Columbia are rushing to complete their own surveys on farm-owned receiving sets.

Sentiment in agency circles is that the webs ought to get together on the proposition of letting the Joint Committee handle the job and any other of like calibre which NBC and Columbia have in the works.

## 2 Commercials Set Lecture Platformers; One Spot, One Network

H. J. Heinz and General Electric both are contemplating the use of lecture platform personalities on radio programs this fall. Heinz starts Sept. 2 over CBS while GE is still tentative but intended for electrical transmissions.

Heinz show set through the Maxon agency will be broadcast at 11 a.m. Mon-Wed-Fri. with a repeat broadcast at 3 p.m. for the west. There will be two speakers per program, all different although Grand Duchesse Marie will be repeated once a week.

Lined up for the Heinz program are: William Moulton Marston, Dorothea Brande, Sophie Kerr, Countess Salvoni, Dorothy Knickerbocker (Maury Paul), Mrs. Gifford Pinchot, Angelo Patri, Dorothy Canfield Fisher, Ralph Isham, Walter Pitkin, Ethel Cotton, S. S. Van Dine, Frank Crowninshield, Theodore Dreiser, Beatrice Fairfax, Herbert Bayard Swope, Leonard Barron, Sheila Ribben, Fannie Hurst, Albert Payson Terhune, Amelia Earhart and Wendy Marshall.

Batten, Barton Durstine & Osborn in auditioning for G.E. followed the example of Heinz in keeping the lecturers' time allotment down to two or three minutes. G.E. show had Walter Pitkin and Princess Kropotkin, but added to this mixture an assortment of elements, viz: Raymond Knight, Ida Bailey Allen, Sylvia de la Masseuse, Phil Duey and Albert Payson Terhune.

### Now It's Ed Paulin

Rockford, Ill., Aug. 11. Ed Palen is now Ed Paulin. People will henceforth pronounce it right, he hopes. Paulin moves into WROK here from WOC, Davenport, to replace Brax's Bloomquist, gone to NBC, Chicago.

WROK has named George Menard head of its farm program service.

### Naylor Rogers Status

Hollywood, Aug. 11. Naylor Rogers leaves KNX after the takeover by CBS, officially set for Aug. 16.

General manager of the station for the past 12 years, Rogers takes a vacation before making new connection.

### Point-Raiser

Binghamton, N. Y., Aug. 11. Apropos the current agitation concerning radio station sales representatives, Harry Trenner of Station WDFW here has his own ideas of what constitutes the core of the dispute. He is suggesting trade action to ascertain facts and adopt a policy. Following is the following letter to Buryl Lottridge of KFAB, Lincoln, who is chairman of the sales managers division of the National Association of Broadcasters.

Letter follows:  
We have been reading and hearing a lot about the station rep' situation.

It seems to me that the bone of contention is the 15% involved. Nobody has taken the trouble to query agency time buyers as to whether this service is valuable to them. My suggestion is that our organization send a questionnaire to the men who buy radio for a confidential opinion.

I had a chat in New York with a very important time buyer and his views revealed some startling difference of opinion as to the general opinion voiced by station owners.

I believe this service would be a function that our organization should adopt and the information used to advise station operators.

(Signed) Harry Trenner.

later are thus not sufficiently close or intimate with leading agencies to justify a claim that "friction" brings in business that might not otherwise come to the station.

(4) Apart from the preference of agencies to deal direct (single-seeking) with stations where local programs are included in time buys there remains the fact that most station reps are not equipped to audition recordings, do not have enough salesmen or facilities to cover agencies in terms of program-demonstration and program-pushing and, very important, have neither the taste nor the willingness to cover agencies in terms of mere "coverage," a subject rapidly getting to be pretty stale stuff to agencies.

### Growing Important

Sale of local programs to national sponsors is a source of nice profits

# Here's Music to Your Ear THE SWELLEST SONGS

**M. Witmark & Sons**

presents:

**"MY KINGDOM FOR A KISS"**

By Harry Warren and Al Dubin  
From the Warner Bros.—Cosmopolitan Production  
"HEARTS DIVIDED"

**"THRU THE COURTESY OF LOVE"**  
**"YOU ON MY MIND"**

By Jack Scholl and M. K. Jerome  
From the Warner Bros. Picture,  
"LOUD SPEAKER LOWDOWN"

**And —**

The new sensation —

**"PAPA TREE-TOP TALL"**

By Hoagy Carmichael and Stanley Adams

**Remick Music Corp.**

presents:

**"I'LL SING YOU  
A THOUSAND LOVE SONGS"**  
**"CONEY ISLAND"**

By Harry Warren and Al Dubin  
From the Warner Bros.—Cosmopolitan Production  
"CAIN AND MABEL"

Starring Marlon Davies and Clark Gable

**And —**

**"BOY MEETS GIRL"**

By Charles Tobias and Sammy Fain

**"SING A SONG OF NONSENSE"**  
(A Pocket Full of Love)

By Hoagy Carmichael and Stanley Adams

**"DON'T KISS ME GOODNIGHT"**

By Mark David and George W. Meyer

**"DON'T GIVE UP THE SHIP"**

The official song of the United States  
Naval Academy

By Harry Warren and Al Dubin

**In Preparation!**

Watch and listen for sensational song hits from these coming Warner Bros. and First National productions:  
"GOLD DIGGERS OF 1937"  
"SING ME A LOVE SONG"  
"GUNS OF THE PECOS"  
"THE CAPTAIN'S KID"  
"MISTER MELODY"  
"THE SINGING MARINE"

**R. C. A. Building, 1250 Sixth Avenue**



# IN YEARS!

**Harms Inc.**

presents:

**"FANCY MEETING YOU"  
"IN YOUR OWN QUIET WAY"**

By Harold Arlen and E. Y. Harburg  
From the Warner Bros. Picture

**"STAGE STRUCK"**  
Starring Dick Powell and Joan Blondell

**And —**

**"HALF OF ME"  
"CLOSE TO ME"**

By Sam M. Lewis and Peter De Rose

**T. B. Harms Co.**

presents:

JEROME KERN's world-loved score from  
the immortal stage and screen success  
**"SHOW BOAT"**

**"MAKE BELIEVE"  
"CAN'T HELP LOVIN' DAT MAN"  
"OL' MAN RIVER"  
"WHY DO I LOVE YOU?"  
"BILL"  
"YOU ARE LOVE"**

**And —**

**"LOVE — WHAT ARE YOU  
DOING TO MY HEART?"**

**Plus THE BEST WORKS OF THE WORLD'S  
MOST FAMOUS COMPOSERS AND AUTHORS!**

HAROLD ARLEN • ERNEST R. BALL • LEW BROWN • NOEL COWARD • BUD De  
SYLVA • WALTER DONALDSON • HOWARD DIETZ • AL DUBIN • RUDOLPH  
FRIML • GEORGE GERSHWIN • IRA GERSHWIN • JOHNNY GREEN • OSCAR  
HAMMERSTEIN • OTTO HARBURG • E. Y. HARBURG • LARRY HART • RAY  
HENDERSON • VICTOR HERBERT • BERT KALMAR • GUS KAHN • JEROME KERN  
CHAUNCEY OLCOTT • ARTHUR PENN • COLE PORTER • RICHARD RODGERS  
CARO ROMA • SIGMUND ROMBERG • HARRY RUBY • ARTHUR SCHWARTZ  
JEAN SCHWARTZ • HARRY WARREN • VINCENT YOUMANS • JOE YOUNG

**Rockefeller Center, New York City**

**WASHINGTON, D. C.**  
*Completely programmed by NBC*

## Nearly 19 Hours Given Olympics

### NBC Blue Takes Biggest Amount—CBS and BBC In Transoceanic Deal

Both NBC and CBS are heavily taking advantage of the showmanship opportunities in airing the Olympic track and field games. Web statistics show that during the first nine days of the events 18 hrs. and 52 mins. were allotted by NBC and CBS combined. Blue carried predominantly the biggest schedule on 7 hrs. 3 mins. Red pulled up second with 6 hrs. 9 mins., while CBS accounted for only 5 hrs. 40 mins. Mutual network is not covering the games, individual stations relying on their news services for flash reports of winners, etc.

All of NBC's reports are issued directly from Berlin by RCA Communications, and rebroadcast in the U. S. CBS uses just about the same method, employing RCA and AT&T. Additionally, however, CBS employs a second system via a tie-in with the British Broadcasting Corp. Under the latter setup, the BBC's airings are shortwaved to the U. S. and rebroadcast longwave by CBS. Of the 5 hrs. 40 mins. CBS has allotted to the Olympics 1 hr. 50 mins. was BBC fodder.

**Four Announcers**  
Four announcers compose the web's combined battery in Berlin. NBC relies chiefly on Bill Slater, with some comment by Roderick Dietze, a German announcer with a predominantly English accent who previously aired the Winter Olympics.

CBS has Bill Henry and Ted Husing. Former gets the bulk of the work (he is sports editor of the Los Angeles Times), though Husing is regarded the topflight track and field announcer in the biz. To queries about this setup CBS has stated that Husing is in Europe for a vacation and that his work thus has to be regarded of the helping-hand variety.

After the first three days, NBC's Olympic coverage has proved far superior to CBS.

### WXYZ's New Policy

Detroit, Aug. 11.

As first step in a general expansion program, WXYZ has brought in Tom A'Hearn, erstwhile United Press writer here, to handle station's enlarged news service. Station recently installed U. P.'s new full-day system, and is making extensive use of news and features.

Planned to add other news men soon as well as other staff members as fall production swings into high.

### 'SLENDERIZING' BEER JUST AIN'T, SEZ FTC

Washington, Aug. 11.

Claims that beer can 'slenderize' its drinkers are frankly doubted by the Federal Trade Commission, which last week cracked down on the Acme Brewing Co. for broadcasts ballyhooing an assertedly superior brew made under a 'non-fatening formula.'

Company, which is located on the West Coast, was given until Sept. 11 to show cause why a cease and desist order should not be issued against them.

Outfit has used newspapers, radio broadcasts, billboards and labels for advertising, according to Commish complaint, and has represented that its beer contains 'certain ingredients which cause it to have the tendency to slenderize' guzzlers.

After weighty consideration of the problem, FTC announced that 'unless consideration is given to the individual dietary habits, physiological idiosyncrasies and fat-producing tendencies of beer consumers,' no beer could be truthfully represented as 'non-fatening for all people and without properties for inducing increase in weight.'

### FORD BILLINGS WEST

Leonard Kappner in at WCAE as General Manager

Pittsburgh, Aug. 11.

Although it's been kept kinda quiet, Leonard Kappner, until recently in charge of sales at WCAE, has been appointed general manager of Hearst-owned station here. Kappner took over his new duties last week, succeeding Ford Billings, who will head for the Coast to take a post with the Hearst radio interests there.

Billings returned only a few weeks ago from western trek in behalf of Hearst broadcasting outfits and local feeling since then has been that his shift would soon become permanent. During his absence Kappner was also in charge of the station. No other switches in personnel are contemplated for time being.

Kappner joined WCAE about five years ago as a salesman and he's the fifth manager the station has had since 1924.

Ford Billings' new duties include supervision of selling in the L. A. sector, plus close association with Edward McCallum, manager, of the Hearst San Francisco office, in pumping up Hearst's radio interests on the Coast.

### KATE SMITH SET FOR HOLLYWOOD SEPT. 17

Hollywood, Aug. 11.

Kate Smith is due here shortly for picture work and will resume her Atlantic & Pacific Tea Co. radio program from the Coast Sept. 17. Picture names will be used as guests. Singer is being mentioned for featured part in Shirley Temple's next picture at 20th-Fox.

### Cronican at WMCA

Lee Cronican, formerly with WOR, New York, is new to WMCA staff as studio director. He will also conduct special features for Inter-City airing. A. L. Alexander will hereafter work on 'Good Will Court' only. Cronican moved in last week.

## British World-Wide Broadcasts Empire's New Life-Line at \$1,000,000 or Better Yearly

London, Aug. 2.

British Broadcasting Corp. is reshuffling its attitude to its Cinderella service, the Empire broadcasts.

These programs go out on very short waves from the central aerial pile at Daventry, and give an 18-hour daily service to the far flung outposts of the old flag, etc.

Suddenly aware that the Empire is getting equally well served by U. S. stations operating on similar waves, and by a heavy swamp of continental stuff, some of which is far from flattering to the viewpoint of the austere English—particularly the dope current from Moscow and Rome—the B. B. C. is now slanting up its program relays to 20 hours a day, intending to stab them forward to 22 by the end of the year.

To do this new technical equipment is being installed at Daventry, involving partial rebuilding of the pioneer station.

Central executives at Broadcasting House, determined to keep the air free for Britishers to tune in to, have axed the ceaseless broadcasting of recorded programs from their own normal British stations, and have appointed Harold Rose from the home programs to the position of Productions Manager for Empire broadcasting.

Rose is one of the oldest heads at Broadcasting House. He is under specific instructions to build up programs with a definite imperialistic background, the sort of stuff which would keep the jolly old Empire jolly well knit, if you know what is meant.

\$3,000,000 in 3 Years

B. B. C. in answer to all squawks, declares it hasn't got the dough to spend, but nevertheless it has lavished some \$3,000,000 on Empire broadcasting in three years, and by the end of this year will have laid out

\$1,250,000 for transmitting gear for these broadcasts alone. There will be six transmitters and 22 aerials at Daventry to provide a 24-hour service on special wave-bands for the Empire on which the sun never sets, and over which the voice of the B. B. C. is never silent.

Bad enough it is for British listeners, who don't hear the programs, to have to foot the bill for them, but patriotic Britons would not object if they were convinced they were paying for something the Empire really wanted.

### ANNOUNCERS SCARCE AT \$100 MONTHLY

Lincoln, Aug. 11.

Maybe it's the growth or the wage scale—but the middle west is apparently short of radio announcers. Dearth of good material has about a dozen stations in this area on a talent hunt to handle mikas.

John Henry and Reg. B. Martin brought the info here from last week's meeting (31) with the Iowa Broadcasters Association in Des Moines. The KFAB, KFOR, KOLL setup has been feverishly auditioning every prospect trying to get spikers. At present they're trying to locate a couple of voices on the west coast and have them shipped in here.

In Iowa, according to Martin, stations WHO, Des Moines; WOC, Davenport and KFJB, Marshalltown, are also on the lookout and trying out as many as they can. This may mean that announcer salaries, especially for the better ones, will be going up. Practically no station in this area has paid in excess of \$100 a month up to the present time.

*The*

## PHILADELPHIA STATION

... Not only because WCAU is Philadelphia's most *powerful* station

... But also because WCAU is Philadelphia's most *popular* station.\*

\*From the results of the most comprehensive survey ever made by an individual radio station.

# WCAU

50,000 Watts

PHILADELPHIA · PENNSYLVANIA

ROBERT A. STREET, Commercial Manager

## N.A.B. Sees Flaws in Census Figures

Variance of U. S. Statistics Greater Than Shows on Surface, Says Trade Ass'n.

Washington, Aug. 11. Methods employed by the U. S. Census Bureau in calculating the volume of business done by broadcasting industry last year were challenged last week by the National Association of Broadcasters.

Analyzing discrepancies between N.A.B. and Census figures, the industry trade association declared its monthly and annual reports on revenue from time sales are highly conservative on the whole, probably by 10% to 15%. Association last year fixed gross time sales at \$7,538,646, while Census report said gross revenues, including income from other services than time sales, were \$86,492,653.

Pointing out that different bases were used in each case, N.A.B. declared the correspondence between the two figures is not as great as appears. N.A.B. emphasized its computations omit the \$6,875,110 derived from talent bookings and miscellaneous sources, so that Census figure on a comparable basis is 9% lower than the industry estimate. Furthermore, Association said, the Census enumerators considered discounts, while the N.A.B. figures are gross, not net, billings.

### Defends Its System

Principal discrepancies occurred, however, in breaking down the total into categories. Two agencies differed widely in their estimates of the amount of revenue from national and regional network, national and regional non-network, and local time sales. Major reason for these discrepancies, N.A.B. opined, is that stations are prone to inflate their local figures.

Defending its computations, N.A.B.

expressed the opinion its figures of \$17,063,688 for national non-web and \$19,281,735 local biz are closer to the actual situation than the Census Bureau's corrected figures of \$13,780,200 and \$26,074,676, respectively.

"This is true for the following reasons," trade association said. "The Census estimates are the result of the reports of the various stations to the Bureau of the Census. The division of business into national and regional on the one hand and local on the other is certain to be an extremely rough estimate on the part of the great majority of stations. Studies leading to the development of standard cost accounting for radio stations, conducted in 1934, indicated only the roughest separation of business along national and local lines by stations. In addition, it is quite probable that station estimates tend to inflate the local rather than the national figure. Where national advertisers and local agencies combine, and where such combined advertising is carried at the local rate, it will tend at times to be classified as local. Some regional advertisers will tend to be classified as local."

"The N.A.B. method of compiling data in this field seems to be the more careful. No over-all estimate is used for the year or even for any individual month. The tabulations of national and local business are the results of the individual classification of every account broadcast over each of the reporting stations every month. This classification is made entirely upon the basis of the actual point of origin of the business and without regard to whether it is billed at one rate or another. The original classifications made by the reporting

## Regional Formed to Get Political Coin Pronto; WFIL, Philly, Is Hub

Philadelphia, Aug. 11.

Regional network has been formed in Pennsylvania and expects to start airing within two weeks. With WFIL, local NBC (blue) and MBS outlet, as key station, it will include outlets in following towns: Reading, Allentown, Easton, Scranton, Wilkes-Barre, Lancaster, Harrisburg, York, Sunbury, Williamsport, Altoona, Johnstown, Pittsburgh, Erie and Cumberland (Md.).

Idea, brainchild of WFIL execs Sam Rosenbaum, Don Withycomb and Roger Clipp, stems from proximity of fact political biz. Withycomb and Clipp in last few weeks have been contacting stations and lined up web. Time is already sold for series of 15 quarter-hour programs for Democrats to be recorded September 7 and November 2. Expect Republicans to grab similar setup.

Clipp is co-ordinator of chain, which is working out card rates for other commercial accounts. Also plan series of sustainers, mostly out of WFIL. Stations will retain any major network affiliations, new setup being provisional to that extent. No name set, probably Pennsylvania Regional Network.

stations, in addition, are carefully checked by experts prior to tabulation and compilation. This method, it would seem, should yield the more desirable results from the viewpoint of accuracy.

Mrs. Harold Peary, wife of the NBC Chicago actor, is vacationing in San Francisco in the hope of overcoming a bad case of bronchitis. Peary's air work is keeping him in the east.

## FCC's Washington Docket

### Grants and Applications

Washington, Aug. 11. Raft of small stuff was acted on last week by officials of the Federal Communications Commission pinch-hitting for the absent commissioners—with the proviso that all business transacted was subject to ratification by the Broadcast Division at its next regular meeting. Work was confined entirely to special authorizations and consisted mostly of okaying for extensions of experimental authority, changes in equipment, permission to air special broadcasts and other relatively unimportant matters. Three examiners' reports were turned out during the week.

Several transmitters received regular license renewals and the following given extensions on a temporary basis: WMFJ, Dayton, Ohio, Fla.; WRDQ, Augusta, Me., and WJAM, Hammond, Ind., present licenses extended on temporary basis for the period Aug. 1 to Sept. 1, pending receipt and action on renewal applications; WCBD, Waukegan, Ill., license extended for three months, starting Aug. 1, subject to such action as may be taken on application for renewal and for transfer of control pending Sept. 1; WOCB, New York, temporary extension from Aug. 1 to before it; WOCL, New York, temporary extension from Aug. 1 to before it; WJAM, Hammond, Ind., temporary extension from Aug. 1 to before it pending before commission.

The following applications were received: WEEL, Boston, Mass., voluntary assignment of construction permit from the Edison Electric Illuminating Co. of Boston to WEEL Broadcasting Corp. WEEL, Boston, Mass., night juice jump from 1 kw to 5 kw; Central Michigan Radio Co., James Bourland, John Tebbell, Gerald J. Cotter and Ray D. Markel, Mt. Pleasant, Mich., new station to be operated on 1350 kc with 250 watts; WOGL, Columbus, O., day power increase from 100 to 250 watts; Southeastern Broadcasting Co., Inc., WJAM, Hammond, Ind., new station to be operated on 1210 kc with 100 watts days; Michael F. Murray, St. Cloud, Minn., new station to be operated on 560 kc with 500 watts days; KSIM, Salem, Ore., increase power from 100 to 250 watts; change frequency from 1 to 5 kw; Julius Brunton & Sons Co., San Jose, Calif., new station to be operated on 970 kc with 250 watts days; John D. Fields, Inc., Las Vegas, Nev., new station to be operated on 1370 kc with 100 watts; KJBS, San Francisco, Calif., frequency change from 1070 to 1080 kc with 100 watts nights, 250 watts days.

News-Tribune Co., Duluth, Minn., new station to be operated on 630 kc with 250 watts; R. W. Page Corp., Columbus, Ga., new station to be operated on 950 kc with 250 watts; C. W. Cordish, Sioux City, Ia., new station to be operated on 1210 kc with 100 watts; Chauncey W. Hammond, Oakland, Calif., new station to be operated on 1280 kc with 1 kw; Louisville Times Co., Louisville, Ky., new station to be operated on 1210 kc with 100 watts; Sharon Herald Broadcasting Co., near Sharon, Pa., new station to be operated on 780 kc with 250 watts; KJR, Seattle, Wash., jump to 560 watts from 100; WHDL, Olean, N. Y., change requested power from 500 to 250 watts; WJAR, Providence, R. I., jump day power from 1 to 5 kw; King-Trendle Broadcasting Corp., Detroit, Mich., authority to transmit programs from WKYZ to stations of the Canadian Radio Commission; KGBX, Springfield, Mo., increase power from 500 watts to 1 kw; KAST, Astoria, Ore., voluntary assignment of license from Abraham Shapiro to Astoria Broadcasting Co.

### Examiners' Reports

Two groups interested in establishing local services in rural Minnesota received the nod from Examiner B. Hyde last week providing the stations are restricted to daylight operation. Hyde reported both enterprises would provide unwarranted interference with existing transmitters if permitted to operate at night.

Fair-haired applicants are Albert Lea Broadcasting Corp., Albert Lea, and Winona Radio Service, Winona, Minn. Both are local business men who have promised to put up the necessary capital and to keep the properties operating.

Transmitter for Watertown, N. Y., looked likely when Examiner Dalberg took a favorable view of the application of Black River Valley Broadcasting Co., for station to operate on 1450 kc with 100 watts nights, 250 watts days. Corporation has issued 300 shares of common stock at \$100 per share and plenty of dough will be available for the enterprise.

Rich field for development of a broadcast station was pointed out in the testimony, with Watertown described as a thriving city presenting good opportunities for local advertising. Black River Valley is one of the leading paper-making sections in the U. S., the report noted, and the country surrounding Watertown is known for its prosperous dairy farms.

## Columbia's New Legit Spot Outside Times Sq.

CBS has gone into the building housing WMCA, New York, for the network's latest studio theatre. Spot is the Hammerstein, which started out as legit and has been a WPA theatre lately. It's also been known lately as the Manhattan. Hammerstein is somewhat north of the Times Square area and Columbia proposes putting into operation as its fourth outside studio in September.

Network has three other former legit houses and one roof under lease. They are the Hudson, the Avon and the Little plus the Amsterdam Roof. Lease on the Little expires in October and indications are that it won't be renewed.

John Woodburn, ex-NBC continuity writer, is working his way to the Orient from San Francisco to get atmosphere for a new book. He sailed last week.

## TOWNSEND AIR COPY EDITED BY W9XBY

Kansas City, Aug. 11.

Townsend party mass meeting held in Munny aud last week was aired out, W9XBY. Station and aud of officials warned the speakers that no reference could be made to local politics.

In the heat of his discourse Dr. Townsend unloaded a lot of commercial copy for the local Townsend candidate. W9XBY faded out the speech immediately.

Townsend party bought time on several local stations and were quite grate over the fact that all stations edited its copy.

Jimmy Cash, Arkadelphia, Ark., filling station which sky-rocketed to New York after winning an amateur contest over KLR, Little Rock, has left filling station job to sing with Ben Pollack's orchestra in Chicago.

**There is no "mystery" about Transamerican Broadcasting and Television Corp.**

**It is in the broadcasting business to provide advertisers and their agencies a much-needed broadcasting service heretofore unavailable. A part of this service is to assemble authentic information with regard to the SELLING effectiveness of broadcasting stations.**

**With a new idea, ample facilities, able personnel, Transamerican is in a position to increase PROFITS of stations, advertisers, advertising agencies.**

**521 FIFTH AVENUE, NEW YORK  
333 N. MICHIGAN, CHICAGO**

**PREDICTED BY EVERYONE AS THE BIG HIT FOR 1936**

**"WHEN DID YOU LEAVE HEAVEN?"**

**The Big Song From The 20th Century-Fox Production—"Sing, Baby, Sing"**

**Robbins Music Corporation**

**799 Seventh Avenue, New York**



## Stops Newcomer by Making Same Bid, Then Belittles Own Application

Washington, Aug. 11.

Complicated tug-of-war between Mr. and Mrs. Jack E. Bentley, Jack E. Bentley, Jr., and W. T. Knight, Jr., for the privilege of constructing a small-wattage in Savannah, Ga., was temporarily solved by Examiner Melvin H. Dalberg, who recommended denials for both applications.

Bentley family, prosperous citizens of Savannah, proposed to erect a transmitter using 1310 kc with 100 watts, the same assignment requested by Knight, Knight, a druggist is the owner of a controlling interest in the Savannah Broadcasting Company, which operates WTOG.

At one point in his testimony, Knight frankly admitted that he was asking for a new station merely because it would be of economic benefit to him (and would keep others out) and further amazed the examiner by declaring that there was really no need in Savannah for a 100-watt station. WTOG, Knight pointed out, supplied the Savannah area satisfactorily, operating with 1 kw power.

In his conclusions Dalberg found that it is not believed that a sufficient showing was made by either applicant of the need for additional service in the area of Savannah and recommended to the Commission that both applications be nixed.

## CLAY MORGAN'S NBC JOB NOT CERTAIN

Clay Morgan, press agent of the French Line, and Lenox Lohr of NBC have had conversations regarding Morgan joining NBC. But nothing is definite. Meanwhile Morgan is in Europe for six weeks.

It is stated Morgan will not be an NBC v.p. if and when joining the network. Probably would have special assignment as direct personal roving exec under Lohr.

## FOOTBALL SPONSORS NUMEROUS IN CHI

Chicago, Aug. 11.

Couple of local stations have already snared sponsors for their football broadcasts this fall while others will probably have pig-skin bankers lined up in week or two.

WBBM has Socony Vacuum Oil Co. signing the checks for airing Big 10 and Notre Dame games. First broadcast takes place October 3d, with Pat Flanagan calling the plays.

WIND has gone to town this year and has signed commercials for broadcasts of both college and professional games. Station will be part of special mid-western web broadcasting Notre Dame games under sponsorship of Ohio Oil Co. On Sundays WIND will air Chicago Cardinals pro games for Chevrolet.

WGN has decided not to look for sponsor this year for its Big 10 broadcasts. However, Trib station will air Chicago Bears' pro tussles on Sundays with Standard Oil Co. of Indiana as possible sponsor.

Last year Kentucky Winners cigarettes paid the bills for Big 10 broadcasts over WENR. Boys at NBC will put games on WMAQ this year with WENR broadcasting arias from the opera instead of football yells. Two outfits besides cigarette company are reported interested in plugging the games this year. They are Standard Oil Co. of Indiana and Procter & Gamble.

WCFL will also air college games this fall although no sponsor has been lined up yet.

Frank Denke, former pianist with Walt Roesner's orchestra, has been added to the Woman's Magazine of the Air ark at NBC's San Francisco studios. He replaces Ralph Richards, who succeeded Jack Meakin in Meredith Wilton's orchestra. Meakin is now devoting all his time to his own programs as conductor and pianist.

## Even in 1936

Blatant example of the old chisel for free station time by an advertiser has come up within the past couple of days. Agency for a clothing manufacturer has written station reps for gratis airing of commercial playever, giving the following twist as come-on:

Says that the client is in the market for a radio campaign, but would first like to 'test' his announcements to gauge consumer and dealer reaction. Ergo, states the plea, would the stations please start a free airing of the scripts and send back an accurate record of this 'charity'.

So far the reps receiving the letter have chuckled it into the wastebasket.

## FEDERAL SETS KNOX WITH EAST & DUMKE

East and Dumke are set through the Federal agency for a 26-weeker with Knox Gelatine. Dick Ballou orchestra and Gene Ramey, tenor, will background. Quarter hours Tuesday and Thursday at 11:15 a.m. over CBS are in prospect.

Dropping their old 'Sisters of the Skillet' East and Dumke will be the 'Quality Twins' for Knox.

About 40 stations involved in deal set by George Comptois of Federal.

## Gannett Shifts O'Brien

Elmira, N. Y., Aug. 11.

Norbert L. O'Brien, for the past four years commercial manager of WESG, Elmira, is leaving to become associated with WHTT, the Hartford Times' new station at Hartford, Conn.

O'Brien will be engaged in a similar capacity at WHTT which station, together with WESG, is operated by the Gannett Newspapers. His successor at WESG has not been named. Dale L. Taylor remains WESG manager.

## Press-Radio Feud Bared to F.C.C. As Publisher Whets Knife for KGFI

### PHILCO VS. RCA IN 'COERCION' SUIT

Claiming that the Radio Corp. of America was instrumental in bribing, coercing and otherwise intimidating employees to reveal trade secrets, attorneys for Philco Radio & Television Corp. of Philadelphia last week filed suit in N. Y. Supreme Court for an injunction and damages against RCA. Philco also petitions that RCA be directed to return such secret documents and confidential matter which it has in its possession.

Injunction is to restrain Radio Corp. from further alleged espionage. The complaint further alleges that RCA induced operators of a private detective agency to entertain femme employees of Philco in order to obtain trade secrets.

Besides RCA, other co-defendants are RCA Mfg. Co., John S. Harley, Inc., private detective agency, and Charles A. Hahne and Lawrence Kestler, officers of the Harley firm.

Complaint, filed by Winthrop, Stimpson, Putnam & Roberts, N. Y. barristers, on behalf of Philco, sets forth that success of its business depends on secrecy of its business methods, sales practices and results of its research department and laboratories. Disclosures of these secrets would be of great value to RCA, a rival organization.

## Beer and Home Economics

Ellen Leighton is handling beer account for Feigenspan over WNEW, New York, aimed directly at thirsty women. She's on at 9 a.m. EDT, first giving out homespun chatter then swinging into the lager lingo via a health angle.

Scheck Advertising is agency for brewery.

Washington, Aug. 11.

New station for Corpus Christi, Tex., is indicated in the favorable report of Examiner George H. Hill on the application of the Gulf Coast Broadcasting Co. for a transmitter to operate on 1330 kc with 250 watts night, 500 watts days.

First-class feud with KGFI, incumbent station at Corpus Christi, is brewing in the event the Gulf Coast application goes through. W. G. Kinsolving, president of the applicant corporation and chief executive of the Caller-Times Publishing Co., has been enjoying a brisk fight with KGFI for several years, the examiner's report revealed. KGFI appeared as respondent at the hearing, claiming that Kinsolving had double-crossed them in several business deals.

Circumstances through which Kinsolving gained possession of 15% of the stock of the Eagle Broadcasting Co., corporation owning KGFI, were recited by the station's representatives. Claim was made that, in 1923, the stock was turned over to Kinsolving in return for his agreement to cooperate with the station in obtaining advertising contracts and for listing its programs in his newspaper. Following consolidation of Kinsolving's two papers, to form the Caller-Times, the publisher refused to run the station's programs, KGFI charged.

In answer to KGFI, Kinsolving told Examiner Hill that service rendered by the transmitter was unsatisfactory that he did not care to be identified with station in any way. Transmitter uses wax almost exclusively, Kinsolving charged, and programs are so poor that, 'for the benefit of the community,' he is putting in his plea for a transmitter that will be 'sufficiently well financed to be operated in a first-class manner.'

Gene Shumate, formerly with KFRU, Columbia, Mo., now Iowa network sportscaster.

"CREATED BY DON BECKER"

A phrase identifying commercial radio programs which has the same significance to WLW sponsors as "THIS IS THE NATION'S STATION" has to WLW's vast audience.

Buyers of radio programs are doubly assured of a successful campaign when they use WLW with a program

"CREATED BY DON BECKER"

\*THE LIFE OF MARY SOTHERN  
WATERFRONT WAYSIDE  
FOR MEN ONLY  
SMOKE DREAMS

## Here and There

Laner Furniture Co. succeeds Lobe's children's shop as sponsor of Miniature Minstrels over WHEC, Rochester. Half hour program Saturday.

John Gorrecht is a recent addition to the announcing staff of Station WGAL, Lancaster, Pa.

Frank Nicholson, former continuity ed for Iowa web, now program director of McClatchy radio stations with headquarters at KFBK, Sacramento, Calif.

Dave Nowlinson building three-a-week western patter and musical show tagged 'Round-Up in Silver-town' for Goodrich dealers in Des Moines over KSO.

Victor Bay, CBS musical conductor, goes to the Cleveland Expo for four concerts Aug. 18-21, inclusive.

Jack Levin, Paul Whiteman manager, has made six trips from New York-Fort Worth in last two months. Acct. Texas exps.

Don Austin, announcer at KOMO, Seattle, escaped without a scratch when his car skidded on gravel highway.

way and hurled him clear through the windshield.

Pete Barden, tenor, with Austin at time, badly bruised, as he stayed with the car when it flopped.

Morris Jacobs recently with Benton & Bowles, now with Democratic National Committee radio division under Robert Berger.

Annette McCullough, WGY, Schenectady singer, back on the air after brief absence due to death of her father.

While Bill Meenam, p.a. of WGY, Schenectady, is vacationing, Oscar Jungren is doing the publicity chores.

Parker Fennelly and Arthur Allen play raffles in the Mohawk Drama Festival's production of 'The County Chairman' on the Union College Campus, Schenectady.

KJB, Seattle, has just installed for U. P. teletypes (receiving) and one sending.

Pitts Sanborn, director of the Philco's Radio Institute of the Audible Arts, began a series of discussions on WNEW, N. Y., entitled 'You and Your Radio.'

Harrison Hollway has set Aug. 31 as date for KECA (Los Angeles) 5kw. transmitter ceremonies after two postponements due to insulator cracking up in transit.

Cecil Underwood, who resigned as NBC program director in Hollywood, will produce the Rinsow show for Ruthrauff & Ryan.

Louis Armstrong trumpeting on the Kraft show Aug. 13.

Lloyd Panatier, picture columnist for Los Angeles Examiner, auditioned a chat routine for a shampoo outfit.

Jack Runyon of Lord & Thomas on the Coast had to sit through auditions of 1,100 amateurs to single out eight acts for Los Angeles salute.

Jane Froman cast for Show Boat.

Lester Bowman brought to Coast from Washington as CBS chief engineer.

Harry Jean Sadler, ex-continuity writer and drama adapter for WLW, Chicago, now in a like post at WMBD, Peoria, smacks of reunion for Sadler, for he's working for Ed. (Continued on page 48)

### XSFO's New Programs

San Francisco, Aug. 11. Bolstering up its daytime sustaining schedule, XSFO, San Francisco, has added two new programs, 'Bud and Dud', a quarter-hour semi-weekly comedy script, and a 30-minute variety show heard five days a week.

'Bud and Dud' is authored by Monte Mohr and produced by Jim Morgan. Title roles are played by Frank Sanders and Elgin Clawson, with Mattland Barnes, Helen Sawyer, Ted Yaryan and Ernestine Bergstrom in the supporting cast. The program is aired Mondays and Thursdays at 5 p.m.

Joe Walters emcees the variety show, which is broadcast at 3:30 p.m. Mondays to Fridays. The cast includes Dick Crosby, tenor; Helen Gallup and the Swing Trio, Clem Kennedy and the Chili Peppers and Gertrude Chavis, blues singer.

### Giveaway Convert

Even Federal Theatre Radio Project has become giveaway conscious. Offered six-page booklet concerning habitat of snakes in conjunction with 'Safety Musketeers' program on WABC, New York, Monday afternoons.

Broadcast is a sustainer.

## 40% DISCS TO GET CUT AT KYA

San Francisco, Aug. 11.

After an interruption of seven months, during which time Lee S. Roberts served as program director, Harry Rogers resumes his old post at KYA, Hearst's San Francisco station, this week. Roberts resigned to go to New York.

Greater program activity with new live talent will be seen at KYA under Rogers' regime. Auditions are now being held for two new announcers and several new singers, a permanent dramatic cast of eight members and several novelty teams and trios.

KYA will go in for a heavy dramatic schedule under direction of Adrian Gondor, who has been in charge of the station's drama for the past year. Under the new set-up Cy Trosby will have complete supervision over the station's musical activities.

When local baseball broadcasts end Sept. 15, leaving 10 hours weekly of program time to fill, KYA will introduce a number of new live talent shows. These will be increased as the artist's staff is enlarged. Cuts will be made in the time devoted to recordings, which at present is 40% of KYA's daily 17 hours of broadcasting.

On Sept. 1 the Hearst Radio Service will start work on a new 5,000-watt transmitter for KYA to be erected just inside the San Francisco county line. Studios in the Hearst building are also being remodeled.

### ELGIN, NASH DIVVY 8-9 HOUR SATURDAYS

Chicago, Aug. 11.

Elgin Watch and Nash Motors will divide full hour on Columbia once weekly starting Saturday, Oct. 3. Elgin takes 8:30 half hour and Nash nine o'clock ditto eastern time. Elgin will have Kay Kyser orchestra and sports commentators. Nash has Vincent Lopez and Floyd Gibbons to interview name guests. Both shows handled by J. Walter Thompson agency.

A program for Dr. West tooth-paste not yet set by Thompson agency.

### Don Becker's Musi-Dramas

Cincinnati, Aug. 11.

'Give 'em the Heat,' a new air show by Don Becker, of WLW, goes on the air from that station over NBC on Aug. 18 from 8:30 to 9:00 and feeds to NPRC. Program is a musi-drama, satirizing the gangland era. Dramatic sketches use Jean Jostyn, Florence Golden and the team of Harry Lang and Luise Squire. Orchestra will be directed by Bill Stoenes. Vocal soloists are Vicky Chase and Ellis Frakes. Croley chorus of 16 mixed voices also takes part.

Another Becker musi-drama, 'Leaves of Southern Seas,' done previously on WLW, goes on that station and NBC Aug. 25. Croley new talent introductory program on WLW Aug. 11.

### Ann Sothern's Date

Hollywood, Aug. 11.

Ann Sothern has been signed for the Shell air show of Sept. 12, while Jane Froman is set for the new Ed Wynne broadcast. Charles Morrison set both dates.

Miss Froman gets here from the east Aug. 17 to make a picture for Warners, and reports for the Wynne show. rehearsals in New York Oct. 15.

### MID-AUGUST IDEA

In Between Magazines and Radio Is Mr. Gannon

Chicago, Aug. 11.

Stations are being offered a plan which will 'immediately make money' and 'won't cost you a dollar' by T. A. Gannon, of the Wrigley Building in Chicago.

Not only will it make money and not cost a dollar, but it will build new audiences for the station; make a live market for the advertiser, save money for the sponsor and as Gannon states in his letter to stations throughout the country, 'it will make thousands, yes, millions just a little bit happier.'

Gannon's plan, expounded in a lengthy three-page letter to stations, needs only the cooperation of enough radio stations and 12 national magazines. And all the stations have to do is to sell sponsors on a show which Gannon will produce and then send Gannon 15% commission.

Cost of the shows will be footed by the magazines who contribute the stories and readings for the program. From within their own ranks of their publications: Mags are also to pay the bill for the mechanical and talent costs for 300 broadcasts per year.

Thus, the magazines supply the coin and the program; the stations supply the time and the sales force and then send 15% of the revenue to Gannon.

### AGAINST THEATRES, CHURCH ON RADIO

Kansas City, Aug. 11.

Although opposed to 'theatres and entertainment, an anti-trivial religious sect, Assembly of God, has bought time on station KCMO for half-hour inspirational. The commercial plug is an announcement of service hours. Group has two churches and a tabernacle.

Expenditure for the air time—and they have bought 300 half-hour periods—comes from their tithing budget.

### Ben McGlashan Views Top Band as Choice

Washington, Aug. 11.

Scramble to get in on the ground-floor of the recently opened higher frequency bands last week was joined by Ben S. McGlashan, Los Angeles broadcaster and owner of KGFJ.

McGlashan applied to the Federal Communications Commission for a new high frequency broadcast station to be operated on 25,950 kilocycles; thus taking advantage of Commission decision to hand over most of the 25,000 to 26,000 kc ribbons to commercial broadcasters.

Opening of the higher channels was recommended in May, when engineers reported that the frequencies would provide excellent service within a limited area. Charles E. Joffite, former chief engineer of the Commission, was the first to point out that solution of the need for increased local coverage might lie in the higher frequency band.

Since relatively little power is needed to provide strong signals in the 25-26000 kc channels, McGlashan has requested one kilowatt power for his new transmitter.

### Program Title Scarcity

Baltimore, Aug. 11.

Situation has arisen here of two programs, on different stations, using same title, 'Around the Town.' For two-and-half years, Nancy Turner, burg's most popular femme fashions speller, has been airing four periods per week over WBFB.

Now on WCBM there is an 'Around the Town' billed program running half-hour one night a week. Milton Davage, colored, buys time a block and sells it off piecemeal by spots to advertisers catering to the Negroes in Balto. Davage m.c.'s the program and uses colored talent.

### Harger in Ballroom

Detroit, Aug. 11.

Earle Harger, ex musical director at WXYZ here, and his ork opened last night (10) at Eastwood-Park ballroom, replacing Paul Waltz, who opened the park last April.

Harger came to Detroit from Grand Rapids, where he was staff director at WOOD. His ork was a highlight feature of the Hotel Paulding's Supper Club.

## RCA, NBC'S DAD, MAY GIVE CBS SOME BIZ

Sponsored time for an RCA product on CBS facilities may eventuate from an idea now in the embryonic stage. According to these formative plans, RCA phonograph records are to be plugged in announcements following the 'Lucky Strike Hit Parade and Sweepstakes.'

Tie-in between the most popular tunes program and the platters is considered a 'natural.' Announcements would hit all three webs.

If this plan is carried out by Lord & Thomas, agency for RCA, it would mean that the parent of NBC would be dumping about one-third of its appropriation into the coffers of rival CBS. To date the whole matter isn't definite.

Archie Olson of CJGX, Yorkton, Sask., broadcast folk festival from Regina exhibition.

**Ben McGlashan**  
AND HIS ORCHESTRA  
STARTING  
AUG. 20  
MAXWELL  
HOUSE  
SHOWBOAT  
RETURNING TO  
NEW YORK IN AUGUST

**HENRY BUSSE**  
And His Orchestra  
CHEZ PARÉE  
CHICAGO  
Broadcasting Nightly NBC  
Thank to Mike Fritz and Joe Jacobson  
Management N.C.A.  
Held Over Indefinitely

**AL DONAHUE**  
RAINBOW  
ROOM  
RADIO CITY  
NEW YORK  
WJZ-NBC  
Mon-Fri 11:30 P.M.  
AND HIS ORCHESTRA

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.

**Victor Young**  
SHELL  
OIL  
SATURDAYS  
WEAF  
9-10:30 Mon-Fri  
11:30 P.M.  
AND HIS ORCHESTRA

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC.

**DON NORMAN**  
Chicago's Leading  
NEWSCASTER  
WILLIAMS OIL-O-MATIC  
(Both Weeks)  
7:30, 11:00 Mon-Fri 11:30, CHICAGO

**'THE O'NEILLS'**  
By JANE WEST  
NOW RADIO'S MOST POPULAR  
FAMILY BRINGS YOU MORE  
LAUGHTER TEARS AND HEART-THROBS  
Presented by Ivory Soap - 99% Pure  
LISTEN 3:48-4:00 P.M., EDST - WEAF  
NBC NETWORK - COAST-TO-COAST  
IN... Every Mon, Tues, Wed, Thurs, Fri.  
Sat. 8:30-9:00 P.M. NEW YORK CITY  
D.L. BLACKBURN ADVERTISING, INC.

# Agencies—Sponsors

**Lambert Pharmacal** (Listerine) has started a series of 26 half-hour variety shows over KGU, Honolulu. Programs and talent assembled by KGU. Placed through the National Export Advertising Agency and E. Katz, reps for the station.

**Kolynos Toothpaste** is sponsoring 20 one-minute announcements via HJABD, HJABD, and HJABD, all in Columbia. Production and placement was handled for the J. F. Murray agency by Conquest Alliance.

**Gillette Razors** has signed for one year on KGBB, Honolulu, for airing of its CBS stanza. Latter is shortwaved to Hawaii from the U. S. and then re-broadcast longwave.

**Liggett & Myers** (Chesterfield) placing a contract with Conquest Alliance for etherizing of the twice-weekly CBS series over KGBB, Honolulu. Shortwaved from the U. S. for longwave transmission in hula-hula land.

**Carter's Little Liver Pills** renewing one-minute announcement schedule for six more months on PRA3, PRA9, PRB9, PRF3, and PRG2, all in Brazil.

**Lambert Pharmacal**, through National Export Advertising and Conquest Alliance, has renewed the following stanza for 26 weeks: Listerine Antiseptic Musical Review; Listerine Variety Show, and Prophylactic Amateur Hour. All via CMW, Havana, Cuba.

**Dole Pineapple** plattering Tandy McKenzie, Hawaiian tenor, in series of 13 discs, backed up by Harry Jackson's orchestra.

**Sperry Flour** division of General Mills has renewed its contract for a twice-weekly participation in "Feminine Fancies" over the Columbia-Don Lee network from San Francisco. New expiration date is Sept. 11. Westco agency handled the deal. Shasta Water Company of San Francisco has signed for a short-term renewal, Mondays through August 24, on the same program, which includes Tom Breneman and Claude Sweeten's orchestra. The Shasta account is handled by Brewer Weeks Company.

**Boy W. Peet** has replaced Ken Dyke as advertising mgr. of Colgate-Palmolive-Peet.

**Hirsch & Kaye**, opubians, have renewed their contract for five-minute dramas, electrically transcribed, Sundays over KGO, San Francisco. Account placed through Harry S. Goodman, New York City.

**Pacific Radio Co.**, of Newark, starts new series of programs over WNEW, N. Y., this week. Will bally General Electric radios by means of an organ and song program running 15 minutes and set for airing six times, each week. Schillin Agency placed the account.

**Knox Co.**, Kansas City, blurring its Cystex medicine with weekly quarter-hour e. t. programs for 26 weeks starting early in October over WCKY, Cin. Account through Dillon & Kirk, Kansas City.

**White Naptha** placing 169 announcements on 60 stations west to Denver. Blackman agency.

**Omega Oil** spot schedule, through Husband & Thomas, calls for two 15-minute platters per week, beginning Oct. 12.

**Jell-O** summer stanza, with Tim Ryan and Irene Nobilette, switches from the Blue to the Red on Aug. 30. Shift affects only the basic webs, supplementaries remaining virtually as is. Time period also remains set (7 p.m., EDST). Return of Jack Benny to the pro-

grams in early October is likewise scheduled for the Red. Through Young & Rubicam.

**Thomas D. Richardson** (mints), through N. W. Ayer, is interested in spot cooking school and home economics stanzas. No campaign outlined as yet, but queries on facilities being made.

**Harold F. Ritzke** (Eno) "Crime Clues" stanza now just about slated for Imbo. Went off for a summer vacash with some chances of return which subsequently have dimmed. May go into other media, but nothing set to date.

**Fisher Body**, through Arthur Kuder, has signed a spot on the NBC Blue, 9:45 to 10 p.m., EDST, on Aug. 28 for etherization of the Fisher-Craftsmen Guild Competition awards. Edwin C. Hill to be guest speaker. Stanza to hail from WGAR, Cleveland.

## Wheaties Over-Quota In Kansas City Sans Newspaper Alliances

Kansas City, Aug. 11. General Mills radio campaign in this territory showed big results in July. Their morning CBS show aired over KMBC here together with baseball broadcasts over WSBY plugging company's Wheaties, getting credit for the quota-smashing month. Washburn-Crosby, General Mills subsidiary, with a quota of 60,000 cases of the cereal, sold 100,000 cases. For each case over the quota a five-cent piece was dumped into a kitty for salesmen. General Mills uses no local newspaper advertising.

## CBS GLOMS THEATRE ORGAN FOR LEASE

Negotiations are on to lease the organ studio in the Paramount building in New York to Columbia Broadcasting Co. to be used for broadcasting of programs, auditioning of talent and rehearsals. Lease would specify that the quarters would be used only for these purposes and would be non-exclusive in character so that if Par at any time may want to also use the space, that could be arranged.

Studio was built by Par for broadcasting purposes and has been used on two or three occasions when the Paramount theatre had hookups on the air in connection with its stage shows. Lease is being discussed on a basis of one year, with an option to CBS for a second year.

## Zenith, RCA Both Sponsor Same Football Games

Birmingham, Aug. 11. Keen rivalry between two well known makes of radios is looming here this fall, when broadcasting of football games is started. Zenith and RCA Victor radios have made tentative arrangements to broadcast the principal games of the season between the University of Alabama and Auburn and possibly a few others by smaller colleges. Zenith has made tentative arrangements to broadcast games over WAPI, while RCA, through its distributor, R. P. McDavid Company, is planning to do the same thing over WBCB. This means that two brands of radios will be ballyhooed from the same stadium at the same time by the two big radio stations here.

## Network Chart

**NBC NEW PROGRAMS**  
John H. Mott (Red Heart dog food): "Tea Time at Mott's", with Jos. Gallicchio's orchestra, Gale Page, and Don McNeill; Thursdays, 4 to 4:30 p.m., beginning Sept. 3; for 39 weeks. Over WEAF, WEEL, WTAJ, KYW, WRC, WGY, WBB, WCAE, WTAM, WWJ, KSD, WHO, WDAF, KSTP, WBB, WSM, WMC, WSB, KOA, KFI, KOMO, plus Chicago and Group B.  
**Republican National Committee:** "News for Voters", with William Hard; Mondays to Fridays, at various times, beginning July 27; for 14 weeks. Mon. to Fri. 7:15 to 7:30 p.m. over WJZ, WBB, WBB, WBAL, WMAL, WHAM, WSYR, KDKA, WEBR, and SE hookup; Mon. Tues, Thurs, Fri. at 10:15 p.m. and Wed. 9:45 p.m. over WGAR, WKYZ, Chicago, KWK, WMT, KSO, KOIL, WREN, Group B. Pacific Blue, KLO, KTAR (on acetate recordings); Mon. Tues, and Fri. 10:15 p.m. over NW hookup plus KVOO, WKY.

**NBC RENEWALS**  
Rialston Purdy's "Marion Talley" Sundays, 5 to 5:30 p.m.; for 17 weeks, beginning Sept. 6. Via Basic Red and B, NW, Mt. Red, and Pacific Red. (Note: this order is considered a renewal of the current Friday eve program, although in a different time and day.)

**Macfadden Publications:** "True Story Court of Human Relations," Fridays 9:30 to 10 p.m., with rebroadcast at 12:30 a.m.; for 32 weeks, beginning Sept. 4. Via Basic Red and WL77 with rebroadcast to Mt. Red and Pacific Red.

**Welch Grape Juice:** "Irene Rich, Lady Counselor," May 8 to 8:15 p.m.; for 52 weeks beginning Sept. 21. Over Basic Blue except WEBB; plus SC hookup, WCKY, WIRE, KDXL, Pacific Red, KTAR, and Ogden. (After January 1 of next year, the Pacific Blue will replace the Pacific Red and KDXL).

**MUTUAL NEW PROGRAMS**  
Liberty Magazine; Talks by Bernard Macfadden, Tuesdays, 10 to 10:15 p.m.; beginning Aug. 18. Via WOR, New York, WLW, Cincinnati, WGN, Chicago, and CKLW, Detroit.

Note: New programs or renewals for more than 13 weeks are generally cancellable in cycles of 13 weeks on 30 days' notice.

## WEISS EAST AFTER CLOSING KMPC DEAL

Beverly Hills, Cal., Aug. 11. Lewis Weiss returned to Detroit last Sunday (9) after closing deal for transfer of control of KMPC from S. A. Scherer estate to G. A. Richards, owner of WJR, Detroit. Dick Connor, manager of station who has long been ill, will be replaced by a Coast man, Weiss said. Application for transfer will be filed next week with Communications Commission. Later petition will be made for power increase to 1,000 watts, full time. Spot now operates on half that juice on part time.

## Albers Auditioning

San Francisco, Aug. 11. Auditions for a new musical show, with orchestra and vocalists, are being held at NBC studios here for Albers Bros. Milling Co.'s fall air series. Meredith Willson's orchestra, Tommy Harris, tenor, and the Williams Sisters, harmony trio, have already been heard. Deal is being handled through Erwin Wasey agency. Last season Albers Bros. sponsored an all-request series "Your Program," featuring Willson's musicians and different vocalists weekly, with Armand Girard doubling as emcee and baritone soloist.

# Father Coughlin Scheduled to Stop Radio Fire Until 1937

## 'Master of Auditions'

Boston, Aug. 11. Ralph Rogers who is operating courses in radio technique and advertising at Boston University, makes a prediction. Colleges will before long issue a degree of Bachelor of Broadcasting.

## Church Avers Contract Violation by Brunton If KQW Goes Sacramento

San Jose, Cal., Aug. 11. Protest against the proposed removal of KQW from San Jose to Sacramento by the Northern California Broadcasting System has been registered by the First Baptist Church. Rev. David M. Dawson and J. T. McCart, chairman of the church's board of trustees, aver that transfer of KQW, a 1,000-watt, and the substitution of a 250-watt station violates a contract entered into six years ago when NCB's bought KQW from the church. The contract, which does not expire for another four years, provides for free church broadcasts on Sundays. The matter may be taken to court. Ralph Brunton, NCB's head, does not believe the changes in stations will be in violation of the contract with the church. The new transmitter will be erected on the outskirts of town and will be modern in every detail.

Detroit, Aug. 11. This year's series of broadcast by Father Charles E. Coughlin, handled previously over a picked nationwide network, will not open till early in 1937 instead of in mid-October as formerly.

Such is the announcement by Leo Fitzpatrick, manager of WJR here, who arranged previous hook-ups for the radio priest. Fitzpatrick contacted Father Coughlin last week after numerous queries by stations which have formerly carried talks, and was told series is yet unplanned. Crusader offered no reasons, and it's thought he's awaiting definite decision of Papal authorities on his radio activities through Bishop Michael Gallagher, of Detroit, who will return late this month from visit to Rome.

Meanwhile, Mutual broadcasting system is handling negotiations for Father Coughlin's series of campaign speeches in behalf of William Lemke, Union Party candidate. These are slated to start early next month and continue till after election.

## WCAU's Wax Equipment

Philadelphia, Aug. 11. Recording equipment for making ET's of broadcasts has been bought by Doc Levy for WCAU. Only one in town, Robinson Laboratories being outside city. Figure using recorder for platters of political broadcasts in coming campaign, with possibility of sending speeches on ET to other stations. Also may help in settling arguments on what's been said on past broadcasts. As auditions. Equipment will produce master platters, copies being made in New York.

## BUCKLE UP YOUR SALES BELT



The entire Tri-State area is united by an overwhelming preference for the pioneer radio station, KDKA. Keeping pace with rapid recovery in the Pittsburgh section, KDKA is doing a big selling job for advertisers in a big market—eager for goods.

**KDKA** 50,000 WATTS  
NBC Blue Network  
**PITTSBURGH**

Completely programmed by NBC.

THE UNANIMOUS VERDICT:—"IT CAN'T MISS"  
"WHEN DID YOU LEAVE HEAVEN?"

The Big Song From The 20th Century-Fox Production—"Sing, Baby, Sing"

Robbins Music Corporation

799 Seventh Avenue, New York





# NBC Liberalizes Waxing Rule

## No Restrictive Clause—Discs May Go to Stations Outside NBC

Attempting to slice itself a still bigger share of the transcription cake, NBC has altered its policies regarding cutting of 'off-the-line' or studio shows for supplementary spot airing. Heretofore whenever NBC waxed a web show for spot etherization, it was always on condition that the spot schedule would employ only NBC stations.

Revision now put through contains no such restricting clause, and the supplementary wax may be used on CBS affiliates or indies. Move follows trend of advertisers toward bigger spot usage. NBC felt that under its old policy it was simply losing biz to some outside cutting agency.

## Cuba Shortwave Booms

Havana, Aug. 11.

Race is on among the local radio stations in order to get their new shortwave transmitters on the air.

Station CMQ now is operating its new shortwave transmitter with 1,000 watts. Call letters COCQ.

Station CMX, also will be on the air with the new shortwave transmitter within a week. Call letters COMX and 1,000 watts.

Shortwave station COCH, broadcasting simultaneously with CMBC is now getting ready its new 5,000 watt equipment.

Station COCO is busy on its new 1,000 watts plant.

Longwave CMCY Autran, will be on the air by the end of the year having made an arrangement with Westinghouse for financing. The station is building its transmitter outside the city limits and will have a radiator antenna.

While Building, where CMX's studios are located will be used by the Department of Labor and station will have to move.

Station CMCB atop the Metropolitan Bldg. most important office building here ordered to show.

Station CMCG here and CMGH at Matanzas exchanging programs after midnight.

## Hearst Show to WAAF

Chicago, Aug. 11.

Herald and Examiner shift its woman's program from WBBM to WAAF Aug. 17.

When on WBBM program featured only Prudence Penny, paper's Home Economics expert, but on new set-up Josephine Huddleston, beauty ed. and Peggy Sweet, fashion writer, will also get a chance to do a bit of gabbing. Hearst's program will be on six times weekly with Penny cooking up recipes three times a week and other two editors splitting remaining three 15-minute stanzas.

J. L. Sugden Agency set the deal. Program will be aired from old KYW studios in Hearst building.

## Elson's Man on Street

Chicago, Aug. 11.

Bob Elson, top staff announcer for WGN, the Chicago Tribune station, takes over his own 'man on the street' commercial for Sawyer Biscuit company on Sept. 22. Will do a 'Man on State Street' program from the front of the Palmer House six days weekly at 11:30 a. m. Tie-up has been worked out with the State Street Council for merchandizing and exploitation angles.

Dolores Gillin will work on the show as assistant. Program set through Al Marin, radio chief of the Neisser-Meyerhof agency here.

## WILL CONTINUE REGIONAL

Zimmermann of Little Rock Goes On—Politics Rest

Little Rock, Ark., Aug. 11.

Created solely for the gubernatorial campaign which ended today (11), The Arkansas Regional Hook-up, comprised of six Arkansas stations and WMC, Memphis, is now being planned as a permanent setup by Ed Zimmermann, general manager of Radio Enterprises, Inc.

Radio station KARK, Little Rock, one of the Radio Enterprises stations, has served as the hub of the network which carried approximately 10 hours of political speeches since the network inception seven weeks ago.

Besides KARK and WMC, other stations included in the setup are KELD, KJ, 'Doris'; KFPW, Fort Smith; KBTM, Jonesboro; KOTN, Pine Bluff, and KCMC, Texarkana.

Larry Meinert, manager of KARK, Little Rock, who was forced to a hospital last week after becoming ill in the station's studio, is recuperating at home and is expected back at work in a couple of weeks.

## Shortwave Farm Service For Japs in California

San Francisco, Aug. 11.

A shortwave broadcasting station, devoted exclusively to agricultural and market news presented in the Japanese language for farmers in Central and Northern California, will be erected in San Francisco by the Japanese Association of America, if the FCC grants the permit for which an application has been filed.

A similar service is conducted by the Southern California Japanese Farmers' Association.

## WB Music on Wax

Hollywood, Aug. 11.

Warners music will be featured on the Hollywood Hotel program Aug. 11.

Reunion of Warners and the American Society of Composers, Authors and Publishers has caused studio here to resume wax transcription for general release. George Blison has been placed in charge of making the discs which will feature Warner players in conjunction with current picture releases. These in turn will be spotted in indie radio stations during run of the films.

## WKRC-Plane Co. Deal

Cincinnati, Aug. 11.

WKRC and the Queen City Flying Service are swapping air service. In exchange for 16 hours of airplane banner advertising over Metropolitan Cincinnati, the local CBS station is putting the Q. C. Flying Service on the air for a series of Tuesday night quarter-hour programs, featuring aviation topics by Capt. Al Wunder, who has been flying for 17 years.

It's the first time a Cincy station has gone in for airplane bally; ditto for a flying advertising service outfit here to go in for broadcasting.

## Resume House Organ

Omaha, Aug. 11.

Central States Broadcasting Co. resumed publication of its house organ, first published as 'Watt's News' on an idea of John Henry, but suspended for past year. New title is to be 'Flash' with R. Bruce Wallace, publicity director for the Omaha studios, as editor. First issue out last week.

## General Mills Bankrolls Jr. American Legion Stunt

Charlotte, N. C., Aug. 11.

General Mills has taken sponsorship of the Junior American Legion baseball finals for the southeast, to be broadcast over WPT for the promotion of Wheaties. The series will be played here August 19-22 between eight teams from 16 southeastern states.

Full series will be carried, with Program Director Charles Crutchfield at the mike, which include two afternoons of double-headers.

## NEW ZEALAND LABOR GOVT. RULES RADIO

Wellington, N. Z., July 15.

New labor government has taken command of New Zealand's broadcasting facilities and practically eliminated commercial competition for listener attention. Move was accompanied by the dominant party complaining that the New Zealand radio wasn't being handled like the Australian system, which has the government operating the choice facilities.

To strengthen its position in the broadcast field the Labor government introduced several measures limiting the privileges of privately owned stations.

In a recent announcement the Minister of Works declared that when the new government station in Titahi Bay is completed Parliament debates will be broadcast intact. Also every speech in the House of Representatives.

## KLRA Kid Show Attracts An Insurance Bankroll

Little Rock, Ark., Aug. 11.

Started several months ago sustaining by James Mackrell, KLRA, Little Rock, staff announcer, 'Uncle Mac's Kiddie Club' is now on the air from 6 to 6:15 p.m. daily, except Saturday and Sunday through the sponsorship of the Union Life Insurance company.

Mackrell got idea from reading funny papers over air on Sunday mornings. Asked kiddies to write in. When letters approached 100,000 mark from neighboring states and Arkansas, kiddies given 6 to 6:15 p.m. spot.

Programs are entirely extemporaneous with Mackrell (Uncle Mac) emceeing programs, skits, songs and specialties make up program with entertainers ranging from six to 15.

Membership is free, already numbering 59,000 kiddies with 157 branch clubs in Arkansas and neighboring states. Booklet of 50 pages, with space for pictures, notes, etc., from babyhood to maturity, given to each member by Insurance company. Booklet was arranged and copyrighted by Mackrell.

## KSD's Inter-State Staff

St. Louis, Aug. 11.

Recent acquisition of Charles McCarthy of New York to KSD's announcing staff brings the total number of spiclers to four. Staff now includes Dave Ward from Los Angeles, McCarthy and Bob Stanton, both of New York, and Dick Pavey, formerly with WLW, but associated with KSD for past four years.

Program Manager Frank Eschen also takes a turn at the mike, confining himself principally to news and special events.

## Parsons Of WLW

Cincinnati, Aug. 11.

Chauncey Parsons leaving WLW here after a full year on the transmitter for the General Pharmaceutical company on a six-times weekly parade.

Parsons is heading for Dallas and the Coast.

# RADIO SHOWMANSHIP

## Stunts, Novelties, Tie-Ups

### OUTSTANDING STUNTS:

MUSIC VALUE CHART FOR ENGINEERS  
KFSO, SAN FRANCISCO

### Control Room Showmanship

San Francisco.

A new type of musical score, designed expressly for the use of control room men during dance band broadcasts, has been perfected by Phil Lasky, manager of KFSO, San Francisco, and station engineers in collaboration with Hal Givim, Oakland rhytmaster.

Purpose of the monitor musical score is to indicate clearly the intricate mentation of the bands, the spots where the various instruments are featured and other essential points of musical technique, through lack of which the technicians, through lack of musical knowledge, may not take into consideration when monitoring band programs. With this score to aid him, the control man will need only a sense of rhythm, says Lasky, who believes the new device will overcome the danger of killing the individuality of dance bands by toning them all down to the same level.

### Cities Service Expo Clicks

Cleveland.

Cities Service concert clicked heavily in its first try out of New York NBC studios. Crowd estimated at around 12,000 swarmed into Great Lakes Exposition's Radioland here last Friday night to see and hear the broadcast. Ballyhoo in advance included a luncheon at the swanky Union Club, rides through the town in open cars, a greet by the mayor at city hall, a visit by Jessica Dragonette to Charity Hospital.

In open cars, a greet by the mayor at city hall, a visit by Jessica Dragonette to Charity Hospital.

Slueth, was in town in advance of the show getting things set.

### Posterity's Heritage

New York City.

Top hat worn by George Hicks, NBC announcer on his Easter parade broadcast up and down Fifth avenue this year, has been put under glass on the fourth floor at radio headquarters. Along with the serial headgear is the neck belt which the spier used to hook-up the walking apparatus.

Photo of Lucius Beebe, Herald-Tribune columnist who handled the description, and Gloria Braggiotti accompanies the layout.

### Melodrama in Costume

Cleveland.

WHK has a new series of shows titled 'Col. Ky Karavan'. Show mimics the old Hank Simmons Show Boat' setup. Duke Lidvay, former CBS production man is writing an original series of melodramas. These are staged in costume with a visual audience doing songs of the 90's as 'specialties' between the acts. Lidvay has recruited a number of actors outside the station staff for the plays including Bob Neff.

### Network Vids Small Town

Spartanburg, S. C.

WWNC shot the works on visit of Don McNeill of CBS 'Breakfast Club' originator and commentator, and the missus into Carolina for a week. Station pulled many gags.

Top one was 'Breakfast Club' program over station (NBC-served), with Manager Ezra McIntosh interviewing McNeill. A tie-in with Publix-Bamford Theatres, Inc., roped

in a quartet of personals for McNeill Imperia.

Local merchants chipped in to sponsor 'McNeill's extra' NBC appearance of an hour, and papers articulated McNeill's generosity, with page, one, stories, 2-col, cuts and so on.

### Tire Co.'s Safety Stunt

Birmingham.

Birmingham's three worst accidents are printed daily over WSGN in co-operation with the police department. The facts are furnished by the police and the announcer describes them briefly. The idea is to show how the accidents happen and how they might have been avoided.

At the present time no effort is being made to make them gruesome. Incidentally, the program is being sponsored by a local tire dealer.

### Got to Be a Daredevil

Peoria, Ill.

Town-got a thrill from WMBD, Peoria, recently, when Jack Brickhouse, announcer, climbed 250 feet in high wind to tip of station's new transmitting tower to give description of view, sensations, etc., from that high point.

Carried portable transmitter for feat, which drew plenty of fan mail. Brickhouse, regular sports announcer, was exhausted after climb. Speculated broadcast was to plug dedicatory fete of new transmitting plant which came next day.

### Serve Cake in Studio

Norfolk, Va.

Hall's Bakery, Portsmouth, carries an announcer, Trafion Robertson, of WTAR, under norm de radio of 'Romantic Baritone' to warble 'Songs of Romance' programs which completed first 15 weeks on the station.

May expand to half hour, add another vocalist and trio and serve cake in studio when season opens up.

### 14 Sets of Twins

Pittsburgh.

Novel stunt cooked up by Wilkens Jewelry Company for its weekly amateur hour over WJAS last Sunday (9). Entire cast of local simpsures was composed of twins, 14 sets in all. Programs for weeks before had babyhood idea, with more than two score pairs turned up for auditions.

Wilens outfit further steamed up program by taking out full-page newspaper advertisements, barely mentioning product and featuring big photographs of twins slated for broadcast, also with double exposure shots of Brian McDonald, who m.c.'s hour, Jerry Mayhall, producer. Additional feature was appearance on the air and also as one of the judges of St. Steinhilber, radio editor of Press.

Wilens company giving newspapers an answer for their claim that radio has cut in on advertising. They're taking more space now to plug their air programs than they ever took before hitting the airwaves. Amateur program goes out from 3 to 4 p.m. every Sunday and has become one of the hottest local hours on the air.

### Baritone Variation

Cleveland.

Don Dewhirst, WHK baritone tried out an unusual stunt last week. Dewhirst rehearsed himself with a record. The platter was his orchestra. By means of headphones Dewhirst listened on to his own voice and fitted his own voice into the record music.

Station used the trick as a novelty over the air.

# HILDEGARDE

Appearing on RADIO . . . AUGUST 14th . . . NBC

With FRANK FAY

EXCLUSIVE COLUMBIA RECORDING ARTISTE

BRITISH BROADCASTING FEATURE

American Representative, WALTER BATCHELOR

European Representative, HENRY SHERK

Personal Manager, ANNA SOSENKO

HAVE A PREDICTION: THE YEAR'S BIG HIT WILL BE—  
“WHEN DID YOU LEAVE HEAVEN?”

The Big Song From The 20th Century-Fox Production—“Sing, Baby, Sing”

Robbins Music Corporation

799 Seventh Avenue, New York

## Disc Reviews

By Abel Green

Bing Crosby has four of his excerpts from "Rhythm on the Range" on Decca 870-1; "Empty Saddles" and "Roundup Lullaby" on one, and "I Can't Escape From You" with "I'm an Old Cowhand" on the other. In the first Victor Young accomps; in the other Jimmy Dorsey's orchestra is the backer-upper. And in all Bing ba-bees in typical Crosby manner to sock disk records. The tunes are all there and Bing knows how to sell 'em.

Bill Robinson on Brunswick 7705-6 tap-steps with orchestral accompaniment, doing the vocal fol-de-rol into the legmania. They're very commercial records, sprightly on the dancap and, coupled with Bostons' unique style of introductory, quite a novelty. "Just a Crazy Song" and "Keep a Song in Your Soul" constitute one couplet; "Ain't Misbehavin'" and "Doing the New Low Down" on the other.

In swango Teddy Wilson cuts up on Brunswick 7699 with "These Fool-

ish Things" and "Why Do I Lie to Myself About You?" and on No. 7702 with "Reaching for the Moon" paired with "Guess Who." Billie Halliday's vocal swango is not the least of it but the Wilson team sure cuts didoes. The maestro-arranger is at the music box; Laurence Lucie strums the gut; Johnny Hodges, alto sax; John Kirby on the doghouse; Harry Carney toots the reed; Cozy Cole on traps; Jonah Ford of Shuff Smith's madcapmen on the horn.

Ben Bernie is new to Decca and debuts with "Long Ago and Far Away" out of "Three Cheers for Love" paired with "San Francisco," another film excerpt. The ol' maestro is smooth and danceable. Billy Wilson and Ray Henderson do the vocals.

Decca manifests showmanship with a two-part 10-inch of a Medley of Songs from Shirley Temple Pictures. Victor Young's orchestra does it with Max Questel essaying the baby-talk vocal. It's only a question with Miss Questel who's a pioneer boop-dooper if you can take the baby brogue. Nothing wrong with Young's dancapation. He's the cream of the Temple filmural crop.

Benny Goodman swings it on Victor 25363 using "Small Hotel" from "Your Toe" (Rodgers and Hart) paired with "Low Follies" (That's a Plenty), now something of a jazz classic. Tommy Dorsey is the recording artist on the latter. J. Mundy did the "Hotel" arrangement, and a peach. Helen Ward vocalizes, and the Goodman technique, per usual, makes this 'un stand up and out.

Paul Whiteman on a 10-inch Victor disc (No. 26182) is brilliantly waxed a concert version of Rodgers and Hart's satirical ballet, "Slaughter on 10th Avenue," also out of "On Your Toes." It's orchestrated in the ultra Whiteman manner. A sort of satirical tone-poem, it's a field day for the ingenious orchestrator, whoever he may have been.

Tops also in arrangement are the Hudson DeLange versions on Brunswick 7700 of "It Seems I've Done Something Wrong Again" paired with "The Moon Is Grinning at Me" on No. 7708. "When I Sleep" Time Down South" coupled with "I Never Knew," a brace of oldies dressed up in new clothes. Eddie DeLange and Ruth Gaynor split the vocals on the first. Will Hays' orchestrations there are bright and colorful.

Louis Prima another top springer on Brunswick 7709 featuring his own "Let's Have Fun" (with Gilbert and Sullivan) and "The Kermit of his New Orleans Gang, of course, and knows how to make it rock.

Leo Sime, crack pianistic piano solo on Decca 875—"Take My Heart" and "There's a Small Hotel."

Jiminy Dorsey (Decca 873) is another hotcha with "Ah-Wool Ah-Wool to You" (Cliff Friend novelty song), paired with "There's No Substitute for You." Vocal trio supplies whatever the heated Dorsey stylists don't, and that's little in the jazz lexicon.

One of the crack recordings of the current crop is Russ Morgan's pot-pourri on Brunswick 7704, "Linger Awhile" and "Yes Contry." Stumbling are medleyed on one side, and herein the maestro-tronbomst-pianist cuts up on the slide-horn and the Steinway, respectively. Reverse is "Wabash Blues," last word in the

## Most Requested

(Reported by Al Douchage, Rainbow Room, N. Y.)  
These Foolish Things.  
Stomp! at the Savoy.  
Take My Heart.  
Is It True About Dixie.  
Star Dust.  
Small Hotel.  
Ball Ball.  
Christopher Columbus.  
Sin to Tell a Lie.

(Reported by Billy Mills, WBBM, Chicago.)  
Take My Heart  
These Foolish Things  
You Can't Pull the Wool  
Glory of Love  
When I'm With You  
No Regrets  
Empty Saddles  
On the Beach at Ball Ball  
Rendezvous With a Dream  
Small Hotel

Music in the Morgan Manner. Cinch best seller.

Richard Himber on Victor 25365 likewise gets heated with "Midnight Blue" (Leslie-Burke), unusual composition, coupled with "Men and the Moon" (Hill's oldie), wherein the Ritz-Carlton maestro (the still uses that billing, although he's predominantly the Studebaker Champion on the air) lets himself go in brisk manner. Stuart Allen vocalizes. Bunny Berrigan's hot horn and Lacey's ultra manner of orchestration. Shoe Shine Boy" backupper. Ivis Anderson vocalizes. Brunswick 7710.

Duke Ellington's "Sad Night in Harlem" is one of those dusky dirges as only the Duke can give out, with plenty of the beseeching brass to lend the theme the necessary credence. It's a corking sample of the Ellingtonian ultra manner of orchestration. Shoe Shine Boy" backupper. Ivis Anderson vocalizes. Brunswick 7710.

Smoothies are Nat Brandwynne's combo (from the Essex House, N. Y.), with "Until Today" and "Without a Shadow of a Doubt" on Brunswick 7712. Buddy Clark vocalizes, and somewhat Duchignese Eddy Duchin himself on Victor 25364 with "Follow Your Heart" (waltz) paired with "Love and the Musical" (musical excerpts). Low Sherwood vocal re-entrains. Jan Garber's 860 offers "Grateful to You" and "Why Do I Lie to Myself?" Russ Brown vocalizes, and orchestrated as smooth foxtrology. Another by Garber on Decca 872 is "Through My Venetian Blind" (waltz) contrasted to Billy Hill's "Empty Saddles" out of "Rhythm on the Range." Lee Bennett and Brown air the choruses on this.

Hal Kemp (Brunswick 7707 and 7711) is sweet-toned with "Me and the Moon" and "Star Fell Out of Heaven" on one, and "When Did You Leave Heaven?" "Sweet Misery of Love" on the other. Nice brass and reed work. Sherry Ennis, Maxine Grey and Bob Allen split the vocals.

Herb Magidson and Benny Oakland cleft five tunes for Grand National's "Hats Off." Four numbers, in addition to title tune, are "Where Have You Been All My Life," "Little Odd Rhythm," "Let's Have Another" and "Twinkle, Twinkle Little Star."

## Here and There

(Continued from page 44)  
gar L. Bill, formerly his chieft at the Prairie Farmer station.

Edward McCallum, manager of Hearst's San Francisco station, KYA, is back in town after a powwow in Washington with the FCC regarding a power increase to \$500 watts.

NBC Artists Service furnished the talent for an anniversary celebration at the Canterbury Hotel, San Francisco, last Saturday (8). Entertainers included Bessie Walker, emcee, Tommy Harris, Nuts and Bolts, Harold Dana, Irving Kennedy, Monroe Upton, Hal Burdick, Ralina Zarova, Betty Kelly, Southern Harmony Four, and Betty Marino's string ensemble.

Leonard Lake former stage actor and recently production head of WALA, Zanesville, O., is latest addition to WJAX, Cleveland, staff.

Berton Bennett joins NBC, San Francisco as announcer Aug. 15. So does Lawrence Keating, who resigns as chief announcer at KGW, Portland, Ore. Replace respectively Harold Bratsberg, resigned, and Paul Gates, who moves up to become assistant to William J. Andrews, NBC's chief announcer at the local studios.

Bill McCain, formerly with WGSN, doing promotional work for WBRC, Birmingham.

Carolyn Ann Cross, of "Homemaker" Club of WIP, Philly, picked to judge beauties for "Miss Philadelphia's" crown.

Don Withycomb, general manager of WFIL, Philly, named chairman of Zone 1, National Association of Regional Broadcasting Stations. Zone 1 includes 55 stations.

Margaret "Mike" Schaeffer, Philly scribe formerly with Feigenbaum agency, is production and continuity manager for WFIL, Philly.

Since Freres Levy turned back KYY to NBC, bands from Arcadia International, Philly's military, air through other Levy station, WCAU.

Alan Scott, Philly news commentator, changed his European itinerary to include Spain, where he's now catching it, as it happens. Plans returning in September.

Louis Alken, Jr., announcer of WKCY, Cincy, a dadday.

Louis W. Barnett, chief pickup engineer, and Gerald Branch, field measurement engineer, of Crosley's WLW-WSAI, Cincinnati, are newlyweds.

Joe Brown, formerly writer and promotion man for WTMV, St. Louis, has joined KLZ, Denver, as publicity manager.

John Lamont, recently Paramount film salesman, has been added to KLZ, Denver, as salesman.

Fred Foley, formerly salesman for KFKA, Greeley, Colo., is now selling for KLZ, Denver.

Jerry Fecht, continuity and production expert on KFAB-KOIL, Council Bluffs-Omaha, is now with KLZ, Denver.

Reginald Allen, WBT, Charlotte, N. C., announcer, is in the hospital with an infected foot. He injured his foot playing golf.

WCAU, Philly, claims commentators need more nine editorializers on its batting lineup.

Dorothy Ann Sidler, hostess at KFRC, San Francisco, has resigned to teach home economics in Ash-

land, Oregon, when school opens. Her successor at KFRC is Vera Magill of Florida.

Newest member of the sales staff at KFRC, San Francisco, is Jack Hall, for five years with KJBS "Keep Smiling Revue."

Nuts and Bolts (Leo Cleary and Ken Gillum), comedy duo heard on the Carefree Carnival from NBC's San Francisco studio, fly east for a date on the Fleischmann Hour in the latter part of August.

San Francisco's mite-minded Chief of Police, William J. Quinn, resumes his current air serial, "The Show-Up," over the NBC-Blue web on the coast August 28.

KFRC, San Francisco, may get a line into the Sir Francis Drake's snazzy new ballroom when it is opened later this month. Larry Kent's ork rumored set for the spot.

## BROADWAY FEATURES

"WITHOUT A SHADOW OF A DOUBT"

BROADWAY MUSIC CORP.  
1609 BROADWAY, N. Y. C.

## MOVIE TONE TOPICS

BERNIE CUMMINS  
And His Orchestra, at Edge water Beach Hotel, Chicago

Now Featuring

"SING, BABY, SING"

"LOVE WILL TELL"

"YOU TURNED THE TABLES ON ME"

From the 50th Century-Fox Musical Extravaganza

"SING, BABY, SING"

MOVIE TONE MUSIC CORPORATION  
CAMPBELL PUBLISHING CO., 25th Street  
1250 SIXTH AVENUE  
NEW YORK

## SANTLY JOY

An Outstanding Song

"ME AND THE MOON"

SANTLY BROS. JOY, INC.  
1619 BROADWAY, N. Y. C.

## ROY SONGS

TODAY'S TOP WALTZ

"DANCING 'TIL DAWN"

ROY MUSIC CO.  
1619 BROADWAY, NEW YORK, N. Y.

## THE HOUSE OF MUSICAL NOVELTIES

It's Sweeping the Country!

"SOUTH SEA ISLAND MAGIC"

Coming along ahead Fred Astaire's

"I'LL NEVER LET YOU GO"

The new swing hit.

"THE BOSTON TEA PARTY"

SELECT MUSIC PUBLICATIONS, INC.  
1619 BROADWAY, NEW YORK, N. Y.

## FOX FLASHES

Victor Schertzinger's  
Greatest Musical Score

"FOLLOW YOUR HEART"

"MAGNOLIAS IN THE MOONLIGHT"

"WHO MINDS 'BOUT ME"

Featured  
in the Republic Picture, "Follow Your Heart," starring  
Marion Talley and Michael Borchert.

SAM FOX PUBLISHING COMPANY  
1619 BROADWAY, NEW YORK, N. Y.

## Inside Stuff—Music

Problem facing the statistical department of the American Society of Composers, Authors and Publishers is what portion of a performance point should be allotted the copyright owners of tune interpolated during the renditions of "Knock, Knock, Who's There." Majority of the bands have woven in excerpts from other pop compositions for their pun variations.

Example of this interplay of song punnery follows:

"Knock, Knock, Who's There?"  
"Ceil!"  
"Ceil, who?"  
"Ceil. (She Shall) Have Music."

Leonard Feist, son of the late Leo Feist, is trying to tie up various music rights in the pop field on a deal which will give him the exclusive publishing rights to community four-part voice or quartet arrangements. His sales objectives with these publications would be public schools and other institutions.

Firm of M. Witmark & Sons has for years had a department specializing in this class of musical fare.

BUDDY DE SYLVA PICKS THIS FOR A HIT!

"WHEN DID YOU LEAVE HEAVEN?"

The Big Song From The 20th Century-Fox Production—"Sing, Baby, Sing"

20th Century-Fox Music Corporation

709 Seventh Avenue, New York

# FTC CONTINUING PROBE INTO PLUGS

Washington, Aug. 11. Moves of popular music publishers to head off government probe of "song-plugging" by proposition to adopt trade practice rules will not achieve the desired objective, Federal Trade Commission intimated last week.

Taking position that no announcement can be made until inquiry is completed, F.T.C. attaches refused to discuss current investigation, which has agitated publishing end of the business and excited broadcasters. Strong implication was given, however, that snooping not only will go on as originally scheduled, but already has turned up some significant facts which may lead to drastic action.

Nothing can be said about this subject until our investigation has been concluded," a Commission spokesman said. "Until our agents have finished their work it will not be possible to say whether song-plugging is an offense under the fair trade laws. The Commission is in a position to make any predictions at this time."

Admitting receipt of communications from John Payne, president of Music Publishers Protective Association, F.T.C. attaches would not discuss the possibility that the inquiry will be dropped if the publishers will agree to cut out plugging habits. Nor will the government take the lead in trying to bring about adoption of a trade practice agreement. Commission informed Payne it would be glad to entertain a formal application for a trade practice conference.

Sam Wilde, whose band is currently featured at Frisco's swank Deauville Club, expects to become a beneficiary this fall.

## Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the following is the listing of the songs most played on the cross-country networks last week in relative standing, according to the approximate number of combined plugs on WEAF, WJZ and WABC.

**When I'm With You**  
These Foolish Things  
Did I Remember  
Star Fell Out of Heaven  
You Can't Pull the Wool  
Take My Heart  
No Regrets  
On the Beach at Ball Ball  
Cross Patch  
Stompin' at the Savoy  
You're Not the Kind  
Me and the Moon  
Until Real Thing Comes  
Sing, Sing, Sing  
Rendezvous With a Dream  
Afterglow  
Would You  
There's a Small Hotel  
Until I May  
The Song Changes  
I Can't Escape You  
Glory of Love  
Let's Sing Again  
Without Shadow of Doubt  
Knock Knock  
The Song Changes  
I Can't Escape You

## LOU DIAMOND PREZ OF MPPA; MARKS, V.P.

Lou Diamond, head of Famous Music Corp., was last week elected president of the Music Publishers' Protective Assn. E. B. Marks, of the Edward B. Marks Music Co., was named vice-president, and Ralph Peer, of Southern Music, secretary and treasurer.

Designations were made at a meeting of the MPPA's board of directors.

## Kostelanetz Feted on Coast by Cleffers

Hollywood, Aug. 11. Hollywood's Tin Pan Alley turned out last Wednesday (5) to pay homage to Andre Kostelanetz at a ceremonial luncheon. Chairmanship of the affair were Jerome Kern and Sigmund Romberg. George Jessel was toastmaster.

Radio maestro, who conducted in the Bowl, was presented with a baton that more resembled a fishing pole. Cleffers autographed the flat side.

Only speakers were Kern, Romberg and Kostelanetz. Bob Toppling handled the arrangements.

## Higgins Invading Coast

Joe Higgins, recording chief of American Record Corp. (Vocalion, Brunswick, Columbia, etc.), left for Hollywood over the weekend for two or three weeks of recording dates. It's his first trip west and will emphasize particularly a number of film-radio names for waxing purposes.

R. W. Altschuler, president of American Record, accompanies Higgins west.

## STUFF SMITH ACQUITTED

Onyx Club Maestro Freed on Ring Charge

Buffalo, Aug. 11. 'Stuff' Smith, surfing band maestro, at the Onyx Club, N. Y., planned back to town last week from New York to face a charge of second-degree grand larceny of a diamond ring from William Toplin, proprietor of the Silver Grill, his former employer. Smith was arrested in N. Y. under warrant by local detectives, but was released in custody of his attorney, Herbert E. Rosenberg, of New York.

At the hearing, Toplin asserted that he allowed Smith to take the ring last January on his promise to return it the next day, but that the leader had departed for N. Y. Toplin stated that he had spent more than the value of the ring traveling the metropolis trying to get it back. Toplin asserted that Smith owned him \$371.

"I think there is a bad smell about this case," said presiding Judge Wolke in dismissing charges against the swing leader.

## MPPA Asks Pubs To Check Selves On Law Violations

Publishers were urged last week by John G. Paine, chairman of the Music Publishers Protective Assn., to ask their lawyers whether the publisher's individual methods of doing business may be interpreted as in violation of the Robinson-Patman price discrimination bill, which became effective June 16. Attached to Paine's circular letter was a copy of the measure.

Describing the bill as, in his opinion, the most important addition to the anti-trust laws since the Federal Trade Commission Act, Paine stated that it will in many instances call for a complete modification of the method of selling and distributing merchandise. Paine pointed out that the present law under the law are severe and that it is important that the publishers make a complete explanation of their ways of doing business to counsel with a view of learning whether such methods come within the purview of the act. He also suggested that the pubs be prepared to discuss questions involved in the law when a meeting for the purpose is called by the association.

## WB-ASCAP ACCORD IS SHUFFLING PLUGS

Re-entry of the Warner Bros. publishing group into the plug contacting field week was accompanied by what gave evidences of becoming a general reshuffling of pluggers' payroll alliances. The first bids from the WB camp took Harold Wald and Larry Daniels out of Popular Melodies, a Famous Music subsid., and Joe Gold from Mills Music, Inc.

Changes in the Mills professional staff was also marked by the switch of Walter Fleischer to Popular Melodies.

## Davis Buys 2 Tunes

Chicago, Aug. 11. While here, Joe Davis, New York music publisher, bought all rights from McKinley Music Co. to "Sweet Hawaiian Moonlight" and "Floating Down to Cotton Town." Davis plans reissuing "Moonlight" with a new arrangement to capitalize on the impending new Hawaiian vogue.

# Connelly, Campbell Split; Latter With G-B in Control of Cinephonic; Connelly's C-C 100%; Dash As Is

London, Aug. 11. Tiffing between Reg Connelly and Jimmy Campbell, partners in the music publishing firm bearing their name, and also partners in Cinephonic Music Corp., the Gaumont-British film musical subsidiary, is now an open secret in the international music trade. Firm has agreed to split after 12 years.

Reg Connelly will carry on the C-C popular music business, and Jimmy Campbell will concentrate on Cinephonic, taking over his partner's interest in that firm, in exchange for relinquishing his share in C-C to Connelly. G-B continues a 50% partner in Cinephonic.

C-C even now was more or less exclusively operated by Connelly, whereas Campbell has been specializing in picture music, via the Cinephonic set-up.

C-C also controls the Irwin Dash Music Co., Ltd., of which Dash, American music man, is the managing director, but the schism does not affect that setup. It will continue as is.

C-C, as a firm, has been dominant in the popular field in Britain, with

widespread international interests. It's been the pioneer in importing such songwriters as Harry Woods, Hoffman - Slighter - Goodhart (team), Gordon and Revel, Sam Coslow and others, defraying all expenses, and then write 24 songs at a stretch. Idea thus is that the world copyright rests with C-C, which in turn then sublets the U. S. and Canadian rights, instead of the reverse twist, where British firms acquire American hits for England.

The C-C roster of song hits likewise has been distinguished and both member-publishers are well established songsmiths in their own right.

The pending 20th Century-Fox Metro deal with Gaumont-British is another reason for GB favoring the adjustment of this intra-feuding on Cinephonic. Campbell most likely will also align with G-B in an executive position to exploit its filmicals in America.

## Weil Music Co. Sets Office in New York

Chicago, Aug. 11. Milton Weil Music Corp. opened New York offices last week. Sammy Smith, formerly with Southern Music Co., will head the N. Y. office.

## Darrell Sues on Claim 'Bali' Resembles 'Kewpie'

Jack Darrell, music publisher, filed suit in N. Y. last week against Joe Morris, publisher, and authors of "On the Beach at Ball Ball," claiming infringement and asking damages. Darrell composed "Does Anybody Want a Little Kewpie," which he had copyrighted in 1923, and asserts that chorus of "Bali" song resembles it.

He's also suing the authors, Al Sherman, Jack Meskill and Abner Silver, asking restraint from further publishing and an accounting of all profits. Counsel is David Bernstein.

## 200 Tunes Seek Pub

San Francisco, Aug. 11. Lee S. Roberts leaves here this week for N. Y. taking with him some 200 of his unpublished compositions. He hopes to find publishers for a number of these tunes.

Roberts composed "Smiles," "In a Little Rich Castle," "Fatcher," and other songs of the past. He is also a pioneer in the development of player piano rolls. For the past seven months he has been program director at KYA, San Francisco, a post which he resigned to go east.

Harry Warren and Al Dubin have added "The Least You Could Do for a Lady" and "Melody for Two" to the score of "Sing Me a Love Song" at Warners.

Maurie Sherman's band opens at Grande de Vista, St. Joseph, Mich., Aug. 19.

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Who makes "Music in the Morgan Manner" from the popular moonlit terrace of the Hotel Biltmore, New York. And you can hear him too on the Rinsco program via CBS. Deservedly a top-notch who features such top-notch hits as:

"When Did You Leave Heaven?" from the Darryl Zanuck 20th Century-Fox production, "Sing, Baby, Sing"

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"WHEN DID YOU LEAVE HEAVEN?"

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Who has broken all Broadway records and who continues to be one of America's most popular maestri. From the Taft Hotel in New York and via CBS hear him play and hear the adorable Dolly Dawn sing:

"DID I REMEMBER" (From the MGM Production "Susie")

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"YOU" - "LET'S SING AGAIN" - "KNOCK KNOCK-WHO'S THERE?"

Newest Novelty Unit

"WHERE THERE'S YOU THERE'S ME"

LEO FEIST, Inc. • 1629 BROADWAY • NEW YORK

## Five of Eight Shows on Broadway In Profit Class, but All Sticking

Shows on Broadway currently, eight in number, which is the minimum for this summer, will probably all hold over into the starting period of the new season. Five are known to be turning a weekly profit, and while the others are rated in the red, there are no closing intentions for any of them.

Ticket agencies are in the dol-drumbs but, paradoxically, several are doing lively business for the Jones Beach operettas. Tax free duties are being dispensed by the agencies at the actual box office price (\$1 top). Sponsors of the open-air venture propose to pay the brokers 10% for handling. One broker figured that was too small and gratis sales deal resulted.

Last week the agencies sold as high as 1,500 daily tickets for the beach show; more than for all shows on Broadway combined. There was some mention of the show venturing to the beach management, what with all going out and little coming in for the agencies. However, the open air schedule, approaching the finale weeks, and the new season on the Broadway horizon, doubtful if the agencies will be asked to stage. Jones Beach is owned and operated by the state, which does not participate in the show venture, red or black. Season has been exceptionally profitable to date and is sure to finish that way.

Efforts in the sticks are reported looking up and it is expected that several, likely August shows, will stand out from the field. It was being July, netted little more than a crop of losses.

O'Dwy Carles, with a Gilbert and Sullivan repertoire, will operate at the Beck next week (20). WPA is offering C. & S. at the Majestic, but it is not considered opposition.

**Estimates for Last Week**  
"Boy Meets Girl," Cort (39th week) (C-1,050-\$3.30). Sure to stay into new season, with record grosses. Last week's top comedy getting around \$10,000 now and okay.  
"Dead End," Belasco (22d week) (D-1,000-\$3.30). Another attraction certain to hold over. Chicago company being readied; \$5,000 or better.  
"Winkles," Ambrose (16th week) (D-1,150-\$3.30). James Kirkwood finally entered cast and expected to help at b. o. rate.  
"New Faces," Vanderbilt (13th week) (R-800-\$3.30). Upped around \$1,000 last week, with dropped matinee. Reinstatement facing were around \$5,000; close to even break.

"On Your Feet," Imperial (18th week) (M-1,400-\$3.85). Grosses up \$20,000 again last week and will enter the autumn period, which will start without any new musicals.

"Pre-Bohemian," Broadway (16th week) (C-875-\$2.20). Monday saw best attendance since opening; gross estimated at \$3,500 and should improve.

"Three Men on a Horse," Playhouse (31st week) (C-900-\$2.20). Slated for the fall, but with a few November holidays; will keep summer scale indefinitely; \$4,000 and profitable.

"Tobacco Road," Forest (14th week) (D-1,017-\$1.65). Quoted at \$5,500 last week and also turning okay profit; another attraction to hold over despite long run.

**WPA**  
"Injunction Granted," Blinnert: revised and lengthened; now in two parts; off; fair business.

"Help Yourself," Adelphi: first farce by outfit; fair business; mixed cast, drama in Harlem.

**'CONNECTICUT YANKEE'**  
**GOOD \$35,000, ST. LOU**

St. Louis, Aug. 11. "A Connecticut Yankee" finished a seven-night run at the Municipal Opera open-air theatre in Forest Park Sunday (9) with a gross of approximately \$35,000, good.

"Bitter Sweet," which opened the 1933 summer opera season here, began a seven-night run Monday (10) before an audience that paid \$3,500.

Zeko-Corvan, who staged the first American presentation of "Bitter Sweet" for Ziegfeld in New York in November, 1929, is again directing the piece. Norma Talmadge is starred. She and William Hain, tenor, both making their first appearance in this season's shared singing honors and Florenz, Ames, character comedian, also clicked.

Hartley, Hooton, ballerina, completing a two-week engagement, reentered big with her own ballet, "The Girl of the Year," assisted by 24 dancing girls. Una Velez, added to her local popularity with nimble dancing.

### TWO WPA FLOPS

Showboat Unit Switched, Dance Co. Yanked—Circus to N. J.

WPA's first venture aboard the Buccaneer, showboat tied up at a Hoboken dock, failed badly today, but the show was yanked. Vaudeville and an afterpiece moved in Monday (10). Unfavorable reports attended the showing at the Majestic, Brooklyn, of "Young Tramps," pantomime heading affair by the WPA dance unit, with customers walking out and asking for their money back. Also withdrawn.

Relief corps will invade Jersey stands, starting next week. Outfit under canvas is showing in Staten Island, currently. Although consistently good attendance has been drawn, reports that the circus is breaking even are not true. There are 180 performers in the show.

## JONES BEACH HOTEL ROOMS SCARCE

Hotels, boarding houses and auto camps in area surrounding Jones Beach, L. I., are running capacity business, due to run of open-air operetta at Zachi's Bay under Fortune Kachelm. In some places extra facilities are required to handle unexpected guests at a late hour. No hotels are permitted on grounds directly so people have to ride on until they find a place.

Cast which is appearing in the production got first chance at the rooms, and are holding onto them. When hotels in Freeport, Wantagh, etc., filled up, the boarding houses next felt the influx of summer boarders. Then the overnight bus for auto camps also picked up. Public in general is after sleeping quarters, not alone the actors.

### Straw Hats

Never Can Tell

Wilkes-Barre, Aug. 11. The impossibility has happened. A matinee of summer theatre show house was sold out the first time it was attempted. Grove theatre at Lake Nungola, near here, found it, and sold out for six evening performances of "Three Men on a Horse," a week previous to the first night's presentation.

Didn't seem advisable to try a show which would appeal only to a few, many of whom had no way of traversing the poor roads, 14 miles in all, to the lake showhouse, but was attempted anyway, and SRO two days after it was announced.

### Airing Revival

Schenectady, N. Y., Aug. 11. For its fourth revival of "The Yellow Jacket," this week's play at the Mohawk Drama Festival, Mr. and Mrs. Charles Corbin had George C. Hazleton, widow of George Hazleton, author, come to Schenectady as a guest. Mrs. Hazleton was in the WGY studio for the Sunday afternoon pre-opening broadcast, of excerpts from the classic.

Schuyler Ladd, who originated the role of the Daffodil in the first production at New York in 1912 and who was brought here from the Coast to recast it, did not take part in the airing. "Mr. and Mrs. Corbin," who revived the opus on Broadway, in 1924, presented it on the road in 1924, and produced it again in 1928, appeared in the radio dramatization, along with John Burke, Kenneth Randall, Donna Earl, Mary Hutchinson, Curtis Cooksey and Henry Buckler.

Edward L. Carroll dean of the Institute of the Theatre connected with the Mohawk Festival and director of dramatics at Union, set the scenes on the air.

Glenn Blomfield in N. C. Charlotte, N. C., Aug. 11. Gloria Blomfield of Joan, will appear at Linville in Robert Fox-

### LEVENTHAL'S CIRCUIT

Five Weeks of 'Stock in the East—Grosses Okay

A stock circuit has been steadily developed this summer by Jules Leventhal, formerly associated with O. E. Wood, which is doing lakes in five full week stands. Actors concede the circuit offers engagements far more attractive than most rural stocks: because better salaries are being paid Leventhal stock theatres are the Boulevard, Jackson Heights, Keith's, Providence, Garden Pier, Atlantic City, Auden, Jamaica (L. I.), and Brighton Beach, Coney Island.

Grosses have been substantial considering the time of the year and the top price—\$1.10 at night, with matinee usually 40c top.

## FAVORITISM IN WPA, CHI SQUAWKS

Chicago, Aug. 11.

Performers in the WPA theatrical project here are up in arms, burning over the manner in which outsiders are being put into key positions while local and worthy cases are given the go-by. Are planning to send petitions of protest to Harry Hopkins and Hallie Flanagan to obtain more equitable distribution of available WPA relief jobs.

Chief complaint center around the moving of New York directors into Chicago at high salaries, while local directors are without relief, and some are really in need.

There are also serious complaints of alleged favoritism in the vaude department, especially against Earl Bronson in charge of vaude in the local parks. Bronson has his wife working, besides himself, while it is claimed that \$5,000 are being married vaudevillians with families in dire need of relief but who cannot obtain it from the WPA vaude projects here.

## 'ANTHONY' AND 'CAESAR' TOP-PASADENA DRAWS

Pasadena, Aug. 11.

Most popular of the Shakespearean cycle at the Playhouse, here during the past season were "Anthony and Cleopatra" and "Julius Caesar." Former drew top attendance. Figures show that 25,496 people passed through the turnstiles during seven-week season.

Currently an annex to the theatre is being constructed to provide more room for presentations. Building is expected to be dedicated Oct. 5.

terfield's presentation of "Personal Appearance," as produced by his Barter theatre group.

Miss Blondell joined the group from Miami, where she has been appearing with Blanche Ring. Co-featured are Edward Craven and Thomas Coley.

Group's last play was "Moonshine and Honeycuckoo," by Lulu Vollmer, native North Carolina.

Robert Strauss and Therese Whittier handled the leads.

### Brattleboro Folds

Brattleboro, Vt., Aug. 11. Brattleboro summer theatre group folds after this week's production of Irwin Shaw's "Bury the Dead." A total of five productions in all has been presented by the group, which is now considering two or three sites to set up winter quarters. Don't want to turn civic, but remain more or less professional. Will settle in New England, though.

Cast of "Serenah Blainish" on last week, included Millicent Green, William Nichols, Paul Fuller, Josephine Bender, John Foulds, Harry Young, Margie Thomas, Tilston Perry, Henry Pierce, and Del Hugh.

### Mahopae Folds

Mahopae's straw hat folded on Saturday night, 6th having run for half of its projected eight-week season. Manager was Edward Raquelino, who goes back into "Idiot's Delight" when it reopens this month.

## Inside Stuff—Legit

"A Connecticut Yankee" presented in St. Louis last week by the Municipal outfit, was secured on a straight royalty basis of \$1,000. Deal was made through Lyle D. Andrews, who produced the musical at the Vanderbilt, N. Y., which he then owned.

Richard Rodgers, Lorenz Hart and Herbert Fields, score and book writers received \$175 each, same amount going to the estate of Mark Twain.

Stage on the barge at Zach's Bay, Jones Beach, N. Y., where Fortune Gallo and the Shuberts are presenting operettas, have a water under the stars is anchored on pylons some 500 yards from the open-air amphitheatre. Otherwise it would be moved in closer to the audience.

Sound is okay due to mike amplifications, but faces could be better distinguished if moved in closer.

Leslie J. Casey and James W. Liddle explain they have not relinquished rights to "A Point of Honor," drama which has Benedict Arnold as the leading character. They did drop plans for a summer tour because the part could not be satisfactorily cast.

Negotiations are on for a Hollywood name for the show, written by Jo Eisinger and Stephen Van Gluck.

WPA's relief shows in New York advertise in the dailies once weekly, attractions being grouped in a two column box. Copy appears in Monday papers and showmen in the theatre project are puzzled because that is the end of the week, as advertised to the public. Understood the order to use Monday papers was issued by William P. Farnsworth, Washington contact man for the federal theatre project.

Several picture scouts reported favorably on Dawn Hope, daughter of Adele Hope, coming summer stock season at Brookville. She is being pointed for the Broadway stage, however, which she prefers.

Miss Hope is also a concert violinist.

## H'Wood Honors Miller

Hollywood, Aug. 11.

Group of civic and picture personalities will honor Charles Miller Aug. 12, for his service with the Actors' Equity and Actors' Fund of America, at an informal dinner in the Hollywood Athletic Club.

William Collier, Sr., heads the committee, including Sid Grauman, Pat O'Brien, Alan Creechard, Tren Carr, Otto K. Olsen, Berton Churchill, Dick Atter, Frank Carroll, Col. Albin Jacob and I. B. Kornblum.

## TALLULAH 10C FINE, FRISCO

San Francisco, Aug. 11.

After a total run of 32 weeks on the Pacific Coast, 17 in Los Angeles and 15 here, "Three Men on a Horse" will close at the Alcazar on Aug. 22. This record run operating the engagements of a road show company here last year and that of the current season's company. Comedy did \$8,000 in the sixth week of the present engagement here.

"Reflected Glory" dropped a bit in the third stanza at the Curran last week. At \$10,000 it was about \$5,000 below the previous session. Play closed Aug. 8 and moved to Los Angeles.

Farmer's Wife was well sold for its run at the Columbia theatre, where the take was \$5,000 for its first week. Critics liked the play, which hasn't been seen here before, and the KTF production came in for some nice notices. Closed after two weeks, the engagement may be extended to five weeks.

**Estimated Last Week**  
"Reflected Glory," Curran (3d wk) (1,700; 2,500). At \$10,000, play could have been held another week, but Tallulah Bankhead wanted to see Hollywood.

**Three Men on a Horse, Alcazar** (8th wk) (1,200; 500). Sixth week did \$8,000, which was some below the previous stanza. Set to close Aug. 22.

**Farmer's Wife, Columbia** (1st wk) (1,700; 500). Biggest hit yet by WPA's plays here for the 25 performance capacity on initial week.

**Federal Theatre** (3 days) (200; 25c). Considerable interest in George Bernard Shaw as puppet master of the emonise at Ralph Chesse's puppet show.

**Central City Fest**  
**ENDS ON OKE \$32,000**

Denver, Aug. 11.

Central City finished in the black this year with an approximate \$32,000 take for the 25 performance. Every matinee performance was a sellout and some of the nights also sold out. The festival marks the first time "The Gondoliers" has ever been done for 25 consecutive performances.

The right club, operated in the old Teller house, was a sellout nearly every night it operated. Talent was furnished by the "Gondoliers" personnel.

Frank St. Ledger directed.

## Kruger Heavy

"Draw, Parnell"

\$11,000 in L. A.

Hollywood, Aug. 11.

"Parnell" continues to hold strong at the El Capitan, where it is currently in its fourth week, and the end still far off. Otto Kruger, starred by Henry Duffy in this production, is the heavy draw.

Belasco (downtown), dark for past two weeks, relighted Monday (10) with the Coast production of "Reflected Glory," starring Tallulah Bankhead.

**Estimates for Last Week**  
"Parnell," El Capitan (3d wk) (C-1,571; \$1,650). Femme trade is particularly heavy and, with matinee selling out, night attendance is swelling receipts to top takes. Nifty \$11,000 on third week.

**WPA**  
"Polish and Politician." With Alexander Carr playing his original role, opens at the Mason Opera House today (11) for customary two weeks following couple of sets on stanzas with "Smile" Thru.

"Wild Birds" new drama, gets underway (11) at the Musart; set for two weeks.

"Smilin' Thru" moved into the Greek theatre in Griffith Park with "Reflected Glory" Aug. 23.

"Triple-A Floved Under" (stage) with "Flow That Broke the Plains" (film) at the Mayan until Aug. 23. Miscal at Varian Experimental theatre, extended until Sept. 1.

**'SCANDALS' STILL OKE,  
\$20,000, 7TH WK., CHI**

Chicago, Aug. 11.

Going into its seventh week as the town's sole legit enterprise, George White's "Scandals" continues to good business and will stick to, and perhaps beyond, Labor Day. White has a deal with the Shuberts which will permit him to hold the Grand Opera House beyond Labor day on a stop-clause agreement, even though the Shuberts are anxious to bring the "Ziegfeld Follies" into the spot for a quick fall change.

Night of Jan. '16 has set Sept. 6 for its loop opening at the Selwyn, and will probably be the first of the new season's shows in.

Norman Bel Geddes will open "Dead End" at the Studebaker on Sept. 13. This marks the first time in years that a New York city show has taken a Michigan boulevard theatre. Reason lies in the fact that Geddes wanted a straight rental deal, which he could not obtain at any of the Shubert-controlled spots downtown.

**Estimate for Last Week**  
"Scandals," Grand (7th wk) (7th week). Holding up at better than \$20,000, which means profit from any angle.

**WPA**  
"Broken Bites," Blackstone. Grindstone out with cut-rate.

"Triple A Civic" Can't seem to get started in this town, despite critics in other cities.



# SEE LEGIT HOUSE SHORTAGE

## NEW FINANCING VIA STOCK FOR 'ROAD'

Fresh financing for 'The Eternal Road,' which stopped production halfway through, after radical changes within the Manhattan Opera House, N. Y., virtually dismantled the interior of the house last season, is reported progressing to such a point that the show will actually go on.

If the Max Reinhardt biblical spectacle eventuates, it will mean that the new season will have at least two major production splurges—'White Horse Inn' to cost about \$250,000 and 'Eternal Road,' with a nut double that figure.

To date the sponsors have commitments for \$82,000 with a \$200,000 goal aimed for. Those who originally invested may provide further coin. New set-up in the money raising plan calls for part of the bankroll to be supplied by a banking house specializing in loans. Notes payable within a year are to be given the bank with endorser or co-makers guaranteeing payment should the 'Road' management fail to make good. Among those reports going on the notes are several Broadway ticket brokers.

Stock will be issued to those presently aiding in the financing and those who previously invested. Deal calls for the original backers to accept class B stock in exchange for all claims. New people will get class A stock. After the latter are repaid, B stockholders will participate equally in the earnings.

## MEGLEY QUILTS WB TO STAGE LEGIT MUSICAL

Macklin Megley, stager who recently became eastern film scout for Warner Bros., has handed in his resignation from that post effective within two or three weeks. No successor chosen as yet by H. M. and Jack Warner, who arrived from the Coast yesterday (Tuesday).

Megley leaves Warners to stage 'Forbidden Melody,' Otto Harbach-Sigmund Romberg operetta, for Sam Grisman. Carl Brisson, who is due in from Europe latter part of this month, will have the male lead, with two female leading roles still unassigned.

Show goes into rehearsal end of August, with an out-of-town opening in September before 'Melody' opens in N. Y. at the New Amsterdam theatre.

## L. A.'s \$5 Premiere

Los Angeles, Aug. 11. For the first time in many years Los Angeles witnessed a \$5 premiere of a legit attraction last night (Monday). Opening of 'Tallulah' Bankhead in 'Redeemed Glory' at the Belasco was scaled that way for all lower floor pews.

## 'Scandals' Route

Chicago, Aug. 11. George White worked out a route for 'Scandals' after it leaves Chicago, around Labor Day.

Relative schedule mapped out calls for the show to play Detroit and Cleveland and then head west via St. Louis and Kansas City.

## Leibling-Hart Set

Newest young-manager team is William Leibling and Bernard Hart. Former is a legit casting agent while the latter is a younger brother of Moss Hart.

Hart was assistant stage manager of several shows, having that post last season with 'Jubilee.' Duo has announced a play for fall presentation.

## Big Business

Number of low grosses have attended WPA performances, but the record was set last week when 'The Idle Inn,' a Yiddish comedy which played one night at Bockaway, N. Y. State's gross was \$105—two 40c. tickets and one at 25c. being sold. It cost \$22.50 to transport the players to and from the shore.

## Nijinsky Legend Pops Up Again; May Be Used As a Musical This Time

Nijinsky legend pops up again as possible material for a legit production, only as a straight musical this time. Story background would be built around a theatre locale, starting in pre-war Russia and ending in modern times. All the big dance names which came out of the caviar sector would be recreated in it.

Lorenz Hart and Richard Rodgers are reported interested in writing the music for this ballet opus, with George Balanchine to stage. Latter grew up in the world depicted in the proposed play. Trio collaborated on 'On Your Toes,' also connected with ballet, but satirically, current at the Imperial, N. Y.

Nijinsky subject has been hanging fire for several seasons now. Most of the scripts submitted in N. Y. have been heavily dramatic, with managers shying off, although at least two of them have been produced in London, and at least two others have been given tryouts in the U. S. sticks.

## Auriol Lee in to Stage Two Plays on B'dway

Auriol Lee, former English actress who is now rated London's leading play director, arrived on a slow boat last week and immediately started for the Coast. She will stay west for a short period, returning to New York to stage 'Love From a Stranger,' which Alex Yokel will present here. Play drew attention in London at the Queen's Theatre.

Owen Nares, who topped the original cast, is coming over for the American presentation. Picture rights have been sold and film made by an English production.

Miss Lee will also stage 'The King's Breakfast,' new play by Rita Weiman for Raymond Gallo.

## RADIO'S VEN FOR THEATRES CAUSE

Several Film Houses May Revert — New Theatre-Apartment Houses May Be Way Out — Five Now in Use for Broadcasting

### 42D ST. CLEANUP

Until new theatres are built which will be topped by apartment houses or hotels, as permitted under the new building laws in New York, really experts in show business state there will be an increasing demand for legit houses. That opinion is shared by representatives of the banks which control and operate a number of theatres and some which are in grind pictures now will undoubtedly revert to shows.

It is not so much that Broadway is under-theatre, what with the many changes of policy in recent seasons and the lessening of production total, as the fact that radio must have theatres for commercial broadcasts. Radio people admit that sponsors are presently insistent on having programs broadcast in spots where there are adequate audience facilities.

CBS has the New Amsterdam roof. Including the latter, there are five legit spots under lease for broadcasting now. These are the Hudson, Little, Manhattan and Avon. Claimed the Little may be dropped later. Explained that theatres are not only required for broadcasting but for rehearsals and the stages are almost used daily for that purpose, studios generally being out for preparatory work.

Harris and Selwyn theatres on 42nd street are slated for legit again, but cannot revert until the 1937-38 season, because of leases to picture people. Selwyn is controlled by the D'Y Carle Savings Bank, which owns and operates the New Amsterdam and National. Bank recently stated that both houses would remain in legit despite other reports. Harris is controlled by the East River Savings Bank and the Candler estate has always retained the lobby strip which permits entrance to the theatre from 42nd street. House was sold by Sam H. Harris to the Shuberts, who permitted it to slide back to the bank (mortgage) during receivership. While the lease on the lobby has accompanied the various transfers of ownership, the Candler have held the lobby leases to short terms, generally a year, as protection in case the house is sought again for legit use.

There may be changes in ownership and operations of three houses on the Shubert string, the Ambassador, Ritz and 49th Street. Shuberts have been working arrangement on the latter property; are reported not anxious to hold on to the others.

## Longer and Funnier

Bruce McFarlane, who stepped into the cast of 'Pre-Henry-incon,' Lyceum, N. Y., last week, has a part of 147 sides, topping Hamlet's by two sides. Nearest recent approach was 142 sides for the lead in 'The Puritan,' short-lived drama last season. McFarlane got up in the part in three days and opened with only a few mistakes.

## Who's Boss of 'Faces'? Jones Fires Several Of Cast to Prove It

There were several let-outs from the cast of 'New Faces,' Vanderbilt, N. Y., last week. That definitely established who really controls the intimate revue, presented by Leonard Sillman but backed by Martin Jones since shortly after the show opened. Jones gave some orders which were not followed, and the dismissals followed.

It was claimed that Sillman was again in charge, but a new arrangement was made between him and Jones, who bought and operates the Vanderbilt. Jones is to receive 10% of the show for every additional \$5,000 he puts into 'Faces,' which has been operating in the red. Jones' percentage is now said to be around 50%, or more, his investment to be refunded from the profits, when and if it business improved last week and it is hoped that the snow will start operating in the black from now on. 'Cast went into the Hotel Navarro as a night club attraction last week in addition to its stage appearances, but there is some difference between Jones and Sillman over that move.

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## BROKERS NIX D'OYLY CARTE BUY

Broadway ticket brokers were somewhat surprised when propositioned to arrange an outright buy for the duration of the D'Oyly Carte Gilbert and Sullivan engagement, which begins an eight-week date at the Beck theatre Thursday (20). Most of the agencies nixed the suggestion because of the early starting date of the London outfit and stipulations that no tickets can be returned. Agency men say that if the D'Oyly Cartes were dated to begin one month later a buy would be acceptable, but the proposed deal is too risky during the summer. Doubtful factor appears to be the number of G. & S. fans in town at this time, while little trade is expected from visitors.

When the London operetta specialists made their first American appearance at the same house during the season before last, there were frequent clashes between the house management and ticket specs. Here the prospect of a sale of its tickets at the box office. Similar direct sale was announced last week when most agencies turned down the buy.

## TWO AGENCIES SUE CARROLL

Applications were filed in the Supreme Court, N. Y., Thursday (6) by two Broadway ticket agencies, seeking judgment against Earl Carroll for \$7,500 loaned the manager during the production of a night club show at Miami Beach last fall and one at the Riviera, Ben Marden's Friday night spot. Marden, William Dwyer, who operated the Palm Island club in Florida, and Joseph Shallick, Carroll's attorney, are co-defendants.

The Library (Warfield) and Supreme (Deutch) agencies are concerned. They combined in advancing the claim to Carroll, with the promise from him that the loan would be repaid at the rate of \$1,000 weekly. He denies liability.

First reported the action was instituted to forestall the district court limitations in connection with the ticket deal entered into between the manager and the brokers when he produced 'Vanities' in 1931 at the then newly rebuilt Carroll theatre (now the French Casino). Most of the agencies accepted the manager's proposal of a 32-week buy, last four weeks' tickets to be paid for in advance as a guarantee of continuance.

Carroll was ousted from the theatre before the expiration of that period, show moving to the 44th Street. Latter house was then operated by the Shuberts, who refused to recognize the agencies' claims on the final four weeks' tickets. Understand that money was not refunded to the brokers. McBride's and Ford-Leblond did not participate in the long buy, handling big blocks of tickets for the first eight weeks instead.

## BOAG AND GORDON FIND A BANKROLL?

New managerial team of Gil Boag and Charles K. Gordon, both formerly in the Shubert fold, is slated to start producing during the fall. Five play schedule is claimed and a sizable bankroll assured the duo, although the identity of the backer is not disclosed. Gordon returned from Paris recently. He was abroad for several years, concerned mostly with pictures.

# Broadway Decries Reports That WPA Shows Will Be Competition

Reports from Washington about proposed changes in the production department heads of the Works Progress Administration theatre project, and new ideas on operation, received scant attention on Broadway last week. Plan whereby relief shows would be placed on the basis of going along without WPA money, or else, provoked a show-me attitude. That the Federal Theatre Project can be conducted in competition with the commercial theatre is doubted as much within the WPA as among showmen, whose principal concern on the matter was to let time tell.

Since the government started putting on shows, those at the head of the project have decried the relief angle and professed to believe that the movement is the start of a national theatre. But the professionals in the relief outfit have failed to be convinced that such an eventuality can materialize.

According to the figures on paid admissions there isn't a chance for any one unit, much less the whole, of ever approaching the operating cost, and certainly not to show a profit. What goes for the h.o. takings, also applies to the new plays

attempted. Heads of the WPA theatre speak hazily of getting plays which could compete with the so-called commercial theatre. But how such plays are to be selected, or where they are to be secured, is another thing.

Royalty WPA pays playwrights \$50 per week royalty, whether for new dramas or stock releases. That any dramatist would assent to such remuneration for a hit is doubted. Authors of recognized ability are automatically out of WPA activities in the matter of new scripts. Should a hit be culled from the mass of scripts under scrutiny, it is not believable that the author would permit its use for more than a brief period under the WPA royalty pay basis.

Claims that the WPA presented several successes in New York is rather imaginative. That any would flourish on Broadway is definitely doubtful, although it was reported that a couple of west coast presentations had been bought for New York.

At the admission prices charged, and the number of people used, in the average WPA unit, it is impos-

sible to operate without funds, as now supplied by the government. To send such attractions on tour with the idea of being self-sustaining appears to be impossible. Some shows have been running 100 persons and upwards, playing with large casts before preferred and the attendant employees being almost as numerous.

WPA plans to produce plays with shorter casts, so that without reducing the number of professionals on the payroll, there could be considerably more shows. Average manager's principal problem is selecting good scripts from among the welter of plays recommended by play readers.

WPA's play-reading staff thus would have to show phenomenal luck to supply the plays needed for any such new production set-up.

Relief theatre project covers a wide field outside legit and there will have to be plenty of master-minding to figure out how those units, too, would be able to operate without a relief payroll.

What the Washington end appears not to have figured is who would be able to get the shows which might be able to go along—and when. The one sure point is that shows cannot play without backing.



## Auditorium Incomplete, Stalls Series In Atlanta; Jan. 16 Now First Date

## CLINICAL 'FAUST'

### Bandsmen at Interlochen Musical Study Session

Detroit, Aug. 11.

## Set for Lecture Tour

An English version of 'Faust' tonight (11) will open the fourth annual clinic for ork and band leaders at the National Music Camp in Interlochen, Mich. Robert Korst, of the Cincinnati College of Music, is directing, and opera will be repeated tomorrow night.

Most of the nation's band leaders, attending convocation of National Bandmasters Association which closed Sunday (9), remained over for clinics. Among those taking part are Walter M. Smith, of Boston; Herbert L. Karpman, of New York City; John W. Band; Charles Benter, U. S. Navy band; Capt. Charles O'Neill, Royal 22nd Regiment band of Quebec; Karl L. King, Fort Dodge (Ia.) military band, and Glenn Cliffe, Northwestern U. band.

Walter Damosch, of N. Y., will close clinic Sunday evening (16), directing National High School band contest in Michigan. In his latest composition, "An Abraham Lincoln Song," after Whitman's "Captain, My Captain"

## (Continued from page 1)

stocks in the sticks, are the paramount factors in getting professionals off 'the beach' and off the touchline of these have jobs, which are not accompanied by much remuneration, but the employment situation among actors is regarded as much improved over other heated periods.

East, north, west and south there are approximately 4,000 legit players in WPA units, and the number of vaudevilleans probably approaches that figure also. Legit total is approximately 10,000, and the 'back up and back in' dues, which had been at one time members of Equity.

### Not All Equity

Figures, curiously enough, show that a fair percentage of legitimate never belonged to that association.

never belonged to that association and never reached Broadway. In the New York WPA project there are nearly 400 players, some advancees

In 1928 there were 163 stock companies, of which about 60 operated through the summer. That was

field of-action for some actors, who usually toured. Present summer high was 73 stocks, mostly in rural communities and extant only until the new season begins. There are approximately 750 leggers in these stocks in the eastern sector. Check on the middle west is not so definite

with any number of hideaways not available for data. Players engaged in that section, however, push the number in stock up above the 1,200 mark.

Formerly vaude houses were a

**SPANISH BALLET OFF  
ON ARGENTINA DEAT**

important stock adjunct during the summer. Keith-Albee houses in a number of cities engaged resident stocks starting in June, providing a change of pace for audiences. Wilmer & Vincent had a circuit which did likewise. Rural ventures have now replaced both those circuits.

Jose Iturbi, Jascha Heifetz, Vladimir Horowitz, Grace Moore and Lily Pons are names being submitted to managements over the country for the dates originally sealed for the dance company. Escudero will probably be U. S. A. but as a solo draw.

**Russ Tour of Australia**  
Melbourne, July 22  
Williamson-Tait will import the  
De Basil Ballet for a 12 weeks' tour  
of Australia, commencing next Octo-  
ber. Season of six weeks will  
be played here and Sydney.  
Leading dancers of the troupe in-  
clude Tamara Toumanova, Helen  
Kirova, Nina Raievska, and Igor  
Youskevitch.

**WPA** was not functioning last summer and its continuance brought relief to many engaged in the various projects in one way or another since last fall. Federally operated relief shows and theatres developed after many delays and as many pro-

professionals as possible under the then existing red-tape rules went on the payroll. Much of the annoyance accompanying acceptance into WP has been done away with. Only a major difficulty at present is the fact that there are a considerable number of professionals who cannot get in because the quota is filled and the waiting list is at an amazing length.

that pressure, a reasonable number of WPA actors being figured to go into regular productions.

Chautauque have been washed out of the seasons but the "rips and tears" otherwise tents and reps have shown life in the last two summers. That sort of theatricals is mostly confined to the middle west and was on the way up this summer until the dust bowl formed and the drought devastated much territory in that section. Tents and reps are a development of their own, not strictly legit show business, but there are about 250 players, engaged at present, mostly players who have fine chance of ever treading a regular stage.

## Biz Evens Off Nicely, Robin Hood Dell Sees Season on Safe Side

As season nears close, Robin Hood Dell summer concerts show signs of health: Looks like season's gross will top last year, which was unusually good. Last week brought attendance of around 23,000 for gross approximating \$16,000, which was satisfactory considering one night was rained out.

Last Tuesday (4) Catherine Littlefield's Philadelphia Ballet drew another \$4,000 for its second session. Open night, Wednesday, and Thursday's Heifetz date was rained out, moving back to Friday (7) when fiddler pulled in season high of 9,000 attendance and gate of \$6,000 for which he got \$2,000.

Saturday, with Iturbi conducting and Martha Halbwachs Massena soloing, took another \$2,500, and Sunday pop program (they must call it pop, although it's less popular every week) wobbled for mere \$1,000. Last night's (10) Ted Shawne first night pulled another \$2,500 de-

This week's bill, besides including tonight's Ted Shawn windup brings usual Iturbi baton session and Josef Wissow, violinist, as soloist Saturday (15).

Philadelphia, Aug. 11. Catherine Littlefield, premier ballerina and director of Philadelphia Ballet, sails Thursday (13) on liner de France for new dance ideas from Europe. Hubby, Philip L. Leid, manager of Philly Ballet and local attorney, accompanying her.

On their return troupe will do nationwide tour, then go to London for date.

### Ballet Russe's Met Date

DeBasil Ballet Russe is after three-week run at the Metropolitan Opera, N. Y., this fall when it comes over. The ballet heretofore appeared for 12 days at the most.

Irina Baronova may not come over due to illness. She's resting now, awaiting doctor's orders. Company opens in October.

Ballet Caravan straw-hat dates include: Dorset, 18-19; Woodstock, 20-21; Skowhegan, 26, and Ogunquit, week of 31. Troupe played at Westport all last week, and may repeat its fare during the week's run at Ogunquit.

Sunday (9) they appeared at East Hampton.

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Melinda Alexander, who was scheduled to run for Congress in the 17th District, N. Y., now switched to 21st. She conducts a winter forum at the Waldorf-Astoria. . . .

# Fortune Gallo Has Randall's Is. for Operetta

Fortune Gallo's second open air venture will start Aug. 22 at Randall's Island, N. Y., in the new stadium under the Tri-Boro bridge. Same \$1 top scale will prevail here as at Zach's Bay, Jones Beach, now running.

Deal is similar to the Long Island program, with Gallo again presenting Shubert productions 'neath the stars. Cast will be around 250, with principals moving back and forth between the two spots.

City park engineers are finishing a stage which will center the stadium midway. Only 14,000 seats of the 24,000-seater stadium will be used. Stage is to be 150 feet wide and 70 feet deep, with landscaped grounds surrounding the platform. Scenery will be supported by a series of pylons much the same as now used at the resort layout.

Randall's Island is to be staffed after same manner also. Fare will include opera plus the Shubert operettas. Free parking space to customers is a feature here. Gallo's No. 2 program is aimed at those vacationists who have been away and missed the Jones Beach attractions. "Student Prince" most likely will inaugurate the Randall's Is. season.

## HEIFETZ HELPS LIFT STADIUM DEFICIT

last week with the Philharmonic is reported to have practically leveled off the annual deficit of summer season. Gate for the two concerts was \$9,000, and the orchestra banked over \$3,000, when the summer season winds up next week.

Board played cautiously this summer, presenting few novelties, instead mostly symphonic outright. It was not a surprise, therefore, that it did not up to expectations. Appearance of four pianists at quartet of baby grand: Jose Turbi, Harold Euler, Mische Levitski and Rudolph Ganca was a disappointment.

Opera fared so-so, also the dance attractions; Humphrey-Weidman group in June, and the Littlefield group from Philly two weeks ago, neither troupe turned out to be amateurish.



### Sportswriters Outsmart Nazis

Frank comment by American sports columnists in Germany at the Olympic games aroused speculation as to how the matter goes out on the wire without detection. It appears that the scribers outsmart the censor by telephoning their stories to Paris, being transmitted from there to New York by cable or radiogram.

Criticism of the American Olympic Committee was mild compared to what the boys said of Adolf Hitler ignoring the U. S. colored athletes. One special yarn revealed how the Nazi press covered the American victories, claiming the U. S. track supremacy was over except through the presence of the black auxiliary corps.

Paris and London, in fact, became the most important news clearing spots in the world last week, even more so than usual, due to concentration of news files there. Because of censorship and other local difficulties, the mass of the American and central writers covering the Olympics vied with another equally large group covering the Spanish revolt on various fronts, both groups using Paris or London as central clearing points.

Telephone is being used in Europe right now more than ever in European history. Both groups of writers are the tightest on censorship and the likelihood of having their stories either distorted or completely lost, even when they use code, a growing practice abroad. Custom is to get Paris or London on the telephone and hand the stories in that way, to be wired from there. Even so, caution is necessary because of frequent government snoots and cut-ins, so that scribers generally resort to code even on the telephone. On the phone, however, they are fairly certain that their code cannot be broken. They know definitely whether or not it has gone through.

### Robert J. Bender Dies

Robert J. Bender, 48, former vice-president and general news manager of the United Press, died Aug. 9 in Mount Vernon, N. Y., after a year's illness.

He worked for his father, who was the publisher of the Springfield (Ill.) Evening News, joined the U. S. Navy and in 1913 went with the U. S. Later he was sent to Washington and became head of the U. S. Press there during the war, at which time he became friendly with President Wilson and is credited with having obtained the first definite story of the late Russian revolution. He was at the peace conference at Versailles. Later he held various posts—was U. S. P. and became vice-president in 1927, a position he held until last January, when illness forced him to retire. He is survived by his wife, a daughter and a sister.

### Lincoln Steffens Dies

Lincoln Steffens, 70, contributor to American magazine editor and lecturer, died in his sleep Aug. 9 in Carmel, Cal., after being a virtual invalid for the past two years. At his bedside when he died was his divorced wife, Ella Winter, also a radical writer.

Steffens drew national attention to his writings when Theodore Roosevelt coined word "muckraker" to describe attacks on his character by Steffens. After an education in California and abroad, Steffens entered newspaper work in New York, later becoming managing editor of McClure's mag and associate editor of the American and Everybodies. During his crusadings, he authored 'Shame of the Cities' and 'Struggle with Self Government.' Ten-year-old son survives.

### Bernard Rejnolds Denver Post

A. De Bernardi, Jr., who returned from his vacation to find some elements in his job as managing editor of the Denver Post as dramatic critic and editor, a job he held for nine years before going to the News as an advertising salesman.

On the News he held jobs as reporter, ad salesman, drama and picture critic and editor, promotion editor and managing editor.

### Reed Daily's Shakeup

New shakeup on the Rochester Times-Union shifts William F. Butler from city editor to promotion, Vernon Crook from managing editor to Miller, assistant. Fritz Brownell to picture editor, and Robert Abbey, vicinity editor.

John Frederick took page editor, and Fred C. Woodley, Jr., Rawl, author, in Nova Scotia.

### Beaucoup Digests

There are now nearly a dozen different kinds of 'Digests' on the newsstands, all of which have the format of Readers' Digest except the oldest, which is the Literary Digest. These include Woman's, Current, American Mercury, Digest and Review, Magazine, Health, World, and Vocational. Newest is Screen Digest.

### Plot News Scriber's Org

An attempt to form a new organization for those engaged in the gathering, writing or editing of news is in its provisional stage. Oliver Holden, of the makeup staff of the N. Y. Times; said that he could be considered the spokesman for the provisional committee and when asked how it would differ from the Newspaper Guild declared:

'There will be no copyboys or elevators in the membership. We will negotiate peacefully and discipline members when necessary. We are not looking for a fight.'

Organization as yet has no name.

### Mrs. Mulsam in Soviet Jail

Reports received from abroad declare that Zensel Mulsam, who was first reported to have disappeared in Soviet Russia last May, has been jailed by the GPU. Fears for her safety have been expressed by her friends abroad, who believe that she has been arrested or sent to a Soviet concentration camp.

Mrs. Mulsam's husband, Erich Mulsam, was one of Germany's foremost poets. He was held for 18 months in German concentration camp and finally killed by the Nazis. Following her husband's death, Mrs. Mulsam went to Soviet Russia over a year ago at the express invitation of a friend whom she had known for years. She went against the advice of friends, as her late husband repeatedly refused invitations to the Soviet Union, being opposed to the political persecution there.

Friends of Mrs. Mulsam's, who inquired about her when she first disappeared several months ago, were informed that she had been sent on a lecture tour to the German settlements in Yugoslavia on conditions in Nazi Germany. It has since been reported on reliable authority that she is actually in a Moscow prison, but nobody has been able to find out on what grounds she was jailed.

### Arthur B. Reeve Dies

Arthur B. Reeve, 55, writer of mystery stories and creator of 'Clara Kennedy,' died Aug. 9 at his home in Trenton, N. J. He had been sick with bronchitis and asthma since the Augustan winter.

He wrote first short story at the age of 12, went to Princeton and then studied law, after which he decided to become an author. He was the author of more than 100 novels, many of which were made into serials. One of the first of these was 'The Exploits of Elaine.'

He became bankrupt in 1928, but in 1930 inaugurated a crime prevention hour on the radio and created a new character, 'Thurlo Wade.' In 1931 he wrote a historical study of racketeering, 'The Golden Age of Crime,' which is survived by his mother, his wife, a son and daughter.

### Annenberg Wants Mail, Journal

Moses L. Annenberg, who has just bought the Philadelphia Inquirer, filed a bid through his attorney to purchase controlling interest in the Milwaukee Journal. Thomas H. Spence, attorney for three relatives who have filed objections to the Inquirer's stock, also represents Mr. Annenberg.

A court decision is pending which will determine whether or not the trustees of the estates of the late Lucius W. Nieman and his wife may split the stock, with the decision to admit the latter's will to probate is pending.

Annenberg has inherited a suit from the previous management of the Inquirer for one-half of the undivided earnings of the paper from 1911 to 1929, estimated at \$13,600. Suit was brought by John Green, of Huntington, N. Y., a former partner of the former publisher, the late Col. James Elverson. A subpoena was served on Mr. Annenberg as soon as he entered the Inquirer building.

Prospective purchasers of the Inquirer were warned to include consideration of Green's suit.

### Guild Gets A. F. L. Charter

American Newspaper Guild was presented with its American Federation of Labor charter Aug. 7 by William Green, president of the A. F. L., at the annual meeting of the Guild at the Biltmore hotel, N. Y. Heywood Brown, whose sympathies for John Lewis' Committee on Industrial Organization are known, offered his resignation as president to test where the Newspaper Guild stood on the issue, but was induced to withdraw it. No action will be taken on the matter of where the Guild stands in the fight between William Green and John Lewis until September.

N. Y. Times chapter of the Newspaper Guild held a meeting on Monday, (10) at which time the membership was officially informed of the negotiations last week with Arthur Hays Sulzberger, publisher, and Edwin L. James, managing editor. The news was previously published in a 'negotiation bulletin.'

The suggestion that the Times sign an agreement with the Guild was rejected, but Mr. Sulzberger declared that he would continue to discuss grievances with staff representatives. A weekly minimum of \$60 a week for copywriters and \$35 a week for reporters after one year's service has been established at the Times. Negotiations were described as amicable, with a show of willingness on both sides to understand each other's problems. 'Neediest staff cases' were discussed and consideration promised by the management.

The Guild's strike in Milwaukee, which began in February against Hearst's Wisconsin News, will be six months' old next week.

### Lillian E. Prussing Dies

Mrs. Lillian Edgerton Prussing, 68, former fashion editor of the New York Times, died Aug. 9 at her home in Pelham Manor, N. Y.

Mrs. Prussing lived with her daughter, Louise Prussing, a former actress. Burial in Marietta, Ohio.

### Lawrence on Mrs. Hauptmann

John Adams, of the N. Y. Mirror staff, blylines a yarn in current True Detective Stories mag, which treats of things not printed about the wife of Bruno Richard Hauptmann, electrocuted for the kidnaping of Miss Adams was assigned to remain with Mrs. Hauptmann for five months.

### CHATTER

Rachel Field in Hollywood. Maxine Davis back from England and Sweden.

W. R. Burnett's new novel, 'King Cole,' will deal with politics in Ohio. 'Bohannon' Young has three poems in Carolyn Wells' 'Book of Humorous Verse.'

Frederick James Smith's life stories of Bob Burns and Sid Silvers sold last week.

Kathleen Norris will have her 57th book, 'The American Flags,' out this month.

Lorraine Noble's book on technique of writing film scripts will be out in October.

Nathan Webster's new book in New Haven, where he compiled the dictionary, will be razed.

Phyllis Bentley vacationing in England. She will go on a lecture tour here next winter.

Picturesque Inquirer Dinner article, 'Murder in Massachusetts,' bought by Samuel Goldwyn.

Dan Marquis awarded the Mark Twain medal for 'outstanding contributions to literature.'

Myra Dale Clark, 61, writer and photographer, was found dead in her apartment Aug. 9 in the Gainsborough Studios.

Laurence Greene, Balto Sun-Reporter where first book was the recent 'America Goes to Paris,' slaving away on a novel.

Stephen O'Donnell, editor of the L. A. Evening News for two years, resigned after 'tiff with E. Manchester Berry, publisher.'

Hervey Allen, author of 'Anthony Adverse' and 'Chateaufort,' will next novel, 'Action at Aquila.' It's his first time since 'Adverse.'

Herbert Earle Blackman, 68, secretary and assistant general manager of Philadelphia Inquirer, died Aug. 5 at his Ventnor, N. J., home.

Evelyn Williams's play, 'Night Fall,' a Sam Harris fall production, will be published by Random House to coincide with the Broadway opening.

Amelia Earhart says the Frank Scully's new mansion in Los Angeles nearing completion and immediately offered the architect to do his stuff for her.

### Best Sellers

Best Sellers for the week ending Aug. 9, as reported by the American News Co., Inc.

#### Fiction

'Gone With the Wind' (\$3.00) ..... By Margaret Mitchell  
'Eyes in Gaze' (\$2.50) ..... By Aldous Huxley  
'The Doctor' (\$3.00) ..... By Mary Roberts Rinehart  
'Bringing Along the Mohawk' (\$2.50) ..... By Edna Ferber  
'The Money Tree' (\$2.50) ..... By John Dos Passos  
'Magnificent Hoax' (\$2.00) ..... By E. Phillips Oppenheim

#### Non-Fiction

'Around the World in 11 Years' (\$2.00) ..... By Patience, Richard & John Abbe  
'Wake Up and Live' (\$1.75) ..... By Dorothea Brande  
'Listen For a Lonesome Drum' (\$3.00) ..... By Carl Carmer  
'My Ten Years in a Quandary' (\$2.50) ..... By Robert Benchley  
'Way of a Transgressor' (\$3.00) ..... By Negley Farson  
'Man the Unknown' (\$3.50) ..... By Alexis Carrel

### Fiction and Films

By EPHES W. SARGENT

By WOLFE KAUFMAN

#### Growing Up

Barbara Webb, whose cloyingly sweet 'Pedigree of Honey' was followed by a trio of other slightly more adult stories, comes into a sudden and agreeable growth in 'Whisperwill's Cry' (Doubleday, Doran; \$2). She repeats her simple style but she writes with greater assurance and handles her plot with steady hand.

She still clings to her earlier locale, the Virginia mountains, but this time her yarn concerns a dude and a woman which a tent rep show parks, apparently until a judgment attachment can be settled. In reality the head of the troupe is a Department of Justice man, ready to break up a moonshine running conspiracy. Worked out with a far better sense of dramatics than the earlier works suggest, and told with an admirable economy of words, this is a good film with a colorful background.

#### Tough on Heroine

Vicki Baum, who never gives her heroines the best of it, gives them the usual tough deal to Doris Hart in 'Sing, Sister, Sing' (Doubleday, Doran; \$2). She sticks an imaginary pin through the girl and writes her squirm. Nice psychology, but the girl never gets a chance for sympathy from the reader, and in consequence it is more of a study than a story, in spite of Miss Baum's artistry and descriptive powers.

Doris is discovered with her first sweetheart, a neo-art sculptor, gets into an affair with a rich man and so forth, creating a rich scandal and getting himself in. While she waits for him to be released, she goes on to a career in opera, rising eventually to a Metropolitan triumph. In the end she and her convict-sculptor find a South Sea island, where she dies, partly as the result of the wounds inflicted by her lover.

It is keen and clever depiction of one road to stardom, with sharp drawn characters and colorful backgrounds, with a succession of temporary lovers parading through the life to follow make her upward climb. It is bound to attract attention and make talk, but it is far from being the author's best work. Abrupt time jumps suggest drastic editing to conserve length. In the end, she and Baum felt she was covering too great a time interval and did her own slicing. Won't make a picture without drastic dissection, which probably is possible.

#### Old Pattern

Nothing much that's new in 'They Who Have' (Doubleday, Doran; \$2), by Reita Lambert. Story is the relation of a pattern of the rich and poor. Terry and Chet have been sweethearts since childhood. Terry gets a job as social secretary to a regards Rufus Foster as her regular property. Nancy falls for Chet and Rufus is infatuated with Terry, and there are the usual complications to follow make the readjustment, with the rich man getting the poor girl and vice versa.

Nothing brilliant either to the plot or its telling, but smooth enough hot weather reading for those who are not exacting. No picture.

Dorothy Parker has bought a house and large tract of land in Bucks County, Pa., in neighborhood where Ernest K. Lindley, Josephine Herbst, Elmer Adler and others have summer or year-round homes.

Henry James Forman muffs a good opportunity in his book, 'The Story of Prophecy' (Farrar & Rinehart; \$3). It is an intriguing subject and he has dug up a lot of interesting facts about it—but he doesn't follow through. His book is too wordy and copious. Instead of indulging in a bit of journalism here and there to tell of unusual material, he tries to prove every little point he makes, substituting stuffiness for color.

The subject matter is there nevertheless, with an abundance of facts people through the ages who have been able to prate about the future. And it tells how far they have been able to see and foretell and when someone should now take these facts from Mr. Forman's work and turn them into an interesting book.

#### Fancy Hoke

Gale Wilhelm is an unusual young lady with an unusual style and she is quite likely to become famous some day. Her writing has just sufficient mixture of sentimentality and false sophistication to make her quite a success. Also, she has a sensationalism in subject matter which won't hurt. Less intriguingly written, her books would top the reading matter in the circulating libraries. But she is able to fool those ladies who wouldn't otherwise patronize that type of lurid fiction.

'Miss Wilhelm's first novel, 'We Too Are Dying,' was published with a 'sexuality' had about it at least an aura of sincerity. This has lost in her newest work, 'No Letters for the Dead' (Random House; \$3). It is an elaborate and elaborate hokum, with a surprisingly money finish to stamp it—it is needed stamping. Not for films.

#### Omnibus of Crime

A young gent who will be heard from more and more as the years roll along is Jonathan Latimer. His first couple of whodunits were his best, 'The Lady in the Morgue' (Crane Club; \$2) is a pip. It's top for Latimer and nearly that for anybody in the current school. Latimer belongs in the tough class. 'The Lady in the Morgue' and Norman Klein. And he knows how to spin those plots more tightly than any of them. Not for films.

Key Clever Strahan has turned out rather a slow yarn, 'The Desert Lake Mystery' (Bobbs-Merrill; \$2), but a good one. The machinations of the crime are well enough planned out, but the story is good. Only fault the book has is it's lack of pace. Could be filmed.

In 'Clue of the Silver Brush' (Crane Club; \$2), Miles Burton does a fine job of it, but it is not to be generally appreciated. It is a first rate example of a strictly deductive mystery tale. Mighty little action, but an occasion, too much chatter, but the way the story is figured out ingeniously from one small start to another, is tops. Okay for films.

Margery Allingham probably works a fine line, but it is not really a whodunit but a novel about crime. Maybe, but at bottom, it's a matter of a crime and figuring out who did it, and all the careful writing in the world won't make it any more a bit more in stride would have made it a better book. Okay for films.

Alastair Cooke, British Broadcasting Corp. film critic due in America shortly, is preparing an anthology of British film criticism for Jonathan Cape of London.



# VAUDE'S BEST DATE-TALK

## Chi Niteries Believe Depress Is Over; Lining Up Name Bands, Shows for Fall

Chicago, Aug. 11. Local niteries are just about completing their line-up of talent and band names for the coming season, and indications are that next season will see about the biggest string of names on floors in years. All the neotropical spots are shooting for real big next season, with the feeling generally that prosperity is finally here and that money is once more loose. Terrace Room of the Morrison hotel reopens after a summer shut-out on Sept. 14 with Ted Fio Rito band. Latter outfit has been around town with occasional one-nites all summer due to the Frigidaire radio program, which originates here. Fio Rito will take a company of 19 performers into the Morrison.

Little Jack Little orchestra follows the current Ozzie-Nelson band into the Empire Room of the Palmer House sometime in Sept. Co-billed with Little will be the dance team of Georges and Jaina.

Buddy Rogers' orchestra will open at the Drake in September, following the long run of the incumbent Horace Heidt orchestra. Herbie Kay will return to the Edgewater Beach hotel on Sept. 14, which makes it tough for the spot pluggers since the date is same as the Co-billed with Little. Al Kavelin band reopens the Mayfair Room of the Blackstone next month. Into the Blackhawk cafe will come the Louis Prima band for some swing sessions to replace Joe Sanders.

Casa Loma orchestra is still being figured for the Congress hotel's to-be-enlarged Urban Room. College kids at the Sherman Hotel is still uncertain about its next season's line-up. Only thing really set is a foreign act tagged the Calgary Bros. for the floor show. But whether the ice will remain and whether a name band will go in to replace the current 'radio circus' is yet to be determined.

Stevens hotel is also not set for the new season. Keith Beecher band goes in this week for the remainder of the summer.

## K.C.'S BIG SHOW FOR FESTIVAL

Kansas City, Aug. 11. On heels of one of the worst droughts and crop failures in history, plans for K.C.'s proposed fall festival jubilee are fast reaching the contract stage today (Monday). Meeting with the festival's executive committee were Tom Budkin, general manager, George White's 'Scandals', W. H. Stein of Music Corp. of America, and Sam Branson of the William Morris Agency, Chi.

Emerging from the huddle late this afternoon plans were tentative for appearances of Amos 'n' Andy, Ben Bernie, Guy Lombardo, Ted Weems, Burns and Allen, Rubinoff and the 'Scandals'.

The 'Scandals', nicking the city cads for \$22,500, will be set for seven night performances and two mats. Bernie in for first two days, and the rest doing one-night stands.

The event will mark the formal opening of the new Muny and will cost in neighborhood of \$110,000. Success of this go will determine whether or not the festival will be held annually.

## Spanish Unit

Curtis & Allen agency is staging a Spanish unit based on the floor shows at the El Chico niterie in Greenwich Village, N. Y. Niterie, which has a WJZ hookup Saturday nights, is bankrolling the production. Cast will contain around 35.

## ASCAP Members Sue Leon & Eddie's, N. Y.

Suit for injunction and damages against Leon & Eddie's, N. Y. niterie, for infringing on songs of members of ASCAP, were instituted in U. S. District Court, Monday (10) by Gene Buck, Berlin, Feist, Select Music and Robbins Music Corp. The Macfayne Corp., operators of Leon & Eddie's, is named specifically as defendant in the action.

The plaintiffs, besides seeking to restrain further use of their songs in the niterie, ask \$250 on each song for every time it has been used without permission since Feb. 12. More than a half dozen songs are mentioned as having been thus performed without permission.

L. & E's nite spot couldn't get together with ASCAP on a new rate, complaining the Society wanted too much, hence the suit.

## Cantor's Record 35G Starts Vaud Talk in Frisco

San Francisco, Aug. 11. Name vaude, long absent from these parts since the old Orpheum went out of existence, returned with a bang Aug. 5, when the Golden Gate theatre presented Eddie Cantor for a week, with the Marx Bros. set to follow Aug. 12 and Bowers' Aug. 19.

Biz during the past month has been phenomenal at the Golden Gate, where 10 acts of vaudeville have been the chief draw, supported by negligible screen fare. House has been averaging \$17,000 weekly. Cantor broke all records at the Gate with a take of \$35,000 for the week. Unusual summer b.o. returns might also be credited to the big tourist trade here, the largest in seven years. Out-of-towners, who get some of straight film fare at home are going heavy for leg shows and legit productions.

There are now rumors of fresh shows coming back into the Warfield and the Fox also.

## Draper's Ballet Injury Nixes 2 Vaude Weeks

Injury sustained by Paul Draper while appearing with the Cincinnati Ballet last week has necessitated cancellation of the dancer's vaude bookings by his agent, Jack Davies. Draper, sprained an ankle badly when slipping on the stage.

Cancelled dates are Aug. 14 in Washington and Aug. 21 in Philadelphia, both for Warner's.

## Minevitch Back

Borrah Minevitch's harmonica band, on route back from Europe, has been booked by Paramount for two weeks through the William Morris office.

Opens Sept. 18 at the Chicago, Chicago, with the Michigan, Detroit, following.

## JOHNNY HYDE BACK EAST

Hollywood, Aug. 11. Johnny Hyde, after a two-week vacation here, planned east Sunday (9).

## Add Casualties

Taggart & J. Palmer, ballroom team last week at the Piping Rock, Saratoga, N. Y., have split. Weer together only six months.

## MUSICALS CREATE DEMAND FOR ACTS

Vaude Agents Submitting Lists Regularly to Film Casters—Pix Paying Acts 25-200% Above Variety Salaries

## OPPORTUNITIES

Although there isn't a vaudeville theatre in the town, Hollywood is now the best date in show business in the opinion of most acts. Instead of a stage engagement, the preferred Hollywood booking is a specialty spot in a feature picture.

The coin ranges from 25% to 200% more than the average theatre salary, the work is easy, the engagement runs from a week to a month—and there is always a chance for advancement.

Renewed activity in the musical film line on the Coast during the past two seasons has broken down the barriers that formerly existed there for vaude specialty acts. They are now in greater demand for film work than at any time in the past, and the present trend is more and more toward the spotting of specialty number in musical pictures. As a result eastern variety agents are now submitting vaudeville acts and singles regularly to the picture casters in the line of general booking business. Their lists now include not only people who are figured as possibilities for 'career' jobs in films, but also novelty acts whose forte or specialty may fit into a one-time picture spot.

## Good Salaries

From the money angle, nothing's as sweet as a Hollywood booking. For example, a musical single whose regular stage salary is \$500 recently got a week's work at \$1,500 for one chorus in a picture. A two-man act scaled on the vaudeville books at \$750 obtained \$2,000 a week for four weeks in Hollywood for a short bit. An acrobatic foursome, in a picture for a novelty number with the star, received \$1,000 a week for two weeks, as against its regular \$275 vaudeville salary.

Besides the immediate benefits from a film assignment, the Hollywood date is welcomed by most acts as an opener for permanent employment out there. The fact that 60% or more of the current stars and featured players under contract in pictures are from the vaudeville stage is evidence that anything can happen.

Among acts booked for one-time Hollywood jobs during the past season were William and Joe Mandel, Ritz Bros., Ben Blue, Nicodemus, Yacht Club Boys, Robert Wildhack, Willie West, and McGinty, Stan Kavanagh, Larry Adler, Louis Prima, Velox and Yolanda, Nick Long, Ray Noble and the Ink, Ray Hutton's band, Nicholas Bros. Rita Rio, Clyde Hager, Fats Waller, Paul Whiteman's band, Ramona, California Collegians, Eddie Davis, Ray Bolger, Eddie and Wilma and Buddy Ebsen, Jack Powell, Jack Cavanaugh, Six Olympics, Candrea Bros., Shaw and Lee, Rubinoff, Paxton Sisters, Ditty Jane Cooper, Joan Davis, Farley and Riley, Paul Draper, Cal Callaway, Nick Condo.

## Britton Bros. Split

Frank Britton, of the erstwhile Frank and Milt Britton band, has formed his own musical aggregation. New crew is already in rehearsal. Original band continues under direction of Milt Britton.

## Sailors' Film Crack

Three Sailors get their picture chance in a Universal musical. They're due on the Coast Oct. 1. Set by the William Morris office.

## Niteries Follow Vaude's Lead, Setting Up Exclusive Booking Arrangements

## Spanish Cafe Artists On Both Sides of War

Benito Collada has appealed to the State Department to help him get Antonio and Anita Bayo and Carlos Montoya out of Spain because he has them under contract to appear at El Chico before Aug. 14. Collada, who is an American citizen, has asked that they be regarded the same as Americans in Spain. It is his hope that they will be evacuated on the Oklahoma and brought to this country.

According to authenticated news from Spain, Antonio Bayo, nephew and protégé of Escudero, is fighting with the rebels, as is his famous uncle, Marlos Montoya, Spain's greatest guitarist, has disappeared. His Maravillas, guitarist who left El Chico a month ago, is in Valladolid, fighting with government forces. Another artist slated for the new El Chico show, Mona Montes, classical dancer, has arrived in New York, joining Rosita Blot, who has been here a week. Senorita Montes escaped from Spain over the French border.

## MET, HUB, GOES ALL-FILM SEPT. 4

Met, Boston, one of the last of the big stage show houses outside N. Y., goes straight show Sept. 4.

Harry Gourfain has been staging the units here for sometime under Ed Smith, managing director, who quit recently after disagreeing on intended plans to throw out stage shows.

Gourfain, with house going straight-pix, will produce units independently.

## Bowes' Ams to Repeat 6th Time in Yr. in Pitt.

Pittsburgh, Aug. 11.

What will probably mark one all-time high in engagements in city for Major Bowes' amateur units will be chalked up here at Stanley week of Aug. 21, when sixth troupe of tyros to play house in exactly a year comes in at the WB deluxer.

Continued success of Bowes units at Stanley is chief topic of discussion in local show biz. While they've been in-and-outers elsewhere, the non-pros have been consistently profitable here, turning in grosses ranging from \$10,500 to close to \$31,000. Management expected last one, here less than month ago, to do a nose dive because of heat and generally unsettled conditions, but amateurs gave house its best take in several weeks and walked out with a split for fifth time in succession.

Bowes unit will more than likely be last of fresh for Stanley unless new contract with musicians is negotiated by then. Current agreement runs out last of this month and house isn't taking any chances on bookings until it's settled with the union.

## N. C. Hotel's Roof Garden

Charlotte, N. C., Aug. 11. Charlotte hotel has commissioned architects to plan a roof garden, to be constructed on top of the 10-story hotel, along with a new convention hall, at \$100,000 cost. It will be ready for the 1937 summer season. Plans call for year-round operation of the roof garden.

Chicago, Aug. 11.

With the growing stability in the nite club booking biz, as the fly-by-night agents pass out of the picture, comes the new trend towards exclusive booking arrangements. Instead of booking helter-skelter through a number of assorted agents, the nite club operators are beginning to discover the merit of turning their talent business over to a single office for exclusive booking.

They are getting the idea of exclusive arrangements from vaude booking methods.

Nite club operators are realizing finally that with no one booking office looking after his talent affairs, he is not getting any service, since none of the offices with which he does business feels any particular individual responsibility for his show. The offices act merely as agents and try to sell acts, whether or not they fit in with the rest of the show.

Trend towards exclusive booking is gaining momentum every day, with the latest and most important step in this direction having been made last week, when the Big Mayfair Casino, of Cleveland, signed a deal with Music Corp. of America for exclusive booking of acts, starting in September. This deal involves a total of \$180,000 on a weekly talent budget of \$4,000.

There are other instances of exclusive bookings. Harry Killy has the exclusive booking of the Adelphi in Philadelphia; Tommy Martin books the Roosevelt, Galveston, exclusively; Chester Lorch has control of acts at the Greyhound, Louisville. However, he does not handle the spotting of orchestras.

MCA has recently set exclusive deals for talent booking for the Ambassador, Los Angeles, Mark Hopkins and St. Francis hotels, San Francisco.

## ZIEGGY GIRLS OPEN IN DET.

Nine former Ziegfeld showgirls, augmented by the Three Sailors, Charles Carille, Dan Carthy and Easton and Odette as a unit, start their first stage date Friday (14) at the Michigan, Detroit. Harry Romm is agenting.

In order not to arouse squawks, Paramount, which operates the Michigan, is billing the troupe as the 'Glorified Follies', steering clear of the Ziegfeld name except in the personal billing of the nine girls, Carol Bergman, Beryl Halley, Betty McDonald, Anita Rice, Josephine Russo, Helen Gots, Lenore Masco, Christiana Cegi and Judy Stewart. Following Detroit, unit goes to the Palace, Cleveland.

Two other Romm units going into production are 'King Goez Swing', with Herb Williams, opening Aug. 21 at the Earl, Philly, and 'Cuban Follies', which opens Sept. 11 at the same spot. Chester Hale is staging these, having done the job on the 'Follies'.

## Par Tickets Ben Blue

Ben Blue, who recently finished an assignment in Republic's 'Follow Your Heart', returns to Hollywood next week for a spot in Paramount's next Burns and Allen-Jack Benny picture, 'Cage Him'. Blue leaves for the Coast upon closing in the current vaudeville show at Loew's State, New York.

## Eyes Political Career

St. John, N. B., Aug. 11. Ralph F. Bragg of Mills, Mass., has filed to run for the Maine legislature.

He has retired after 25 years in show biz and concert work as a singer. Now in insurance biz.

## 'New Faces' Cast Doubling Into N. Y. Nitery; Innovation for a Legit Revue

Entire cast of 'New Faces', now at the Vanderbilt, N. Y., moved into the Normandie room of the Novarro hotel last Tuesday night (4) to begin a series of nightly appearances as after-theatre entertainers. First time for a complete current musical to double thrush in a nitery, and idea may spread.

Deal is on a percentage basis between Victor Gilbert, who is managing for the hostelry, and Leonard Sillman, revue producer. Size of stunt makes it unusual. Only absentee at the opening was Marion Marion, who has to report to the Hollywood restaurant on Broadway per usual. Show moves over to the nitery around 11:30 p.m. Entertainment is lifted out of the revue at the Vanderbilt. Informality is impressed on the house by Sillman, who acts as m.c., with the cast then getting up periodically to do their stuff. Nitery scale is \$150 minimum.

**bradley martin**  
the matrician  
AUG. 13  
MANCHESTER  
ENGLAND

### BALLYHOO CAT

FOX SALE—Lucky Mechanical Street Flash. Originally Cost \$2,000—24 ft. long—13 ft. high. Low price for Quick Cash to Local Buyer. Address: Box 007, Variety, New York

## MCA AS SOLE BOOKER OF CLEVE'S MAYFAIR

Chicago, Aug. 11. Mayfair Casino in Cleveland has signed an exclusive booking deal with the Music Corporation of America for a 40-week season, starting Sept. 15. MCA will deliver both band and floor shows for the spot. Deal was set by Max Mamorstein, head of the syndicate operating the cafe.

Orchestras will be set on a six-week basis, with the floor shows to be changed every fortnight. Present plans do not include a line of girls, though a chorus may go in should the nature of band and floor show advise such a move.

Ben Bernie band is slated as the opening instrumental attraction on the MCA deal.

## N. Y. Niteries Upset Summer Precedent By Doing Good Biz

During the summer when, paradoxically, weekend biz is the worst, as against the usual Friday, Saturday and Sunday bullhissness in the niteries, this year the nite spots are doing consistently well.

The extraordinary influx of tourists accounts for the windfalls for the high spots in the niteries. The locals still call it a week Thursday night and the Friday weekend exodus doesn't bring things back to normal until Tuesday night, but the yokels are more than making up the usual deficit.

### ROLLING ALONG!

## JOE LEWIS

17 WEEKS—TROCADERO, HOLLYWOOD

4 WEEKS—"SHELL CHATEAU"

Coast-to-Coast—NBC, Hollywood  
FEATURED IN 20th CENTURY-FOX FILM

"PRIVATE NUMBER"

3 WEEKS—VERSAILLES CLUB, NEW YORK

3 WEEKS—CHEZ PAREE, CHICAGO  
RETURNING TO TROCADERO, HOLLYWOOD, CALIF.

Management: FRANK OESATTI, Hollywood, Cal.

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## Biz Slack, Md. Showboat To Install Cooling Plant

Baltimore, Aug. 11. Capt. Charles Hunter's showboat, last of the oldtime floatin' theatres to cruise the Chesapeake Bay waters, will inaugurate a new first among showboats next year when it installs air-conditioning throughout the craft. Biz has been slack this season and Mrs. Nina Howard, owner of ship, attributes the b.o. lethargy to lack of an air-cooler.

Showboat, which has been meandering in and out of these waters for more than forty years, still refuses to modernize in choice of plays presented. Repertory this season includes "Shootin' Cold," "The Big Shot," "Frisco Jenny," "Man's Will and Woman's Way," "Breakfast for One" and "Tempest and Sunshine." Ship carries 34 persons, counting actors, crew and musicians.

## 2 Colored Vaude Houses in Balto Presage Battle

Baltimore, Aug. 11. Talent battle looms between two colored spots here this autumn. Flaks Bros., veteran operators of local Negro houses, will have completed by October the new Radio theatre which they are building, and when opened the 2,000-seater will play acts and films on full-week policy.

Opposing will be the Royal, acquired paradoxically enough from the Flaks Bros., couple months ago by Nate and Sam Stiefel, in association with Howard Lott. The Flakses long operated the Royal as only colored vaudeville in Balto, relinquishing house to concentrate on their new venture. The Stiefels run the Lincoln, Philly, and the Howard, Washington.

The Royal, not shrouded, will reopen in about six weeks after entire interior has been done over and new front slapped up. Name will be changed to the New Royal.

As to the stage-show rival spots will offer, the New Royal will have the jump as the Stiefels can do chain-basis buying due to their operating the Philly and Washington houses. According to Shep Allen, manager of the Howard, who is now in Balto supervising alterations at the New Royal, house has already lined up Duke Ellington, Cab and Blanche Calloway, Fats Waller, Fletcher Henderson, Noble Sissie, Don Redman, Earl Hines, Claude Hopkins, Stuff Smith, Jimmy Lunceford and Louis Armstrong. That's about a full roster of all the colored name bands extant. Allen says the New Royal is going to fling these bands at the folks week after week to get house off to a good start. No announcement yet forthcoming from the Flaks Bros. save that house is going to show topflight Negro acts.

## Tyler Mason, Blackface Single, Now Talent Rep.

Tyler Mason, vet blackface-single, has turned agent. Mason joins the Ben Rocke radio agency in New York.

## Vaude at Catalina

Hollywood, Aug. 11. Five vaude acts are being booked weekly at the Avalon theatre on Catalina Island through Al Wagner. Harry Savoy headlines current bill. House operates three days weekly.

## Besser Reforms

Joe Besser, after two seasons of units, is reviving his regular vaudeville act for RKO. Opens in Cleveland Aug. 14 on a deal set by Max Fishman.

## DANNY DARE'S CHORE

Hollywood, Aug. 11. Danny Dare has been signed by Mack Miller to stage the floorshows at the Hollywood restaurant, N. Y. A new line of 24 girls flies east Aug. 27.

More Time in N. W. Seattle, Aug. 11. Joe Daniels' vaude circuit expanded by one week due to addition of the Marcy theatres in Walla Walla and Yakima.

## Wash. Lieut. Gov. Sells Interest in Seattle Nitery

Seattle, Aug. 11. Club Victor, for years operated by Vic Meyers, band leader and lieutenant-governor of this state, is now under new ownership, with Bob Larson, former manager for Meyers, as operator. He plans to close down for 30 days, reopening early in September.

Present season has been precarious for the night clubs in the downtown area, hot weather reacting in favor of roadhouses.

## CHI INFUX UPS SARATOGA BIZ

Saratoga, Aug. 11. With the close of Arlington Park, Chicago, the race crowd here was augmented by the western contingent of horse owners with the result that fair to good business in the local niteries became tops last week.

Sophie Tucker continues the big attraction at the Piping Rock, with Cross and Dunn running her a close second at Riley's Lake House. Here is the nitery line-up:

Piping Rock—Sophie Tucker and her orchestra, with Ted Shapiro at the piano, and Harriet DeGoff and Alan Rogers, featured violinists. Assisting are Peter Higgins, singer, and Taggart and Palmer, dancers.

Riley's Lake House—Cross and Dunn; Herb Gordon's orchestra, with Irene Beasley, singer.

Arrowhead Inn—Sheila Barret, comedienne; Maurice and Cordoba, dancers; Don Beslor and orchestra, with Neil Buckley doing the warbling.

Villanova Cabaret—A revue, "Mating Time," with Ted Meza, Mildred Craig, Marie Pyne and a line of 12 girls. Assisting are Vito and Piri, dancers; Carmine De Giovanni, singer, and Fred Mayer's orchestra.

The crowds at the races are reminiscent of 1929, with good-sized bankrolls, all of which makes the natives sure they'll get enough for the winter.

Buddy Fisher's band following Leon Belasco's crew at the Muehlbach Grill.

## 3 VAUDE WEEKS IN SIGHT FOR DETROIT

Detroit, Aug. 11. Prospects for at least three vaude weeks here this fall are exceedingly bright, with negotiations understood to be underway by a Coast exhibitor for opening of the Downtown theatre, former RKO showplace.

RKO abandoned its lease July 1 on the Downtown, after eight months of lean b.o. on a straight film policy, plus an occasional stage show. Gave as reason for closing scarcity of films. New management of house understood to be planning continuous vaudeville program.

Other two vaude weeks will be the Michigan, United Detroit 4,000-seater, and the indie Fox, which holds 5,000. Both houses have been showing vaude for past several years.

Low Pollack and Sidney Mitchell have been assigned to music for "Peach Edition" at 20th-Fox.

## Marque and Marquette

(DELLA AND RILEY MACK)

Headlined at

CASINO, JUAN LES PINS

Dir. America: MUSIC CORP. OF AMERICA

Dir. Europe: GINO ARBIB Paris

PATTI SAMMY

MOORE and LEWIS

TIVOLI THEATRE

MELBOURNE, AUSTRALIA

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Show People All the World Over Will Be Interested to Know That

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(Formerly at 25, Wardour Street)

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Don Klaytan and Maria Evalena, with Leo Carrillo in "Cocoanut Grove"

COMING—Direct from Mexico and Hollywood!  
First Appearance in New York

## KLAYTAN AND EVALENA

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"Each number has originality, speed, smoothness that speak the showmanship of these artists. In both Mexican and American films, Klaytan and Evalena have distinguished themselves." (National, Mexico City.)

INITIAL THEATRE APPEARANCE IN NEW YORK AT  
ROXY, NEW YORK—WEEK AUGUST 7

## MIACO

MYSTIFYER EXTRAORDINAIRE  
RAINBOW ROOM, RADIO CITY  
SIX WEEKS (JUST CLOSED)

Opening Next at  
BILTMORE HOTEL, NEW YORK  
Direction—KENNETH LATIER, MAX HART OFFICE









## Broadway

George Balanchine to Lake Placid. Matty Zimmerman's wife out of hospital.

Charles Ford, editor Universal, moved to Coast.

Ben Grauer goes to Bermuda, Aug. 22 for three weeks.

Jules Eckert Goodman's dahlias famous in Westchester.

Joe Bernier's one horse stable; bought a yearling at Saratoga.

Around 300 persons daily haled to court and fined for dog violations.

First anniversary today (12) for the Winnie Sheehans (Maria Jerizeta).

Philadelphia hotel stationery now holds the line: 'Amusements now open Sundays.'

Murals and sketches of colored stars at Connie's Inn (Broadway) the talk of insiders.

Cecelia Ager (VARIETY) sails tomorrow (Thursday) for a six week European jaunt.

Little Jackie McInerney broke a neighbor's window and papa got a one buck fine.

Cliff MacDonough, Hollywood r.v. in advance of Tom Mix show, having first peek at Broadway.

Broadway has daily duststorm kicked up by cars permitted on the swath left by removed car tracks.

Tyree Dillard, Jr., of Metro legal suit, expected back this week from 20th European tour.

First 20th European Sporting Club event at Hippodrome will be a wrestling show Thursday (13).

Judge Hymie Bushel, Harry Sherman and others indicted at Rudy Vallee's camp up in New England.

James Houd Mactarland, of Music Hall publicity staff, off for a one month rest at Moosehead Lake, Me.

A. L. Burks, who has been ailing all summer, is having 'his' tonsils yanked today (Wed.) at Mt. Sinai hospital.

Roy Gore, film mat and ad man, in on a Broadway once-over, via Canadian trek. He's Bob Collier's bro-in-law.

Mrs. Jack (Hickory House) Goldman, in Arizona for past eight months with sinus trouble, due back next week.

Al Roth, concessionaire up from Ft. Worth, dropped 14 pounds in the heat but feels better than any time within 10 years.

Zito, muralist, has designed series of three panels for Toney's depicting Broadway in prehistoric age, dark ages and present times.

George and the Ira Gershwins farewelled with a party Friday for leaving for the Coast to start their RKO-Radio film debut.

Monday (10) Louis Sobel, Journal's Broadway columnist, celebrated his 40th birthday on the stage of the State, where he's in his second week.

Mrs. Grace Spitz and Mrs. Mary McNally, sisters, are sole survivors of the late Robert Merck's estate, reportedly that Elaine Bridwell, now deceased, was his wife.

Bob Weitzman sprained his knee while spending a couple weeks with the family up to the country. In time back he'll be in his second of four blowouts, finally discarding the gas wagon and taking a taxi the balance of the way.

Michael Kravitz named story scout and Eve Ettinger, in charge of the reading department, by W. C. Leng, eastern story editor, for Columbia. Kravitz got from Solz-nick International, where he was assistant to Katharine Brown.

When Glen Ellyn, now known professionally as Cinda, gets in with the new French Casino show it'll be first trip back from London, Paris and other Europe in her second in 10 years. Her mother, preceding her a week, hasn't been back to the States in eight years.

## Mexico City

By D. L. Grahame

Esperanza Iris, dean of Mexican comedienne, on the road.

Pauline Singsman booked for Teatro Arbuti here in September.

MacDonald and Ross, eccentric hoofers, added to stage show at the Cine Alameda.

Virginia Fabregas, Mexico's Sarah Bernhardt, making farewell road tour before retiring.

Waitresses in class nations protesting new civic law which forbids them to work after 10 p. m.

Ricardo Pani, producer of Cine Alameda, Latin Americano, S. A. (CLASA), Mexican producer, to Hollywood.

When 'Team Too Much' (RKO) at Cine Olimpia and 'Professional Soldier' (20th) at Cine Alameda decided to open.

Educational ministry has signed 12 players and 10 actors and 6 decorators for third season of Mexican dramatic company at Palace of Fine Arts.

## Paris

Sandrine back in town.

Emmi Varni, the 'Foxy Tabarin,' George Kellier back from Andorra Republic.

Max Lederer, pic house, bought by Leon Clitky.

French impresari have all united in one syndicate.

Administration board of Moulin Rouge ruled bankrupt.

Marlene Dietrich arrived with her daughter and husband.

G. W. Pabst's 'Mademoiselle Docteur' to be finished in October.

Scena to write music for Maupassant's 'Une Partie de Campagne.'

Teniz's tornado completely wrecked the Olympia, pic house in Tarbes.

J. H. Pierno of Fox Movietone and the Yale Glee Club off to N. Y.

Ideal Film, Brussels distributing company, celebrating first anniversary.

Robert Trebor, of the Comite des Fetes of the 37 expé gone to New York.

Irving Berlin, Edward Gutz, Mrs. and Mr. Myron Selznick at the Crillon.

Royal and Empire, of Seiberra's circuit in Tunis, shuttering for the season.

Elclair to distribute 'Bethoven,' starring Harry Baur; Abel Gance making.

Andre Maurois supervised the broadcasting of the British King's speech to the unveiling of 'Vimy Ridge' monument.

Maurice Lehmann to meg 'Le Courrier de Lyons' (Lyons Courier), starring Charles Boyer.

Newspaperman Jean Limozin and actress-wife Licette, feared lost in their yacht off the French coast.

First Tetracolor Process all-color pic made in France, 'L'ile de la Solitude' to be distributed by France-Film.

## Palestine

By Arthur Settel

Zvi Feinstein in Norway.

Robert Donat pappa of second son, born at his London home, Aug. 3.

Rene Ray freelancing, after completing a long Gaumont contract.

Sam Smith, managing director of British Lion, holidaying in Cornwall.

Ludovico Toeplitz sponsoring first production of Italian film in town.

Julius Hagen making his first belated American trip in early September.

John Knoblock dialoging Pall Mall's 'Moonlight Sonata,' Paderewski picture.

John Verno signed for a comedy role in 'Pagliacci,' pic being done by Capitol Films.

Charles Woolf off to Switzerland for a couple of days holiday. That's all he can spare.

Gainsborough, Filmings, Gaumont-British and the press at the Palestine Post necessitated calling for a mechanic. Taxi driver refused, saying there were too many shots in the neighborhood for his comfort.

Finally got a heavy armed guard to go with him.

## Sydney

By Eric Gorrlick

Americans here.

Harry Langdon to London.

Jimmy Leaf back from London.

Eric Thompson here on a vacation.

Joe Joel in charge of publicity for 'Rangle River.'

Clem W. Wiley in charge of Warner sales drive.

Lilian Pertka closing a season at the Trocadero.

John Kennebeck, Par boss, back to his desk after serious attack of flu.

Harold Hall has completed shooting 'Orphan of the Wilderness' for Cine-sound.

Maurice de Abravanel on his way to N. Y. to conduct at the Metropolitan.

Bert Matthews, American dancer, in 'Billie' in Melbourne for Fuller-Carroll.

Trocadero, Sydney, taking plenty of newspaper space to build up matinee.

George Dean, Snider-Dean, progressing favorably after a major operation.

Asprey, Stuart F. Doyle's personal attorney, has been on the scene.

Long Jack Sam still playing New Zealand with his own troupe. Third visit here.

Earthquakes again threw big scare to New Zealand theatre audiences.

Work will go ahead as quickly as possible on the new Metro theatre in Brisbane.

Aloha Baker making a p.a. this week at Lyceum, Melbourne, with her 18 children.

Warmer weather has meant a great deal to the b.o. Two weeks

of cold had the managers very worried.

Three Men on a Horse' (legit) will do a two weeks' run in Brisbane for W.T. Cast then returns home.

Dan Carroll has done a good job in bringing together representatives of the distributors and exhibitors for peace talks.

Trade newspapermen are at one with the pic critics of the dailies. Trade boys say the crits are too highbrow.

'Waltzes from Vienna' finishing a nice run in Melbourne for William-Scott being replaced by Gilbert-Sullivan revivals.

Mastercraft has not issued a statement concerning future production activity. F. W. Thring's dead created the upset.

Alan J. Williamson, Gaumont-British, back Australia after a London visit. Stanley 'Crick,' 20th-Fox boss, went to Perth to welcome him.

Frank Neil has great faith in the future of vaude and vaude-revue in Australia. Leaves next week for America to book new attractions for the circuit.

At a supper given Victor Jory about the new attractions for the circuit, somehow or other 160 showed up when the eats started. Management can't figure how it happened.

## London

Arthur Dent better; had a twisted knee.

Henry Sherer off to the continent again.

Gordon Barker film acting after illness.

Paul Cavanaugh buying a new ward of fies.

Arthur Dent holidaying at Angmering.

John Armstrong, Radio publicity chief, out.

British censor balked at Metro's 'Top Dog.'

Erik Rhodes coming home to do one for Paramount.

Robert Donat pappa of second son, born at his London home, Aug. 3.

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## New Haven

By Harold M. Bone

Dan Pyne in ahead of Tom Mix outfit.

Mrs. George Reising due to quit hosp. following op.

Larry Street back at Poli's; Monk Maloney off to Saratoga.

Gene Rodney quits farm briefly to catch straw hat premiere.

George Miles in from N. Y. to direct Madison Beach revue.

Prof. Thomas Joy, Carleton College, Minn., drama dept. head, enrolled for drama study at Yale.

Guilford, Ruth Ames laid up, out of N. Y., Guilford cast. Hall Shelton and Frank Kelly left rehearsal long enough to rescue family from burning house. Randolph Carter's two new comedies getting a producer outing. Mary Howe sketched for 'Fway Trout,' Tex Wood used to boss a stock co. in Rochester.

Stony Creek: Dag Lee a director of Drama One More.

Genius, by Jerry Horwin and Catherine Turney, getting tryout this week. Maurice Scaudon teaching hidd into their box office angle. It isn't a premiere here unless Dave Eldridge is present. Brace C. Smith, summing up second season as director of Stony Creek troupe.

Milford: Dorothy MacKail died at Plymouth, aged 24 in 'Personal Appearance.' Barbara Lawrence broke out in her first role here last week.

W. C. Fields had his first auto ride last week following a stage of pneumonia.

Lynn Spencer, society ed of the L.A. Examiner, is recapping in movie.

Allice Reinhart, New York radio actress, due in Sept. 1 for first contract.

Hubert Voigt, new publicist, director at U. has hired William French, erstwhile fan mag editor, to write his copy.

Paul Kunasz, former Metro publicity writer, has been shifted to write the new musical for Joseph L. Mankiewicz.

Ribber Vince Barnett finally received the best picture award as a public in football game between comedians and leading men.

Oliver Starvo joined George Thomas in Metro's trailer department. Frank Whitehead, studio ad head, is sipping outhouse.

Edwin Sussman, former editor of the French edition of Paramount News, has joined Emanuel Cohen's movie studio.

Baths of Emanuel Cohen tossed him a pithy shindy at Lake Norcorian, where he's a member of 'Personal Appearance' cast attending.

Mary Pickford cancelled her scheduled sailing for Europe and will be returning home.

The Gay Desperado is previewed.

Eddie Cantor picked up Philip McCullough, Radio City singer and dancer, for p.a.s at San Diego. Lad won a Major Bowes contest in Boston.

Arthur Brooks, film editor, and Henry Hess, assistant cutter, joined Deluxe pictures to complete 'The Great Escape' and 'The Day After Tomorrow.'

Sons of filmities will handle annual 'The Great Escape' contest. Lifters' club Sept. 6. Last year duds the dricks. Bud Lesser is general manager.

Honorable Wu, just out of the Rainbow Room, in New York, has arrived here for tests. Meanwhile the 'Evening News' is in the Casanova club.

Commemorating the ninth anniversary of the battle of Britain, Nathan Levinson placed a wreath on the memorial in Warner's Hollywood theatre Aug. 7.

Universal has hired Ray Jones, former Columbia studio still photographer, to succeed Jack Freulich. Jones has been in charge of photographic department at the studio.

Virginia Wright has succeeded Flannery Lewis as dram critic of the L.A. Evening News.

John Whelan, Lewis' son, took spot vacated by Jack Jungmeyer, Jr. in the Radio studio publicity department.

Warner's hit new high for working extras last week, using 1,400 in 11 days. Extras' union, with 11 members were in town, with luncheon having to stagger hours so they could eat.

Red Hatch and Aileen Riegin, top swimmers, spotted in pool sequences for Warner's 'Gold-Diggers of 1937.'

Harold Lloyd, Hollywood's straight acting assignment in 'Valiant Is the Word for Carrie' at Par.

John H. Lewis, who brought here for spot in 'Three Men on a Horse,' at WB, was too forgetful with a scene in which Allen Jenkins failed to pull his punch. Consequently actor was out for about 10 minutes.

Karl Tunberg, for two years assistant to Sam Katzman, head of 20th-Fox story department, has been made assistant to Gene Markwy and will be in charge of the department.

Markwy's first as associate producer. Wesley Ruggles and William Collier, Sr., breezing east for second season at Saratoga, has lost Lady Fair, entered. He returned here to cut 'Valiant' is the Word for Carrie' and then back to New York for month's vacation.

## The Hague

By M. W. Eddy-Leal

New Dutch film, 'Meynynge Gyzens' Youth,' about finished.

AVRO arranged a special broadcast devoted to La Argentina.

New theatre opened at Oisterwijk with 'Paradise Curse' by Laudy.

Vonclonist Max Loevensohn has moved and is going to live in Brussels.

Premiere of new revue 'Get into the Ring' at the Scala with Lou Bandy as star.

Theatre at Valkenburg celebrated its 100th anniversary with a performance of 'Shakespeare's 'As You Like It.'

Rotterdam Gebouw theatre burned down; w.c. city's biggest light house. Police arrested owner and his manager, accused of arson.

Open-air theatres getting more popular. Dutch theatre this summer bad for business as July held, hardly a day without rain.

Pa legist, lost in bad shape, the Amsterdam town council has appointed a committee to investigate and recommend remedies.

Buchten, by Kunsat, Scheveningen this week. Also Adelaide Hall, saxophonist, Bennie Carter, crooners Melie Weersma and Ann Royce.

Concertgebouw announces that for the coming winter season the following conductors will yield batons here: Meneghetti, Bruno Walter and Victor de Sabata.

Broadcasting in Netherlands India is in hands of NIROM, a private company which operates under license of the Government.

There; postal department gets certain percentage of fees collected. Total radio firm about 30,000 and yearly fee is \$5.

## Westport, Conn.

By Humphrey Douless

Kitty Carlisle around.

Lillian Gish off for Maine.

Robert Garland bought a \$20,000 cottage.

John Held, Jr., visiting the Phil Dunning.

Alma Arner coming back from Russia.

Maxine Wells, former 'Follies' girl, now living in Darien.

Alvin Karpis, who was shot and night on block of 'Johnny Jones' at Nichols.

Joe Miller, wife of Roton Point promotion chief, recovering from serious illness.

Kathleen Conneys entertaining for auntie.

John A. Ford, U. S. Civil Service Commissioner.

## Hollywood

Jack Moss still commutes to Frisco.

Billy, Leyer now contact with Ethel on Coast.

Fleet of old cabs from Manhattan being cruised locally.

John Mullan back from two-weeks' stayover in Frisco.

Eddie Melcher, Washington (D.C.) Star pic critic, in town.

Jack Pierce celebrated his 20th anni as a makeup artist.

Bob Karpis, who for London to appear in a pic for G-B.

Throat trouble troubled James McGuinness for a whisper.

Harry Pearson is planning another expedition to the South Seas.

Bing Crosby are making reservations for trip back from St. Louis to visit Nunnally Johnson.

Leah Ray, of Phil Harris' band, here to start 20th-Fox contract.

Laurence Schwab, in from St. Louis to visit Nunnally Johnson.

Willard S. McKay, N. Y. lawyer for U. on Coast for studio confab.

Boris Karloff, who for the Fleetsman series of stock at Skowhegan.

Mercedes McCoy joined Dave Thompson agency as an associate.

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## Cleveland Expo Zooms Hotel Biz, Show Pick-Up Indicates Late Close



# FRISCO TRYOUTS THIS AUTUMN FOR 1939

San Francisco, Aug. 11.

A three-day celebration in San Francisco and Oakland will mark the opening of the \$7,000,000 bridge which joins the two cities. Planned as a forerunner to the 1939 Golden Gate International Exposition, the festivities will start on the day the bridge is opened, Nov. 12.

The WPA is contributing \$234,710 and San Francisco another \$75,000 to the elaborate plans for the celebration. More than 500 men will be employed in erecting grandstands with a 50,000 seating capacity in the Civic Center, and in the building of a series of miniature models of the bridge which will decorate Market street from the ferry building to the Civic Center.

Harrison S. Robinson is in charge of the celebration in Oakland where the first day of the festivities will be staged. Events planned for both cities include day and night parades, a maritime parade on San Francisco bay, street carnival, free acts in the Civic Center and a big circus.

## UTAH'S RICH HARVEST FROM SCENIC SEEKERS

Salt Lake City, Aug. 11.

Utah's newest big business is tourism—the business of travel.

Chamber of commerce officials this week reported that 1,401,000 tourists will visit the state during the year of \$29,075,000. Of this amount, \$5,815,000 will go for lodging, \$5,815,000 for transportation, \$7,268,000 for food, \$670,750 for retail purchases, \$1,745,000 for amusements, and \$2,326,000 for refreshments and confections. Salt Lake City reaps the biggest slice of the 30 million.

Thousands of vacation-bent Americans are in town en route to Uncle Sam's showcase of natural wonders—the national park system. Government travel records indicated that the national parks already were 31% ahead since 1929 in the number of visitors. From present indications the parks will attract 50% more persons than that of the identical period in 1934-35.

## Accident Causes Padlock Of Det. Track Bleachers

Detroit, Aug. 11.

Use of bleachers at the Veterans of Foreign Wars' speedway track here was banned this week following death of Gail Lanker, Ohio driver, whose car plunged through a grandstand, injuring 15 spectators, two seriously.

Hitting a 90-mile-an-hour clip, Lanker was attempting to better the half-mile record in 26 seconds, and only a few minutes earlier by Howdy Cox, of Omaha, during the 20-mile feature race at speedway. Fact that bleachers were partly filled permitted spectators to get out of way, saving several lives.

Races are continuing at oval; with fans permitted only in the grandstand, which is protected by concrete wall.

## Circus Fans Meet

Evansville, Ind., Aug. 11.

Circus Fans' Association will mark its 10th anniversary here with a three-day convention at the Hotel McCorday starting Saturday (15). Session will end with the showing of the A. G. Barnes, which plays Evansville Monday (17).

Switch in the itinerary of the Barnes outfit bringing the show in one month ahead of schedule, caused the Fans to quickly arrange the get-together.

## Chi Park's Biz Good

Chicago, Aug. 11.

Riverview Park, Chi's only amusement park, doing big biz this year. Rides and concessionaires are more plentiful this year and report a nice play.

Park will be open till Sept. 20th.

## Lynchburg Raises Bid For Old Fair Grounds

Lynchburg, Va., Aug. 11.

City, which originally offered \$25,000 for the 27-acre fair grounds and sequel-centennial, have raised the ante to \$30,000, and it is generally predicted the fair directors will accept at their meeting this week. With the sale, the 30-year-old fair will go out of existence. Directors originally demanded \$25,000.

Meanwhile, John B. Rogers Producing Co., which will stage the sequi pageant with a cast of 1,000, is due to send a director here September 1.

## N. Y. FAIR EXEC'S O.O.T'ING TEXAS

W. Earle Andrews, New York Fair chief, paid most attention to the personnel question at the Texas Centennial exposition, he said before taking off with 12 of his executives and board of design members for return to New York on Friday night. Andrews and the other New York officials spent Wednesday through Friday studying setups and construction at the Dallas and Fort Worth fairs.

Andrews refused to confirm they were thinking of framing a Rose-Frontier type show for the New York Fair. At Dallas they watched organization work, exhibits and Ford especially, lighting, grounds layout and service movements.

Paul Massman and W. S. McHenry leave here this week. Massman joins N. Y. exhibits department Sept. 1, and it is understood McHenry goes there too. Andrews tentatively picked out a number of others from the Centennial staff. He said he was particularly impressed with the officials of the service and policing staff.

While in Dallas, Andrews spent most of his visit lining up talent. Bids for various jobs at New York were offered to Gen. Mgr. W. A. Webb, Ray Foley, works director; George Anderson, grounds superintendent; A. L. Vollman, 'Cavalcade of Texas' manager; Jan I. Fortune, 'Cavalcade' author; Phil Fox, chief of press division, and others of the Dallas show.

Andrews gave officials of Centennial exposition understanding that New York plans to make 'Women of History' spectacle its main show. He parlayed with Jan Fortune about writing it. Some or all of the New Yorkers are expected to return to Dallas in two weeks.

Board of design members indicated they are going to adopt pantomime synchronization system used in 'Cavalcade' for their spectacle. It involves speaking cast in sound-control room with concealed loud speaker. Pantomime cast must match lip movements and gestures with sound.

## Neb.'s State Fair Expects Bigger Take From Racing

Lincoln, Aug. 11.

Previous to the state fair's official opening here by more than a week, the pari-mutuels will be operating at the fair track and the horses running. Opening of the turf grid is dated for Aug. 29 and it will keep up, exclusive of Sundays, till the conclusion of the fair, Sept. 12.

Last year, the first legalized betting at the fair track, the take for the fair coffers was about \$5,000. Since that time there have been races meets all over the state and the populace is well infected with the betting bug.

Fair cuts 10% straight on all money bet over the counter.

## HAGG CIRCUS FATALITY

St. Clairsville, O., Aug. 11.

John Hart, of Canton, Miss., was killed and two negroes injured when Hagg Circus, motorized show, went over a 50-foot embankment near here Aug. 1.

Hart, an electrician with the show, was killed instantly.

## Circus Routes

Week Aug. 17

A. G. Barnes  
Evansville, Ind., 11; Centerville, 11;  
18; Belleville, 15; Alton, 20; Litchfield,  
21; Jacksonville, 22; M. M. M. 22;  
Cole Bros.-Bratty  
Spokane, Wash., 17; Wenatchee, 18;  
Beverly, 19; Seattle, 20-21; Tacoma, 22;  
Aberdeen, 22.

# TOO MUCH EMPHASIS ON NUDITY, FT. W. ADMITS; OVERHEAD PRUNING STARTS

## PUP PARADISE

Utah Boasts Only Dude Ranch for Pampered Pets

Brighton, Utah, Aug. 11.

Dude ranch for dogs here is rapidly repaying net invested by a group of Salt Lake business men. A veritable seventh heaven for canines, the layout cost more than \$25. Today about 100 hounds take it easy at 10 bucks a month.

Brighton being the most popular summer resort in Utah attracts all of the ritzy folk who bring along their dogs. Dude ranch operators take the hounds of the owner's hands during visit.

Ranch is modern throughout. It's utility, the efficient. Attendees are groomed in scrubie coats, white slacks and caps. There's a maternity ward, with private stalls (apartments, they're called) and grass runways for each hound.

The dogs are fed goat's milk, not cow's milk. Boarders whose health demands special care gulp up tomato juice and buttermilk.

Operators believe it's the only dog dude ranch in the country.

## MICHIGAN OUT FOR TOURISTS

Detroit, Aug. 11.

Cheered by boom in 1936 tourist trade, state of Michigan will spend in neighborhood of \$150,000 next year to divert its resort and tourist attractions.

Most of jump in tourist trade is attributed to state's celebration of its 100th birthday, in progress since 1935. Traffic has increased more than 50 percent this summer, while transporting of vehicles across Straits of Mackinac has increased from 45,000 last year to over 75,000 this year. More than \$100,000,000 has been poured into state since opening of centennial, it is estimated, showing an increase of \$50,000,000 in the usual tourist revenue, which had already reached an average of \$300,000,000 per year. More than 40 private fairs by towns throughout state are being held this summer, with the climax coming in September when the annual State Fair at the grounds here.

## 'BAMA FAIR SET

Birmingham, Aug. 11.

Alabama State Fair has been set for Sept. 28, and it is expected the fair will be revived two years ago after being abandoned for several years.

# Olmsted Chosen to Hypo Dallas Expo, Ft. Worth Opposish Tough

Dallas, Aug. 11.

Administrative duties at Texas Centennial exposition were split Friday (7) when Harry A. Olmsted was placed at new post of director general. Gen. Mgr. W. A. Webb, previously highest executive of the fair, will retain his post in 'association' with Olmsted.

Expert opinion is that Olmsted was chosen to hypo the show for its remaining 16 weeks. He is supposed to take special events department under his wing and work on big name bookings for fall months. His program may include musical shows, as negotiations with George White have been on for a month.

Although total attendance at the Centennial has held to an average of 41,111 for the first 62 days, the past two weeks have brought a decline. Daily total, which includes all turnstile entrances, has fallen to slightly above 30,000 for 15-day period. Garner Day (5) drew only 34,000.

They don't admit it, but Billy

# \$15,000 Weekly Nut, Without the Bond Interest and Retirement—George White's Texas Show Ideas—Rose for New York Fair?

## SAN DIEGO TO FOLD ITS EXPO SEPT. 9

San Diego, Aug. 11.

California Pacific International Exposition will call it quits Sept. 9, California's Admission Day. Decision was reached after meeting of board of directors. Date of closing was that set by board when grounds were reopened for second year.

Frank Belcher, president of the expo, said that the fair had accomplished its purpose in bringing thousands of tourists to the city and that the closing was over protests of business men, who wanted it continued another 60 days.

## Norfolk Wants Coin and Won't Take Medals

Norfolk, Va., Aug. 11.

Norfolk (Va.) must celebrate its 300th anniversary in the fall without commemorative coin or medal and none other than FDR of the White House gets the blame.

A statement that sized above the August temperature came from Major Francis Turin, chief sponsor of the celebration, in which he put his eggs in one basket and placed it at the White House doors of July.

Turin said that but for the opposition of the President, Norfolk would not have been offered medals. The House passed the bill for half dollar coins. The Senate took it up, amended it to read 'medals' and passed it.

The local committee cannot get a coin and it won't have a medal, so what?

## L'ville Fair Cuts

Louisville, Aug. 11.

A \$48,000 budget was approved Friday (7) to cover expenses of the Kentucky State Fair. The amount will be taken out of the \$60,000 state fair appropriation and used for the expenses incurred during the State Fair period from the first of July, August and September.

New policy will be a straight 25c admission to the grounds, instead of the 35c rate of previous years. Admission to the grandstand in the afternoon will be free, with the usual 35c charge prevailing at night performances.

# Olmsted Chosen to Hypo Dallas Expo, Ft. Worth Opposish Tough

Rose's Frontier show at Fort Worth has hurt attendance at localities at the Dallas show. Estimates are that Dallas has accounted for at least 25% of Rose's gate so far. It is still an unfair exchange, because Fort Worth has furnished a less percentage but greater number at Dallas' gate.

Counting on Tourists  
Expo officials are having to count on tourist attendance almost exclusively during August, as city of less than 350,000 can't keep the show rolling. For fall months they are banking on an impressive football calendar and whatever special events they can concoct.

'Cavalcade of Texas' has been a life-saver for the finance department, as it has come through with several hundred dollars profit on even worst days. It has played to 22% of the main gate, and on its best days nets the expo around \$1,100 over its \$900 operating cost. It has held to average daily total of 7,500 spectators since it opened.

Fort Worth, Aug. 11.  
Too much emphasis has been placed on the Sally Rand nudist angle of the Fort Worth Frontier Centennial, and 'not enough on higher-class attractions, according to the management.

When Ned Alvord, press agent, came here, he turned out copy that gave the impression that feminine nudity would be the main attraction. He has backed in this treatment, the press material by the management.

But Billy Rose, director general, said that the public thinks it will see only nudity, whereas the Casa Manana, 'The Last Frontier,' 'Jumbo' and other attractions have a power of attraction that should be stressed more hereafter.

Expense-cutting on the Frontier show has started. One hundred and thirty-five square dancers in 'Last Frontier' have been cut from \$15 to \$11 a week. Two minor acts have been eliminated: from the Pioneer Palace show and some other employees have been let go here and there.

The expo is scoring at least \$15,000 in the black weekly on running expenses, not counting bond interest and retirement.

Two concessions are out. 'Beauty and the Beast,' featuring Maureen McVail, semi-nude dancer in a lion's cage, closed when business was bad. Show's spot off beaten track, Banded, magician, also did a vanishing act.

## Baptist Squawk

Rev. Joe Sheumack, Baptist pastor, protested to city council against nude gals in Sally Rand's Nude Ranch, but nothing came of it. Show evidently helped as result.

Winona and Gomez dance team, go into the Rainbow Room in Radio City after curtain here expires. Vice President Garner and Mrs. Garner were guests of honor last Thursday (6), but little chance for public to see them.

Box seats in 'Jumbo' went on the record for \$1.50 a seat for three weeks of first-come-first-serve 15 policy.

George White took another look at expo and Senator Sherman Minton of Indiana visited relatives and the show last week.

'Last Frontier' and 'Jumbo' are not drawing as well as Casa Manana.

A group of officials of New York World's Fair visited Frontier show Thursday (6) and were loud in their praise. They were Stephen F. Voorhees, chairman and chairman of the board of design of the fair; Walter D. Teague, board member; Frank W. Darling, who has handled amusement at other expos; and Robert D. Kohn, board member.

It was reported they may be interested in engaging Rose to handle the amusement end of the New York expo.

## Dallas OK's Nudes, No Gambling

Dallas, Aug. 11.

Nudes are okay again in Dallas and the Texas Centennial exposition, but gambling is out again.

'Life Class' of Streets of Paris is operating regularly after expo officials shut it down for a few nights on grounds it was a G-show was necessary. Girls doing the nude poses are supposed to use their hands to take the place of panties, it was explained.

Death from pistol wounds last week A. Farrow led his down town Night Spot brought the law down on gambling houses, so wheels at all nighteries and on expo grounds are stilled. George Redston, former 'secret six' man of Chicago, is held in connection with Farrow death. Redston was once Mayor Anton Cermak's bodyguard.

Moralists are keeping entirely shrewdly the nudist situation. A slight puff that resulted in 'Life Class' being closed. One preacher's mass meeting and several strong individual protests failed to result in general indignation against the nudists.

Reaching  
New Heights  
in MUSICAL  
STARDOM

THE DEAN OF

SOPHISTICATED SWING



# BEN POLLACK

*and his*  
**ORCHESTRA**

Personal Direction • Eddie Richmond

Now Playing Meadowbrook Country Club, St. Louis.- Just Closed Record Breaking Engagement At The Stevens Hotel, Chicago - returning by popular demand at a later date.

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# VARIETY

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64 PAGES

## BEAUCOUP B. R. FOR LEGIT

### MADRID HOUSES OPEN DESPITE REBELLION

(Unrepeated, V.L. London)

Madrid, Aug. 7. Film and legit biz received a terrific wallop during the present Spanish revolution, in which fascists and reds are tangling for power. Some houses—very few—are open but to let the fresh air in, but the situation is such that hopes of any biz are nil.

For the first few weeks nobody in Madrid was in the mood for theatres, but now that the siege of Madrid seems to be postponed, the populace is regaining confidence, and shows are reopening. Various theatres, Alkassar and Fontalba, both left and right, grind were taken over by the red militia.

Fontalba is being converted into the "Popular Theatre" with performances for the people, by the people, for the people, according to the electric sign erected on the house. Lincoln probably never figured his phrase would some day come in handy for a proletarian venture.

CEA studios, largest in Spain, located in the suburb of Ciudad Lineal, has been taken over by the General Union of Workers, Socialist-controlled union. International Tolin Cinema of Amsterdam is heavily interested in CEA, Company officials (Continued on page 52)

### Pro-Roosevelt Song On Hearst's Station KEHE, as Paid Comm'l

Los Angeles, Aug. 18. First pro-Roosevelt song in the field, "March On With Roosevelt," by Gene Dabney, chief investigator of the Musicians' Union here, heretofore ordered out of all Hearst stations, walked in behind congressional map on paid time and broke down a wall that up to now has proved foolproof. Suppression was tested over KEHE.

Song had been stymied all along the line, meeting delays and had recordings of discs, and even a slip which would have kept the recording needles from ever getting through the first groove of discs. Composer repaired that one with a paid fee.

Bally is now under way through the younger element in the Democratic party and with nod from the White House, Mrs. Roosevelt having (Continued on page 57)

Metro's Earl to Act  
Hollywood, Aug. 18. Metro signed the Earl of Warwick to an acting contract after his tests were okayed.  
Mervyn LeRoy originally manifested interest in him.

### Brokers Report Boom

Play brokers report that there are more plays optioned or set for production for the coming season than at any time in a number of years.

This is not necessarily an up-swing, however, because of the new producer-playwright contract, which makes it possible to pick up option on a play for \$100. Before the new contract was negotiated the option cost \$500.

### THROWIN' BULL AT \$1.50 IN TEX.

Dallas, Aug. 18. Sidney Franklin, the Brooklyn toreador, is ready to begin erection of a bull fight amphitheatre at the Texas Centennial expo if and when execs. give the word. He plans a contests that will get by the humane society. Ernest Hemingway would be on hand as impresario.

Franklin wants to play to top price seats of about \$150.

### Studio Tourists Cost \$8,000 a Look—Zukor

Hollywood, Aug. 18. Adolph Zukor has ordered all visitors excluded from the Paramount lot, claiming that each group cost the studio \$8,000. This summer found the heaviest turn of tourist gawkers in years and it is claimed they hampered production.

Only bona fide newspaper correspondents are now being allowed inside the gates.

## Television Tried at Olympic Games With Floppo Results in Germany

Berlin, Aug. 18. Television was a flop in connection with the Olympic games here. German post office department undertook to televise all the important athletic contests from stadium and swimming pool. Pictures and accompanying sound were broadcast on two ultra-shortwaves. Definition of 180 lines, 25 frames per second, was very unclear and unsatisfactory. Two intermediate mobile television vans and three electric eyes used.

Attendance at first day's demonstration very meagre as government withheld announcement from press and public until the last minute. Those who did come to the Post Museum television station saw pictures on a large screen with shadowy outlines and partly unrecognizable.

Television under practical, rather than controlled laboratory conditions, produced results considerably below

### EXPECT BIG NEW SEASON

Downtown Comes Uptown  
and Opens Its Pockets—  
Hollywood 'Walkout'  
Doesn't Worry the Boys—  
May Even Be a Break

#### LESS ARGUMENTS

Plenty of coin is reported in sight to finance new shows next season and, proportionally, Broadway should be at least as active as it has been during the past two seasons. That, despite the official withdrawal of Hollywood coin in pique over the new managers-dramatists' contract. Various agencies and play brokerages supply the spurts of financial optimism. It appears that material is a problem now, rather than money. If the proper scripts turn up, there is no doubt it will be easy to find backing.

Trend towards show business comes from downtown, according to those who claim to be in the know. It has been variously indicated that dabbles in securities and margins would rather take a chance on Broadway. Backing of a number of attractions last season was traced to Wall Streeters and there should be more this year.

Just how many productions were angelo that way last year was not definite, because Broadway always has had some downtown support. At the moment, however, the number of feelers sent out from the financial district are greater in number (Continued on page 53)

### The Mike Technique

Philadelphia, Aug. 18. New tap dancer on WIP's minstrel show airings has been getting generous studio applause and last week drew listener mail.

He's Rupert George, who does taps (with all sorts of tricky double and triple flicks) with drumsticks. Applause is recorded, program being without studio audience.

### DEAF MUTE AS NEWS 'READER'

Lincoln, Aug. 18. An unusual feature on KFOP here is a blind and deaf news commentator who is spotted at noon each day on the air for 15 minutes. He has one of the station's stenographers read him the material while he feels her lips and vocal chords, then goes on the air and talks it straight.

His name is Steven Cartwright, and he's 44 years old.

### 'Mixed-Up Baby,' Kidnap Moll in Theatre P. A.'s

Nashville, Aug. 18. Jean Brees, companion of Thomas H. Robinson, Jr., during the last 16 months of the kidnapper's flight from the law, opened here today (Tuesday) on Princess theatre stage doing four-a-day for a three-day engagement. Ads broke in Monday papers.

Last week, in daily serial obtained by Fred Russell, of Nashville Band (Continued on page 57)

### 3 FIRST NITES FOR COWARD PLAYLETS

Tonight at 8:30, with Noel Coward and Gertrude Lawrence, opens in New York on Nov. 24, after a month's out-of-town tryout. One-het series has its first showing Oct. 28 at the Colonial, Boston; for two weeks; and then moves to the National, Washington, for another fortnight. Broadway house is not selected yet.

Opening week schedule has the John C. Wilson office puzzled. Just what procedure to use on the one-het plays is still up in the air. It is probable that the opening night's group will be put off as is for two or three nights. Next title would then follow, repeating a similar schedule until all nine are viewed.

Other schedule under consideration is postponing the repertoire in consecutive order for three nights until the press has viewed all. Critics will have to go three times during the first week anyway. It is also expected that the first night mob will also turn out steadily for the triple changes, making it one of the heaviest opening schedules yet handled on Broadway. Richard Coward is vacationing in France, polishing off some new tunes which may be used in one of the playlets. Miss Lawrence is still in London. Cast is due to arrive here early in October.

### 'Fun at the 5 and 10,' Or the Hutton Shoppe Revue in B'way Preem

By JOE BIGELOW  
On the very site where Florenz Ziegfeld staged the 'Follies' where the greats of the 'legitimate' read their classic lines, where Marcus Loew and William Morris created new styles in entertainment on that very site showmanship rides again. To this, immortal list of names, add another—Woolworth's. 'Fun at the 5 and 10,' spectacle in two floors and 85 counters, presented by Countess Babs Hutton Haugwitz Von Bentlow, opened Friday (14) on the ancient New York-Criterion theatre side, and Broadway had never seen anything like it. It makes Reims (Continued on page 57)

### What Did Happen?

Hollywood, Aug. 18. Planning to New York tomorrow (Wed.), Bennie Russell will make arrangements there to produce his new play, 'What Happened to Broadway.' William Selig is to produce, with present plans calling for a coast break-in.

### Mrs. F.D.R.'s New Mgr

W. Colston Leigh is now offering Mrs. Franklin D. Roosevelt for lecture dates. First Lady was booked heretofore by Clark Getts.

First Lady will do a two-week tour in November after elections.

Berlin. Large screen cathode ray-type projection equipment was used.

#### Philo's U. S. Tests

Philadelphia, Aug. 18. Television broadcast of over seven miles was demonstrated last week by Philco. Indoor and outdoor shots, action pic, telephone conversations, film reproductions and stills were included in showing. Demonstration, in home of Philco's chief engineer, William H. Grinditch, was attended by newspapermen, who were later taken to Philco laboratories and shown broadcasts carried on concentric cables. Included in demonstration was broadcast of pix taken in dark, image of hot iron being shown on screen 7 by 8 inches. Showing was held to keep public informed of progress of television development, Grinditch said. Asserted widespread use of television by public is still long way off, re- (Continued on page 58)

# HOLLYWOOD HAPPY THE ASTOR-THORPE CASE IS OVER, BUT THE PRESS ISN'T

**It Was a Field Day for the Usually Gloomy August Newspapers—More Reporters in the Court Than Spectators—News Bunch, Even After Settlement, Wanted to Steam It Up Anew**

Hollywood, Aug. 18. "Hollywood is itself again. The Mary Astor-Dr. Franklin Thorpe custody proceeding for their four-year-old daughter is over with and the widely publicized 'diary' of the film star has gone somewhere. No one knows where but Superior Court Judge Goodwin Knight, Thorpe's lawyer, at one time, was the legal rep for Dr. Thorpe.

The whole thing was a headache to the film colony. It was the sole subject of conversation at the out of studios, homes, cafes and theatres. Everyone was conjuring what was in the book. There were two of the diaries and both now are tucked away with hopes that the contents, especially the first, will never see daylight again, so far as the persons who found themselves described in it are concerned.

Contents of the first never got any court unraveling, but the members of the press from east, west and everywhere had a glimpse at its contents.

George S. Kaufman was in the second volume. When suddenly, after many attempts to bring the two parties together and the court stumbled for the sake of the four-year-old court prize the principals were fighting for, the white flag of combat was waved, it was a tough blow to the sensational press of the nation.

August is a time of the year when news of any consequence, outside of war stuff and politico-hot-stove dope, is scarce, made this a natural, more so than usual. The diaries called it "Hollywood's fear of the truth." Off the record they lambasted everyone in the picture biz who tried to influence Miss Astor to call a halt to the dirt-dishin' fracas. They lampooned a number of important studio heads, producers and lawyers representing film interests who felt it was their duty to save the faces of the pie mob.

Silberberg's Good Work  
The persuasive interest of Mendel Silberberg, Hollywood attorney, figured in the first trial. Silberberg conferred outside of court sessions with the principals and their attorneys. He frankly told Miss Astor the meale was not going to do the picture industry any good or help her any with the public. He argued that notoriety killed many a picture personality and that it should be in the interests of all concerned that the public should not be fed any more dirt. That took close to two weeks but the perseverance of Silberberg proved successful.

Biggest cry came from the eastern scribbles, especially the New York contingent, when they found the yarn, an overnight bonanza of news, all dried up. Almost all knew pretty well the contents of the now famous 'diary' and were only waiting for the court cues planted through evidence to let loose what they had stored away. It was just a matter of time-release.

The N. Y. Daily News, which sent Roger Dakin cross country to cover the story with Florabel Muir, its local rep, one day printed 60 columns of matter. Other N. Y. papers and midwesters, went 12 to 15 columns daily. The local papers did their share, too.

Bonanza for A. T. & T.  
The telegraph companies had a golden harvest with the daily fling of press matter for the wire services and the dailies.

Brian Bell, local manager of the Associated Press, and Belman Morin headed the covered the story. Morin Wagner for the United Press, Paul Harrison for NEA, Sheila Graham for NANA, and Dorothy Rose, sent out N. Y. for Universal Service. N. Y. Times' chief, Teddy Berkman to chore for them. The various correspondents for the eastern and foreign papers also had oars in the affair besides the large delegation of local scribbles. Courtroom contained more newspaper people than spectators.

The newshounds worked in and out of court on various phases of (Continued on page 32)

## LEDERER AS STRAUSS IN THALBERG MUSICAL

Hollywood, Aug. 18. Irving Thalberg has set Francis Lederer in the title role of "Johann Strauss" which will be produced elaborately at Metro.

Dimitri Tzouk, will adapt the Viennese waltz king's classics as soon as he completes the original score for "Lost Horizon." Frank Capra production at Columbia.

## Reinhardt in Paris Preparing His 'Danton'

Paris, Aug. 7. Max Reinhardt is now in Paris busying himself with the collecting of all necessary data for his next film, "Danton," based on Romain Rolland's play.

Author, who has just witnessed his play becoming the "Passion Play of the Popular Front" at a Paris stage, has written the dialog for the screen version.

Music based on French Revolutionary songs of '93, "La Carmagnole" and "Ca Ira" will be taken care of by Eric Wolfgang Kornfeld.

## Swarthout's Next

Hollywood, Aug. 18. "Show Business," by Lew Lipton and Bartlett Cormack, has been bought by Paramount for a heavy-budgeted musical.

William LeBaron produces, with cast to include Gladys Swarthout, Jack Benny, Fred MacMurray, Cary Grant, Allen Ramnoff. Cormack is doing the screenplay.

## Tuttle Harries Home For Fur's 'Holiday'

London, Aug. 18. Frank Tuttle is returning to Hollywood immediately to direct "College Holiday," Paramount musical, which Marian Thompson will produce. Start scheduled for Sept. 7.

Cast includes Jack Benny, Mary Boland, Burns and Allen, Martha Raye, Eleanor Whitney and Dorothy Lamour.

## Brown's 'One More'

Hollywood, Aug. 18. Metro has ordered Clarence Brown to do one more picture before breezing Europeward for two months.

Director is readying yarns for his assignment.

## METRO'S 2 STOCK INGENUES

Halla Stoddard and Tookie Hunter, summer stock ingenues, have been signed by Metro.

Al Altman now grooming them for screen tests.

## A H'wood Natural

Hollywood, Aug. 18. Zeni Vatori had only a small part in Universal's "Magnificent Brute," but he handled it so well studio gave him a contract.

His only speaking part consisted of the word 'yes,' and that cinched it.

Actor loses his family tag in the bargain.

## Wyler Winding Up 'Come and Get It' When Hawks Walks

Hollywood, Aug. 18. With another week's shooting ahead, Sam Goldwyn's "Come and Get It," Director Howard Hawks anked Aug. 13 and was supplanted by William Wyler, who completed "Dodsworth," few days earlier.

Hawks issued a statement asserting that he believed Goldwyn should complete the picture in his own manner.

## CANTOR'S ATTORNEY DUE FOR 20TH DEAL

Hollywood, Aug. 18. Abe Berman, personal attorney for Eddie Cantor, is en route here to sit in on the proposed deal for Cantor and 20th Century-Fox which is said to call for a total of \$1,000,000 for three piz to be made in two years.

Cantor has returned from Frisco and is conferring with Darryl Zanuck and William Goetz on preliminaries.

## SAILINGS

Aug. 29 (Quebec to London) H. J. Davis (Empress of Britain).

Aug. 22 (Los Angeles to New York) Mr. and Mrs. Gene Buck (Santa Barbara).

Aug. 21 (London to New York) Edward Alperon (Ile de France).

Aug. 19 (London to N. Y.) Helen Hayes, Charles MacArthur (Queen Mary).

Aug. 19 (San Francisco to Sydney) Walter Hutchinson, Mr. and Mrs. Stuart F. Doyle (Montevideo).

Aug. 18 (New York to London) Mary Connelly, Nigel Bruce, Mr. and Mrs. Basil Rathbone, Princess Natalie Paley, Dwight Deere Wiman, Mrs. Robert Woolsey, John C. Wilson (Normandie).

Aug. 18 (New York to Havre) Mr. and Mrs. Bernard Shubert, Bernard Sobol (Paris).

Aug. 15 (New York to Los Angeles) Katherine DeMille (Santa Elena).

Aug. 12 (New York to London) M. C. Levee, Jr. (Queen Mary).

## ARRIVALS

Sol Hurok, Edward Johnson, Harry Fleischman, Morris Gest, Ruby Newman, James Whale, Hassard Short Jr., and Mrs. Jack Segal, Alice Cocea, Ted Husing, Mr. and Mrs. Lanny Ross, Ruth Selwyn, Grant Mitchell, Al Goodman, Kathleen Barrie, Lou Clayton.

obtained work by the phoney nuisance route.

Last week Metro had to contend with a chap who set up a buzz-saw and worked it when the company was shooting scenes. He was employed, and explained to execs that he enjoyed his homework.

Neighbors in same locality recently took exception to noises made by workers on the set and transferred their radio sets to the porches. When 'silence' was sounded, the locals went to work with the radios—full blast. In some cases, production costs soared.

## Hash and Rehash

By JOE BIGELOW

**Counting a Film Star**  
Your last film grossed a billion  
You're beautiful and smart  
You're worth at least two million,  
And we're so in love, sweetheart,  
You have culture and good breeding,  
You're a female master mind;  
To you, Shakespeare's trashy reading,  
And to top it all, you're kind.

Your smile is most entrancing,  
You have plenty of saffron fair,  
You were made for this romancing—  
What teeth, what eyes, what hair!

Oh, it's ecstasy to adore you so;  
I'm left limp by your kisses fiery;  
But before we proceed, I'd like to know—  
Lady, do you keep a diary?

Viva La France

Cecilia Ager, VARIETY's fashions expert, asked for Europe last week. Her real purpose in going abroad is to find out if it's proper to wear white spats with a tuxedo.

After the Preview

Producer: Well, boys, how did you like the picture?

1st Yes Man: Magnificent!

2nd Yes Man: Wonderful!

3rd Yes Man: Co-sassal!

4th Yes Man: Fine.

Producer (to 4th Yes Man): A reactionary, eh?

Giveways

Presenting guest stars with the radio, instead of paying them regular salaries is the latest idea in radio. But it sounds too much like unfair competition. With such advertisers as Studebaker and Packard giving the actors automobiles, makers of cheaper products can't compete. The Camel Caravan, for instance, can't expect to get acts for a pack of butts, or even a carton.

Therefore the small product companies will have to find a substitute.

A few samples of the radio payoff in the near future, in lieu of the regulation wampum:

Chase & Sanborn—Each guest star receives an amateur.

All House Show Boat—All guest stars get a free boat ride up the Hudson.

Fleischmann's Yeast—Giving away Rudy Vallee.

Radio could carry out the idea still further and need not confine it to guest star bookings. For example, advertising agencies could give away adjustable surveys, NBC could give the correct time and actors could give away their agents.

'NBC Tourists Multiply'—VARIETY headline.

Not in the studio, we hope.

Diary of an Agent

(Uncensored)

Aug. 13—No word yet from Danny Nipup over at the Nonpareil Broadcasting System. I thought he was my friend. Since he got to be a big man he's just like the rest of 'em. Phoned his secretary six times today, but she said he's still in conference. That conference is havin' a longer run than Tobacco Road! Once I heard him yell out: "Put two dollars on Nellie M. in the fourth at Saratoga for me." I'll keep after him tomorrow.

Aug. 14—Still no word from Danny. Have been turnin' down vaudeville propositions right and left for my acts, but I'm no sucker. It's radio or nothin' for an artist representative of my class and ability. Danny is sure to come through for me, though.

Aug. 15—Well, diary, I got the brush. He never called me, but I heard about it in a roundabout way. I should of known better. Nipup never was any good. Anybody that did a lousy act like him, I should of steered clear of in the first place. He wasn't always a big radio executive. He had to quit dancing on account of various venes which he inherited from his grandmother, who was a chorus girl in burlesque. What do you think happened, diary? Nipup and those other off-to-Buffalo at the network auditioned my acts just to test out a new sound room!

Aug. 16—The more I think of what Nipup did to me, diary, the more I burn. I'd remind me of the matter in my mind. He says that his audiences the double feature and his friends the double cross. But Nipup or no Nipup, I am goin' places in this radio racket.

Aug. 18—Boy, is this my lucky day! I am sittin' in my office this a.m. openin' the mail and shakin' the envelopes for money orders when I walk a big tall and that's plenty! Speech for my money. With me doin' better than Tolson without usin' his knees, and has some physic. Very little experience. Used to be an m.c. in Max's Busy Bee. But he'll learn.

Aug. 20—Workin' on my new Caruso. He can croon through either end of the megaphone. A genius in the rough. Enrique Madagasin, that's what that's plenty! Speech for my money. With me doin' the steerin', he'll tear this radio business wide open. I'll ask \$1500 for him right away.

Aug. 23—Enrique is ripe for radio. Had him up all night singin' through a mike in a rehearsal hall. Cost me \$9.50, but I'll get it back with divi-divi. I told him he can't work without mike technique. He says it's just the same with me, he's rather do a single. Hope he don't make any cracks like that in front of a sponsor.

Aug. 23—I am not takin' any chances on my new boy with them network artist bureaus. I hear they don't stand so good with the advertiser's guys as I do. I'm sure that the only way to get action in radio is to go direct to the advertiser's agencies. I am takin' my boy Ginzay up for an audition at Button, Dutton, Fadout & Moskowitz tomorrow.

Aug. 24—Was up to Button, Dutton, Fadout & Moskowitz this a.m. Boy, is that class. Nine floors in the Empire State Bldg. an' that's only a branch office. Diary, if I ever get tired of peddlin' actors, that's the radio for me. You don't do nothin' all day but think up screwy ideas. A pretty gal goin' 60 miles an hour in a roadster is an ad for a washin' machine. I don't get the connection, but it sounds like a soft touch to me. Well, I walk into a reception room that must of been a model for the Grand Central Station, and a girl at the desk asks me a million questions 'til I am applyin' for a life insurance policy. Then she tells me to wait. I wait two hours in a big armchair that's so soft when I get up my elbows are pointin' out. She tells me I can have an appointment with their radio man tomorrow.

(To be continued)

More Trademarks

George Jessel's mother, Grace Allen's brother, Roscoe Ailes' sister, ZaSu Pitts' flutter, Jesse Owens' dashes, Joan Crawford's lashes, Bojangles' triple taps, Ernest Truett's taps, Barriert Hector's toes, September Morris's pose, Izzy Heber's strippers, Philly Censors' clippers, Ely Culbertson's bids, Papa Dionne's kids, Irving Berlin's songs, Major Bowes' songs, Freddie Allen's gags, Saratoga's naps, Jolson's benched knees, Crosby's v-p's, Preem Carner's shoes, Crosby's boo-boo-booos, 'Way Down East's' blizzes, Harlow's oh-gee-whizzes.

## Nuisance Value to Silence Noise While on Location Now a Racket

Hollywood, Aug. 18. New racket has been tossed right into the lap of producers. This racket, which really is as the dictionary defines it, has majors in a sweat and something is going to be done about it, they say.

Seems that when a company goes on location in the city for exterior shots, a carpenter or laborer sets up his noise-making apparatus and goes to work. Consequently, an assistant shoots over and hires the buddy. In several instances it has since been learned that the noise-maker thus

obtained work by the phoney nuisance route.

Last week Metro had to contend with a chap who set up a buzz-saw and worked it when the company was shooting scenes. He was employed, and explained to execs that he enjoyed his homework.

Neighbors in same locality recently took exception to noises made by workers on the set and transferred their radio sets to the porches. When 'silence' was sounded, the locals went to work with the radios—full blast. In some cases, production costs soared.



# RADIO JUST DOESN'T CARE

## Ufa Objected to Louis Adlon, Jr., Negri's Sec'y, but Pola Wins Out

Berlin, Aug. 9. Pola Negri, now stronger here than ever, seems to have her own way generally these days. Miss Negri's latest escapade was hopping out of town to Switzerland, in the midst of production on "Shanghai-Moscow," because UFA couldn't see eye to eye with her on a couple of items. Soon as she blew Ufa got busy, arranged things her way and she's back.

Trouble was twofold. First is the fact that her secretary is Louis Adlon, Jr., son of the hotel owner, and forbidden to hang around the studio. Second is that she insists on being paid in foreign currency, and the studio wasn't coming through that way. When \$13,500 piled up due her, and the studio offered her marks, Miss Negri shied and pointed to her contract. Then, without consulting her argument she and young Adlon hopped a plane to Berne.

Having already sunk something like \$140,000 in the production, UFA got seriously upset and began coaxing Pola back home. By this time she had several new ideas. Studio complied all around, promising to get her at least half her coin in foreign currency in the future, which is satisfactory since she can use the marks in the other half for local expenses. Adlon, Jr., is permitted to hang around and UFA is paying her an advance on her next picture plus a guarantee that no claims of indemnity would be attached.

When Miss Negri returned she was given a warm reception, cameras began grinding and an announcement went out that her 'slight attack of flu' was better.

## DOUBLE TOPPER FOR DOUBLE SIMON AT FOX

Hollywood, Aug. 18. Simone Simon will be starred in "The White Hunter," and in a remake of "Seventh Heaven," by Darryl Zanuck. "Hunter" goes first and she'll play opposite Warner Baxter.

The yarn, with an African background, originated from Gene Markey, who will be associate producer. Irving Cummings will direct.

No date has been set for start of "Heaven."

## Lloyd's War Rates Up, Affects Newsreels

Spain's civil warfare has boosted Lloyd's war risk rates sky high, according to information received by film company home office here. This interests newsreel companies vitally, since all now cover their cameramen and the planes they use in Spanish battle zones with full war insurance.

All-U. S. newsreels have representatives covering Spain's imbroglio.

## E. G. Robinson Pug Yarn

Hollywood, Aug. 18. 'Kid Galahad,' prizefight yarn by Francis Wallace, will be Edward G. Robinson's next starrer at Warners. Ross Alexander will play title role with Robinson his manager. Seton I. Miller is screenplay.

Production slated for Oct. 1, when Robinson returns from Europe.

## WORKS BOTH WAYS

Hollywood, Aug. 18. Lloyd's of London clinched a perfect publicity gag when the outfit wrote insurance on Lloyd's of London, picture being made by 20th-Fox.

Policy covers production costs against injury or illness of 12 principals in the cast.

## RKO Duos Raymond, Sothern in 'Profile'

Hollywood, Aug. 18. As result of preview reaction to RKO's "Walking on Air," Sam Briskin is teaming Gene Raymond and Ann Sothern again in "Million Dollar Profile." Other top names will be Helen Broderick, Erik Rhodes and Eric Blaire.

Joseph Sanley directs and Edward Kaufman will produce picture from an orig by H. S. Kraft and Muriel Schack. "Viola Brothers Shore, who adapted "Walking on Air," is doing "Profile."

## Duce's Film Head Eyes Hollywood Prod. Standards

Hollywood, Aug. 18. In an effort to stock Mussolini's new studios outside of Rome with American producers, stars and technicians, Il Duce's picture czar, Carlos Roncoroni, is en route to the Coast, ostensibly to study American methods of making films.

Roncoroni called Dr. A. H. Giannini Aug. 12 of his plans. The president and chairman of the board of United Artists will entertain Mussolini's envoy when he arrives. Roncoroni has charge of Italy's mammoth studios.

Walter Wanger already has made plans to produce one picture in Rome next spring.

## FLOCK O' FILM FOLK SET FOR AIR COMM'LS

Hollywood, Aug. 18. Camel air show bookings set by Charlie Morrison of the Feldman, Blum & Young agency include Irene Dunne, Sept. 8; Charles Boyer, Oct. 13; Claudette Colbert, Oct. 20; Ann Sothern, Oct. 27.

Miss Sothern is also booked, along with Roger Pryor, for Shell Chateau, Sept. 12. Shell is auditioning Henry Armetta and Neville Flesoon this week.

A third air deal arranged by Morrison for Miss Sothern, together with Paul Lukas and Mary Brian, involves a series of transmissions to be waxed out here for D. L. & W. coal.

## Karloff with Oland In Next Chan Pic

Hollywood, Aug. 18. Warner Oland will have a co-starrer, Boris Karloff, in "Charlie Chan at the Opera," at 20th-Fox. Karloff returns from Europe soon.

Charles Belden and Scot Darling are doing the Chan script, which Bruce Humberstone will direct.

## RKO Nabs Ann Preston

Hollywood, Aug. 18. Ann Preston, former NBC dramatic player out of the Chicago studios, who was brought here by Universal for a test, was grabbed off by RKO on an optional term.

## SIDNEY'S TIME OUT

London, Aug. 18. Upon completion of her stint in "The Hidden Power," for Gaumont-British, Sylvia Sidney left for a three-week vacas on the Continent.

Then she'll return to Hollywood to do a picture for Walter Wanger.

## EXHIBS' SQUAWKS UP TO FILM BIZ

### Advertising Agencies Aver That the Fact the Studios O.K. Their Film Stars on the Air Puts the Theatre Owners' Peeve Up to the Producers

### PLUS OTHER ALIBIS

Opinion among the bigger advertising agencies employing topflight film names for radio productions is that the current exhibitor squawk about burning up marquee values on the ether is no affair of theirs. These agencies are inclined to think that the exhibitor has yelled 'wolf' so long that the cycle is getting monotonous. Their contention is that so long as exhibitors are a general, rather than a specific threat, they have nothing to put their finger on by way of 'cooperation.'

While advertising agencies realize that removal of film stars from the kilocycles would be a hardship to them, they feel pretty secure for the moment. Originally film stars used to get onto the air for a song (figuratively), because it was nice plugging for the star, the picture company, and the films. Later the performer got more radio money as radio prospered, and then competition started unloosening the coin. But in more than 80% of the cases, the pic name was always signed with the consent of its parent film company. In short, the advertising agency feels it's done its duty by way of securing 'consent' in filmdom's high places.

If squawks arise, the agency thinks that they should be registered with the film producers. The mere consent by the film companies right along is enough of an omen to the agency men that stars will continue to be available. Hence 'cooperation' with the exhibs is viewed as a premature gesture, things being as they are. There's always that pic 'consent' to make the agency execs feel secure, as well as the exhib's willingness to dangle bigger and bigger coin.

### Radio as a Star-Maker

Furthermore, the agencies bank strongly on their old argument that the ether makes stars as quickly as it allegedly breeds them. Historically the film companies' yen to get such players onto the air is cited as justification. Additionally, there is a sizable roster of air-built names now signed by the pic. Among these are Bob Brown, Nino Martini, Rudy Vallee, Lily Pons, Marion Talley, Jack Benny, Burns and Allen, etc. True, several were distinguished already in their own fields, but in a very limited degree, until radio exploited and popularized them.

Agencies figure that if the whole hullabaloo is as bad as the exhibs make it out to be, the coming fall radio slots won't be as loaded with pic names as they are most all of them secured with picture producers' consent.

## Majors Have 11 Color Pix in Work Or on the Tapis; Indies Plan More

Hollywood, Aug. 18. Ratio of color pictures for next season will be three to one over last season, according to Coast production schedules. In the major group, 11 technicians will hit hit screens as compared to three released last year. Indies also plan more color production.

Features either in work or to be made by the various companies include: "Ramona" and "Wings of the Morning," for 20th; "Garden of Allah" and possibly "Adventures of

## Only 35 of Each 1,000 Average \$19 Wkly; To Discourage More Extras

## Kiepura's New Viennese Film on Good Start

Vienna, Aug. 7. Jan Kiepura's new picture, "Opening," scored a hit at its first showing in Salzburg. Film, which was produced by Gloria-Tobis Sascha here, co-stars F. J. Csepka. Music is by Denes von Buday, with book by P. L. Meyring. It was directed by Carmine Gallone.

Same producers also premiered "Puppets" ("Puppet Show"), having to do with the famous Viennese ballet by Bayer at the Mirabell.

## ROSE'S \$100,000 PER PIC IDEA CHASED 'EM

Hollywood, Aug. 18. There being no bidding for his services, Billy Rose returns to Fort Worth tomorrow (Wednesday) without the producer-contract he thought awaited him here. Rose huddled with several producers but that \$100,000 per pic scared them off.

Darryl Zanuck evidenced some interest but not at that figure. "Frontier Days" management in Ft. Worth is reported paying Rose \$100,000 for handling amusements, having paid 75 grand, and remainder due end of this month.

## BETTE DAVIS SAILS, MAY MAKE ONE PICT FOR G-B

Hollywood, Aug. 18. In an effort to iron out possible legal complications in an event she makes a picture for Gaumont-British while under suspension at Warners, Bette Davis sailed Aug. 15 from Montreal to discuss situation with M. C. Levee, her agent, in London.

Actress ankled from studio when no like deal in 'God's Country and the Woman.'

Harmon O. Nelson, Jr., her husband, accompanied her to Europe.

## Gladys Hurlbut Stays On to Doctor Her Play

Gladys Hurlbut has been given an indefinite leave of absence by Metro to stay in New York and work on her play, "Lover's Meeting."

Play was given a sticks tryout last week by Theatre Embassy, who is producing. Wants to fix several rough spots in it and bring it in as pronto as possible.

Tom Sawyer, for Selznick-International; 'God's Country and the Woman' and the 'Desert Song'; Warners; 'Sea of Souls' and 'Beau Geste', Paramount; 'Vogues of 1937', and an untitled picture to be made in Italy by Walter Wanger for United Artists; 'The Love of Arabia', to be produced by Alexander Korda in England for UA release.

Features made last year were 'Becky Sharp' and 'Dancing Pirate', Pioneer-Radio release, and 'Trail of the Lonesome Pine', Wanger-Par release.

Hollywood, Aug. 18. Wanting to discourage registrations of newcomers, Central Casting Corp. has issued a pamphlet stating a livelihood was impossible in the extra ranks.

Pamphlet shows figures for the first six months of the present year, noting that 137,139 placements were made during this period, with 15,275 different people filling the jobs. Of these, 13,463 extras earned less than \$200, with 12,075 earning more than that sum but less than \$500. Only 333 extras of the total number placed earned over \$500 during the half-year.

Statistically, this means that only 35 out of every 1,000 employed during that period earned as much as \$19 a week.

Pamphlet says that only two classes want work, i.e., those who have completed chores as actors and are no longer in demand, or newcomers. Advises both that if they want to earn a living not to try it through extra work.

## LLOYD READING NEXT PIC FOR PAR RELEASE

Hollywood, Aug. 18. Harold Lloyd has rented space at the General Service studio to produce his next picture for Paramount release.

'Picture, from an orig by Francis Cockrell, will get started within two months.

## UFA DUO AT METRO

Hollywood, Aug. 18. Metro has assigned Baroness von Cube, authoress of "Be Mine Tonight," to the Gregor Robinson unit. Pair formerly were paired when with UFA in Berlin.

Studio also plinned Noel Langley, Bradbury Foote and Becky Gardiner to new contracts.

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## Two 20th Pix Into Roxy, Another For the Par, Selling Away from Music Hall; Roxy Up to 75c Top

With the Music Hall, N. Y., and 20th Century-Fox breaking on a film deal for the 1936-37 season, 20th is selling its product away from the big house, with one picture booked for the Paramount and two into the Roxy. A fourth, first from 20th this season, "Road to Glory," which the Roxy took two weeks ago when the Hall turned a cold shoulder. Inability to get together with the M. H. following disagreement over a bill of less than \$100,000 claimed due to picture commitments, caused the breach.

Twentieth has not entered into any blanket deal for first choice on its 1936-37 product and it may be that the company will not favor any particular house, including the Roxy. "To Mary, With Love" was sold the Par and goes into that house following current attraction, "You're for Me, Darling." The two so far are "The Girls' Dormitory," due there Aug. 28, to be followed by another "A" release from 20th, "Sing, Baby, Sing." Although a deal that set with the Hall for the 20th picture for the coming year was called off, 20th offered these pictures singly to the Hall before going to the Par and Roxy. Hall turned "The Mary" down from accounts, partly because it had played numerous other first runs around the country but Par hopped on it and turned around to sell the Hall a picture of its own, "My American Wife."

Rivoli has No 20th Edge Nothing additional has been sold the Rivy by 20th. That house follows "Road to Glory" (20th), with "Last of the Mohicans" (Rivoli-USA) and "Dodsworth" (Goldwyn-USA), which gives the Rivy no playing time for perhaps two months or longer. The Music Hall tried to get "Moloch" and is said to have offered a very high guarantee to United Artists. It goes into the Rivy regardless, with a franchise at that house on UA product, for another year that has preference.

In selling two of its new season's pictures to the Roxy, 20th induced the Roxy to increase its scale to 75c top when the 20th pictures played there. Plans also call for spending considerable on advertising.

Music Hall has had first call on Fox pictures since its opening. Several months ago, 20th offered the theatre would play 20th-Fox again during the coming year but disagreement arose over commitments asserted by 20th for the season. The ending, "The Rocketeer," which was refused to pay the amount claimed due by 20th on the ground that pictures not picked up in line with comments lacking, 20th took the attitude was said to have been that the contract had no clause concerning quality.

## BERT LAHR'S FIRST FOR U IS TOP O' THE TOWN

Hollywood, Aug. 18. Bert Lahr has been signed to a term contract at Universal, and his first assignment will be the ace comedy spot in "Top o' the Town." This Lou Brock production, Walter Lang directing, is slated for Sept. 1 cameras. Others cast include Gertrude Niesen, Ella Logan, Lester Allen, Peggy Ryan and Deanna Durbin.

## Bill Fields on Mend

Hollywood, Aug. 18. W. C. Fields has recuperated sufficiently at the Pasadena sanitarium from his long siege of illness to be able to take the air in a wheel chair. Currently, Paramount is preparing "Bag of Tricks" as his next picture.

## Schaefer's N. W. Huddles

Hollywood, Aug. 18. Product deal for the Evergreen Circuit has George J. Schaefer, United Artists sales head, in Portland conferring with H. Parker. He goes next to Seattle for a product talk with Frank Newman for the Evergreen houses in Washington before returning east. U. A. deal with Fox-West Coast was shifted east with little prospect of its closing for several weeks.

## Carnegie Tech's Campus Queen Matriculates at U

Pittsburgh, Aug. 18. It's a long-term contract with Universal for Mary Elizabeth (Polly) Rowles, recent graduate of Carnegie Tech drama school here. Pact came last week following series of exhaustive tests for local gal on Coast. She was sent out there on recommendation of an eastern talent scout.

Tech student body last May named Miss Rowles 1936 Campus Queen and she's been active in amateur theatricals here for some time. Gal's 22, tall and blonde, and is due home shortly for a brief visit before beginning her first flicker, as yet unannounced.

Couple of scouts of other studios, here on talent-hunting expeditions, passed her up this spring.

## READE, SCHINE AMONG BIDDERS FOR ROXY, N.Y.

Walter Reade and Meyer Schine are among bidders for control of the Roxy theatre, N. Y. Others include Warner Bros., and the possibility exists that Spyros Skouras (National) or Fox Film may walk in on the situation. Paramount, which was interested in the spot some time ago, apparently has decided to let matters remain as is.

Roxy will shortly up its scale from 55c to 75c top.

## Fowler's 'Career Woman' Starrer for Claire Trevor

Hollywood, Aug. 18. Gene Fowler's yarn, "Career Woman," will be made by Sol Wurtzel, at 20th-Fox, Claire Trevor starrer. Milton Feld, former Par theatre operator, will be associate producer, with Lewis Seiler-directing. Lamar Trotti is adapting.

## Curtiz Directs 'Danton'

Hollywood, Aug. 18. Warners has assigned Michael Curtiz to direct "Danton," which Max Reinhardt will produce as his beginner on his new studio pact. Flicker slated to start about Oct. 1.

## Del Rio's 1st at Col.

Hollywood, Aug. 18. Dolores Del Rio will make "Depths Below" her Columbia initiative instead of "Women Are Wise." Richard Dix and Chester Morris will co-star. Eric Kenton will direct with picture slated for start in 10 days. Story is an origin by Norman Springer, adaptation by Dalton Trumbo and Jerome Chodorov.

## Roulien's Jungler

Hollywood, Aug. 18. Raul Roulien is due here shortly from his personal tour in Rio de Janeiro. He's bringing back "Jangada" picture of primitive jungle-land. Negotiations are being made for American distribution.

## WB'S QUENTIN PIC

Hollywood, Aug. 18. Ray Enright will direct "San Quentin" for Warners from the original by John Bright and Robert Tasker, Tom Reed is scripting. Pat O'Brien and Ross Alexander top the cast.

## MG TAGS LANDI

Hollywood, Aug. 18. Elissa Landi, recently back from picture work in London, has been given a term pact at Metro. She'll go into "After the Thin Man." Hunt Stromberg produces.

## PAR MARCHES ON

Studio Making '37 Broadcast Selections Yarn for Next Year's Musical

Hollywood, Aug. 18. Although Par's "Big Broadcast of 1937" is still before the cameras, event, and by Lee Brown, as the probable foundation for the "Big Broadcast" of 1938.

Harlan Thompson has been assigned to produce the 1938 musical.

## BROWN OUT IN RKO STORY TUFF

Hollywood, Aug. 18. Lew Brown has bowed out as a producer at RKO after a tiff with Sam Brin in over story treatment of the filmusical Brown was to make. Briskin okayed Brown's songs for the film but couldn't see eye-to-eye on the yarn.

Joe Penner's RKO picture, "Roaming Round," will be directed by William Seiter. Lew Brown was to have produced this one, cast including Patsy Lee Parsons, Phillip McMahon, Parkyakus, Helen Brock and Victor Moore. Paul Yawitz and Phil Epstein were to have done the screen play from an original idea by Brown.

Hal Horne gets the production assignment instead. It's his first at RKO. Yawitz has been transferred from scripting "Roaming" to "Night Waitress" at RKO. Richard MacCauley goes on the scripting of former picture.

## Nashville Cinemas

Dictate 'Reviews' Dailies Crack Down

Nashville, Aug. 18. Nashville's three daily newspapers have cracked down on publicity stories and film notices are barred except on Sundays. There has never been any real cinema criticism in Nashville because, certain of the local houses wouldn't stand for adverse notices. Honest reviewing was tried a number of years ago on one paper but threat to halt advertising quieted it and has kept it silent ever since.

Papers had used stories clipped from press books and pictures sent in by managers usually in proportion to advertising lineage taken. Now only Sunday theatre page with picture layout is carried. Copy is still puff stuff supplied by the managers. There are still stories on programs for the week of the two local radio stations, usually with art. Radio columns are not permitted to carry trade names.

In the no-publicity agreement signed by each paper, provision is made for legitimate criticisms, but so far none have appeared on films except a review of a special advance showing of "Green Pastures."

## M-G Gets Forster

Vienna, Aug. 7. Rudolf Forster, German picture star, has been signed by Metro, and is scheduled to go to Hollywood shortly for his first production. Was Elisabeth Berger's vis-a-vis in most of her important German films.

## Von Sternberg and Marcin Form Own Prod. Unit; GN to Release?

Hollywood, Aug. 18. Josef von Sternberg and Max Marcin are negotiating with Grand National for a releasing arrangement following their formation of a production unit with three pictures scheduled for the coming season. Deal, it is understood, will be closed on the return from England of Edward Arlson. Von Sternberg would direct "Prisoners of Chance" as his first under the plan, with Marcin supervising.

## GN Set to Function Sept. 15 with 28 Exchanges; Hayes, Bickford Dickers

## Cohen's Next 5 Yarns

Hollywood, Aug. 18. While his first production, "Personal Appearance," first of Emanuel Cohen's pictures for Paramount release is before cameras, producer has selected next five stories to be made. Meanwhile, Cohen is going over list of 50 titles to replace "Personal Appearance," with "Go West Young Man," being tops currently.

In connection with his quietest, Cohen has assigned Dore Schary to script "Mind Your Own Business," an orig by John Francis Larkin; Doris Malloy is adapting "Happiness Preferred," novel by Frank R. Adams; Coningsby Dawson is writing an orig around the title "End of Adventure," "The Clock Ticks On," another orig, is being adapted by William Rankin and Philip MacDonald.

When Waldemar Young returns from Europe he'll do the screen play for the Gary Cooper picture, adapted from Richard Connell's "Statepost" serial, "What Ho!"

## GN'S OWN EXCHANGES IN GREAT BRITAIN

London, Aug. 18. Edward Alpersen made no deal while here and it looks that he will establish his own exchanges instead. Alpersen contemplates sending several of his directors to make individual production here, designed for both the local and American markets.

President of Grand National sells for America Aug. 21 and final decisions will be made after his arrival.

## MG Recalls Lonsdale

Hollywood, Aug. 18. Frederick Lonsdale, loaned recently to work on "Angel," a Paramount yarn for Marlene Dietrich, has been recalled by Irving Thalberg at Metro. Lonsdale, who had been at Paramount for month, will leave shortly for London to work on an original idea for Thalberg.

## Lonsdale Scripts 'Zenda' For Powell-Loy at MG

Hollywood, Aug. 18. Frederick Lonsdale is screenplaying "Prisoner of Zenda" for Irving Thalberg production at Metro. William Powell and Myrna Loy will co-star.

"Zenda" was first four-reel film, made in 1912, with Priscilla Dean. Metro plans to give the Anthony Hope melodrama a lavish production.

## Ready Crosby's Next

Hollywood, Aug. 18. "Trouble in Paradise," next Bing Crosby starrer at Paramount, is being scripted by James Gow and Edmund North.

Arthur Hornblow, Jr., will produce.

## ARNOW'S CASTING AIDE

Hollywood, Aug. 18. Joe Arner has been taken from the Warner studio purchasing department and made assistant to Maxwell Arnow, casting director.

## Talley-Bartlett Asking \$6,500 as Vaude Team

Marion Talley and Michael Bartlett, as a team, are being offered to the New York vaude bookers. Asking price, \$6,500.

## Dancer's Sour Luck

Hollywood, Aug. 18. Two bad breaks followed entrance of Thomasita Bird, 19-year-old acrobatic dancer, into filmdom. While practicing two weeks ago, she fell and broke her nose. Last week she fell again and injured her pelvis. After undergoing an operation at the St. Vincent's hospital, it was reported she would be confined another two weeks.

Grand National, which Monday and Tuesday (17-18) held a two-day convention in New York, to be followed by a two-day meet at Chicago Thursday and Friday (20-21), will be ready to function Sept. 15, with a total of 28 exchanges then opened as a starter. Three additional exchanges for a total of 31, including branches in Canada not yet lined up, may be added later.

In England a deal was looked for under which British International would distribute GN in English territory, but a cabled dispatch from London says Alpersen may set up GN's own exchange system.

Edward L. Alpersen, president of GN, is in England now on an exchange deal and for overtures to Helen Hayes. Company wants Miss Hayes for pictures.

Producers and stars to fill out the 52-features GN will offer its first season have not all been set. Deal with Charles Bickford has not yet been closed, but negotiations are still going on.

Of the 52 pictures, there will be eight westerns to be produced by Ed Finney and eight melodramas, four of which will be turned out by George Hirshman with Conrad Nagel starring in the latter melmers haven't a producer as yet.

Boris Petroff will make four musicals, while Hirshman, in addition to the melos, will turn out five unit pictures, made with Hirshman, a development of the old Magnacolor process. Douglas MacLean is to do from four to six features. Two will star James Cagney. Frank W. Gay will make four, to be known as novelty features, while Ray Friesen will make a singleton, "Killers of the Sea."

GN's start with 28 exchanges will have it represented in Albany, Atlanta, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Des Moines, Detroit, Kansas City, Los Angeles, Milwaukee, Minneapolis, New Haven, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, Portland (Ore.), St. Louis, Salt Lake City, San Francisco, Seattle and Washington.

Hollywood, Aug. 18.

Ben Zeidman's two productions for Grand National release will be "Sweetheart of the Navy," from an orig by Dorothy Yornett, and "Five Little Peppers" from yarn by Margaret Sidney. Producer washed up his first GN release, "In His Steps," last week.

## 'VAGABOND' REMAKE THIS TIME BY METRO

Hollywood, Aug. 18. Paramount may sell "Vagabond" King to Metro as a starrer for Jeanette MacDonald and Nelson Eddy. Paramount had the musical up for a remake, but lacked available names for the top spots.

Studio made the picture six years ago with Miss MacDonald and Dennis King.

## Colbert as Langtry

Hollywood, Aug. 18. Claudette Colbert will play the Lily Langtry role in Paramount's "Jersey Lily." Stuart Lake authored and is at the studio currently doing the screen play. Fred MacMurray will have the male lead.

# ORDER AUDIT OF FOX BOOKS

## Look for 100% Payoff to RKO's Debenture Holders on Reorg

There is a 100% payoff in prospect for RKO's debenture holders, according to financial opinion, regardless of whatever plan of reorganization is formulated finally for the company. If RKO's plan, under which, does not differ essentially from other plans which were promulgated in similar situations elsewhere in the industry, the debentures will be replaced partly by a preferred stock issue. Secured creditors may participate in such a new issue. Also, the chances are that the presently outstanding amount of common shares will have to be reduced.

On the other hand, it is possible for the promulgators to offer part cash and part new securities to debenture holders, and secured creditors.

The trade is hopeful that the interests in RKO, with the fullest cooperation of creditors and security holders, can file a plan of reorganization by Sept. 1. Yet, the indications on the inside are that a definite plan may not be completed until possibly a week later, perhaps not until after Labor Day. Official indications are that no final plan has been formulated, although study and work on the situation continues with unabated effort.

It is felt that by indicating a willingness to compromise the \$100,000 Rockefeller Center claim against RKO, the Rockefeller people have given RKO's reorganization chances a tremendous boost, hastening the company's emergence from its 77th situation.

### Judge Bondy's Allowances

Before sailing for Europe last week on his annual vacation of six weeks, Federal Judge William Bondy passed on several comparatively minor matters in connection with the RKO reorganization proceedings. Irving Trust, as trustee, was allowed its claim of \$6,000 for expenses and disbursement for the first six months of the year, while William Donovan, as attorney, was granted \$50,000 for his services during the same period. He had submitted a bill for \$85,000, but Judge Bondy decided "this amount was a little too high." For auditing RKO's books during 1935, Price Waterhouse Co. was given \$3,300, amount petitioned for.

The estate of Samuel F. Rothafel (RKO) was allowed \$172,271 on its claim of \$231,500, plus the value of 10,000 shares of class A stock of RKO. The claim was based on salary due RKO from Feb. 6, 1934, to March 29, 1935, the date when the late impresario's contract would have expired.

Judge Bondy also signed an order directing Referee Richard B. Scandrett to look into the claim of F. Fiegel against RKO for \$11,629 for his services as an advertising agent. Fiegel claims breach of contract, but his allegations have been disputed by the "Trenton" Advertising Co., which asserts it is entitled to the fee and not the plaintiff.

## Still Another Commish Suit Over U Film Sale

Carl Laemmle through his attorneys on Thursday (13) posted a bond of \$500 with the N. Y. County Clerk to insure costs of having the suit of Edwin Lavin, business agent, transferred from the N. Y. supreme court to the Federal district court. Lavin is suing Laemmle and Judge Willard S. McKay, the former's legal representative, for a 5% commission in connection with the sale of Universal Pictures to Standard Capital Corp. last year. Lavin estimates he is entitled to \$250,000 commission on the \$5,000,000 transaction.

Recently Laemmle's attorneys moved to have the action transferred on the grounds that all parties concerned were residents of California.

## Gene Zukor to Coast

Hollywood, Aug. 18. Understood that Barney Balaban, president of Paramount, may shift Eugene Zukor to the Coast, as studio representative of the foreign department (Zukor, presently's assistant to John W. Hinks, v-p, in charge of Par's foreign end).

Eugene Zukor has been with Paramount for more than a decade and has served the company effectively in almost every division of its activity.

## PAR DICKERING DE MILLE ON 5 YR. PACT

Hollywood, Aug. 18. Paramount wants Cecil B. De Mille to continue with studio on expiration of his present contract after he completes "The Plainsman," now in production. Understood studio is trying to sign him to straight five-year pact, calling for minimum of two pax yearly which he is to produce and direct.

Par execs are satisfied with De Mille's work on "The Plainsman," which he'll bring in on the \$850,000 budget allotted the picture.

George Antheil arrived here last night (Monday) on a hurry call from Boris Morros to score De Mille's "Plainsman."

Morros sent word to New Mexico where Antheil had been recuperating from an illness, that he wanted the composer to write a few bars of his ideas on what the music for the picture should be, on the train en route here, and play them over on arrival in order not to waste time.

## NEW PRODUCER PACT FOR SISK AT RADIO

Hollywood, Aug. 18. Sam Briskin has handed a new associate producer's contract to Robert Sisk at Radio.

Having just completed "Don't Turn 'Em Loose," Sisk has in work on preparation "Behold the Bridegroom," Barbara Stanwyck-Henry Marshall picture, "Outcasts of Poker Flat," "The Plough and the Stars," on which he is co-producer with Cliff Reid, and "She Sang for Her Supper."

## Films a \$2,000,000,000 Biz; Pays Taxes to U.S. of \$100,000,000 a Year

Washington, Aug. 18.

Statistics on motion picture business compiled by trade sources were last week concentrated by N. D. Golden, Commerce Dept. film section expert, into brief history of American film industry showing it to be among first 10 single commodity industries of the nation, paying Government over \$100,000,000 a year in taxes and spending similar sum in advertising, \$77,000,000 of it in U. S.

Capital investment in this country placed at \$2,000,000,000 out of world total of \$2,650,000,000 of which \$1,800,000,000 is in theatres.

Relying on trade figures for which department accepts no responsibility, Golden places number of houses in U. S. at 18,508, 16,989 of which are wired for sound, and 15,378 are operating. New theatre construction during year ended last April placed at 258 costing \$21,500,000, which was

## MRS. WM. FOX OPPOSES MOVE

U. S. Referee in Bankruptcy Rules That the Corporation Apparently Was a 'Conduit' — Foxes Contended That the All-Continental Corp. Was a Private Holding Company for the Wife

### N. Y. BROKERS' EXAM.

Atlantic City, Aug. 18. An audit of the books of the All-Continental Corp., the \$5,100,000 concern which William Fox said he turned over to his wife, was ordered today (Tuesday) by Federal Referee Robert E. Steele at a hearing of the former film tycoon's voluntary bankruptcy action. Counsel for creditors, with \$9,000,000 of claims against Fox, had made several moves to examine the All-Continental books but his lawyers claimed that Mrs. Fox owned the company and that its affairs were therefore irrelevant to those of Fox. The business, the referee ruled, "seems to have been confined to holding securities originally transferred to it by Mr. Fox. It seems to have been used as a conduit for the business transactions of the bankrupt himself, and other corporations which he owned and controlled."

The corporation was the creation of the bankrupt himself; every dollar of its capital came from him, by formation of it he divested himself of a very substantial portion of his property. All of its capital stock, now allegedly owned by his wife, has never been transferred upon the corporation's books. From the beginning he retained in his possession and under his control the securities forming its assets; in numerous instances he dealt with the assets as his own.

Notes given by the bankrupt to the corporation have been foreclosed by sale of additional assets of the bankrupt a few months prior to the bankruptcy; other assets were sold by the bankrupt to the corporation just prior to his bankruptcy. The frequent occurrence of erasures, corrections and interlined in the books of the corporation, in most instances apparently on transactions involving the bankrupt. . . . This chain of facts demonstrates clearly that the affairs of the corporation were so related to and intertwined with the property and affairs of the bankrupt as to render absolutely necessary a complete audit of the books.

Mrs. Fox had charged, in a brief filed last Friday (14), that the move

(Continued on page 21)

## Details on the GB-Metro-20th Deal Finally Look Set After Considerable London Stalling

### Reynes Switches to Par

Hollywood, Aug. 18. Paramount has signed Maurice Reynes to a producer's contract. Swings over from Metro where he combined his producer chores with heading the new talent school. He will work under William LeBaron.

## BALABAN'S PAR H. O. ECONOMY ORDER

A general economy wave has struck the Paramount home office in New York on direct orders from Barney Balaban, president. Savings in general operation, no matter how slight, are being asked.

One of the forms of economy is the curtailment of telegraphed reports. Air mail is the suggested substitute for wires except in important instances where extra speed is necessary.

Theatre grosses, which were formerly wired to the operating department are now being mailed, with the result that b. o. reports are being delayed two and three days.

Among the cuts are Homer Traw, accountant executive, who has been with Paramount 17 years, and Jack Pendat, also in the accounting division. This department has been reduced 25%, while the same cut in personnel has been made in the statistical branch at the home office. Under the new economy setup, the accounting and statistical departments are combined under Paul Ralbourne, former Public Theatres accountant executive.

## NEW GOLDWYN ASSOC. PRODUCERS; BILLING

Hollywood, Aug. 18. Merritt Hulburd and George Haight have been given the status of associate producers by Sam Goldwyn. Hulburd draws producer credit on "Love Under Fire."

Goldwyn will henceforth give screen credit to members of his production staff active in picture making under a new policy.

London, Aug. 18. No papers have been signed yet on the Gaumont-British deal with 20th Century-Fox and Metro-Goldwyn-Mayer, but all details have been agreed upon. Metropolitan and Bradford Trust, which controls G-B, will be dissolved and 20th, Metro and the Ostrer brothers will have 975,000 shares of Gaumont-British, comprising 40% of the entire stock, split among them. This will practically put them in control.

The Ostrers will have an option on the Ostrer's one-third of the 40% holdings. Samuel Eckman, Jr., head of M-G here, will join the directorate of G-B as head of distribution for the three companies here. There will be no public stock issue.

There was heavy dealing in G-B shares last Thursday (13), and transactions in the stock continued between brokers even after the official stock exchange closing time. It was understood that the interested parties had reached a definite agreement, with only the legal details being discussed, and completion expected any minute. Lord Ostrer declares that whatever the result of the negotiations, control will remain in British hands.

Richard Dwyght, one of the lawyers, opined that the deal will go through. J. Robert Rubin, who has been here investigating for several weeks, was understood to be holding up the deal, not being satisfied that the arrangement gave Metro anything very advantageous.

American financial circles are neither bullish nor skeptical over the probable success of the current Metro-Gaumont-20th Century deal. Many matters in that situation must be thrashed out for which purpose American accountants and attorneys are now in London. An agreement in principle may be attained by the parties now in London but this must be subsequently approved by the boards of directors of the respective firms.

Sidney Towell, treasurer of 20th Century-Fox, is now in London on the deal, as are American accountants sent over. Richard Dwyght, Hughes, Shurman & Dwight, general counsel for 20th Century-Fox; Joseph M. Schenck, chairman of the board of 20th Century-Fox and J. Robert Rubin, v-p, and general counsel for Metro-Goldwyn-Mayer are all in London. Also Edwin P. Kilroe, 20-Fox's home-office attorney.

## ROGERS SIGNS THREE FOR U, TREKS EAST

Hollywood, Aug. 18.

Three deals for Universal were closed by Charles R. Rogers before he pulled out for New York Aug. 15. New pact was signed with Doris Nolan, now rehearsing in "Daughter of Cain" in New York and sked to return to Hollywood when play ends. Two comedians, Jack Smart, from Broadway, and Edgar Kennedy, screen actor, were added to contract list. They give studio four funnies, others being Bert Lehr and Andy Devine. All except Devine will appear in Lou Brock's production, "Top o' the World."

Willard S. McKay, U's legal counsel, has been out for Gotham after studio confabs.

## Krasna a Par Director

Hollywood, Aug. 18. Norman Krasna has been elevated to director at Paramount and draws the George Raft picture, "Wonderful Town."

Helien Burgess gets the femme lead.

## HENIGSON SETTLES WITH PAR; INDIE PRODUCER

Hollywood, Aug. 18.

Henry Henigson is going into indie production, with a major release arranged. Producer bought off his Paramount contract, which had six months to go.

He owns two yarns which he will put into production, possibly at Pathe, early next month.

## Hays Due Back Sept. 7

Will Hays, president of the Motion Picture Producers & Distributors Association, is expected to return to New York Sept. 7 (Labor Day).

He has been spending the summer at his home in Hollywood.

## Peepul's Cherce

Hollywood, Aug. 18.

Previous editions cards received at Metro for past six months show popular picture preference.

Replies showed 165 for comedies, 169 for musicals, 220 for modern dramas, and 350 for costume dramas.

# POLL SHOWS ANTI-DUAL VOTE BUT CHAINS AVER THEY CAN'T REVERT TO SINGLE PIX

**WB's 4-1 Poll Against Duals Deemed Significant  
but Even Warners' Can't Abide by It Because  
of the Opposition—Same Goes for All the Others**

While agitation may be expected in favor of reducing the number of dual billers in this country, with Warner Bros. interested in this possibility following a poll which showed votes of over 725,000 persons to be four-to-one in favor of singles, other circuits are far from optimistic that anything can be done. Leading chains would prefer to play pictures singly but most situations are forced to double bill because independents refuse to follow any other policy. Paramount (Balaban & Katz) has just been forced to go dual bill in the Chicago territory shortly.

Warner Bros. and its general theatre operator, Joseph Bernhard, have been opposed to duals right along. Its distribution department also precludes the spread of this policy, something that is true of all major districts but none has refused to supply double-biller accounts with film. When Waters undertook a poll of the country through various sources, it did so in the hope that results might influence operators. This is a possibility but while WB is ready to go single bill in its theatres 100%, it cannot afford to do this unless competitors are willing to outlast doubling.

WB feels that the matter is now up to the other major circuits as well as independents, if latter are strong enough in certain situations with their doubling to prevent the bigger chains from an arbitrary move to singles. In some spots operators are sufficiently in control, it is felt, to force independents to single billing, while in others such a force is questionable.

**RKO and Loew's Forced to It**  
In Greater New York, RKO and Loew's were forced to double because of indie strength. This is also true in New England, notably Boston, where Fox tried to get along with singles by playing a lot of shorts but found they couldn't withstand competition. That same situation forced Fox to duals in Chicago where once all operators agreed to outlaw duals, but the agreement didn't stand up.

Big chain operators are dubious about the chances of ending or drastically reducing duals regardless of what the Warner poll with fans showed. They regard the doubling policy as an unfortunate situation but one that is never asking "what can we do about it?"

Even if all major chains got together to try to agree on a pact to eliminate duals, co-operation must be expected of the indie which latter are any threat at all under any policy. In Greater N. Y., the Independent Theatre Owners' Ass'n., which led the campaign for elimination of early bird matinee prices, has considered the doubler problem, but on bringing the matter up before the membership recently stirred up a hornet's nest.

While a large proportion of the fans are assumedly against double bills, the feeling is that the policy may have to run its course until it returns to the point where no one makes any money with it and that something else—which could be a return to singles with something else to dress, such as shorts, stage shows, bands or something.

## ENGEL'S OWN ORIG FOR 20TH-FOX INITIALER

Hollywood, Aug. 18.  
Darryl Zanuck, producer of "Professional Excuse," an original by Sam Engel and has given it to Engel as initialer (his new ticket as associate producer for the studio).

Engel also has been in "Siam" and "Singapore" on its production slate. Former staff scribbler also is doing the screen play for "Exotica."

## KEATON EAST FOR SHORTS

Hollywood, Aug. 18.  
Buster Keaton trains for New York Friday (21) to do two shorts for Educational.  
Starts on first Aug. 31.

## Steele an RKO Producer

Hollywood, Aug. 18.  
Joseph H. Steele, formerly at Metro and Paramount, has been promoted to assistant producer by Sam Briskin to handle two RKO productions. Pair are "Night Waitress" and "We, the Jury."

## MUCH IMPROVEMENT, U REPORT EVIDENCES

There was a net improvement in Universal Pictures' business of nearly \$500,000 during the 13 weeks ended May 2, the company report issued last week revealed. The report is the first to be issued by Universal since control passed to Standard Capital Corp. (J. Cheever Cowdin, now chairman of the board) and Charles R. Rogers, although it covers only about seven weeks of company operations under the new regime. New management obtained control on March 14.

The company's 13-week report showed a net loss of only \$71,393 as against a net loss of \$64,600 for the 13 weeks ended on April 27, 1935. Not only was the loss reduced in this period by Universal but strides made towards placing the company in better financial shape in this period also was reflected in the report covering the 26 weeks ending May 2.

Company reported a trimming of net loss by nearly one-fourth as compared with the 26-week period in 1935. Net loss in 26-week period this year amounted to \$233,055, as compared with \$373,424 net loss in comparable 26 weeks last year.

## Buchman's Col. Initialer

Hollywood, Aug. 18.  
Columbia has bought Robert Buchman's "Athlete Monthly" yarn, "Man Who Won the War."

Sidney Buchman draws it for his initialer as associate producer.

# Favorable Earnings' Reports US Amus. Group to New 1936 High

By MIKE WEAR

Amusement stocks firmed up with remainder of the entire market in yesterday's (Tues.) trading, as activity dwindled further. Loew common, which served as leader with a 56c gain, after being nearly a point higher in early trade. Others to advance fractionally included American Seating, Columbia Pix, cfs, Pathe, Paramount 1st pfd., Radio 1st pfd. and Grand National.

Declaration of 25c divy on Consolidated Film pfd. came so late that it had no effect on the stock. Universal pfd. dipped 2 1/2 to 10 1/2. Warner Bros. pfd. lost 2 points to 53 1/2. Eastman Kodak common lost about the same to 177 1/2.

Amusement stocks followed the general run of issues in last week's stock market, reaching into higher ground just before the market turned dropping near the close.

Early strength of several leaders enabled the Amusement Group to establish new 1936 high at slightly above 47c, as measured by the averages for 12 issues. Though the group dipped to 45, the close at a level just above 47c represented a decline of only 0.187 of a point. Volume held up remarkably well, most issues concentrating on brisk upturns of representative issues.

Despite individual strength in several picture issues, only two new highs were established. They were Loew's common, at 58 1/2, and American Seating, at 28 1/2. Both concluded the week well below these new 1936 peaks.

Slight reaction by the Amusement Group followed two weeks of advance and has bettered more or less anticipated. The decline probably would have been more accentuated if

## WARNERS' NET UP OVER \$2,000,000 IN 39 WEEKS

Net operating profit of Warner Bros. and subsidiary companies rose more than \$2,000,000 in the 39 weeks ended last May 30 as compared with a similar period in 1935. Report made by the company last week revealed net operating profit of \$7,854,772, after deducting all charges—including depreciation, amortization and federal income taxes, as against only \$371,891 in the corresponding 39 weeks last year after similar deductions.

Encouraging part of this statement to stockholders was that this net is equivalent to \$24.77 per share on the 103,107 shares of outstanding preferred stock and 60c a share on the 3,701,080 outstanding common shares. The common share earnings were estimated after providing for current divy requirements on the preferred.

Warner Bros. reported its net for the 39 weeks to total \$7,850,018 before deducting for amortization, depreciation of properties and federal income taxes. Company deducted \$3,872,494 for amortization and depreciation of properties during the period. Set aside \$349,000 for federal income taxes.

Aside from the fact that the company deficit was trimmed from \$14,861,308, as of Aug. 31, 1935, to \$11,979,783, as reported last week, probably the most pertinent feature of the report was that the company showed more than \$2,400,000 available for payment on the preference stock, the actual unpaid dividend on the 103,107 shares of outstanding preferred was figured up to and including June 1 to be \$1,687,088.

The Warner Bros. preferred is entitled to cumulative dividends of \$3.85 per share annually.

## SHIRLEY ROSS' PAR PACT

Hollywood, Aug. 18.  
Shirley Ross has been tagged to a Paramount picture, actress completed "Big Broadcast of 1937" last week under a Metro pact, but that studio dropped her.

Par has assigned her to leading up opposite new Ayres in "Hideaway" now in production, with George Archibald directing.

## Yesterday's Prices

Stock	High	Low	Last	Net
20th-10c Pict.	47 1/2	47 1/2	48 1/2	+ 1 1/2
20th-10c Pict.	47 1/2	47 1/2	48 1/2	+ 1 1/2
20th-10c Pict.	47 1/2	47 1/2	48 1/2	+ 1 1/2
20th-10c Pict.	47 1/2	47 1/2	48 1/2	+ 1 1/2
20th-10c Pict.	47 1/2	47 1/2	48 1/2	+ 1 1/2
20th-10c Pict.	47 1/2	47 1/2	48 1/2	+ 1 1/2
20th-10c Pict.	47 1/2	47 1/2	48 1/2	+ 1 1/2
20th-10c Pict.	47 1/2	47 1/2	48 1/2	+ 1 1/2
20th-10c Pict.	47 1/2	47 1/2	48 1/2	+ 1 1/2
20th-10c Pict.	47 1/2	47 1/2	48 1/2	+ 1 1/2

several favorable reports had not served to bolster sentiment. Warner Bros., Universal, American Seating and Eastman Kodak contributed the cheerful financial reports. However, recent advances had previously discounted this news. Speculation, stocks of the companies involved generally fell back.

**Pre-dep Rise**  
Warner Bros. common's advance had progressed for several days ahead of actual release of the company's report. After holding between 13 1/2 and 14 1/2 for the first three common sold down to 12 1/2 Friday and again on Saturday. Despite this late reaction, they managed to show a fractional gain on the week. The preferred, which of late has been extremely inactive, pushed up 2 1/2 points to 55 1/2 following publication of the report.

American Seating made its new top for the year early in the week. After the earnings statement was re-

(Continued on page 17)

## Inside Stuff—Pictures

In connection with reports on the DuPonts' possible interest in financing a new film production setup, the DuPonts' principal association in the trade is through DuPont film, and in which Pathe owns a 35% interest. DuPont Film is a small division of the DuPont business empire. Grand National in all probability, will be among the biggest users of DuPont film. Other producers including the majors use DuPont product. The Ben Kahane-Winnie Sheehan reports ante DuPont bankrolling got washed when Kahane went to Columbia. Now John E. Otterson is being associated with a Sheehan film producing possibility. Otterson and Sheehan are friends of long standing, but DuPont isn't particularly interested.

Although the title of "Show Boat" has been changed to "Gala Boat" for showing in several foreign lands, reports received by Universal's home office in recent weeks indicate that comparatively bigger grosses are being piled up in Sydney, Mexico City, Bombay, Buenos Aires, Calcutta, Paris and London than obtained in the U. S. Picture is in its ninth week in Sydney and in its third at Brisbane, also in Australia. Reason the title was shifted in some foreign lands is that distributors decided that foreigners would not understand or appreciate the significance of "Show Boat" since it is regarded as a distinctly American institution.

Fawcett's fan mags are stealing march on other rags by sending Sonia Lee, freelance writer, to Callander, Ont. to keep up with 20th-Fox's "Reunion" pic about the Dionne quint. She'll do yards for five mags. Picture will lose added expense on publicity department at 20th-Fox, inasmuch as F. A. Service, Inc., holds exclusive contract for pictures of quint for newspapers and mags and puts heavy price on photos appearing in print. Other fan mags are fighting to get copy from the studio.

Old clap-board signal for starting scenes on picture sets seems on its way out. Bands of major dist. camera, and sound departments had a meeting last week and unanimously agreed to proceed with the elimination. One plan is to install a stop motion device in the camera. The other is operation of a light inside the camera which would fog the film at the beginning of each scene, giving the necessary silent signal to roll over the motors.

Times Square, N. Y., shooting galleries, as well as hinterland nabes, are resurrecting old Mary Astor films and retitling them. Lurid titles, such as "Unfaithful Love," as at the Miami, on Sixth avenue and 46th street, an indie, is a case in point.

Most trade question is what effect the publicity will have on Miss Astor's professional career, after "Doddsworth." In this picture (not yet released), she is cast as the "other" woman.

Two street photographing outfits which snap passerby and hand them ordering. Bands have attracted the attention of Paramount and Columbia. One company called itself Paramount Movie Studios and that its order card, given people as they were photoed on the streets, read that "a Paramount cameraman has just taken your picture," etc. Another card used the name of Columbia. Complaint has been made with the "Better Business Bureau."

Metro tried a new stunt on advance sale of tickets with "Romeo and Juliet" by including a coupon in ads in the N. Y. dailies for the Broadway premiere of the picture. On six days a total of 1,100 replies were received, with advance sale through the stunt for that period amounting to \$1,700. Coupon offered fans tickets for three weeks ahead starting with second night, Friday (21).

Marc Lachman has cinched an exploitation tie with TWA to stage a search for the perfect flying hostess in connection with Universal's "The Flying Hostess." Gals will be selected according to height, weight, personality, intelligence, beauty and charm of Judith Barrett, who struts the title role. Selections will be made in TWA key cities and in theatres playing the film.

Mary Peace, who did the yarn, "Ballyhoo!dums," in Stateport, is otherwise Mrs. Jack Lawrence, Samuel Goldwyn's Boswell on the Coast. Article extols and exploits abilities of all press agents in Hollywood floundering with the exception of Lawrence. Yarn comes through with plug for Goldwyn. Lawrence started piece, but learned his Goldwyn contract forbids him to engage in outside scribbling.

Grand National is taking out insurance on all principals used by contributing producers. First to come within scope is James Cagney, who will be insured for \$1,000,000. Phillip Frane, Hollywood attorney for G.N., has been Cagney at Martha's Vineyard, Mass., to undergo a physical examination for the policy.

Hollywood preview audiences are beginning to tire of hand-clapping by studio stooges. At a recent preem, cash customers hissed and booed when directors were tossed on screen. Audience, however, was very receptive to the film.

Two of the football players used in "The Big Game" at Radio, Frank Alustiza and Bones Hamilton, are being held at the studio on orders from Director George Nichols Jr. Appears boys have more on the ball than a pair of dukes. Other gridgers used in the film have left studio.

## LeRoy Building Unit

Hollywood, Aug. 18.  
Mervyn LeRoy has started building up his production unit.  
He's put Kenny Baker, Ferdinand Gable and Margaret Irving under personal contracts.

## N. Y. to L. A.

Ricardo Cortez.  
Richard Cromwell.  
DeMarco.  
George Jessel.  
Nat Levine.  
Arnold Albert.  
Abe Lastfogel.

## L. A. to N. Y.

Dick Altshuler.  
Mary Lou Dix.  
Joe Higgins.  
Jack Papp.  
Jack Kapp.  
Frederick Lonsdale.  
Willard S. McKay.  
Doris Nolan.  
Elliot Nugent.  
Joe Pers.  
Charles R. Rogers.  
Bennee Russell.  
Fred C. Quimby.

## SCHERTZINGER PARTS COMPANY WITH COL.

Hollywood, Aug. 18.  
Victor Schertzing's directorial contract at Columbia has been dissolved by mutual consent although pact still had more than two years to go.

Difficulty in studio and director getting together on satisfactory assignments was given as reason for separation.

## AMERICAN SEATING NET UP

Operations of American Seating Co. during the first six months of the present year show a net improvement in business over 1935, amounting to more than \$50,000. Company's report for the first six months, ended June 30, reveals a net profit of \$23,439, after charges, as compared with a net loss of \$27,860 in the first half of last year.

American Seating net profit for the last three months amounted to \$20,919 as against only \$2,990 in the first quarter this year and \$18,393 in the June quarter, 1935.



# COMBAT POLITICAL INROADS

## Too Much Palsy-Walsy Stuff in Coast Guard Pix; Gov't Censor in H'wood

Hollywood, Aug. 18. Following burnup over alleged indiscreet handling of characters in Paramount's 'Border Flight', U. S. Coast Guard Service has put the clamps on Hollywood producers. Lieut. Com. George B. Gelly, public relations chief of the C. G., came on from Washington to institute stringent restrictions and has placed Lieut. H. C. Moore to function as technical advisor on forthcoming productions.

Par's flicker had enlisted men too chummy with officers, and junior grade officers too familiar with their seniors. Service also will taboo all so-called gangster stuff along with lines and will soft-pedal or eliminate all flag-waving.

Similar situation occurred in 1928 when Par made 'The Fleet's In', with Clara Bow starred. At that time the Navy instituted rigid regulations for pictures with a Naval background, and then came the Army. Coast Guard rules almost parallel those of the military branches.

After pictures are completed here, and before they can be previewed, they must be sent to Washington for official okay.

Currently four pix with C.G. backgrounds are being made here. 'Trem Carr is finishing 'Rough Waters', which will be called 'Sea Spoilers', for U. Burroughs-Tarzan is getting 'SOS Coast Guard' ready. Radio will put 'Coast Guard' out by Com. Frank Weed into production in October, while Republic is planning 'Michael O'Halloran', to start next month.

## WB-PAR-FABIAN POOL IN B'KLYN TO CONTINUE

Paramount has closed with Warner Bros. on extension of its pooling arrangement covering the Par and Strand, Brooklyn, and is discussing renewal of the operating agreement under which Si Fabian handles the two houses.

The renewal with Fabian may be consummated this week. Any possibility of Par itself assuming operation now looks out.

## \$300,000 Suit Over German Color Rights

Emi Klamt who claims she is one of the pioneers of the films in Germany and a developer of the color photography process of the films, filed suit in the Federal Court, N. Y., on Monday (17) for \$300,000 damages against three of her former partners. She charges the conspirators to her ideas and that they did succeed in damaging her reputation in the picture industry.

Klamt avers in her complaint that in 1924 she entered an agreement with Henry Zollinger, Hans Fraunhofer and Charles Demby, Jr., an attorney, to exploit her color-photo process known as 'Wolf-Heide Color Photography'. The group later conspired to get full control of the product by organizing a Nevada corp., called Photocoin, Inc., for the purpose of exploiting the process. She brought the matter to U. S. District Court of Nevada which decided in 1933 that the patent rights of the invention belonged exclusively to her.

She now alleges that since that time the defendants have consistently persuaded people not to invest in her invention.

## Sax Ends Coast Stay

Hollywood, Aug. 18. Sam Sax, in charge of the Warners-Vitaphone studio in Brooklyn, vacationing here for the past month with Harry M. Warner, goes east next Saturday (21). Sax will start his production of 140 reels for coming season latter part of September.

## Busy Cupid

Hollywood, Aug. 18. Cupid has found a favorite hideaway at the Hal Roach studio.

Trio of weddings have featured last three productions in succession. John Guedel, writer who christened General 'Spanky', and Beth Pingree were last to be wed. Bob Kent and Janet Harper took the stepoff after completing 'Our Rascal' and Billy Baxter, standin for Jack Haley, married Eleanor Crooker while 'Mr. Cinderella' was shooting.

## PLANS SET TO PEP UP AMPA

Directors have nearly completed details of the new progressive program contemplated by the AMPA following a lengthy huddle last week. With only a few more points to be ironed out, the thoroughly progressive setup probably will be ready for submission to membership by the end of this month.

Actual approval or rejection of this program must be made by full AMPA membership roll before it can be placed in effect. Vote probably will be by mail.

With the directorate avowedly in favor of making sweeping changes that will install AMPA as a more virile association rather than strictly a social unit, attitude of majority of the directors currently is to install their program or to seek a new administration. Unless the membership attitude has been radically changed since they installed the present board of directors, such a proposition is expected to obtain the support of members.

## WB, THROUGH CHARNAS, 50% IN WITH B. S. MOSS

Harry Charnas' 50% interest in the new Criterion, on Broadway, slated to open shortly, is reported to be an interest in behalf of Warner Bros. from whom the opening picture has been obtained. This is the new Kay Francis picture, 'The Sign of the Cross'. Policy for the Tower has been set and for the present will continue with its vaudeville setup. This marks exit of last independent first run house.

Under Joffe the Tower was a consistent money maker and much of its success is laid to stage policy.

Deal puts M. W. Reinke in as president of Rewot and manager of the theatre and with Fox in on a 50-50 basis.

## Menken at the Front

Arthur Menken, son of S. Stanwood Menken, socialite Wall Street lawyer, is in the thick of the Spanish fighting as a Paramount newsreel cameraman.

He was rushed into San Sebastian last week when word was received that the town was about to be captured by the Nationalists. Jack Segal of Columbia's foreign department, returned this week from battle-torn Spain, which was part of his two-month visit to offices in Europe. Segal was forced to remain in strife-torn Barcelona when caught unexpectedly in the height of the uprising.

## Whitney Subs Lupino

Hollywood, Aug. 18. Eleanor Whitney was subbed for Ida Lupino in Par's 'Rose Bowl' when the latter was forced from cast because of tonsillitis. Part was rewritten to enable Miss Whitney to tap dance.

## EXHIBS PRIME B. U. CAMPAIGNS

Theatres Will Have the Major Advantage of Some Good Product Between Now and Election Day

## BUT IT'S GOTTA BE SOLD

Aroused by the elaborate and costly campaigns tentatively outlined by the two major national political parties, theatre circuit operators and exhibitors in many sections of the country either are laying plans or have started them on a counter barrage to hold attendance this fall. Exhibitor institutional advertising and publicity designed to combat the influence of the national presidential election campaign will be concentrated in the two-month period which starts Sept. 1.

The MPTOA is assuming leadership among picture theatre trade organizations in acquainting exhibitors with the seriousness of the situation, which will witness the expenditure of \$55,000,000 to \$60,000,000 by the G.O.P. and Democrats alone. Already local units of the MPTOA have followed through on ideas of the parent association.

In suggesting that extra advertising or ballyhoo of some sort is needed, the MPTOA points out what will result if exhibitors display no activity. Whole thing is left for individual exhibitor to decide. After setting forth that the theatre operator will be greatest affected. He's given a choice of going out and striving to sustain attendance or taking it lying down.

Drive by major political parties (Continued on page 21)

## FOX FURTHER EXPANDS IN K.C., TAKES TOWER

Kansas City, Aug. 18. Fox holdings in KC were increased by purchase of stock held by Barney Joffe in the Rewot Corp., operator of the Tower theatre. Joffe was president of Rewot and manager of the theatre since it opened in 1934. Fox string of houses in Kansas City also includes the Uptown, first run, and 12 neighborhood theatres.

Fox pooling deal which includes the Mainstreet, Newman and Uptown, while still lacking official recognition, is now in effect.

Policy for the Tower has been set and for the present will continue with its vaudeville setup. This marks exit of last independent first run house.

Under Joffe the Tower was a consistent money maker and much of its success is laid to stage policy.

Deal puts M. W. Reinke in as president of Rewot and manager of the theatre and with Fox in on a 50-50 basis.

## Admission Taxes Not to Be Upped, Among Others, White House Decides

Washington, Aug. 18.

Assurances that no increase will be made in admission taxes during next session of Congress were given by administration leaders last Thursday (18) following conference at White House between President Roosevelt, Secretary of Treasury Morgenthau, Senator Pat Harrison of Mississippi and Congressman Doughton of North Carolina, respectively chairmen of the two congressional money-raising committees.

Elimination of nuisance taxes which cost more to collect than they return will be sought next session, it was said following conference, but officials later made it plain that this action would not include admissions

## Another Big Free Show—36,000-40,000 Free Ducats in N. Y., Chi, Bridgeport

### Kiddin' on Square

Kansas City, Aug. 18. A Silly Symphony cartoon, 'Porky the Rainmaker', exhibited at a downtown first run house, was unfunny even to the city guys. Cartoon was too realistic in its burlesque of the Midwest drought. Temp has been over 100 for 40 days here, causing worst drought and crop failure in history of this sector. If cartoon should hit the small towns around here the theatre manager would probably find himself the objective of the local vigilante sassy.

## SEE OLYMPIA'S REORG IN FALL

Completion of reorganization of Olympia Theatres, Inc., New England theatre subsidiary of Paramount, is looked for early in the fall, at which time it is expected that Par will set up a partnership in that sector. Marty Mullin and Sam Pinanski, who have been operating the N. E. Par houses under the reorganization, are favored to head the division, if emergence from receivership.

While there have been no hitches in reorganizing New England, progress has been slow. The reorganization first the Goldstein Bros. circuit, a part of Olympia, had to be undertaken. Many leases have been adjusted and various claims purchased by attorneys on behalf of Paramount. Root, Clark, Buckner & Ballantine have been acting in the matter and with m-t of the underbrush cleared out, this law firm now predicts an early reorganization plan.

This will be the last of various Par subsidiaries to emerge from receivership, having gone in early in 1932, when Par Public itself filed in bankruptcy.

## REPUBLIC PIX IN 118 FOX-WC HOUSES

Hollywood, Aug. 18. Floyd St. John, of San Francisco, who holds Republic Pictures franchise for California, has closed deal with Fox-West Coast to supply 118 houses with his product. J. J. Sullivan, F-WC buyer, and St. John closed last week.

Deal provides that F-WC take a minimum of 12 pictures for all houses and permits it to use choice of 30 films for theatres.

A total of 36,000 to 40,000 free ducats are to be issued by the Batten, Barton, Durstine & Osborn advertising agency and its client, Wonder Bread, during the next 11 weeks to merchandise a traveling radio-visual show of revived melodrama. This marks one of the biggest ticket giveaways, and the first major-sized traveling shows cooked up by the ether fraternity since the vast tour undertaken by Kate Smith last winter for A & P.

Current Wonder Bread ops differs in some respects from the usual brand of free entertainment at broadcast (2), the radio boys, but basically the idea is similar to what's gone before. Tour is to cover three cities—New York, Bridgeport and Chicago—using theatres or concert halls in each instance. Most of the show is broadcast by the Mutual Broadcasting System, but there is a half-hour frontpiece preceding the actual broadcast which is distinctly out of the ordinary.

In the radio-visual show (Jack Smart) gives the audience a pep talk, and there are entertaining interludes by performers from the radio program. On the inaugural broadcast (3), the radio boys, but basically the idea is similar to what's gone before. Tour is to cover three cities—New York, Bridgeport and Chicago—using theatres or concert halls in each instance. Most of the show is broadcast by the Mutual Broadcasting System, but there is a half-hour frontpiece preceding the actual broadcast which is distinctly out of the ordinary.

The Route Right now the whole works emanates from Carnegie Hall, N. Y., which has a seating capacity of 3,000. Week of Aug. 23, the stanza moves to Bridgeport where the Lyric has been leased for one broadcast and station WICC tied in. Lyric starts 2,200. Following week (30) Carnegie Hall is again on tap. Starting Sept. 6 and concluding Oct. 18, Chicago will be site of activities. Programs there will be laid in the City Opera which shelves 3,500.

Plays for the broadcasts include such works as 'Under the Gaslight', 'Hawshaw, the Detective', 'Uncle Tom's Cabin', etc. Broadcasts are presented visually as well as for etherization. Costumes and props are used.

Agency and client claim that the ducats distributed for this ballyhoo, but only dealers and distributors, and are not intended for the consuming public. Same plea was made last season by A & P when exhibitors and other shownes squabbling presented the inaugural of the Kate Smith tour. Exhibitors' angle, that regardless of who gets the tickets, it means lost patronage.

Show, together with its frontpiece, consumes an hour and a half, and is additionally ballyhoosed via newspaper space.

## B&K-JL&S FEUD ANEW; BID FOR STATE-LAKE

Chicago, Aug. 18. Battle between Balaban & Katz and the Jones, Linick & Schaefer circuit flared up last week in a new angle when B. & K. entered a bid for the entire State-Lake building which houses the State-Lake theatre, key loop house operated by J. L. & S. B. & K. has been angling for this house for some time, figuring it as competition to the B. & K. Chicago flagship across the street and the pop priced Oriental vaudeville around the corner.

Bid by B. & K. for the building for the entire State-Lake building, the price of \$550,000 is considerably under the original valuation of the property.

## Newfield Berthed at Col

Hollywood, Aug. 18. Columbia has taken on Sig Newfield to handle group of B pictures as associate producer. Newfield has been a producer in the indie field for five years, last being with Ambassador Pictures.

# Plenty to Cheer About in L.A.,

## Cantor Gives Par Socko \$32,500;

## 'Bro.'s Wife' \$32,000, 'Mary' \$19,500

Los Angeles, Aug. 18. (Best Exploitation: State) Theatre operators are doing very big this week. Greater majority of the first run emporiums are doing very big biz and all feel satisfied that they must have the merchandise to get it.

Paramount is top mounter of the week, having Eddie Cantor on the stage with 'Yours for the Asking' on screen. Cantor, in for 50% of the gross, is packing them in live shows as a rule. House will hit \$32,500 mark, which is biggest take since Cantor was there year ago.

Another smash week is being done by State and Chinese with dual attraction, 'His Brother's Wife' and 'Chan at Racetrack' (20th). Last week's pic was heavily exploited and returns are very good, with the two houses in line for better than a \$32,000 aggregate.

'Green Pastures' got off to very smart start at Downtown and Hollywood, doing about triple regular trade on opening day and holding in good shape through first of a two-week minimum.

Pantages and RKO, returning to single bill with 'Mary of Scotland,' will hit a combined \$19,500 on initial week of this pic. Prospects are helping initial trade in these houses as matinees seem to be great for getting the gals in and biz is way above average.

Anthony Adverse is holding up in third week at Carthy Circle with mats also being big and will hit around \$13,500.

Four Star also continuing to do well with 'Nine Days a Queen' in second week. Filmmate seems to be a rather lost cause. House just cannot get there. Current smash playing 'Lost on the Riviera' and will be lucky to hit the \$300 mark. If only purpose of keeping open is to get a few dollars of slough pic it may be worth the sacrifice.

State stressed heavier on exploiting 'His Brother's Wife' than did its companion house, Chinese, so top honors for week go to former. House pulled a y. n. in coming with breakfast of orange juice, doughnuts and coffee. Around 1,800 cash customers went for the first week. House is working that morning. Stunt was pulled for the stenos mostly who wanted to get a load of Robert Taylor. To keep them happy, the house had daily papers went big on the stunt for free news space. House did usual store window display and got a lot of bit extra display space in dailies with Chinese house likewise.

### Estimates for This Week

Carthy Circle (Fox) (1,518; 55-83-110-145) — 'Anthony Adverse' (WB) (2d week) — Exploitation matinee pace with nites sizzling. Pic. Excellent at \$13,500. Last week, second, \$15,000.

China (Grauman) (2,028; 30-40-55) — 'Brother's Wife' (MG) and 'Chan at Racetrack' (20th), dual. Got off to smash business with good pic and headed for big \$13,500. Last week, 'To Mary' (20th) and '36 Hours' (20th) — Last week, final four days, just short of \$6,500.

Downtown (WB) (1,800; 25-35-40) — 'Green Pastures' (WB) — With plenty advance, 'Bally's' this week to smart start and looks as two weeks will be cinch. Current stanza will bring in \$8,500. Last week, 'Tiger' (WB) and 'Down the Stretch' (FN) week combo for eight days at \$4,500.

Filmarte (Fox) (900; 40-55) — 'Lost on the Riviera' (20th). Lucky to get nearly \$500. Last week, 'Dancing Lady' (MG) and 'Big Boy' (MG) (2d week). Holdover too much; final count was an even \$570, terrible.

Four Star (Fox) (900; 39-40-55) — 'Nine Days a Queen' (G-B) (2d week). With plenty advance, 'Bally's' (2d week), holding good gait and will finance the stanza with around \$3,500. Last week plenty good at \$5,700.

Hollywood (WB) (2,756; 25-35-40-55) — 'Green Pastures' (WB). Started big at \$3,500. Last week, 'Down the Stretch' (FN) and 'Benny' (WB) — Last week, 'Tiger' (WB) and 'Down the Stretch' (FN) week combo for eight days at \$4,500.

Pantages (Pan) (2,700; 25-35-40-55) — 'Mary of Scotland' (RKO). Had an excess price premiere night ahead of RKO theatre and did good on start. With preview to help along, first week plenty ok at \$10,500, though no smash in advance. Last week, 'Inspector' (U) and 'Shakedown' (Col). Quite tepid and wound up with a so-so \$4,300 for six and half days.

Paramount (Partnar) (3,595; 30-40-55) — 'Yours for Asking' (Par). Huge show. If it had not been for He's almost all the draw and bringing the house a terrific \$32,500. Last week 'Rhythm on Range' (Par) — Second and final week, \$15,000.

RKO (2,550; 25-35-40-55) — 'Mary of Scotland' (RKO). Getting matinee trade. Nights bit shy but okay;

\$9,000 for first week. Last week, 'Postal Inspector' (U) and 'Shakedown' (Col), also being by coupon. Preview, plenty good at \$8,300 count. State (Loewy-Gro) (2,024; 30-40-55) — 'Brother's Wife' (MG) and 'Chan at Racetrack' (20th), dual. Cinch \$18,500, very big for house. Cinch week, 'To Mary' (20th) and '36 Hours' (20th) (2d week). Final four days got healthy \$8,000.

United Artists (Fox-UA) (2,100; 30-40-55) — 'To Mary With Love' (20th) and 'Hours' (20th) (2d week). Dual. Coming through with nice profit at \$4,500. Last week, 'Suzy' (Col) and 'Rialto' (20th) (2d week), four-day holdover on stanza fairly good at \$2,800.

## Local Show on Stage with 'Jim' \$28,000 in Cap

Washington, Aug. 18.

(Best Exploitation: Capitol)

Ballyho surrounding changing name of Fox to Capitol, debut of fourth annual all-local revue and nice notices on 'Piccadilly Jim' putting Loew's vaudeville out in front this week. In fact, Capitol is only spot in town in the real doubt.

'To Mary' got nice break at the Palace when critics began 'battle' over whether or not Myrna Loy should have stuck by Warner Baxter in finale. Local p.a. followed up argument by inviting audience to engage in lively halting on question. Earle suffered when its top stage name, Paul Draper, hurt his ankle and cancelled, leaving venue without stellar name and throwing everything on 'Meet Nero Wolfe.'

Capitol's exploitation honors in walk with climax of campaign to change name and gobs on space on local revue.

### Estimates for This Week

Earle (WB) (2,424; 25-35-40-60-70) — 'Nero Wolfe' (Col) and 'vaude' — Tourtoppation and cancellation of Paul Draper as stage headliner keeping this one to disappointing \$12,000. Last week, 'Green Pastures' (WB) nice \$19,500.

Palace (Loew) (2,383; 25-35-60) — 'Brother's Wife' (MG) and 'Chan at Racetrack' (20th), dual. Pic along with everybody else. May, \$16,000. Last week 'Poor Little Rich Girl' (20th) (2d week) — 'Poppy' (Par) and Duncan Sisters ok \$21,000.

Capitol (Loew) (3,494; 25-35-60) — 'To Mary With Love' (20th) and 'Hours' (20th) (2d week). Dual. Pic along with everybody else. May, \$16,000. Last week 'Poor Little Rich Girl' (20th) (2d week) — 'Poppy' (Par) and Duncan Sisters ok \$21,000.

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## Nat'l First Runs

METRO

'His Brother's Wife' (Shea's), Buff, Aug. 21; Alab, B'ham, 21; Loew, Akron, 21; Stan, Utica, 22; Olymp, Miami, 23; Cap, Maine, 27; Alb, Alb, 28; Rial, Newark, 29; Park, Cleve, 11. 'Piccadilly Jim' (State, Cleve, Aug. 21; State, Bost, 21; Loew, Canton, 21.

'We Went to College' (Loew, Dayton, Aug. 21; Mid, K. C. 21; State, Hous, 21; Loew, Wilm, 21; Reg, Harris, 21; Rial, Minn, 27; Belm, L. A., 30; Mission, Alb, Oct. 8; Palm, S. F., 13. 'Devil Doll' (Loew, Toront, Aug. 21; Str, Dul, 25; Park, Cleve, 28.

'Suzy' (Loew, Richmond, Aug. 21; Pal, Ind, 21; Loew, L'vil, 21; State, W. O., 21; Rialto, Memphis, 27; Loew, Toront, 28; Chief, Alb, Oct. 16.

RKO-RADIO

'Mary of Scotland' (Orph, S. L. C. 19; Fox, Tuc, 20; Proc, Newark, 21; Col, Akron, 28.

WARNER BROS.

'The Begonia' (Twenty, Ohio, Canton, Aug. 19; Orph, Davenport, 21.

'China Clipper' (Str, Alb, 21; Str, Akron, 21; Mich, Det, 21; Aldine, Wilm, 21; Proc, Scene, 27; Orph, Davenport, 21; Apollo, Ind, 21; Warner, Milw, 21; Maj, Prov, 21; Keith, Cin, 21; Nat, Richmond, 21; Maj, Hous, 21.

'Bengal Tiger' (Term, Newark, 22; Tower, Passaic, 26.

UNITED ARTISTS

'Last of Mohicans' (Rialto, Butte, Sept. 6; Maj, Dallas, 12; Bijou, Bangor, 12.

'Amateur Gentleman' (State, Louis, Aug. 21; State, Miami, Sept. 4.

UNIVERSAL

'My Man Godfrey' (Orph, S. F., Sept. 3; Linc, Miami, 6; Den, Den, 6; New, Norf, 6; Fox, Det, 11; Keith, Bal, 17; Keith, Wash, 18.

'Crash Course' (Ritz, Alb, Sept. 4; Pal, Toledo, 4; Cap, Dallas, 12; Princ, N'vil, 25; Str, B'ham, 10; Lib, Old, Ky, 29.

'Parole' (Lib, Wheel, Aug. 22; Par, Madison, Sept. 3; State, Chat, 10; Str, B'ham, 16; Grand, Richmond, Oct. 11; Okla, Ky, Nov. 6.

'Postal Inspector' (Bost, Bost, Aug. 19; State, S'ry, 22; State, Rich, 23; Alb, Buf, 27; Adams, Det, 28; Lib, Linc, 30; Temple, Rich, Sept. 12; Grand, Richmond, 30.

'Yellowstone' (Laf, Buf, Aug. 19; State, Rich, Sept. 13; Grand, Richmond, Oct. 28; State, Lex Ky, Nov. 1.

back to satisfactory \$9,000. Last week sock \$17,000.

Met (WB) (1,833; 25-40) — 'Green Pastures' (WB) — Opener. Meet run after big week at Easter yesterday (17). 'Satan Met a Lady' (WB) (17) to make it Sunday (16) with good \$5,500.

'Suzanna' (Loew) (1,583; 25-40) — 'Columbia' (2d run) — Head for good \$5,000. Last week, 'San Francisco' (MG) (2d run), big \$6,000.

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## Pitt. Biz Perks, but 'Scotland,' 10C, Skids; Olsen-Shutta 'Jim' Big 21C

BING'S HOME TOWN

Tacoma Give 'Rhythm' \$2,400 H.O.—Temple \$4,000

This being Bing Crosby's home town, Tacoma making a lot of 'Rhythm on Range.' Big first week warranted the unusual for Tacoma—a second. It's doing \$2,400 this week. Tacoma is doing an about turn. Three leading houses singled, billed, the Blue Moose alone dualling. This is a old dual town.

### Estimates for This Week

Blue Moose (Hamrick) (750; 18-27) — 'We Went to College' (MG) and 'M'Liss' (RKO), dual. Good \$1,800. Last week, 'Garden Murder Case' (MG) — Law in Her Hands (WB) (2d week), \$1,800, moderate.

Musie Box (Hamrick) (1,400; 18-27) — 'Poor Little Rich Girl' (20th), Singleton, good for \$4,000. Last week, 'Fury' (MG) and Border Patrolman (20th), dual, \$3,000, okay.

'Rhythm on Range' (Par) (2d week), solo. Still okay for nifty \$2,400. Last week, 'Fury' (MG) and Border Patrolman (20th), dual, \$3,000, okay.

Rialto (Everick) (1,300; 18-27-37) — 'To Mary' (20th). Headed for good \$3,000. Last week, 'Devil Doll' (Loew) and 'Fish Eye' (Rep), dual, \$2,200, bad.

K.C. Weather, Biz Both Hot; 'Jim' \$19,500

Estimates for This Week

Alvin (Harris) (2,000; 25-35-40) — 'Ging' (Dormitory) — Exploitation debuts of widely-publicized newcomers have been pretty depressing at b.o. here, but this one's proving the exception. With \$19,500, or \$7,500, or better. Last week, 'To Mary With Love' (20th-Fox), got \$6,500.

Fulton (Shea-Hyde) (1,750; 15-25-40) — 'Educating Father' (20th-Fox) — Exploitation. Good \$1,800. Nothing to sell in this pair. Will be lucky to get \$3,000 in six days, with pair being wary and day ahead of schedule. To bring out 'Sing' (20th-Fox) tomorrow (19), last week, second of Poor Little Rich Girl (20th-Fox) (19), last week, slightly better, \$1,800.

Stanley (WB) (3,600; 25-35-40-55) — 'Mary of Scotland' (RKO). Isn't living up to expectations and looks like a real disappointment at \$10,000, slightly better, \$11,000. With one rave, another lukewarm and a third a pan. Last week, 'Suzy' (MG) — 'To Mary With Love' (20th-Fox), around \$5,000, fine.

Warner (WB) (2,000; 25-40) — 'Satan Met a Lady' (WB) (2d run) — 'Parole' (Lib, Wheel, Aug. 22; Par, Madison, Sept. 3; State, Chat, 10; Str, B'ham, 16; Grand, Richmond, Oct. 11; Okla, Ky, Nov. 6.

Estimates for This Week

Maiden (WB) (3,300; 25-40) — 'Mary of Scotland' (RKO). Chopping 'em off to tune of \$14,000. Last week 'Rhythm on Range' (Par) was steady word word of mouth getting a nice \$13,000.

Newman (Par) (1,900; 25-40) — 'Rhythm on Range' (Par) (2d run) — Welcome respite from the poppy dual policy and encouraging at \$14,000. Last week, 'Secret Agent' (GB) (2d run) — 'To Mary With Love' (20th-Fox), got a short \$5,500.

Midland (Loew) (4,000; 25-40) — 'Piccadilly Jim' (MG). Got \$19,500 in sight. Last week, 'Brother's Wife' (MG) nice \$18,500.

'Parole' (Lib, Wheel, Aug. 22; Par, Madison, Sept. 3; State, Chat, 10; Str, B'ham, 16; Grand, Richmond, Oct. 11; Okla, Ky, Nov. 6.

Estimates for This Week

Albama (Wilby-Kinney) (2,800; 30-35-40) — 'Suzy' (MG). \$6,400, fair. Last week, 'Rhythm on Range' (Par), \$6,500, moderate.

Ritz (Wilby-Kinney) (1,800; 25-30) — 'Girls' Dormitory' (20th). Around \$2,500. Last week, 'Witness Chair' (RKO), \$2,500, light.

Devil Doll (MG) (800; 25) — 'Satan Met a Lady' (WB) (2d run) — 'Parole' (Lib, Wheel, Aug. 22; Par, Madison, Sept. 3; State, Chat, 10; Str, B'ham, 16; Grand, Richmond, Oct. 11; Okla, Ky, Nov. 6.

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Pittsburgh, Aug. 18.

(Best Exploitation: Alvin) Biz on the upgrade again this week, strongly indicating summer doldrums are just about over. Weather seems to be kind last fortnight with mild temperatures the rule, and things seem to be looking up throughout Golden Triangle, presaging a hefty fall season. Only one real disappointment came up, and that's 'Mary of Scotland' at Penn. On strength of what Hapburn flicker has been doing elsewhere, at least a \$15,000 season was expected, but 'Mary' was some within five grand of that. Notices lukewarm and picture dropped off after fairly decent week end.

Combo of George Olsen-Ethel Shutta and 'Piccadilly Jim' at Stanley zooming WB delivery to punt \$21,000, best take this house has had in several months. Simone Simon coming in for plenty of attention at Alvin in last week's 'Sing' (20th-Fox), and although picture's only rated fair, interest in new personality will bounce gross along to \$7,500 and possibly more.

To big general-run-of-newspaper campaign, Alvin added some smart plugging of its own. 'Satan Met a Lady' (WB) (2d run), taking host of ewa billboards, staging a private screening for critics and generally building up interest in picture that Zamuck feels will go places.

Estimates for This Week

Alvin (Harris) (2,000; 25-35-40) — 'Ging' (Dormitory) — Exploitation debuts of widely-publicized newcomers have been pretty depressing at b.o. here, but this one's proving the exception. With \$19,500, or \$7,500, or better. Last week, 'To Mary With Love' (20th-Fox), got \$6,500.

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Midland (Loew) (4,000; 25-40) — 'Piccadilly Jim' (MG). Got \$19,500 in sight. Last week, 'Brother's Wife' (MG) nice \$18,500.

'Parole' (Lib, Wheel, Aug. 22; Par, Madison, Sept. 3; State, Chat, 10; Str, B'ham, 16; Grand, Richmond, Oct. 11; Okla, Ky, Nov. 6.

Estimates for This Week

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Ritz (Wilby-Kinney) (1,800; 25-30) — 'Girls' Dormitory' (20th). Around \$2,500. Last week, 'Witness Chair' (RKO), \$2,500, light.

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Estimates for This Week

Albama (Wilby-Kinney) (2



BUFFALO HANDS \$8,500 TO 'SING'

(Best Exploitation: Buffalo)  
Buffalo, Aug. 18.  
Box offices are showing little reaction to the dog days. Strong film on the local screens are spelling improved business despite usual seasonal handicap. Past 10 days have shown gains for all houses, and particularly where the offerings have been noteworthy.  
Shea Buffalo is well into the upper brackets at \$15,000. To Mary, and Sing, Baby, Sing, at the Lakes is building up to a sizable \$8,500. Both the Century and Lafayette are well above average.  
Buffalo did a good job with 'To Mary', particularly in the distribution of 15,000 circulars tied up with the Saturday Evening Post. Local angle of the national Postal Telegraph hookup brought several thousand fillers to accompany telegrams and news displays in window show windows. Main street stores used headlines in sales packages while the florists and fashion shops went for Loy displays.

**Estimates for This Week**  
Buffalo (Shea) (3,400; 20-40-50)-To Mary' (20th), \$15,000. Last week, 'Rhythm on Range' (Par), \$13,000, good.  
Hipp (Shea) (2,400; 25-40)-'Henry VIII' (UA) and 'First Baby' (20th). Business somewhat sluggish for revivals at \$6,500. Last week, 'Suzy' (MGM) (2nd week), very nice on holdover at \$7,500.  
Lakes (Shea) (3,400; 25-40)-'Sing, Baby, Sing' (20th), getting up to \$8,500. Last week 'Green Pastures' (WB) (four days) and 'Sing, Baby, Sing' (20th) (three days). Sharp drop of 'Pastures' gave first four days less than \$2,000. 'Sing' and 'Baby' gets most of the credit for the week, which went to a nice \$7,500.  
Century (Shea) (3,400; 25)-'Three Cheers' (Par) and 'Heart of West' (Par). Still up here for good \$6,500. Last week 'Spendthrift' (Par) and 'Forgotten Faces' (Par), fine \$6,500.  
Lafayette (Ind.) (2,400; 25)-'Crash Donovan' (U) and 'Final Hour' (Col). Fine business for this combination at \$7,000. Last week, 'Counterfeit' (Col) and 'The Darned' (Col), good for neat \$6,500.

100-114' in Lincoln, Hence Everything's Hot But B.O.

Lincoln, Aug. 18.  
Old Sol. threw another log on the fire this day and temperatures are averaging for at least five hours of the day somewhere between 100 and 114 with humidity up to where it's unbearable. Entire state is in clinch of another boiling siege and the picture houses are suffering. Houses haven't tried any belly-ache cause there's practically nobody on the streets to pay any attention.  
'Public Enemy's Wife' with 'Ticket' at the Lincoln has the best chance of going places this week and will be from average to good. 'To Mary' is at the Stadium but unheralded, hence won't be a smash, unless word of mouth does it late.

**Estimates for This Week**  
Liberty (LTC) (1,200; 10-15)-'Trotter' (20th) plus 'Clash of Swords' (Sup) split with 'Velvet Claws' (P.N.). Fair week in sight with \$900 the possibility. Last week 'Heart of the West' (Par) split with 'Jailbreak' (WB) slowed to \$700; bad.  
Lincoln (LTC) (1,600; 10-20-25)-'Public Enemy's Wife' (WB) dualled with 'Ticket' to 'Lafayette' and 'Lafayette' split with 'Ticket'. Finest outlook of anything on the row, but nothing fancy at \$2,600. Last week 'Green Pastures' (WB) best around and came out with \$2,800; very nice considering it was a single feature program where duals have almost become the policy.

Orpheum (LTC) (1,350; 10-15-20)-'Gentle Girl' (20th) plus 'First Baby' (Par) split with 'Yellow Dust' (20th) plus 'Dancing Feet' (Rep.). Likely to get \$1,600; good, if there's a break in the weather. Last week 'M'Liss' (RKO) plus 'The Route' to 'Kitt' (LTC) split the full route, but only average at \$1,400.  
Stuart (LTC) (2,000; 10-25-40)-'To Mary' (20th). Picture lights on the street and footcote and probably only get away fairly well. Opening pace suggests final flourish of approximately \$3,500; not bad, but had have been \$4,000.  
Last week 'Green Pastures' (WB) wasn't strong enough with the neighbors to go seven days; but was held the week, anyway, finish from expectancy and about \$3,400 falied, a little over average.

Variety (Westland) (1,100; 10-15)-'Riding Blood' (2nd week), split with 'Crash Donovan' (Col.). Week could hope for more than \$900; wear average. Last week 'McKenna's' (2nd week) (Col.) split with 'Crash Donovan' (Col.) split with 'Crash Donovan' (Col.).

Comparative Grosses for July

Total estimated grosses during July for towns and houses listed as previously reported weekly. Dates given are the closing days of the week.

NEW YORK

	July 9	July 16	July 23	July 30
MUSIC HALL (3,380; 40-50-35; 10-11-1-15) High. \$14,800 Low. 4,400	Poor Little Rich Girl (Stage Show)	Bride Walks Out (Stage Show)	Green Pastures (2nd week)	Pastures (2nd week)
PARA-MOUNT (3,000; 25-35-45) High. \$103,000 Low. 8,000	Poppy (Shep Fields) (3d week)	Poppy (Shep Fields) (4th week)	Early to Bed (Bob Crosby) (Mildred Bailey)	Spendthrift (Red Nichols) (Loretta Lee)
ROXY (5,880; 20-35-45) High. \$173,650 Low. 5,200	Harvester (Stage Show)	Fatal Lady (Stage Show)	White Fang (Stage Show)	Earthworm Tractors (Stage Show)
CAPITOL (4,600; 20-35-45) High. \$110,400 Low. 7,000	San Francisco (2d week)	San Francisco (3d week)	San Francisco (4th week)	Suzy (2nd week)
STRAIT (2,767; 35-45-65) High. \$81,200 Low. 5,000	White Angel (2d week)	Public Enemy's Wife (2d week)	Enemy's Wife (2d week)	Satan Met Lady (2d week)

CHICAGO

	July 9	July 16	July 23	July 30
CHICAGO (4,600; 25-40-15) High. \$75,000 Low. 18,500	Poppy (Stage Show)	Public Enemy's Wife (Milton Berle)	Spendthrift (2nd week)	Poor Little Rich Girl (2nd week)
PALACE (2,500; 20-35-45) High. \$35,200 Low. 7,000	Show Boat (6th week)	It's Love Again (Phil Baker, Connie Boswell)	Bride Walks Out (2nd week)	Let's Sing Again (Marx Bros)
UNITED ARTISTS (1,700; 45-55-15) High. \$43,500 Low. 3,300	San Francisco (2d week)	San Francisco (3d week)	San Francisco (4th week)	San Francisco (5th week)

LOS ANGELES

	July 9	July 16	July 23	July 30
DOWN-TOWN (1,800; 20-35-40) High. \$38,500 Low. 1,700	Hot Money (5 days)	Public Enemy's Wife and Two Against World (7 days)	Earthworm Tractors and Boulder Dam (11 days)	Earthworm Tractors and Boulder Dam (11 days)
HOLLYWOOD (2,130; 25-35-40-55) High. \$37,800 Low. 2,400	Hot Money (5 days)	Public Enemy's Wife and Two Against World (9 days)	3 Cheers for Love and Early to Bed (14 days)	Spendthrift (12 days)
PARA-MOUNT (3,100; 40-45-50) High. \$57,200 Low. 5,000	Poppy (Stage Show)	Poppy (2d week)	3 Cheers for Love and Early to Bed (14 days)	Spendthrift (12 days)
STATE (2,624; 30-45-50) High. \$48,000 Low. 4,300	San Francisco (2d week)	White Fang and We Went to College (2d week)	Poor Little Rich Girl and Jones Family (14 days)	Suzy and Half-Angel (10 days)

DENVER

	July 9	July 16	July 23	July 30
DENHAM (1,500; 25-35-40) High. \$16,000 Low. 1,700	Trail of Lonesome Pine (5 days)	Spendthrift (5 days)	3 Cheers for Love (4 days)	There's Always Tomorrow (5 days)
DENVER (2,500; 25-35-40) High. \$27,700 Low. 3,000	It's Love Again (Major Bowes Ams.) (Stage Show)	White Angel (2d week)	Poor Little Rich Girl (2d week)	Suzy (2d week)
ORPHEUM (2,000; 25-35-40) High. \$20,000 Low. 2,000	San Francisco and 3 Goldfishers (2d week)	San Francisco (2d week)	San Francisco (3d week)	Bride Walks Out and M'Liss (2d week)
PARA-MOUNT (3,000; 25-40) High. \$23,000 Low. 1,200	Sons of Guns and Secret Patrol (5 days)	Times Sq. Playboys and Law in Her Hands (5 days)	Dealers in Death and Passing 36 (2d week)	Pride of Marines and One Way Ticket (2d week)

WASHINGTON

	July 9	July 16	July 23	July 30
EARLE (2,242; 25-35-40-10-70) High. \$27,000 Low. 5,000	Princess Comes Across (Vaude)	White Angel (2d week)	Comedietta (Benny Davis)	Earthworm Tractors (15 days)
FOX (3,424; 25-35-40) High. \$41,500 Low. 11,000	Dr. Forbes (Vaude)	We Went to College (Major Bowes Ams.) (Stage Show)	Devil Doll (2d week)	Suzy and Spying is Her (2d week)
KEITH'S (1,430; 25-35-40) High. \$25,500 Low. 3,000	Bride Walks Out (5 days)	Out (2d week 5 days)	Let's Sing Again (9 days)	Farole (4 days)
PALACE (2,467; 25-35-40) High. \$32,000 Low. 2,000	Private Number (2d week)	Private Number (2d week)	Private Number (2d week)	Private Number (2d week)

SEATTLE

	July 9	July 16	July 23	July 30
FIFTH AVE. (2,400; 25-35-40) High. \$26,000 Low. 2,500	San Francisco (2d week)	San Francisco (2d week)	San Francisco (3d week)	Suzy (9 days)
PARA-MOUNT (3,100; 25-35-40) High. \$57,800 Low. 3,400	Dracula's Daughter (2d week)	Last Outlaw and Murder by Aristocrat (3d week)	We Went to College and Sins of Man (3d week)	Girl of Ozarks and Return Sophie Lang (3d week)
LIBERTY (1,000; 10-25-35) High. \$12,600 Low. 1,700	Mr. Deeds (13th week)	Mr. Deeds (14th week)	Mr. Deeds (15th week)	These Three (2d week)
MUSIC BOX (2,000; 25-35-40) High. \$17,000 Low. 1,700	It's Love (2d week)	Love Again (2d week)	Public Enemy's Wife (2d week)	Devil Doll (2d week)

NEW HAVEN

	July 9	July 16	July 23	July 30
PARA-MOUNT (2,348; 30-40-50) High. \$21,000 Low. 2,500	Palm Springs and Sudden Death (3d week)	Spendthrift and Border Flight (4th week)	Return Sophie Lang and I Had a Million (4th week)	3 Cheers for Love and Crash Donovan (4th week)
POLI (3,040; 35-50) High. \$20,800 Low. 4,200	San Francisco (2d week)	San Francisco (2d week)	Poor Little Rich Girl and Educating Father (10 days)	V.L.C. and We Went to College (10 days)
SHERMAN (2,500; 25-35) High. \$15,000 Low. 1,500	White Angel and Navy Born (8 days)	Bride Walks Out and 2 Against World (8 days)	Public Enemy's Wife (2d week)	M'Liss and Easy Money (2d week)

PITTSBURGH

	July 9	July 16	July 23	July 30
PENN (3,300; 25-35-40) High. \$41,000 Low. 3,500	White Angel (2d week)	Poppy (2d week)	Bride Walks Out (2d week)	Green Pastures (17 days)
WARNER (2,000; 25-40) High. \$25,000 Low. 2,000	Dancing Pirate and Sudden Death (6 days)	2 Against World and Min and Bill (6 days)	Earthworm Tractors (3 Stoges)	Public Enemy's Wife (Jimmy Wallington)
STANLEY (3,000; 25-40-50) High. \$48,000 Low. 4,000	Let's Sing Again (Major Bowes Ams.) (Stage Show) (Benny Davis Unit)	Sins of Man (2d week)	Earthworm Tractors (3 Stoges)	Public Enemy's Wife (Jimmy Wallington)

BUFFALO

	July 9	July 16	July 23	July 30
BUFFALO (3,000; 30-40-40) High. \$40,000 Low. 8,300	White Angel (2d week)	Poor Little Rich Girl (2d week)	Bride Walks Out (2d week)	Early to Bed (2d week)
CENTURY (3,400; 25) High. \$22,000 Low. 5,200	Country Beyond and Half Angel (2d week)	Dancing Lady and Call of Prairie (2d week)	Sudden Death (2d week)	Return Sophie Lang and Treachery Rides Range (2d week)
HIPP (2,400; 25-40) High. \$22,000 Low. 3,600	One Rainy Afternoon and Law in Her Hands (4 days)	Crime of Dr. Forbes and Like That (4 days)	Poor Little Rich Girl (2d week)	2 Against World and Gentleman (2d week)

PHILADELPHIA

	July 9	July 16	July 23	July 30
EARLE (2,000; 22-33-55) High. \$33,000 Low. 10,500	Early to Bed (Vaude)	And They Were Married (2d week)	Earthworm Tractors (13 days)	Spendthrift (Benny Davis Unit)
FOX (3,000; 40-50-45) High. \$41,000 Low. 10,500	Poor Little Rich Girl (2d week)	Rich Girl (2d week)	Rich Girl (2d week)	State Fair (2d week)
STANLEY (3,700; 40-55) High. \$48,000 Low. 2,800	San Francisco (2d week)	San Francisco (2d week)	San Francisco (3d week)	San Francisco (4th week)

TACOMA

	July 9	July 16	July 23	July 30
MUSIC BOX (1,400; 10-27-35) High. \$10,500 Low. 1,100	Country Beyond and Squadrons (2d week)	San Francisco (2d week)	San Francisco (2d week)	Earthworm Tractors and Last Outlaw (2d week)
ROXY (1,300; 10-27-35) High. \$7,200 Low. 2,000	Bullets or Balloons (2d week)	Big Noise and One Rainy Afternoon (2d week)	White Fang and Let's Sing (2d week)	Bride Walks Out and Speed (2d week)

MONTREAL

	July 9	July 16	July 23	July 30
PALACE (2,700; 20) High. \$18,000 Low. 4,500	Poppy (2d week)	White Angel (2d week)	San Francisco (2d week)	San Francisco (2d week)
TRIOLE (2,700; 20) High. \$30,000 Low. 5,100	Trouble for Two and 3 Wise Guys (2d week)	Bullets and Balloons and Educating Father (2d week)	Hearts and Hands in Her (2d week)	Earthworm Tractors and Murder by Aristocrat (2d week)
PRINCESS (2,500; 20) High. \$25,000 Low. 4,800	Rhodes and Not Luck (2d week)	Lady Consents and Murder on Bride Path (2d week)	It's Love Again and Olives (2d week)	Meet Nero Wolfe and The Big Noise (2d week)
LOREWS (2,300; 20) High. \$18,000 Low. 3,900	Kink of Rain and Palm Springs (Vaude)	Dracula's Daughter (2d week)	Witness Chair and Hot Money (2d week)	Return Sophie Lang and The Invisible Ray (2d week)



## Dormitory-Osborne Combo Clicks For \$22,000 in Hub; Mayor Bans Beano

Boston, Aug. 18. Orphe and State are all set with 'His Brother's Wife' on total take of about \$37,500 for the two Loew houses with this feature.

Met has apparently succeeded in selling Simone Simon and 'Girls' Dormitory,' with Will Osborne on stage, and is heading for \$22,000, best in weeks.

Keith Memorial holds over 'Mary of Scotland' and will garner \$14,000. Summer season of horse and dog racing is over and house managers look for a pickup in trade as result. New opposition last week was WPA opera at pop prices, playing to big hits at the Opera House. Also reported that WPA will open the Repertory theatre with pop price legit.

'Mastay' is in fourth month at the Park and 'Cloistered' going into ninth frame at the Fine Arts. Foster St. theatre dark for first time in 21 years, for renovations. Mayor Mansfield has promised to clean up Beano racket here, closing, but still strictly by layout. These stands are shuttered this is expected to shut extra shekels into film box.

**Estimates for This Week**  
Met (M&P) (4,200; 35-50-65) - 'Girls' Dormitory' (20th) and Will Osborne band. Best in weeks, \$22,000. Last week \$20,000.

Keith Memorial (RKO) (2,900; 25-30-40) - 'Mary of Scotland' (14th) and stage show, \$20,000, air.

Orpheum (Loew) (2,000; 25-30-35) - 'Brother's Wife' (MG), single. Will hit around \$20,000.

Keith Memorial (RKO) (2,900; 25-30-40) - 'Mary of Scotland' (14th) and stage show, \$20,000, air.

State (Loew) (2,000; 25-30-35) - 'Brother's Wife' (MG), single. Will hit around \$20,000.

Keith Memorial (RKO) (2,900; 25-30-40) - 'Mary of Scotland' (14th) and stage show, \$20,000, air.

Orpheum (Loew) (2,000; 25-30-35) - 'Brother's Wife' (MG), single. Will hit around \$20,000.

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Orpheum (Loew) (2,000; 25-30-35) - 'Brother's Wife' (MG), single. Will hit around \$20,000.

Keith Memorial (RKO) (2,900; 25-30-40) - 'Mary of Scotland' (14th) and stage show, \$20,000, air.

Orpheum (Loew) (2,000; 25-30-35) - 'Brother's Wife' (MG), single. Will hit around \$20,000.

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Orpheum (Loew) (2,000; 25-30-35) - 'Brother's Wife' (MG), single. Will hit around \$20,000.

Keith Memorial (RKO) (2,900; 25-30-40) - 'Mary of Scotland' (14th) and stage show, \$20,000, air.

Orpheum (Loew) (2,000; 25-30-35) - 'Brother's Wife' (MG), single. Will hit around \$20,000.

Beau (RKO) and Bowes unit, \$6,400, great.  
Paramount (Evergreen) (3,106; 16-21-32) - 'Chan at Race Track' (20th) and 'High Tension' (20th), dual. Big \$4,300. Last week \$4,000.  
Death (Par) and 'Spendthrift' (Par) dual, \$3,600, good.

## 60c 'ZIEGFELD' \$18,000 IN CINCY

Cincinnati, Aug. 18. 'Great Ziegfeld' at the reopened Shubert is pacing the burg currently at \$18,000. Scale of 40-60c is above that of other houses and will be maintained for indel run of several pictures preliminary to theatre's regular vaudeville policy.

Brother's Wife is pulling \$15,000 at the Albee, two grand up on 'Piccadilly Jim' at the Palace. 'Devil Dog' at the Lyric and 'Satan Met a Lady' at the Keith's are hitting around \$4,000.

Cinema trade in general extolled the good for this period, addition of Shubert to downtown string of stands and neat lineup of releases bulging take.

All the loud press and poster shootin' was on 'Ziegfeld'.

**Estimates for This Week**  
Shubert (RKO) (2,200; 40-60) - 'Ziegfeld' (MG). Defiant advance campaign and pop price angle getting \$18,000; big. Will hold.

Albee (RKO) (3,300; 35-42) - 'Brother's Wife' (MG). Fene procession for \$15,000; nifty. Last week 'Girls' Dormitory' (Fox), \$13,000; good.

Palace (RKO) (2,600; 35-42) - 'Piccadilly Jim' (MG). Sweet b.o. at \$13,000. Last week 'Satan Met a Lady' (WB), \$10,000; okay.

Lyric (RKO) (1,400; 35-42) - 'Devil Dog' (MG). All right at \$4,000. Last week 'Miss Nobody' (Fox), dtd.

Keith (RKO) (1,500; 34-40) - 'Satan Met a Lady' (WB). Fair at \$4,000. Last week 'Public Enemy's Wife' (WB), \$6,000; good.

Capitol (RKO) (1,600; 35-42) - 'Girls' Dormitory' (Fox) (2d run). Moved over from Albee; \$3,500; mild.

Grand (RKO) (1,200; 25-40) - 'Poor Little Rich Girl' (WB). Returned for third downtown week; \$2,800; all right. Last week 'San Francisco' (MG) hit swell \$3,000 in closing new city downtown record run of seven weeks.

Family (RKO) (1,000; 15-25) - 'Parole' (U) and 'Champagne Charlie' (WB). Normal \$2,000.

Same last week on 'Arizona Raiders' (Par) and 'Girl of Ozarks' (Par), separate.

Strand (Ind) (1,300; 15-25) - 'Call of Wild' (20th) and 'Transatlantic Merry-Go-Round' (UA), divided, revivals. Fair \$1,500.

Ditto last week on 'Barbary Coast' (UA) and 'Dark Angel' (UA), split.

## ZIEGFELD GAL'S UNIT, 'JIM,' \$27,000, DETROIT

Detroit, Aug. 18. (Best Exploitation: Michigan, Fox) Managers went to town current week on exploitation and big is getting top notch generally. Stage shows topping grosses at town's two vaudeville houses.

Michigan, where 'Piccadilly Jim' and the Ziegfeld girls' 'Glorified Polies' of 1935, will have good \$27,000 in week, built up considerably by a thorough campaign on stage show.

Still played by Woodward avenue widening. Fox nevertheless steps up current stanza, behind good stunts on exploitation.

'To Mary With Love,' could do more than the good for this week if street can be better days ahead, some time after Sept. 1, when widening is scheduled to be finished.

'Green Pastures,' at United Artists, picked up considerably late last week and was held for a third session.

'Satan Met a Lady' (WB) hit \$10,000. 'Anthony Adverse' slated to replace 'Pastures' Thursday (20).

Fox and Michigan had plenty on the ball in race for ballyhoo honors and came out neck-and-neck.

Bar boys romped through routine street repairs, but did a nice job

## 1st Runs on Broadway

(Subject to Change)  
(Week of Aug. 21)  
Astor-Romeo and Juliet' (MG) (20).

Capitol-'His Brother's Wife' (MG) (2d wk).

Musie Hall-'My American Wife' (Par).

Paramount-'Yours for the Asking' (Par) (19).

Rivoli-'Crouching Beast' (Kandall).

Rivoli-'Road to Glibry' (20th) (3d wk).

Roxey-'Seven Sinners' (GB).

Strand-'China Clipper' (2d wk).

Week Aug. 28  
Astor-Romeo and Juliet' (MG) (2d wk).

Capitol-Piccadilly Jim' (MG) (2d wk).

Musie Hall-'Swing Time' (Radio) (27).

Paramount-'Yours for the Asking' (Par) (2d wk).

Rivoli-'Road to Glibry' (20th) (4th wk).

Roxey-'Girls' Dormitory' (20th).

Strand-'Anthony Adverse' (WB) (20).

on Blackstone, working him into a free ticket and interview stunt over CKLW, had him appearing at numerous parks, etc.; lined up several ad tieups plus a page of notices in Sunday News and expensive press advertising on 'To Mary.' Paul Benson didn't like the sign on 'Glorified Polies' at Michigan.

Outstanding stuff being an insurance gag on girls' knees, auto parade, beauty columns in 'L' and 'P' and window cards, fashion shots and radio plugs.

**Estimates for This Week**  
Michigan (United Detroit) (4,000; 30-40-55) - 'Piccadilly Jim' (MG) and 'Glorified Polies' (RKO). Combo, behind thorough exploitation on revue, headed for \$27,000, good.

'Brother's Wife' (MG) plus NBC radio unit bagged big \$38,000 last week.

Fox (Indie) (5,000; 30-40-65) - 'To Mary' (20th) and 'Blackstone' ballyhoo, and nice combo lifting house up smartly this stanza, maybe \$22,000. Dismal \$12,000 last week on 'Love Again' (GB) and 'Kenny Baker.'

United Artists (United Detroit) (2,000; 25-30-35) - 'Devil Dog' (MG) (3d week). Perked up late last week and sticks for third session on nice \$8,000. Fine \$10,000 last week.

Adams (Balaban) (1,700; 25-40) - 'Nero Wolfe' (Col) and 'White Fang' (20th). Nice \$5,000 current week. Just missed nifty \$6,000 last stanza on 'There's Always Tomorrow' (U) (reissue) and 'Parole' (U).

Strand (Ind) (1,300; 15-25) - 'Call of Wild' (20th) and 'Transatlantic Merry-Go-Round' (UA) (2d run). Rhythm on Range' (Par) (2d run) and 'Blackmailed' (Col). First featuring shifted from Fox and dunder is doing 'Always Tomorrow' and 'Devil Dog' (MG) and 'Went to College' (MG). About \$13,800 and no week last week. 'Suzie' (MG) (2d week), \$11,000, okay.

**Noble (Doc) Back to Col.**  
T. B. Noble, who buys for the Louis Dent houses in Colorado, returns west this week after huddles with distributors.

He has been in New York a month on product deals.

## Balto Pours Socko \$25,000 for Taylor In Wife and Tomorrow, U Revival

Baltimore, Aug. 18. Head and shoulders above rest of town is 'His Brother's Wife,' jamming every performance at the vaudeville Palace. To relieve taxed capacity of the theatre, management on Friday night and all day Saturday opened up the Valencia, upstart vaudeville house, which has been shrouded, in selling tickets at the Century b. o., buyers were advised that the new house was good \$25,000 in week, 'Rhythm' got a sock pile at the Michigan two weeks ago, and the pic drew in a terrific \$10,000 seven weeks ago. New house, however, at \$5,500. Last stanza a normal \$4,700 on 'Earthworm Tractors' (FN) and 'Easy Money' (Invinc).

**Estimates for This Week**  
Century (Loew-UA) (3,000; 15-25-35-50-65) - 'Brother's Wife' (MG) and stage show. Robert Taylor torpedoing the femmes; smash \$25,000. Century's 'There's Always Tomorrow' (MG) and Geo. Olsen-Ethel Shutta on stage, very poor \$8,300.

Hippodrome (Rasaport) (2,300; 15-25-35-50-65) - 'Devil Dog' (MG) (2d week) and stage show. Slipped, but \$10,000 is nice after opening last socko \$20,400.

Keith's (Schubert) (2,500; 15-25-35-50-65) - 'There's Always Tomorrow' (U). Revived year-old flick to get in on the Taylor craze, but picked wrong week with a new Taylor starrer playing a block away. However, revival is getting \$4,000, okay, which is what film got at this house when originally shown.

Last week 'Yours for the Asking' (Par) (2d wk) hit \$4,000.

New (Mechanic) (1,500; 15-25-30-35-40-55) - 'Girls' Dormitory' (20th). Simone Simon liked and film the fodder for the New to stock in for succession of strong matinees that will get house dandy \$5,300. Run will be longer than a week.

'To Mary With Love' (20th), went nine days to fine \$3,600. Fortnight total, \$9,465; swell.

Fox's (20th) (1,500; 15-25-30-35-40-55) - 'Public Enemy's Wife' (WB). Gangster mellers don't go well at this spot; weak \$4,000. Last week, second of 'Suzie' (WB), \$4,800; fortnite total, \$17,800, excellent.

## 'Pastures' 10G, 'Scotland' 12G, 'Bro.'s Wife,' 2d Week, \$5,000 in Minneapolis

### 'Storm' for Arlen

Hollywood, Aug. 18. Richard Arlen's next picture for Sol Lesser, starting in about a month, will be 'The Desert Storm,' which Howard Bretherton will direct.

Arlen has been on loan to Gaumont-British for past six months, playing in 'The Great Divide,' being filmed in Canada.

## 'DEVIL DOLL' ON DUAL \$13,800 IN ST. L.

St. Louis, Aug. 18. (Best Exploitation: Ambassador, Fox)

Third heat wave of summer smacked the town last week; but it's driving customers into cool cinema palaces, and current celluloid is enjoying good biz.

Ambassador with 'To Mary With Love' for first dunder and Loew's with 'Devil Doll' as leader of dual bill are fighting it out for first honors.

Robert E. Hicks, of the Ambassador, and Jimmy Harris, Loew's, both put on swell campaigns.

**Estimates for This Week**  
Fox (F&M) (5,038; 25-35-55) - 'Yours for Asking' (Par) and 'Final Hour' (Col). Dueler getting \$11,500, average. Loew's weak 'Rhythm' on Range' (Par) and 'Roxey' (20th), both upped with \$17,500, big.

Ambassador (F&M) (3,018; 25-35-55) - 'Devil Doll' (MG). Good exploitation campaign enabling house to garner \$14,500, biggest in months.

Last week 'Always Tomorrow' and 'Spendthrift' (Par) finished with \$11,400, nice.

Orpheum (F&M) (1,950; 25-35-55) - 'Rhythm on Range' (Par) (2d run) and 'Blackmailed' (Col). First featuring shifted from Fox and dunder is doing 'Always Tomorrow' and 'Devil Dog' (MG) and 'Went to College' (MG). About \$13,800 and no week last week. 'Suzie' (MG) (2d week), \$11,000, okay.

**Noble (Doc) Back to Col.**  
T. B. Noble, who buys for the Louis Dent houses in Colorado, returns west this week after huddles with distributors.

He has been in New York a month on product deals.

**Estimates for This Week**  
Loew's (20th) (3,200; 15-25-35-50-65) - 'Brother's Wife' (MG) and stage show. Robert Taylor torpedoing the femmes; smash \$25,000. Century's 'There's Always Tomorrow' (MG) and Geo. Olsen-Ethel Shutta on stage, very poor \$8,300.

Hippodrome (Rasaport) (2,300; 15-25-35-50-65) - 'Devil Dog' (MG) (2d week) and stage show. Slipped, but \$10,000 is nice after opening last socko \$20,400.

Keith's (Schubert) (2,500; 15-25-35-50-65) - 'There's Always Tomorrow' (U). Revived year-old flick to get in on the Taylor craze, but picked wrong week with a new Taylor starrer playing a block away. However, revival is getting \$4,000, okay, which is what film got at this house when originally shown.

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Minneapolis, Aug. 18. (Best Exploitation: Orpheum)

Box office tonics in the form of 'Mary of Scotland,' 'Green Pastures,' 'Brother's Wife' and 'Show Boat' are invigorating local grosses despite a return of blistering heat.

Leader of the quartet of shekel coxers is 'Scotland' at the Orpheum, getting \$12,000. 'Pastures' has hit a pace that promises to hold the huge Minnesota in the black. Class trade is turning in, and matinee trade stacks up especially well.

Smash first week caused the hold-over of 'His Brother's Wife' at the State and the second canto is netting average returns.

Orpheum splurged on 'Scotland' with fine results. It posted 50 sheets, increased newspaper display advertising substantially, copied a full page in the Journal rot section and grabbed off some fine show window tie-ups.

**Estimates for This Week**  
Minnesota (Public) (2,300; 25-35-55) - 'Green Pastures' (WB) and 'Forbes' (20th). Good orchestra and singers. Good \$10,000. Last week 'Rhythm on Range' (Par), \$4,500; good.

Orpheum (Singer) (2,890; 25-35-55) - 'Mary of Scotland' (RKO). Big \$12,000. Last week 'Earthworm Tractors' (FN), \$7,000; good.

State (Public) (2,300; 25-35-55) - 'Brother's Wife' (MG) (2d week). After splendid \$500 first week, satisfactory \$5,000.

World (Steffes) (2,300; 25-35-55) - 'Show Boat' (U) (9th week). Fine showing and big \$10,000. Gilding and matinee trade due to last to bow out, but still en route to profitable \$1,500. Last week good; \$1,800.

Time (Berger) (2,000; 15-25) - 'Counterfeit' (Col). Dandy for this house at \$1,200. Last week 'Gingling' (Col) good \$1,000, nine days.

Lyric (Public) (1,300; 20-25) - 'Half Angel' (20th). Fair \$1,400. Last week 'Sophie Lang' (Par), \$1,800; fair.

Uptown (Public) (1,200; 25-35) - 'San Francisco' (MG). First week, \$1,200, indicated. Last week 'Bullets or Ballots' (FN) and 'King Steps Out' (Col), split, \$1,800; fair.

## N. W. Exchange Managers Aver New Season's Selling 'Best Yet' Despite Claims to Contrary

Minneapolis, Aug. 18.—Northwest Allied States, independent exhibitors' organization, and local major film exchanges are in a wrangle over press of the new selling season in the territory, both sides making conflicting claims.

The exchanges contradict the assertion by Northwest Allied that "not 10% of the exhibitors in the territory have signed for next year's product." In the same statement, Northwest Allied, denouncing "high prices" and "exorbitant terms" for the new season product, urges theatre owners to refrain from buying for the present and predicts "the situation will change for the better within 30 days."

Percentage deals, in particular, are under the independent organization's fire; but the bulletin also attacks other demands being made by the major exhibitors. It is declared that the "impossible terms would be impossible of fulfillment under ideal circumstances, but are all the more so because of the drought and uncertainties attendant upon an election year."

On their part, the exchanges insist that the dealers are being offered "most fair and reasonable." They declare that the most prosperous exhibitors do the most complaining and assert there's the same squabbling at the outset of the season every year, but that the vast bulk of the exhibitors always wind up by making good returns on their investments.

Moreover, they insist that at the very time that the exhibitors are taking a stand against buying, they're making deals for their own houses.

**Say the Exchanges**  
"As far as Par exchange is concerned, the statement that not 10% of the exhibitors are buying is absolutely untrue," said J. J. Donahue, Paramount head.

"Warner Bros. has more contracts sold in the territory than they ever had before at a similar time of the new selling season," said Art Anderson, WB office manager.

RKO has sold 75% of its prospects in the territory, instead of under 10%, asserted Al Stern, RKO office manager. "Even on June 1, we had 181 deals completed and were at the top among all exchanges. I think that answers the Northwest Allied claim."

"We have closed more than 50% of the possibilities and our accounts now number 175," declared Frank Mantzke of Universal. "This is the best business we ever have had."

"We're off to the best start in 10 years," said Ralph Cramblett of United Artists. "Business truly is fine."

Following a meeting of Twin City members of Northwest Allied at which it was voted to buy no product if deals involved percentage pictures, Max Levy, 20th Fox exchange head, revealed that he already had closed with "every important Twin City exhibitor and chain" and that many of the exhibitors who had spoken and voted against buying were among "his customers."

### Premium Co. Suit

Charging breach of contract and conspiracy, the Price Theatres Premium Corp., filed suit in the U. S. District Court, N. Y., yesterday (Tuesday) for \$350,000 against the Fifth Avenue Sales Corp. and its officers, Harry A. Abrams and William L. Sincere. Besides damages, the plaintiff also seeks an injunction.

Complaint alleges that the Price Corp. entered an agreement with the defendants to distribute novelties, monograms, etc., to various film theatres to be used as advertising. The agreement was to run a year and was entered into on May 12, 1936. A month later, the plaintiff claims, the defendants terminated the contract without cause. It is also alleged by the Price Corp. that the defendants have since sought to persuade theatre owners to buy directly from them thus damaging the plaintiff's business and in violation of the agreement.

## 'Brother's Wife' Getting Big \$11,500 in Dull N. H.

New Haven, Conn. 18. (Best Exploitation: Fear)  
'Brother's Wife' (MG) the magnet this week, with other spots resembling deserted villages. "Wife" may hold, despite torrid weather.

Exploiters apparently holding their breath for the new season, the only chirp coming from Poll's. House has weekly radio contacts, with oakley contacts; fan mag giveaways, etc. This week's campaign also dumped a flood of news programs around shore resorts, tied in on circular distribution with Post-ally and local bill. Fair spread advertising menus in restaurants. Also landed some nice announcements at police field games.

**Estimates for This Week**  
Paramount (MGP) (2,348; 35-50) "Yours for Asking" (Par) and Secret Agent (GB). So-so \$4,500 in view. Last week, Rhythm on Range (Par) and "Girl of the Carles" (Par) fair enough \$4,300 on second week.

Fell (Lewy) (3,040; 35-50) "Brother's Wife" (MG) and "Travels by Television" (Col). Topping summer records at \$11,500, heavy. Last week To Mary, With Love (Lewy) and "How to Succeed in Love" landed town's top at \$9,000.

Roger Sherman (WB) (2,200; 35-50) Jailbreak (WB) and "Satan Met Lady" (WB). Adverse comment on "Satan" killing this week's chances, weak \$3,200. Last week "Green Pastures" (WB) and "Velvet Claws" (WB), good at \$8,300, but below expectations.

Vallee (Lewy) (1,555; 25-35) "Hummer Crows" (20th) and "Border Patrolman" (20th). Catering to action fans, house giving plenty. Last week, "Hedra" (WB) landed town's top at \$4,400 to tie last week's "Miss Nobody" (20th) and "Two in Revolt" (Radio).

## BRADDOCK-SCHMELING FILM RIGHTS' SUIT

Claiming that the picture rights for the Braddock-Schmeling championship bout which is to be held Sept. 24, had been disposed of to Mike Jacobs for an incredibly low price, the Oliver Film Corp. and other stockholders of Madison Square Garden Corp., Friday (14) asked supreme court Justice Kenneth O'Brien to stop the transaction. The plaintiffs allege that without their consent the Garden negotiated to turn over the rights to Jacobs for \$25,000.

The picture rights are worth in excess of \$60,000, the complaint claims. The Oliver Corp. states it is willing to bid higher if anyone should offer that amount. The stockholders of the petition assent, will lose at least \$35,000 should the Jacobs agreement be carried through. It is pointed out that Braddock and Schmeling will share a large percentage of the amount received from the holder of the rights and that they would undoubtedly demand a cut on at least \$60,000 on learning that that amount has been offered.

Justice O'Brien will hear arguments of both sides on Friday.

### Whale Back From Abroad

James Whale, Universal director who has been in England spending the summer, returned yesterday (Tues.).

Will stay in New York for several days before going to Hollywood to start on next film.

## RCA Phonophone Equipment Set Into 300 Fox-Controlled Houses

Details have been completed whereby sound-reproducing equipment in more than 300 Fox-controlled houses in the west and middle-west are to be serviced by Radio Corp. of America engineers. National Agency Corp., of which Syros Skouras is president, completed deal, set-up being effective Oct. 1 and extending over a period of five years.

Incidentally it is the initial con-

## 'ROMEO' SET IN 13 SPOTS AS ROADSHOW

Roadshow dates in 13 spots have been set for 'Romeo and Juliet,' following premiere at the Astor, N. Y., Aug. 20.

Opening roadshow engagements are Philadelphia, Chicago, Boston, Washington, Detroit, Pittsburgh and San Francisco Sept. 6; Montreal and Baltimore, Sept. 12; St. Louis, Sept. 27; and Buffalo, Toronto and Cleveland, Oct. 5.

## MARXES \$28,000 IN FRISCO 4-A-DAY

San Francisco, Aug. 18. (Best Exploitation: Embassy)

Marx Bros. are packin' them in at the Golden Gate, where the grosses won't reach the \$34,000 which Eddie Cantor gave the Gate last week, the Marxes need make no apologies for \$28,000. They are playing four shows a day; Cantor did five.

"To Mary With Love" and "36 Hours to Kill" isn't having any trouble at the Warfield. What with the Gate and Paramount raising admissions from 40c. to 55c. in the evening and 40c. of the other houses having holdovers, with the exception of the out-of-the-way Fox, Warfield looks to be in the money with Baxter and Loy.

Embassy isn't mincing any words about the 'naughtiness' of 'Eccstasy,' which is curving to an excellent \$7,000 on its first stand. Impression is being given in ads that nothing is going to do the other houses having the honors for best exploitation with its ballroom of this picture. Other houses had usual routine stuff.

**Estimates for This Week**  
Embassy (RKO-Cohen) (1,512; 30-35-40) "Eccstasy" (W. G. Smith). Plenty of sexy ads and swell tagline for this house. Last week, third of "Dancing Lady" (MGM) and "Big House" (MGM), great at \$3,500.

Fox (Lewy) (5,000; 25-35-40) "Hearts in Bondage" (Rep) and "Women Are Trouble" (MGM). At \$6,000, better than any 'em bring in here. Last week, "Secret Agent" (BG) and "Jailbreak" (WB), over \$10,000, first profit for this house in a long while.

Geary (Laurie-Picnic) (1,200; 50-75-81-1150) "Anthony Adverse" (WB) (324 week). Fine \$12,000, last week \$13,000.

Golden Gate (RKO) (2,850; 35-55) "Grand Jury" (RKO) and "Bros. on Stage" (Marxes) getting the billing and responsible for \$28,000, great.

Orpheum (F-W) (2,440; 30-35-40) "Nero Wolfe" (F-W) and "Final Hour" (Col) (2d week). Okay at \$6,500. Last week, "The House of Wax" (MGM), considerably by overflow from Carroll Show at Gate and \$10,000 was fine.

Paramount (F-W) (2,740; 35-55) "Great Ziegfeld" (MGM) (2d week). Good \$15,000. Last week swell \$25,000.

St. Francis (F-W) (1,470; 30-35-40) "San Francisco" (MGM) (7th week). Very good \$9,000. Last week same.

Warfield (F-W) (2,680; 35-40-55) "To Mary" (20th) and "36 Hours" (20th). Big \$22,000. Last week, "Brother's Wife" (MGM) and "Chariot Race Track" (20th), \$22,000, swell.

### BROWN AT REPUBLIC

Hollywood, Aug. 18. Karl Brown, who completed "In His Steps" for B. F. Zeidman last week, joins Albert F. Levy, Republic producer, Brown wrote and directed "Steps."

After Republic stint, Brown will return to do another picture for Zeidman.

## IATSE Behind Local 306 in Try To Reclaim N. Y. Booth Prestige

### Ben Kalmenson Upped, Back Into WB Distrib

Pittsburgh, Aug. 18. Ben Kalmenson, for last two years Harry Kalmine's assistant in charge of booking operations for WB in this territory, steps out of the theatre department back into distribution next week. Under new sales setup, he's been upped to a district managership, in charge of territory embracing Pittsburgh, Buffalo, Cleveland, Cincinnati and Detroit.

Exchange manager here for Warner since 1934, Kalmenson joined exhibition end when Frank Damis left Pittsburgh to go back to New York City. He's been credited in large part by Kalmine with helping him get local territory in black during recent months.

No intimation yet from Kalmine as to who will replace Kalmenson. Later takes up his new duties next Monday (24) and success may be withheld for a while since booking deals for early part of new season have already been set.

## BING, 8G, PASTURES' \$7,000 IN MONTREAL

Montreal, Aug. 18. (Best Exploitation: Capitol)

"Fifty" was the "excellence" at Palace currently sets an all-time record for first run pix in this city. Grosses for this period will easily pass the \$40,000 mark, despite the hottest five weeks of the year.

Capitol will likely top the town for straight pix currently with "Rhythm on Range" (RKO) at \$9,000. Next to this will be the Princess with "Green Pastures" at \$7,000. Loew's headed with "Moonlight Murder" (MGM) at \$6,400. Loew's is looking for college tools like another big week at \$11,000. French houses are beginning to pick up.

Capitol tied up its Bing Crosby opus with the Kraft hour, thus getting a big boost, with this radio tie-in. There are 14 trucks with banners covering the town and heavy advertising in local press.

**Estimates for This Week**  
Palace (Consolidated) (2,700; 50-) "Fifty" (WB) (6th week). Still going well for \$6,000 after \$7,700 last week.

Capitol (CT) (2,700; 50-) "Rhythm on Range" (RKO) (Releasing Loew's) (Col.). Tops currently for straight pix at \$9,000; good. Last week "I Stand Condemned" (Regal) and "Bunheads" (RKO), poor; \$4,000.

Loew's (M.T.Co.) (3,200; 50-) "Moonlight Murder" (MGM) and "We Went to College" (MGM) and "Midnight" (MGM) (WB) (2d week). Last week "And Sudden Death" (Par) and "Bishop's Adventure" (MGM) with value, \$7,500; average.

Princess (WB) (2,300; 50-) "Green Pastures" (WB) and "Love Begins at 20" (WB). Good \$7,000. Last week "Secret Agent" (Brit) and "Dandy Dick" (Brit), \$6,500, okay.

Cinema de Paris (France-Film) (600; 50-) "Meyering" (Boasting gross to \$1,400. Last week, repeat of "Merchandise" (Cigars) (800; 50-), \$1,400.

St. Denis (France-Film) (2,300; 34) "Sous les Yeux d'Occident" and "Les Deux Favoris." Around \$3,500. Last week "Le Coeur Disposé" and "Bach, Detective", fair, \$2,200.

### Theatre Panic Averted

Detroit, Aug. 18. Quick speech by Manager Lawrence Carroll of the Bon Ton theatre, Jackson, Mich., last week averted a fire panic among the 300 patrons in his house.

Passersby, noting fire on second story of theatre building, rushed into stage and yelled "fire." Carroll ran to stage of house and assured patrons there was no danger, halting a stampede already started. Water caused considerable damage to house.

### WB'S 'DARK EMPIRE'

Hollywood, Aug. 18. Dr. Paul Hoefer, formerly associated with Hoell Austin and Walter Futter in the production of "Africa Speaks," is en route to Africa with a camera crew to obtain background scenes for "Dark Empire."

Warners will produce flicker next winter.

Interested in seeing Local 306, New York operators, gain better representation in booths than it now has in its jurisdiction, George E. Browne, president of the International Alliance of Theatrical Stage Employees, is in New York studying the situation. While the problem of N. Y. booths is a tangled one and difficult to tackle, steps are expected at an early date looking to some solution.

What the solution may be is something that no sources can predict, but anticipated by those familiar with the situation that results of a partial or complete character will be achieved since both Local 306 and the parent organization, the IA, are apparently determined to push ahead. Local 306 once had complete control of booths in N. Y., with few unorganized theatres in operation. The number of non-nick theatres gradually increased and finally, about three years ago, when Allied Operators came into existence, a representative number of indices switched from 306 to that union. The bait by Allied was much lower scales than 306 would grant, but with the switch, 10-year Allied contracts were signed by theatres.

**The Angles**  
These contracts have about seven years to go and one of the problems is whether a theatre, signed up with Allied, can arbitrarily switch back to 306. As a few houses in the past year have ditched Allied and rehired 306, with resultant court suits of an expensive nature. In most cases the theatres have won. While they all might win, it might mean a flock suits if that step was taken. Another out may be a deal with Allied.

That was attempted in the form of a merger but theatre owners, getting Allied out at low cost, kicked over the prospect of increased booth costs if 306 was to absorb Allied and the whole deal was dropped. The point the theatre operators take, with seven years to go on their present Allied contracts, is that they are satisfied to use Allied men and can't afford to pay more for booths than now. This point is concededly well taken, although, on the other hand, the average theatre operator appreciates the constant chafe at rivalry between 306 and Allied will hurt them. In the past cross-picketing, stench-bombing and rioting has cost all affected theatres heavily. That may come again.

## Gov't's Plow Plus Velvet Claws'-Vaude \$8,500 in Indianapolis

Indianapolis, Aug. 18. (Best Exploitation: Lyric)

Return of hot weather after a brief respite has once again cut into theatre grosses in the downtown sector. Lyric continues along well enough with \$8,500 for "Case of the Missing Plow" (WB) and a strong vaude program plus the Resettlement Administration's "Three-reeler, 'Plow Time' (WB) and "Brothers' Plow" (WB) (WB) (2d week).

"Yours for Asking" (Par) dualled with "Three Cheers" (Par). Mild \$8,300. Last week, second of "Rhythm on Range" (Par) and "Bunker Bean" (3,400).

Loew's (Loew's) (2,800; 25-40-) "Teddy" (WB) and "LeGon" (Col.). Former probably slowed down a bit by latter. Take all right at \$5,400. Last week, "The Brothers' Wife" (MGM), \$7,800, steady.

Lyric (Olson) (2,800; 25-40-) "Velvet Claws" (WB) and "Vaudeville" (WB) (WB) (2d week). Last week, "Girls' Dormitory" (20th) and "Vaudeville" (20th), \$10,000.

## 37 U. S. Pix to 13 British in Four Anzac Cities; Long-Runs a Problem

Sydney, July 29. Current lineup of films in the four principal cities of the Commonwealth and New Zealand shows that American pictures are increasing the majority that they have always held.

Evidence of Yank numerical superiority compiled in cities of Sydney, Melbourne, Adelaide and Brisbane of the Commonwealth, in respective order, shows 12 to four, nine to four, eight to two, and eight to three. In New Zealand, long considered strongly British, the percentage is still greater, with 20 to 3.

Greater portion of the American pix are set for long runs. Sydney and Melbourne each have but one weekly-changer. Remainder for the most part long-stays, but of course, is the present-day conception of lengthy stays, which approximates, three to four weeks, as compared to the once prevalent eight to ten. Applies only to the larger houses of urban districts and does not include nabes or subsequent run houses.

### Distrib Problem

With so many theatres playing long-runs, it means a slump for the distrib handling lesser films. Condition of British distribution in this sector can easily be accounted for by this situation. Yank indies and British product are kept on ice until they get a chance to squeeze in on delay or shortage. This, however, is infrequent.

In the neighborhoods, Americans are confronted with an entirely different situation. Bookings are steady and the film has played its city date. With so many of the record runs, the nabes get their product more rapidly because of the city "dark-off" figure that comes into exhibition pronto when they have to set a pace. Reason here is that majority of distrib plays on a percentage basis with exhibs. Argument on this has been raging for a long time and looks to continue until something new is devised.

Distrib are anxious to keep their product in the larger communities and first-runs as long as possible. To do this they have had to buck General Theatres against advertising by placing a little space themselves. G. T.'s reason for the space scissoring is to assist in shortening the run of films so as to get them into the nabes quicker. Distributions wanting to realize more return supply the bally to keep things going in long runs, on the other hand.

## No N. Z. Pool

Wellington, N. Z., July 30. Executives of the New Zealand film buying agreement between the Fuller and Kemball circuits in New Zealand. Stated that each buys independently their requirements. Known that distributors have been out for a film pool here but the Fullers say they are not interested.

## Americans In London

London, Aug. 9. Fred Duprez chancing a week in Berlin. Victor Carne, manager of Regal Records, is responsible for a deal with George Kamen, local Disney representative, to transfer sound track of Mickey Mouse and Silly Symphony onto discs. Irving Caesar homesick, primarily due to local climatic conditions. Johnny Mercer off home in a few days for a couple of musicals and one film. Larry Adler returns to London Aug. 26. York and King doing their first broadcast here Sept. 1, may develop into a series. Joe E. Brown blew in from Berlin where he went to get a glimpse of the Olympic games. Charlie Tucker and family off to Broadstairs for a fortnight's vacation. Low Leslie's 'Blackbirds', now at the Gaiety Theatre, signed for Paris for next year's exposition. Paul Soskin Prod. to provide quota films here for Columbia.

## Reich Orders Standard Reels of 1,968 Feet

Berlin, Aug. 9. A new order has been issued by the Reichs Film Chamber standardizing the size of film reels. It is effective immediately and rules that exhibitors and other concerns in the film trade are permitted to deliver only film reels that are 600 metres in size. This is approximately 1,968 feet or slightly under the new 2,000-foot reels which American distributors begin using, except in some foreign countries. Another order covers the use of standard tickets throughout the Reich.

## 'Show Boat' Opens Newest Deluxer In Buenos Aires

Buenos Aires, Aug. 8. The Gran Teatro Opera, most up-to-date picture theatre in South America, was opened here last night (7). It is constructed on the site formerly occupied by the old Opera House of Adelina Patti's and Caruso's days, which since has been supplanted by the Colon Theatre, present home of grand opera in this city.

New film house has a seating capacity of 2,500, as compared with only 950 seats available in the old Opera House. Theatre has been elaborately decorated and furnished. Lighting effects constitute a novelty for Buenos Aires cinema patrons. Some of them have been used thus far only at the Rex, Paris. A luxuriously appointed nursery enables adults to leave their children under safe supervision while they enjoy the show. Modern heating and latest ice-cooling is another feature of the house.

Capacity house greeted the premiere with Universal's 'Show Boat' as the theatre's first attraction. President Justo and a host of official and society notables attended.

## FOREIGN TALENT IN HOLLAND DOWN 40%

The Hague, Aug. 9. As a result of action taken by Dutch musicians against the influx of foreign talent and the measures which the government adopted accordingly, the total percentage of foreign talent employed in Holland has dropped from 70% in 1933 to 30% at present.

There are 679 musicians working in cinemas, hotels, cabarets, restaurants, etc., of which number only 291 are aliens. Of the latter 47 have been living in Holland since their birth and quite a number have been residents here for over 10 years. Since the beginning of 1936, licenses to perform here were refused to 157 foreign applicants.

## Reich Exhibs Resolve, But the Gov't Decides

Berlin, Aug. 9. Dresden Congress of Exhibitors resolved that further production cost increase as regards salaries to stars, would be strenuously opposed, that there should be no increase in the number of film theatres, and that there must be no increase of rental percentage or guarantees. As an answer to the second point, a new cinema was opened a week later, the Obdon, on Adolf Hitler Platz in Berlin. With 5,271 picture houses in the Fatherland, Germany now stands first of all continental countries.

### DAVIS GOING HOME

H. J. Davis, managing director of the Associated News Theatres, Ltd., returns Aug. 29 to London after an American tour. Chiefly social, it being his first home visit. Davis is also in the advertising biz in London. He sails from Quebec.

## Kiddie Cycle Over?

Sydney, July 29. Looks as though the kiddie actors are slipping away from Australian box offices.

Shirley Temple is still tops, but her last pic, 'The Little Colonel' (20th-Fox), did not do as well as her previous ones. Freddie Bartholomew in 'Little Lord Fauntleroy' (UA) took a very bad flop and the quints in 'Country Doctor' (20th-Fox) fared even worse. Jane Withers can only be spotted in a weekly-changer downtown and Jackie Cooper is no hot bet here now. Even the nabes kiddies prefer gangsters to straight kid pix at the present time.

## U. S. REELS BACK IN VIENNESE CINEMAS

Vienna, Aug. 9. Austrian picture patrons are again to see the latest Paramount, Fox and UFA newsreels. In addition to these, the Austrian release Selenophon, is being shown. However, this reel seldom gives up-to-the-minute clips, most of it being of a political nature or old cuts from foreign weeklies.

UFA was banned until the recent Austro-German agreement. Although Paramount and Fox newsreels technically were not barred from showing, the Austrian government ruling which forced film house operators to run the Selenophon weekly, forced them into the discard because there was not sufficient time for the U. S. reels.

## Britons In Hollywood

Hollywood, Aug. 18. Since working in 'Portrait of a Rebel', in the role of Katie Hepburn's sister, Elizabeth Allen has dyed her hair the same shade as the Hepburns and has a strong photographic resemblance to the star.

Doris Lloyd giving a radio talk about her work in 'Mary of Scotland'. Miles Mander back on the Coast, testing for a role in 'Lloyd's of London'.

On the set of 'Mistress of Fashion', Alton Siskiworth was asked if she had vacation plans for this summer. 'I've not had a vacation in 41 years of working in theatre and pix, why should I have one this year?' was the reply.

Nigel Bruce, the Basil Rathbones (Ouida Berge) and Marc Connelly will sail together next week for England for work in British pix. The Rathbones will be gone about 10 weeks. Nigel Bruce expects his work to occupy about the same period. As they have just settled in a new home, Mrs. Bruce will remain here. Violet and her little double Cooper among those bidding the Rathbones goodbye last Friday.

Sir Cedric and Lady Hardwicke, the Aiden Roarks, the George Melville Coopers and Ian Hunter among those present at Nigel Bruce's farewell party.

Sir Cedric Hardwicke has finished his work in 'Green Light' but is uncertain whether he will have time to work in another pic before returning to New York to do a stage play. Ian Hunter sailed to Catalina last week.

Benita Hume took her pint-sized duxie on location to Brent's Crag, where the special sized so that she had a special ice-box installed around his dog house.

Louise Hayward building a house at Laguna.

Freddie Bartholomew losing a bit of his gravity as he helps push Woody Van Dyke, director on Freddie's latest pic, 'Devil is a Sissy', into his own pool.

Ralph Forbes hunting wild boar on Santa Catalina Islands.

Maureen O'Sullivan has a standing order for two gallons of ice cream to be delivered on location each afternoon.

### Lorraine's Aussie Delay

Lorraine Lorraine, Hollywood, Aug. 18. Possible picture work here has delayed Ruby Lorraine's departure for Australia. British stage and film actress, however, will sail later to appear in pictures for Commonwealth and Estee.

## More Trouble Ahead in France; New Labor Gov't Figuring Out How to Get Around that U. S. Pact

### Two Dutch Pix

The Hague, Aug. 7. Plans to produce 'Comedy of Happiness', by Hans Rameau, as a picture are now under way, with likelihood that production will be made at Cinetone studios, Amsterdam. A Benno, Dutch director, is mulling the idea of producing a film story written by Henk Balcker. It is called 'Amsterdam at Night'. Most of the camera work for this would be done at Cinetone, too.

## FILM PROD. AT PEAK IN SYDNEY

Sydney, July 29. Pic production is moving ahead at a fast rate in Australia.

Atlanta Films (Fuller-Rolls) is reported okay on capital and ready to make an early start. Mastercraft-Efftee opened its new studio during the week and will begin work as quickly as possible, despite rumors contrary after the death of F. W. Thring. Cinesound has just completed 'Orphan of the Wilderness' and is reported ready to make an early start on another pic.

Work began Aug. 25 on the Columbia-National 'Range River' with Victor Jory and Clarence Badger. Zane Gray has finished 'White Death' for Great Barrier Films, Ltd., and returned to Sydney.

Another unit has been formed here to make a pic on an island in the south Pacific titled 'Mystery Island'. Unit is slated between the time of \$50,000 by a syndicate of local businessmen and Commonwealth Film Laboratories. J. A. Lipman, former distributor, will direct, with J. H. Abbott and Jean Laibley.

Southern Cross Prod., stated to be backed by a local exhib and trade publisher, intends to make a picture featuring Caesar, dog. One or two Indies are making pic round Australia, mainly on the quota angle.

National's 'The Flying Doctor' is awaiting release through Fox, and Chauvel's 'Unclimbed' awaits the decision of bookers.

## BETTER WEATHER, BIZ UP

'Flags' Tops in Sydney; 'Show Boat' Number Two

Sydney, July 29. Brighter weather conditions this week should give the managers nice grosses.

'Under Two Flags' (Fox) is tops with 'Show Boat' (U) next. 'Mr. Deeds' (Col) opened very strong and appears set.

'Midshipman Easy' (ATP) and 'Cheer Caesar, dog' (ATP) float out after one week. 'Rendezvous' (M-G) and 'Bohemian Girl' (M-G) swing into third stanzas and stay. 'A Message to Garcia' (Fox) quits after two weeks and will be replaced by 'Colleen' (WB). 'Amateur Gentleman' (UA), 'Laburnum Grove' (ATP), and 'Koenigsberg' (AD) opened fairly well and may build.

New line opening this week are 'Till We Meet Again' (Par), 'Florida Special' (Par), 'Things to Come' (UA) and 'Golden Arrow' (WB).

Melbourne, July 29. 'Magnificent Obsession' (U) is about the best here this week, with others including 'Professional Soldier' (Fox), 'Moscow Nights' (UA), 'Splendor' (UA), 'In Person' (RKO), 'Small Town Girl' (M-G), 'Bohemian Girl' (M-G), 'Night at the Opera' (M-G), 'Whisper' (M-G) and 'Desire' (Par).

### Bruce's English Pic

Hollywood, Aug. 18. Nigel Bruce sails from New York tomorrow (Wed.) for London to appear in a picture for Ludovico Toppitz which Monte Banks will direct. Douglas Montgomery, now in England, will be in the nicker.

Paris, Aug. 9. Thinking they could draw an easy breath for at least a year when the Franco-American trade treaty was signed, local American film interests now find the signing only marked the beginning of a fierce struggle which may very well end disastrously for them.

The National Economic Council—a government body—has now approved the year-old 100-per cent report of the Confederation Generale du Travail (French Federation of Labor) which, if ever made active, would mean the end of foreign film concerns here.

But that is only the beginning. After approving the report, it is understood the council made secret recommendations to the government which would furnish a means of getting around the treaty with the U. S.

From many indications it is rather apparent the council does not consist of exhibitors and distributors, but listens to French producers of the inferior type. It is not likely that first-class producers are worrying—they are making pictures and money. So the only thing at stake, the recommendations are is the ones put forward by the anti-American group.

### Chances

As far as can be ascertained, this clique has proposed two major changes: 1. That only one feature per film program should be allowed. In houses where double feature programs are shown, and especially in the provinces where an American film is on the bill, the Yankee picture would be the one dropped if this were adopted. There are 45 houses in Paris and the surrounding suburbs which run two-feature programs and in theatres like the Apollo, which double feature other American films, American interests would be certain to suffer.

2. A 'super-censorship' board which would be mainly composed of French producers who would view all foreign films to determine whether they may be presented to the public without censor.

At the present time there is no means of ascertaining whether this group has been able to catch the favorable ear of the Council, but it is a good indication of the danger which might be expected to be made in order to get around the intergovernmental treaty.

### 'Trickery'

On this score American interests here are clinging to the belief that the government won't resort to trickery. But that by no means stops the fight for, if this set of producers can't get around it, they will go to everything possible to kill it next year.

On top of all that a hot press campaign has been started here advocating a change in the existing American regulations. Minister of National Education Jean Zay has taken a part in this and clearly forecasts that some change is being planned by the government.

Writing in the weekly Cinemondo, which has been conducting an inquiry on the subject, he says: 'The problem of the censor should be examined without bias. As the American I am trying to study the subject from this viewpoint but I can't say now what my conclusions shall be.'

Censor now functioning is composed of functionaries and representatives of the various ministries but, as Zay indicates, there is more than a good chance that all of this is going to be changed. If the minister listens to all of the interests now for representation on the censorship board he will add members of the Federation of Labor, writers and even producers. And if those not wanting or liking American regulations get the rejection was that the revolutionists are represented in a much too favorable light in it.

## Vienna Bans 'Tale'

Vienna, Aug. 9. 'Tale of Two Cities' (MG) has been banned by Austrian censors. Reason given for the rejection was that the revolutionists are represented in a much too favorable light in it.

# 20<sup>th</sup> BLASTS HEAT

"ROAD TO GLORY" an  
HIT REVENUE FRONT

"ROAD TO GLORY"  
HELD 3rd WEEK  
RIVOLI, N. Y.!

BEST BUSINESS  
SINCE 1930 AT  
ROOSEVELT,  
CHICAGO!

20th's GREAT LOVE DRAMA  
OF THE GREAT WORLD WAR!  
FREDRIC MARCH • BAXTER  
LIONEL BARRYMORE  
THE ROAD  
TO GLORY  
with JUNE LANG  
GREGORY RATOFF  
Directed by Howard Hawks  
Associate Producer Kenneth S. Davis  
Screen play by John Sagar and William Faulkner  
DARRYL F. ZANUCK producer

Not to mention "To Mary—With  
champ... and "Sing, Baby,



# WAVE JINX!!

"GIRLS' DORMITORY"  
CINNATI! SMASH,  
INDIANAPOLIS!  
BEAT "STEAMBOAT"  
IN TORONTO!  
KNOCKOUT IN  
ROCHESTER!

"GIRLS' DORMITORY"  
HELD OVER CIN-  
CINNATI! SMASH,  
INDIANAPOLIS!  
BEAT "STEAMBOAT"  
IN TORONTO!  
KNOCKOUT IN  
ROCHESTER!

HERBERT MARSHALL • RUTH CHATTERTON  
**GIRLS' DORMITORY**  
Introducing the star discovery of 1936!  
**SIMONE SIMON**  
(Pronounced See-MOAN - See-MOAN)

CONSTANCE COLLIER • J. EDWARD BROMBERG  
DIXIE DUNBAR • JOHN QUALEN  
SHIRLEY DEANE  
DIRECTED BY IRVING CUMMINGS  
Associate Producer Raymond Griffith  
From a play by Ladislaus Fodor



THE KEYSTONE  
OF YOUR FUTURE

love", new season's holdover  
Sing", Denver sensation





IT'S GREAT TO BE A SHOWMAN WHEN

FRED  
**ASTAIRE**

GU



**SW**

IT FOLLOWS  
THE FLEET  
AND TOPS  
TOP HAT!

THE MOST GLORIOUS  
A NATION'S MILLION

INTRODUCING THE SIX SONGS "MO"  
"BOJANGLES OF HARLEM", "THE WAY"



**NO SHOW LIKE THIS COMES ALONG!**

**HER**

**ROGERS**

**SWING TIME**

with

**VICTOR MOORE  
HELEN BRODERICK  
ERIC BLORE  
BETTY FURNESS  
GEORGES METAXA**

MUSIC BY

**JEROME KERN**

LYRICS BY DOROTHY FIELDS

DIRECTED BY GEORGE STEVENS

A PANDRO S. BERMAN PRODUCTION



**RKO RADIO PICTURE**

**EXCITING SHOW THAT EVER MADE  
ANGLE WITH SUPREME DELIGHT!**

**PLAYED ON THE AIR—"SWING TIME WALTZ", the world's new ballroom dance sensation  
TODAY, TONIGHT, "PICK YOURSELF UP", "A FINE ROMANCE", "NEVER GONNA DANCE"**

METRO TO PRODUCE 26 SHORTS IN N. Y.

Metro will resume shorts production in the east next season. Setup has not been completed, but the company has decided on a 26-picture limit, starting in December.

Among matters not yet settled is that of an eastern studio.

Shorts will be mostly musicals, with casts consisting of variety talent and bands. Metro figures casting will be easier in New York.

Hollywood, Aug. 18.

With plans completed for next season's shorts production for Metro, Fred C. Quimby, general manager of the department, hastened back to Manhattan, Aug. 11, after several weeks' confabs at the studio.

He talked with Jack Chetkov, head of shorts department at the studio; Pete Smith, commentator; Carey Wilson, who will narrate series of human interest yarns; Hal Roach, in connection with Our Gang comedies; Robert Bancher, who handles the producers, who will deliver 18 Technicolor cartoons.

Mort Blumenstock Vice Shuford, Who Joins Biow

With resignation from Warner Bros. of Stanley Shuford, who joins the Biow advertising agency as executive v.p., at reported \$20,000 yearly, Mort Blumenstock will succeed as assistant to Charles Einfeld, even advertising. Shuford has been in that post for some time, coming into Warner from the old First National company. He was previously in the advertising agency field and at one time was in charge of the Blaine-Thompson which handles the WB account. B-T agency is WB subsidi.

In the new post with Biow, Shuford becomes chief aide to Milton Biow, its head. Accounts include Columbia Pictures. (Shuford will not join Biow until Sept. 1.)

In stepping down from the theatre department, Blumenstock will not only act as chief assistant, to Einfeld, but probably continue handling theatre advertising chores. A successor in the theatre department is not planned.

No successor will be appointed, either, to George Daws, who has been placed in charge of publicity and advertising for Warners at Toronto.

Koster Debuts at U

Hollywood, Aug. 18.

Henry Koster, director imported from Austria by Universal, will handle "Three Smiles" as his first initialer. Joe Pasternak will produce one as his first under an associate contract.

Koster directed several quota pictures abroad for U.

Skouras Wants Clarke

Examined Before Trial

Motion of George P. Skouras, v.p. of the Skouras Theatre Corp., to have Harley L. Clarke, president of General Theatres Equipment Corp., and others submit to examination before trial was argued yesterday (Tuesday) before N. Y. Supreme Court Justice Lloyd Church. After hearing both sides the Court reserved decision.

The Skouras Corp. is suing Clarke, City Theatres Co., Joseph T. P. Sullivan, Walter Reade and Donald B. Rider for \$100,000 which they claim they lost when the defendants caused Fox Theatres and City Theatres Co. to breach a contract under which the plaintiff was to operate the City theatre on 14th street on a weekly rate basis in addition to receiving the Fox shares of dividends on City theatre stock.

WB'S 'CHAMPAGNE' SHORT

Hollywood, Aug. 18.

'Champagne Hour' will be a two-reel musical put into production at Warners Aug. 25. Breezy Eason is directing the pic in Technicolor.

Par's 'Champagne Waltz' feature, is awaiting release.

Robert Emmett With GN

Hollywood, Aug. 18.

Ed Finney has engaged Robert Emmett as production manager of his Boots and Saddles Production Co.

Outfit will do eight pix for Grand National, with Lindsey Parsons supervising.

Advance Production Chart

Hollywood, Aug. 18.

Production on the Coast continues to maintain steady level of activity with 44 features in work as compared to similar number during the past three weeks.

Columbia

Four in work, 10 editing, 12 preparing. In work: 'PENNIES FROM HEAVEN,' reported VARIETY July 15; 'KILLER AT LARGE,' reported as 'POKER FACE,' and 'CROSS FIRE' both reported Aug. 12. Started last week:

'THEODORA GOES WILD,' being produced by Everett Riskin, directed by Richard Boleslawski, original story by Mary McCarthy. Cast: Irene Dunne, Melvyn Douglas, Marian Marsh, Elizabeth Risdin, Spring Byington, Margaret McWade, Nana Bryant.

Story concerns girl whose life is being molded along old-fashioned formula by two maiden aunts. Girl wants to see life, but is limited in the small town where she lives and during this restraint she finds expression for her emotions and views by affiliating herself with the small town newspaper. There she proves to be a writer of promise and under an assumed name has a naughty book published and reprinted in the town paper. Storm of protest climaxes into author admitting she wrote book and from then on really goes to town by getting mixed up romantically, returning to home town a respectable married woman with a baby.

Into work this week are 'COME CLOSER, FOLKS,' to be produced by Ben Pivar, directed by Harry Lachman; 'THE DEPTHS BELOW,' Edward Gheorov as producer and Eric Kenton directing; 'LEGION OF TERROR,' Ralph Cohn producing and D. Ross Lederman directing.

Metro

Four in work, 10 editing, 10 preparing. In work: 'BORN TO DANCE,' reported VARIETY July 22; 'LIEBELE LADY,' reported July 25; 'TARZAN ESCAPES' and 'CAMILLE,' reported Aug. 12. No pictures started last week.

In preparation are 'A DAY AT THE RACES' (Marx Bros.), with Sam Wood directing; 'LOVE ON THE RUN,' W. S. Van Dyke directing, and 'MAYTIME,' Edmund Goulding to direct.

Paramount

Six in work, 10 editing, 10 preparing. In work: 'CHAMPAGNE WALTZ,' reported VARIETY July 22; 'THE PLAINSMAN' and 'THE WEDDING PRESENT,' reported July 28; 'THE ACCUSING FINGER,' reported as 'THE TURNING POINT' and 'PERSONAL APPEARANCE' reported Aug. 12. Started last week:

'JUNGLE PRINCESS,' being produced by E. Lloyd Sheldon, directed by William Thiele from original by Max Marcin. Cast: Ray Milland, Dorothy Lamour, Aldo Tamborelli, Lynn Overman.

Story is African jungle where British army officer engaged to British girl falls in love with native. Romance climaxes where native saves both whites and she returns to her native lover, leaving whites to themselves.

To start this week are 'EXCLUSIVE,' Benjamin Glazer producing, Al Hall directing; 'RIGHT IN YOUR LAP,' Jack Cunningham producing, Glenn Tryon directing; 'ROSE BOWL,' Eddie Cline producing and Charles Barrer directing; 'HIDEAWAY GIRL,' with George Arthur producing and George Archambaud directing. Following this Frank Lloyd will get under way with 'MAD OF SALEM' which he will produce and direct. On Aug. 31 Dan Kellef will start 'STAIRS OF SAND,' James Hogan directing.

RKO-Radio

Six in work, five editing, nine preparing. In work: 'FLOUGE AND THE STARS' and 'PORTRAIT OF A REBEL,' reported VARIETY July 15; 'WINTERSET,' reported July 25; 'THE BIG GAME,' and 'WE WHO ARE ABOUT TO DIE,' reported Aug. 5; 'WITHOUT ORDERS,' reported Aug. 12. No pictures started last week.

Starting this week is 'DADDY AND I,' Zion Myers producing, David Burton directing. To follow are 'GENERAL DELIVERY,' 'TAKE A NUMBER,' 'ODDS ARE EVEN,' 'THE GILL WHO FOUND HIMSELF,' 'MIGHTY WAITRESS,' 'DAWN'S EARLY LIGHT,' 'OUTCASTS OF FOKER FLOT' and 'BEAUTY, INC.'

Republic

Two in work, 10 editing, six preparing. In work: 'RIDE, RANGER, RIDE,' produced by Armand Schaefer, Joe Kane directing, no writing credits. Cast: Gene Autry, Smiley Burnette, Kay

Nine new features sent before the cameras while six were taken from the cutting rooms and prepared. This leaves a total of 73 in the cutting rooms undergoing final editing stages.

More than 76 features are in the various stages of preparation with about half this number to be placed into work within the next four weeks.

Hughes, Max Terhune, George Lewis, Monte Blue, Robert Homans, Chief Thundercloud, Tennessee Ramblers, Joe De La Cruz, George Whitespear, Robert Thomas, Lloyd Whitlock, Nelson McDowell.

Story shows feud between Texas Rangers and the Federal militia. Later, being jealous of the Rangers' work, conspire with Indians while both are assigned to war against the red man to protect train of covered wagons. This goes on until the conspiracy is exposed.

'CABARET' being produced by A. W. Hackel, with Robert Bradbury directing, no writing credits. Cast: Bob Steele, Frances Grant, Karl Hackett, William Welch, Earl Ross, Hal Price, Ed Cassidy, Martin Turner.

Story is post Civil War, principled along the Confederate family. When their plantation is destroyed they go west and the hardships encountered with the Indians while seeking their destination provides opportunity for the usual western action.

Being readied for production within the next two weeks are 'MICHAEL O'HALLORAN,' a Gene Stratton-Porter novel, and 'THE COUNTRY GENTLEMAN' with Olsen and Johnson.

20th-Fox

Seven in work, four editing, 10 preparing. In work: 'LADIES IN LOVE,' reported VARIETY July 22; 'CAN THIS BE DIXIE?' reported July 25; '15 MAIDEN LANE,' reported Aug. 5; 'PIGSKIN PARADE,' reported Aug. 12. Started last week:

'UNDER YOUR SPELL,' being produced by John Stone, Dr. Otto Preminger directing, with 15. Ben Hur play by Francis Hyland and Ed Elkins. Cast: Lawrence Tibbett, Gregory Ratoff, Arthur Treacher, Wendy Barrie.

Story depicts Tibbett, successful rancher in New Mexico, going to N. Y. to become opera singer, but later decides to quit and go back to the ranch. In meantime his manager has booked him to sing at N. Y. social event for debutante. When def hands he will not show up for the concert, she takes place and brings him back in time for the event.

This cruxes plenty of newspaper exploitation which builds romance between the pair. Girl likes this publicity and does everything to keep it going. Tibbett learns she is using him as a stooge and again disappears only to be dragged back by the girl.

'LLOYDS OF LONDON,' produced by Kenneth Macgowan. Based on story, 'The Bell Ringer,' by Curtis Kenyon, screen play by Ernest Pascal. Cast: Lorette Young, Freddie Bartholomew, C. Aubrey Smith, Sir Guy Standing, Weirald Lawson, Gavin Muir, J. M. Kerrigan, Montague Love, Will Stanton, Virginia Fields, Douglas Scott, Lumsden Hare, Murray Kinnell, Arthur Hoel, Reginald Barlow.

Story is historical drama centered around rise of British empire and two boys, who grew up together. One enters the British navy while the other joins Lloyd's banking firm. All of the Lloyd's enterprises depended on the victory of the British navy and in the unfolding of the story, shows the many exciting episodes of early British history, rise of Lloyd's and the British victory. Production is being made on lavish scale with thousands of costume extras participating.

'STORY CONCERNING FAMED DOCTOR' who, after being responsible for bringing 3,000 babies into world, retires. All the kids decide to throw the doctor a big party, and thereafter seek his advice on their various troubles. It is the second picture 20th-Fox has done with the Dionne quintuplets featured. Most of the action will take place in Calender, Ont.

To start this week is 'WHITE HUNTER,' Gene Markey producing, Irving Cummings directing. To follow will be 'THINK FAST, MR. MOTO' and 'FOUR MEN AND A PRAYER.'

Universal

Five in work, 11 editing, eight preparing. In work: 'THE MAN I MARRY,' reported as 'WAY FOR A LADY' in VARIETY July 22; 'RICH AND RECKLESS,' reported July 28; 'FOUR DAYS WONDER' reported Aug. 12. Started last week:

'FLYING HOSTESS,' produced by Edmund Granger, Murray Roth directing, from Liberty mag story, 'SKY FEVER' by George Sayre, screen play by Harry Clark, adapted by Brown Holmes and Harvey Gates. Cast: Judith Barrett, William Hall, William Gargan, Ella Logan, Astrid Allmy, Andy Devine, Maria Shelton.

Story concerns nurse who wants to become a flying hostess, but in taking examination for the job, it discovered that while she was learning to become a nurse, she fainted at the sight of her first operation. She is turned down but persists and to prove she has nerve, bales out of plane landing.

(Continued on page 21)

PRODUCTION TABLE

(Shows number of pictures promised by the various major producing companies for the 1936-37 program and number of pictures yet to be produced for the 1935-36 program.)

Producers and contributing companies.	No. of pix promised for 1936-37 season.	Balance for 1935-36 program.	Total to be delivered by Aug. 1, 1937.	Number completed for 1936-37 season.	Pictures now in cutting rooms.	Balance yet to go before cameras.	Total pix in preparation.
COLUMBIA	50	4	54	..	4	10	11
Larry Darmour	8	..	8	..	..	4	1
METRO	48	6	54	..	4	10	9
Hal Rosson	4	..	4	..	..	..	2
PARAMOUNT	48	..	48	1	4	10	33
B. F. Schulberg	8	..	8	..	1	..	7
Emanuel Cohen	8	..	8	..	..	..	1
E. A. Rowland	2	..	2	1	..	..	1
Harry Sherman	6	..	6	..	..	..	1
Frank Lloyd	1	..	1	..	..	..	1
RKO-RADIO	32	11	43	..	6	5	39
David Loew	2	..	2	..	..	..	2
Geo. Hirshman	6	..	6	..	..	..	1
Sam Lesser	3	..	3	..	..	..	3
REPUBLIC	56	10	66	..	1	10	55
A. W. Hackel	16	..	16	..	1	10	15
20TH-FOX	63	..	63	13	7	3	40
UNITED ARTISTS	6	..	6	..	1	..	5
Sam Goldwyn	7	..	7	..	2	..	5
Walter Wanger	7	..	7	..	..	..	1
Setsell International	5	..	5	..	..	..	4
Pickford-Lasky	1	..	1	..	..	1	..
Reliance	1	..	1	1	..	..	..
Elisabeth Berger	1	..	1	..	..	..	..
Criterion Films	2	..	2	..	..	..	..
Korda London	6	..	6	..	..	..	6
UNIVERSAL	44	7	51	..	5	10	36
Rich Jones	8	..	8	..	1	7	8
WARNERS	60	..	60	14	8	11	27
TOTALS	516	38	554	30	44	73	407

# Q. T. UPPIING OF THE D. O.'S

## Advance Production Chart

(Continued from page 20)

safely with aid of parachute. Story concerns daughter of air hostesses, until plane she is flying becomes involved with a couple of gangsters, who board the plane and bump off the two pilots. Flying hostess takes control and brings plane safely to the ground.

**'LUCKIEST GUY IN THE WORLD'**, produced by Morrie Ryskind, Edward Buzzell directing, based on magazine story **'KITCHEN PRIVILEGES'**, screen play by Henry Meyers and Herbert Fields. Cast: Jane Wyatt, Lewis Hayward, Catherine Doucet, Eugene Palette.

Story concerns daughter of wealth in love with dancer. Upon asking father's permission to marry, he puts her on trial by allowing her \$150 a month to live on. If she finds she can live on this amount he will consent to marriage. While going through with the experiment, girl meets a more prosperous suitor and marries him. In meantime her first suitor meets a wealthier girl and weds her.

Readied to go into work are **'TOP O' THE WORLD'** and **'HIPPO-DROME'**.

### United Artists

Two in work, two editing, three preparing. In work: **'DODSWORTH'** reported **VARIETY** July 17 and **'COME AND GET IT'**, reported June 30. No new pictures started.

Being readied are: **'TOM SAWYER'**, by Selznick-International; **'THREE LITTLE LOSES'** and **'HISTORY IS MADE AT NIGHT'**, to be produced by Walter Wanger.

### Warners

Eight in work, 11 editing, eight preparing. In work: **'COME UP SMILING'**, reported **VARIETY** July 15 as **'SING ME A LOVE SONG'**; **'GOODS COUNTRY AND THE WOMAN'**, reported July 15; **'GOLD DIGGERS OF 1937'** and **'GREEN LIGHT'**, reported July 15; **'THEY MET ON A HORSE'**, **'FUGITIVE IN THE SKY'**, reported as **'HEROES OF THE AIR'**; **'STOLEN HOLIDAY'**, reported as **'MISTRESS OF FASHION'**; **'THE MAKING OF O'MALLEY'** all reported July 23. No pictures started last week.

Being readied are: **'BLACK LEGION'** to start this week with Robert Lord producing, Archie Mayo directing. To start within month are **'KING OF SWING'**, produced by Bryan Foy; **'MERCANTILE VENUS'**; **'NO HARD FEELINGS'** and **'TRIAL HORSE'** all to be produced by Bryan Foy; **'OVER THE WALL'** to be produced by Sam Bischoff. Following this will be **'ANOTHER DAWN'** to be produced by Harry Joe Brown with Errol Flynn and Bette Davis, and **'KID GALAHAD'** next starring picture for E. G. Robinson to be produced by Bischoff.

## PHILLY EXHIB ORGS. MERGER UP AGAIN

Philadelphia, Aug. 18.

Plan for merge of Motion Picture Theatre Owners and Rebel Independent Theatre Owners will be submitted to memberships of two groups at meetings tomorrow (Wednesday) morning. If projected setup is accepted, each group will elect a committee of 10 to confab next day (Thursday) to complete details of welding. Only points settled so far are that joint body (if and when) will be United Motion Picture Theatre Owners of Eastern Penna. Southern New Jersey and Delaware, no charter members to be bounced unless fees delinquent.

Lewen Pizer and Charles Segal are respective presidents of MPTO and ITO. Although progress toward ironing-out differences has been made, merge of two groups isn't anticipated just yet.

**N. Y. Exhibs' Merger Too**

Following the completion of preliminary work by sub-committees, leaders of the Independent Theatre Owners Association and the Theatre Owners' Chamber of Commerce expect final steps looking towards a merger of the two associations to be taken this week. Meeting of the full committee is tentatively scheduled for later this week at which time final merger details probably will be worked out.

Neither Harry Brandt, president of ITOA, nor Charles O'Reilly, head of TOCC, are expected to be drafted as chief executive of the combined organizations.

## Texas Pream for 'Ranger'

Dallas, Aug. 18.

Paramount's **'Texas Ranger'** will go to world premier here at Majestic Aug. 21.

Pream will be featured by unveiling of statue presented the Texas Ranger organization by the studio, with King Vidor presiding. Jean Parker, Lloyd Nolan and Benny Bartlett will come on from Hollywood early this week.

### Order Fox Audit

(Continued from page 5)

to force an audit of the books of the All-Continent Corp. was made in bad faith.

Hiram V. Steelman, appointed by Referee Seidell, as trustee for the former motion picture producer's assets, pending determination of how much funds are available for the distribution among creditors, with claims of \$9,000,000, sought audit of the concern: created in 1930 from \$6,100,000 of Fox's securities, but turned over to his wife a year later.

"We are forced to the irresistible conclusion," stated the brief, filed by Clarence L. Cole, Atlantic City attorney, "that the application is made in bad faith, not for the purposes stated in the moving petition, but for reasons not disclosed therein, which the trustee has apparently seen fit to conceal from the referee."

Mrs. Fox's lawyer charged "everything which transpired up to date definitely indicates that the legitimate purposes of the trustee and counsel for the creditors can be fully served by the present form of examination, and that the present application is obviously intended to serve an ulterior motive not disclosed by the papers."

Steelman charged in his petition two weeks ago that the All-Continent was created to carry on Fox's "own private affairs, and that Fox took active part in its management until he filed his petition for bankruptcy last May 29, listing assets of \$1,600,000, most of it in foreclosed securities."

The trustee at the time said that the All-Continent's cashbook showed disbursements of \$13,100,000 since its creation of which \$12,115,000 was in connection with transactions with Fox or for the benefit of Fox."

Mrs. Fox's brief pointed out that the trustee's knowledge of disbursements proved that creditors had been allowed to make "a very broad examination" of the All-Continent's books. The brief added "it is fair to assume that by their present method of introducing the books in evidence page by page 'they will before long have obtained a record from the All-Continent books of every transaction with Fox'."

### Brokers to Be Examined

The examination into the brokerage accounts of William Fox which was scheduled to take place before Federal Judge Clancy in N. Y. yesterday (Tuesday) was postponed

## EXHIBS DREAD

### IRKING PUBLIC

Hence the Quiet Tilting of Scales, Particularly the Early-bird and Shortened Matinee Periods

### LABOR DAY START

A schedule of increased admission prices on a minor scale compared to the one scheduled to become effective in New York Sept. 7 is being placed in effect in many cities throughout the U. S. In most localities, the minor tilts and elimination of bargain early prices are being eased in with the minimum of publicity because a majority of exhibitors do not wish to woo any resentment.

Principal reason for attempting to bolster the admission price structure is that exhibitors feel that recent increases in attendance justify a slight tilt. Elimination of early morning prices, which abolishes the 10c scale excepting for juveniles, and an earlier hour for installing the night scale, has been carried out in most of these cities.

While some key spots now are following New York's general plan for lowering prices, there have been numerous cities that have been quietly raising the schedule of admission fees for the last month. Night prices seldom have been touched, and never have gone above the federal tax barrier level.

### 125 Indies In Cleve, World Till

Cleveland, Aug. 18.

Admission prices in all local houses will take a hike if indie owners of 125 nabes get together this month and pass a proposed 5c minimum raise on all tickets except juveniles.

Ernest Schwartz called one meeting of Indie Theatre Owners' Association to vote on question, but not enough were present for a fair vote. All members will meet in the next two weeks for official action, and outcome is being eagerly awaited by major downtown exhibitors.

Since beginning of depress, nabes houses cut admissions sometimes three times, and average is now 10c and 25c. Lowest is 15c. Indies feel a hike is justifiable, as they now absorb a temporary 3% theatre tax. If they push through at least a 5c increase, first-run houses downtown, which have a 40-45c top at present, plan jumping scale by 10c.

### Barrister Tells All

Hollywood, Aug. 18.

"Marked Page," novel of an attorney's experience while confined in prison, has been optioned by George O'Brien.

Actor will use yarn for one of the six flickers he'll do for George Hirshman on RKO release.

### Kelly-Wilson Reunion

Hollywood, Aug. 18.

Bert Kelly and Al Wilson, formerly production executives at the old Biograph studios, have joined forces to make "The President's Mystery" at Republic.

Wilson is production manager; former is supervising.

until Sept. 1 on consent of both sides. On Monday, Judge Liebell signed an order directing the brokers to appear with their records in connection with the supplementary proceedings brought against Fox by the Capital Co. of California which is endeavoring to collect a judgment of \$245,000 for breach of a theatre lease. The brokers subpoenaed to appear were: B. J. Kallen & Co., H. L. Horton & Co., Berliner & Co., Loeb, Alsbach & Co., and J. W. Sparks & Co.

## N. Y. Indies Irked by Chains

### Which Offer Bigger Giveaways

### Politico Inroads

(Continued from page 7)

will be confined largely to the period between Sept. 1 and Nov. 3 which gives exhibitors a break since during this time most of the strongest new season product is released. With ace films available in this 2-month stretch, trade associations claim that it is largely a question of selling the features to the public.

### Institutional Bally

While ostensibly designed to battle the influence of the national election campaign, suggestions for institutional campaigns have been fundamentally based on the idea of selling additional tickets.

First blast against the political big top has been fired by Balaban & Katz in Chicago in the form of series of page advertisements. These are framed around the product booked for early fall showing, though obviously a campaign to counteract the effect of political inroads.

Another publicity plan has been set for St. Louis where Harry Arthur and Loew's are cooperating in staging a huge fall show festival. Basic idea of this is also to battle the campaign show.

Other key cities and circuits now have similar stunts under consideration.

Attention of major film companies was called to the situation by Will Hays a number of weeks ago. As a result, advertising-publicity chiefs of member companies now are working on a campaign of institutional copy designed largely for newspapers of the U. S. Whether newspaper ads will accompany this publicity has not been decided as yet. J. McCarthy, of the Hays office, is collaborating with the committee in charge.

## J. J. FRANKLIN'S 300G WB CONSPIRACY SUIT

Franklin Theatre Enterprises, Ltd., operators of theatres in Hawaiian Islands, is suing in U. S. District Court, N. Y., against Warner Bros., First National, Vitaphone and Vitaphone Corp., for \$300,000, alleging breach of contract and conspiracy to restrain trade.

Charles Franklin, attorney, brother of J. J. Franklin and Harold B. Franklin, claims defendants violated an agreement made in July, 1934, to supply Franklin's theatres with features and shorts for its chain in Hawaii; that later the defendants conspired with the Consolidated Amus. Co., also Hawaiian theatre ops, to charge Franklin exorbitant prices for productions after Consolidated had the benefit of first runs.

Plaintiff claims that defendants have since demanded such high prices that it has been compelled to use inferior films and also put on stage shows to meet Consolidated competition.

Franklin is head of the hula circuit.

Los Angeles, Aug. 18.

Although Adolph Ramish and Louis Rosen, L. A. financiers, are interested in the Franklin Theatre Enterprises, Ltd., of Hawaii, the court action filed in N. Y. for alleged breach of contract against Warners-Franklin and subsidiaries, dates back to period before the L. A. men became identified with the organization. Understanding is that the suit, which asks damages of \$300,000 for alleged breach and conspiracy to restrain trade, is predicated on the charge that Warners-Franklin is sold to have made with the Franklin outfit, on the strength of which \$400,000 was invested in additional theatres in the islands.

Other majors are alleged to have sold exclusive runs to Consolidated Amusement Co., with WB allegedly tying with Franklin, then repudiating the deal.

Independent exhibitors and indie circuit houses are squawking plenty these days about the comprehensive so-called lottery nights and giveaways being conducted in Greater New York by major circuits. One major chain employer what is known as Giant Screeno three nights weekly in a number of its houses while at the same time carrying on with one bank night each week.

What is designated by showmen as Giant Screeno is only an elaboration of the ordinary screeno stunt. In some instances \$40 to \$50 in regular prizes is awarded together with more than \$100 in consolidation awards. Just what such a setup does to biz at the independent houses may be seen when it is realized that a majority of the seldom can offer more than \$50 in prize coin.

Independent exhibs charge that major operation operators have the added advantage of being able to offer two first-run features, a fast-run newsreel and a late release of a short feature comedy. They claim their box office suffers heavily under such an argument because major exhibs who are charging only 5c to 10c more in many localities than they are able to get.

As if this was not enough, the indies also are confronted with the proposition of running weak subsequent run features or releases of questionable draw, now that many of the best of them have been played.

### Major's Rebuttal

Answer of the major circuit exhibitors is that they are giving the independents a heavy dose of their own medicine, pointing out that they (the indies) originally started the stunt nights and developed them to such a high degree.

Bank night situation also finds the independent on the short end of the horn. He is able to offer \$40 to \$50 at the most while his major opposition starts out with \$100 as the prize goal. The extent that this original \$100 doubles and triples was seen last week when one circuit theatre where \$700 was to be awarded one night. Failure of coupon holders to claim award previous weeks brought this result.

Most unusual development in eastern cities in re-examining way the manner in which dinnerware giveaways have slumped in favor. Along with this decline in box office, appeal reported by indies is the quality of picture program being maintained by the disbarred merchants in dealings with theatre operators.

## BUSY WEEK IN DENVER AUG. 13; 3 CONCLAVES

Denver, Aug. 18.

Three major events will occupy the attention of Denver territory exhibitors and distributors during the week of Aug. 31.

The first annual convention of the newly formed Theatre Owners and Managers of the Rocky Mountain Region will be held on Aug. 21 and Sept. 1-2; the annual Fox managers' meeting for the same territory will be held Sept. 2-5. The annual distributors-exhibitors picnic and banquet, sponsored by the exchanges, will be held Sept. 2, at the Cherry Hills Country club. The two conventions will be held in the Commodore hotel. Attendance at the exhibitors' convention is expected to be close to 75%, and attendance of Fox managers at their meeting is compulsory. Ticket sale for the picnic is expected to set a record because of these two meetings.

The exhibitors' convention is steering close to the giveaway problem, as evidenced by their program, which will feature a contest. The program of the Fox managers will probably include the subject again this year as last, when their meeting was held at Colorado Springs.

# LOOKS LIKE THERE'S GOING TO BE ANOTHER

The Critics Won't Stop Cheering  
The Crowds Won't Stop Coming—So



# CHINA

Will Keep Right

# 2ND BIG WEEK

By the Producers, Author and Star of "Ceiling Zero"—with

## PAT O'BRIEN

ROSS ALEXANDER  
BEVERLY ROBERTS  
HUMPHREY BOGART  
MARIE WILSON

Joseph Crehan • Joseph  
King • Addison Richards  
Directed by  
Raymond Enright  
A First National Picture

WHAT HAS HAPPENED IN THE FIRST, SECOND AND THIRD WEEKS OF ITS PRE-RELEASE RUNS AT THE CARTHAY CIRCLE, LOS ANGELES, AND THE GEARY, SAN FRANCISCO, IS SPECIFIC AND CONCLUSIVE EVIDENCE THAT THE BIGGEST ENGAGEMENT YOU'VE EVER HAD WILL START AUGUST 29

-National Release Date of  
**'ANTHONY ADVERSE!'**



**NON-STOP FLIGHT!**

# CLIPPER

Running for a  
**AT N.Y. STRAND**

## The FRONT And Center Of All Eyes On Broadway!

It's got a load of flash—with a red flasher light marking the Clipper's course across the globe. Recording of airplane motor over the P. A. system adds drama and sound to the display. There ought to be an idea in it for you—so help yourself!



"Those who thrilled to 'Ceiling Zero' will find a double jolt of aerial entertainment! It is excellent!"

—N. Y. American

"Stunning sequel to 'Ceiling Zero'! Powerful and exciting!"

—Daily Mirror

"A thing of remarkable photographic beauty, suspense and tingling excitement! 'China Clipper' is another vivid chapter in the screen's history of aviation filmed by

# WARNER BROS.

—N. Y. Times

## Hollywood Placements

Hollywood, Aug. 18.  
Cornelius Keefe, Oscar Apfel, Ann Doran, John Dillson, 'Missing Girls', Chest.  
Irene Bennett, Ethel Clayton, Terry Ray, Georgia Wright, Willie Hopper, Frank Losee, Nick Lukats, Priscilla Lawton, 'The Accusing Finger', Par.  
James Marcus, Henry Hanna, Lillian Dean, Bernard Suss, 'The Big Broadcast of 1937', Par.  
Fay Holden, 'Exclusive', Par.  
Charlotte Ogden, Ralph Malone, 'Vanity is the Word for Carrie', Par.  
Richard Macaulay scripting 'Roaming Round', RKO.  
Wallace Fox directing 'All Searched', RKO.  
Morice Compton, 'Under Your Spell', 20-F.  
Norman Foster, Saul Elkins, Clay Adams, collaborating on an orig. 20-F.  
John Farrow, Pete Milne writing orig. W.B.  
Henry Brandt, Erin O'Brien Moore, Helen Flint, 'The Black Legion', WB.  
David Oliver, 'Flying Hostess', J. Crawford Kent, Jean Rogers, Diana Gibson, Dorothea Kent, 'The Luckiest Girl in the World', U.  
H. B. Warner, Bernadine Hayes, 'Love and Laughter', Rowland-Par.  
Mary Forbes, Tyler Brooke, Lois Wilson, 'Wedding Present', Schulberg-Par.  
Leo McCabe, 'Love Under Fire', Gwynn.  
Irene Franklin, Douglas Scott, 'Right in Your Lap', Par.  
Howard Hickman, 'Gorgeous Hussy', MG.  
Edith Craig, John Sheehan, 'Three Men on a Horse', WB.  
Granville Bates, Russell Simpson, 'Green Light', WB.  
Henry Wales, writing orig. 20-F.  
Stanley Fields, 'The Making of O'Malley', WB.  
Olin Howland, Susan Fleming, 'Gold Diggers of 1937', WB.  
Col. on Chaney, Jr., 'Killer at Large', Col.  
Frank Darian, Sid Saylor, Richard Carle, Billy Dooley, Arthur Hoyt, Fannies From, 'The Great Pretender', Col.  
Thurston Hall, Harlan Briggs, Grace Hale, Sarah Edwards, Spring Byington, Mary McLaren, 'Theodora Goes Wild', Col.  
Leah Ray, 'Sally, Irene and Mary', 20-F.  
Monte Blue, Frederick Blanchard, Arthur Fingley, Phillip Armenia, 'Ride, Ranger, Ride', Rep.  
Vivienne Osborne, Ferdinand Munder, 'Champagne Waltz', Par.  
Russell Lewis, staging dances, 'Lords of London', 20-F.  
Walter Downing, 'The Fire', Col.  
Philip Morris, Michael Fitzmaurice, 'The Plough and the Stars', RKO.  
Victor Varconi, Franklin Farnum, 'The Plainsman', Par.  
Evelyn Brent, Morris Ankrum, 'Hopalong Cassidy', Republic.  
George Stoney, directing, 'Quality Street', RKO.  
Pat C. Flick, dialoging, Patsy Kelly-Loda Roberti, 'Nature, Road and Romance', Col.  
Tom Brown, Larry Crabbe, William Frawley, Benny Baker, Terry Ray, 'Rose Bowl', Par.  
Laird Doyle, screen play of Prince and the Pauper, WB.  
Frank Strayer, directs, 'Glory', 20-F.  
Una O'Connor, 'God's Country and the Woman', WB.  
Herman J. Hankiewicz, screen, playing 'A Man and a Woman', Schulberg.  
Dore Schary, screen play, 'Mind Your Own Business', WB.  
George Bricker, rewriting, 'The King of Swing', WB.  
Jimmy Conlon, 'The Accusing Finger, Rose Bowl' and 'Exclusive', Par.  
Jack Benny, Mary Boland, Burns and Allen, Martha Mather, Eleanor Whitney, Dorothy Lamour, 'College Holiday', Par.  
Catherine Doucet, 'Three Smart Girls', U.  
J. Carol Naish, 'The Man Who Came Back', RKO.  
Lou Breslow, John Hatrick, writing Jane Withers orig. 20-F.  
Wally Maher, Johnny Tyrell, Franklin Parker, 'Born to Dance', MG.  
Walter Miller, Horace Murphy, 'Ranger Courage', Darnour-Col.  
Harry Harvey, 'General Spanky', Roach.  
James Dunn, 'Come Closer, Folks', Col.  
Wilfrid Lawson, 'White Hunter', 20-F.  
William Newell, 'Labeled Lady', MG.  
Charles Logue writing two John Wayne yarns, U.  
Joseph Hoffman, screenplay, 'The Country Gentleman', RKO.  
Kenneth Howell, Jean Danney, 'Four Days' Week', 20-F.  
Grace Hale, 'Fedora', Col.  
Bonnie Bannan, Poppy Wilde, Diana Cook, Wanda Perry, Lorna Love, Guy Bates-Post, 'Camille', MG.  
Robert Kent, 'Reunion', 20-F.  
Stanley Komer, 'Maytime', MG.  
Jack Adair, 'The Big Game', RKO.  
Marguerite Churchill, 'Hooded Love', Col.  
Jack Mulhall, 'Without Orders', RKO.  
Joseph Ballamy, Mae Clarke, Stan-

## Comparative Grosses for July

(Continued from page 10)

BOSTON				
	July 9	July 16	July 23	July 30
REITE-MEMORIAL (2,000; 23-35-50) High. \$45,000 Low.. 4,000	Bride Walks Out \$6,600	Secret Agent \$12,000	Blind Condemned and M'ltiss \$8,000	White Fang and Easy Money \$7,400
STATE (3,300; 23-35-40-50) High. \$29,000 Low.. 2,000	San Francisco \$13,500 (2d week)	Francisco \$11,500 (3d week)	Francisco \$12,000 (4th week)	Dancing Lady and Big House \$21,000 (Revivals)
METRO-POLITAN (2,000; 25-30-40-50) High. \$67,000 Low.. 11,500	Poppy \$18,000 (Stage Show)	Poor Little Rich Girl \$24,000	Public Enemy's Wife \$17,000	Green Pastures \$20,800

## SAN FRANCISCO

	July 9	July 16	July 23	July 30
PARA-MOUNT (2,740; 30-35-40) High. \$37,500 Low.. 5,000	San Francisco \$28,000 (2d week)	Francisco \$20,000 (2d week)	Francisco \$19,000 (3d week)	Sury Hot Money \$19,000
GOLDEN GATE (2,850; 30-35-40) High. \$26,000 Low.. 5,400	Devil's Squadron \$16,500 (Stage Show)	Bride Walks Out \$17,500	Shakedown \$17,200	MLiss \$15,000
ORPHEUM (2,440; 30-35-40) High. \$27,000 Low.. 7,100	King Steps Out \$5,000 (3d week)	Parole and Mine with Iron Door \$5,000	Private Life Henry VIII and Blackmailer \$2,000	Counterfeit and Border Patrol \$6,500
WARFIELD (2,670; 35-40-45) High. \$57,400 Low.. 5,200	White Angel and High Tension \$19,000	White Fang and Public Enemy's Wife \$13,500	Poor Little Rich Girl and Educating Father \$17,500	Earthworm Tractors and Spendthrift \$14,000

## PORTLAND, ORE.

	July 9	July 16	July 23	July 30
BROADWAY (2,000; 25-40) High. \$21,000 Low.. 2,500	Dancing Lady and The Big House \$6,300 (Revivals)	Lady and The Big House \$3,000 (Revivals) (2d week)	Earthworm Tractors and Murder by Aristocrat \$5,300 (2d week)	Tractors \$3,300 (2d week)
THEATISTS (1,000; 25-40) High. \$12,000 Low.. 1,200	San Francisco \$7,500 (2d week)	San Francisco \$7,500 (3d week)	Francisco \$4,700 (4th week)	Francisco \$4,200 (5th week)
PARA-MOUNT (2,000; 25-40) High. \$16,000 Low.. 3,000	Poppy and Fatsi Lady \$6,500 (10 days)	Early to Bed and Forgotten Faces \$4,000	Poor Little Rich Girl and Return Sophie Lang \$7,600 (2d week)	Rich Girl and Sophie Lang \$4,000

## CINCINNATI

	July 9	July 16	July 23	July 30
ALBEE (3,300; 35-45) High. \$35,500 Low.. 5,800	White Angel \$10,500	Bride Walks Out \$12,500	Spendthrift \$9,000	Green Pastures \$13,000
PALACE (2,000; 35-45) High. \$28,000 Low.. 4,500	San Francisco \$14,000 (2d week)	We Went to College \$8,000	Poor Little Rich Girl \$16,500	Sury \$14,500
LYRIC (1,400; 35-45) High. \$28,000 Low.. 1,800	Forgotten Faces \$3,500	Gentle Julia \$4,500	And Sudden Death \$2,500	Country Beyond \$4,000
KETTER'S (1,500; 40-40) High. \$22,000 Low.. 5,000	Devil's Squadron \$4,800	White Angel \$2,500 (6 days)	Earthworm Tractors \$7,000	Poor Little Rich Girl \$4,000

## INDIANAPOLIS

	July 9	July 16	July 23	July 30
APOLLO (1,100; 35-40) High. \$15,400 Low.. 1,200	White Angel \$2,100 (2d week)	Public Enemy's Wife \$2,400	State Fair \$3,800 (Revival)	Poor Little Rich Girl \$8,000
LYRIC (2,000; 25-30-40) High. \$15,000 Low.. 1,800	Big Noise \$7,000 (Radio Ramblers) (Vaude)	White Fang \$7,600	Crime Dr. Forbes \$7,200	Earthworm Tractors \$9,200
CIRCLE (2,000; 35-40) High. \$26,000 Low.. 1,700	Hearts Divided \$4,500	Bride Walks Out and Let's Slug Again \$5,200	Green Pastures \$5,200	Spendthrift and Return Sophie Lang \$2,800
LOEW'S (2,800; 25-40) High. \$19,000 Low.. 2,000	San Francisco \$4,500 (2d week)	Big House and Dancing Lady \$7,500 (Revivals)	Devil Doll and We Went to College \$4,400	Sury and Counterfeit \$7,100

ley Andrews, Richard Alexander, Lou Kelly, Helen Lowell, 'Wild Brian Kent', Lesser.  
Leonard Lord, 'In His Steps', Zeidman.  
Gottfried Reinhardt, Sheridan Gibbons, collaborating on script of 'Danton', WB.  
Peggy Shannon, 'The Man I Married', U.  
Maxine Jennings, 'Daddy and I', 'Without Orders', RKO.  
Louis Dresser, E. E. Clive, 'Maid of Salem', Par.  
George Lewis, 'Cavalry', Rep.  
Edward Carle, 'Can This Be Dixie?', 20-F.  
John Bilson, 'Pigskin Parade', 20-F.  
Joe Sherman, directing 'Annie Laurie', stout, MG.

## BRANDT ADDS 3

Harry Brandt has taken over the Rex, Irvington, N. J., the Gem, Far Rockaway, L. I., and the Embassy, Dec. Perry, N. Y. This brings the Brandt chain to 60 houses.

## Marsh in Col Ranks

Hollywood, Aug. 18.  
Marian Marsh drew a term contract at Columbia as result of her work in 'The Man Who Lived Twice', and gets femme spot opposite James Dunn in 'Come Closer, Folks', 'pitchman yarn, which Harry Lachman will direct.  
Aben Kandel authored 'Come Closer', with Leo Loeb and Harold Buchman doing the screenplay.

## SABBATH CHARITY SHOW OK

Clarksdale, Miss., Aug. 18.  
Charge against R. E. Norman, manager of the Paramount for operating a theatre Sunday for charity, dismissed by Judge Vincent Brocato who held that no state law was violated in operating the theatre for charity.  
Norman was arrested after ministers and other protests.

## DETROIT

	July 9	July 16	July 23	July 30
MICHIGAN (4,000; 30-40-45) High. \$38,100 Low.. 6,600	White Angel \$18,000 (Gaudie Barrie) (Stage Show)	Public Enemy's Wife \$18,000 (Charlie Chase)	Bride Walks Out \$24,000 (Major Bowes Ames)	Sury \$31,000 (Shen Fields Orch.)
FOX (5,000; 30-40-45) High. \$50,000 Low.. 4,000	Devil's Squadron and It Happened in Detroit \$21,000 (Dickie Moore and Mitzi) (Stage Show)	Sins of Man \$13,500	Poor Little Rich Girl \$23,000 (Ed Sullivan's Unit)	Rich Girl \$16,500 (2d week) (Sid Marion)
UNITED ARTISTS (2,000; 30-40-45) High. \$27,000 Low.. 2,600	San Francisco \$16,000	Francisco \$11,000 (2d week)	Francisco \$10,000 (3d week)	Francisco \$8,000 (4th week)

## BIRMINGHAM

	July 9	July 16	July 23	July 30
ALABAMA (2,000; 30-35-40) High. \$28,000 Low.. 3,500	Hearts Divided \$7,300 (Auto Giveaway)	Princess Comes Across \$7,800	These Things Happen \$6,500	Bullets or Ballots \$6,200
STRAND (2,000; 30-35-40) High. \$5,100 Low.. 800	Human Comedy \$1,700	Till We Meet Again \$1,600	Arizona Raiders \$1,400	Things to Come \$2,000
EMPIRE (2,000; 30-40-45) High. \$12,800 Low.. 800	Sutter's \$3,000	Florida Special \$3,700 (Schmeling-Louis Fite Fir)	It's Love \$2,300	Nobody's Fool \$3,000

## MINNEAPOLIS

	July 9	July 16	July 23	July 30
MINNEAPOLIS (4,500; 25-35-35) High. \$45,000 Low.. 5,000	San Francisco \$16,000	Francisco \$13,000 (2d week)	First Baby \$21,000 (Marx Bros.)	Poor Little Rich Girl \$10,000
ORPHEUM (2,500; 35-40-55) High. \$25,000 Low.. 2,000	Bullets or Ballots \$7,000	King Steps Out \$8,000	Bride Walks Out \$5,000	White Angel \$8,000
LYRIC (1,300; 20-25) High. \$28,000 Low.. 2,500	Speed \$5,000 (Fite Fite)	Country Beyond \$1,500	Sons of Guns \$2,200	Human Cargo \$1,600
STATE (2,000; 25-35-40) High. \$17,000 Low.. 900	And Sudden Death \$1,500 (4 days)	Spendthrift and We Went to College \$3,200 (Split week)	Devil Doll \$3,500	Public Enemy's Wife \$4,000

## KANSAS CITY

	July 9	July 16	July 23	July 30
MIDLAND (2,000; 25-35-35) High. \$35,100 Low.. 5,100	San Francisco \$16,000 (2d week)	Francisco \$16,500 (3d week)	Devil Doll \$11,000	Sury \$15,800
MAIN STREET (2,000; 25-40) High. \$35,000 Low.. 3,300	White Angel \$7,000	Bride Walks Out \$7,000	Earthworm Tractors \$7,000	Grand Jury \$7,000
NEWMAN (1,000; 25-40) High. \$33,000 Low.. 3,300	Florida \$6,500	Public Enemy's Wife \$6,000	Green Pastures \$11,500	Spendthrift \$6,000
UPTOWN (2,000; 25-40) High. \$11,000 Low.. 1,500	Champagne Charlie and Little Miss Nobody \$3,200 (5 days)	Things to Come \$6,600	Dracula and High Tension \$3,200 (6 days)	Poor Little Rich Girl \$11,000

## BROOKLYN

	July 9	July 16	July 23	July 30
FOX (4,000; 25-35-35) High. \$48,000 Low.. 8,900	Secret Agent and Trapped By Television \$10,000	Parole and Easy Money \$9,000	Harvester and August Weir \$8,000 (6 days)	Nero Wolfe and I Stand Condemned \$13,500
ALBEE (3,000; 25-35-50) High. \$45,000 Low.. 2,500	Sins of Man and Dancing Pirate \$9,000	Poor Rich and High Tension \$10,000	Rich Girl and Tension \$8,000 (2d week 5 days)	Bride Walks Out and Blackmailer \$8,000
PARA-MOUNT (4,000; 25-35-35) High. \$57,800 Low.. 4,900	Big Noise and Ticket to Paradise \$4,000 (New Record Low)	White Angel and Ticket to Paradise \$13,000	Poppy and Forgotten Faces \$13,000	Public Enemy's Wife and Early to Bed \$13,000
METRO-POLITAN (3,400; 25-35-35) High. \$39,000 Low.. 10,000	San Francisco \$17,000	Francisco \$15,000 (2d week)	Francisco \$14,000 (3d week)	Francisco \$14,000 (4th week)
STRAND (2,000; 25-35-35) High. \$25,500 Low.. 2,500	Revolt of Donoms and Bar 20 Rides Again \$4,000	Sing Sing and Wagon \$3,000	2 Against World and Dixie Dames \$3,000	Sudden Death and Mine With Iron Door \$4,000

## PROVIDENCE

	July 9	July 16	July 23	July 30
STATE (3,200; 15-25-40) High. \$28,000 Low.. 2,500	San Francisco \$11,000 (2d week)	Chained and Dinner at 8 \$8,000 (Revival)	Devil Doll and We Went to College \$10,000	Sury and Final Hour \$16,500
MAJESTIC (2,200; 15-25-40) High. \$17,500 Low.. 2,500	Dr. Forbes and Hot Money \$4,500	White Angel \$7,600	Earthworm Tractors and 2 Against World \$5,200	Poor Little Rich Girl \$11,500
STRAND (2,200; 15-25-40) High. \$18,000 Low.. 2,000	Girl of Ozarks and Raiders \$5,000	Early to Bed and Sudden Death \$6,400	3 Cheers for Love and Arizona Raiders \$4,800	Border Flight and Spendthrift \$4,500
ALBEE (2,200; 15-25-40) High. \$20,000 Low.. 1,900	Bride Walks Out and Harvester \$3,600			

# EXPLOITATION

By Epes W. Sargent

## Blotting 'Doll'

**St. Louis.**  
In selling MG's mystery yarn, 'The Devil's Doll,' to the natives of this city, Jimmy Hargis, of the Loew's, conceived the idea of dishing out some small dolls purchased from local novelty stores.

Tag attached to doll played up 12-inch kink angle and dared the recipients to see the picture. Telegraph boys on the downtown streets had no difficulty in making free distribution.

Another effective scoop along the same lines with similar copy was the distribution of 10,000 blotters in downtown office buildings. Blotter had rule edge, figure of doll and arrow pointing to ruler with explanatory copy, 'This is the actual size of the kink,' etc. Printed in red ink, the blotter made a swell flash and caused plenty of comment.

Harris also made effective teams with Kroger grocery stores, McCrory's 5 and 10 and a local bank which used 5,000 blotters, with copy on pix, for distribution of stilted arranged literature.

Harris also cracked into every rag in town and the job was easier than usual because of the weird angle of the feature. One rag gave up a four column spread in the picture. The late Lon Chaney as he appeared in 'The Unholy Three' and Barrymore in current 'The Sign of the Cross' were featured.

## Double-Header

Not content with one special on the Joe Louis-Jack Sharkey fight picture, Bob Rogers of the Loew's, New York, got out two envelop gags and at no cost to the house. Sam Cooke, his p. a. helped.

Number one, before the fight, was titled 'Sh-h-h. Here is the hot tip on the Louis-Sharkey heavyweight fight. Keep this quiet!' The enclosure started 'If Louis wins or not every blow in the fight could be seen in the picture. This was a tie-in to the East Side News.

A second envelop for the opening, was in co-operation with a clothing store and was titled 'the lowdown on the fight.' Both envelops contained a stick of gum promoted, of course. There were 10,000 of each.

A special display board was set up in Chinatown with newspaper clips about the fight and pictures of past fights. A similar board was used for the lobby and window boxes, each showing one of the contestants. Also used were 200 special window cards and 5,000 throw-aways.

Putting out 25,000 specials is going pretty strong for a nabe house, but it's the way to get business.

## Heavy on the Girls

**Detroit.**  
Premiere of Harry R. Romm's 'Gilded Follies of 1898' at the Michigan this week got a p. a. send-off from Paul Benson, a r. s. of unit.

Outstanding gag was an insurance stunt, whereby local agent got Lloyd's office to issue policies on the 'Gilded Follies of 1898' at the Michigan this week got a p. a. send-off from Paul Benson, a r. s. of unit.

**Banked on Blackstone.**  
**Detroit.**  
Fox theatre worked up a 'brain-twister' program around Blackstone, the CKLW, to draw in the audience. A magician opened on Fox stage. Gave away 25 pairs of duets to listeners who guessed riddle.

Fifteen-minute broadcast also recounted history and experiences of Blackstone, with Joe Gentile putting the questions. Considerable work was worked up several days in advance by intermittent plugs over station.

Station and theatre have reciprocal agreement whereby Fox gets plugs for its attractions over CKLW, while station runs trailer, advertising its programs, on Fox screen.

## Last Mohican

**Rochester.**  
Walter Fleishman, p. a. of the theatre, dug up Harold Tarrant's story of Mohegan Hill, Conn., 'The Last Mohican,' to bally the film.

Tour of upstate cities, starting in Rochester, made the newspapers and a time interview by Al Sign of the Times-Union. Tarrant's story, who teaches Indian arts and crafts at the school, got the oke of Arthur C. Parker, director of the Rochester Museum and authority on Indian history.

## Down in S. C.

**Spartanburg, S. C.**  
Odom's trailer tie-in and display for current 'March of Time' at Carolina Theatre, a real drawing card for the theatre and the advertiser.

First time a local firm has tied-in with a short feature at any of our Wilby-Kinney houses here, and the result was a knockout. Using about 10-minute trailer section of 'Time' short to pull interest. Odom's splurged in advance with three-column morning and evening newspaper advertisement parked in front of the theatre, and darn near snarled traffic for two afternoons and nights.

Herald-Journal offering duets to State as combine with house on re-run of Will Rogers in 'A Connecticut Yankee.' Theatre is a classified advertisement department, the house getting a two-column illustrated advertisement, including the duets and the sheets collecting on the paid ad space end. Gag is worked about six times a year here and pays off well both sides.

Pastures' exploitation being handled by Mr. Irvin Stone of State in absence of City Mgr. Talbert on vacation. Stunts include special screening for 50 to 75 ministers, teachers, newspapermen, etc. On q. t. due to racial distaste for such things openly to Dixie. A few leading Negro ministers, teachers, etc. drew from balcony seats and special effort to sell dark patrons is being made, since house has generous separate section for them.

Thousands 'ranged' the State two days and nights to see Schmeling-Louis boxing film, leaving no opportunity for numerous Negroes to see their once popular 'Brown Bombs' and other boxing space, usually available, was all taken up with long lines waiting, even for the 9 p. m. program. City Mgr. Bob Talbert pulled the film, at the close of the last night performance, to the Carolina, another Wilby-Kinney house, and started a show for Negro patron at midnight. Thus, the shekels were added to the local take on the film, which played three days at the State. He papered the Negro residential and factory sections heavily and let it go at that—not a dime for radio or newspaper space on the idea. Reason was that Carolina is top house and favorite for whites, hence Talbert pulled the show on the q. t. from their angle.

## Special Edition

**L. S. Stein, ad manager for the Warner Chicago zone, had an idea recently to cover the closing of the West End Theatre, and its reopening as the Ogden, taking title from Ogden Hill, in which the house is located.**

He got out a miniature three-sheet mimeograph dated Aug. 2 to announce the closing six days later. He called the units of the house as it was known and the new front to be replacement, stressed the closing of the theatre. He also announced a contest for the selection of an official hostess for the opening, to be chosen from the 'Miss Ogden Hill' contest. The contest will be carried in the neighborhood paper, but not giving the house a plug. The house will be revived when the house reopens. Possibly it will be continued during the three weeks' darkness to hold interest—which would be a still better idea.

## Ad But No Kudos

**Winnipeg, Man.**  
While radio received the chief benefit from the recent provincial elections one local house received a portion of one candidate's election campaign.

House concerned was the ritzy neighborhood Uptown owner and operated by the newly formed Western Theatres, Ltd. Speaker who took the house for one night was the provincial minister of telephones, Hon. W. J. Major, M. C.

Administration was free to the voting public with the house throwing in a few short subjects to keep the non-payers quiet until hizzoner was ready to give out.

Stunt was a swell break for the house, it getting plenty of publicity all paid for by other interests, but didn't work out so well for the minister, the house doing the poorest business in weeks.

## Special on 'Killer'

Metro has had such a success on early showing of 'The Day After Tomorrow' that it is rolling a short in a big way. First shot is a broadside, one face of which is a group of people in a room, comment on New York and elsewhere on the different style of picture with the urge to exhibitors carried on the opportunity, particularly the newspaper space grabbing.

## Two Death' Hooks

**Dick Wright, Warner's Cleveland zone manager, sends in a couple of co-ops used by Bill Dworski at the Madison, Mansfield. Both are good.**  
One is a real drawing card with auto angles, including an ambulance service, which matches pat with the timing and couple of inches concerns. One of the latter contributes the other stunt. Ohio is just starting a driver's license, which becomes effective in October. The insurance company got out a leaflet selling all about it. Dworski got an imprimatur for the lower half of the front page and tended to the distribution. Reached practically every motorist in the section. Same gag can be worked on the rules of the road if any company is putting such out. It's just a matter of knowing what was what Dworski knew.

## An Old Friend

Harking back to an old-timer in the Universal pressbook on 'Crash Donovan.' Wayne Williams, Majestic, Mansfield, Ohio, got police permission to exhibit a picture car which had figured in a recent local sensation. Car was placarded 'Drive carefully. You may be next' together with text for the picture and theatre.

Displayed in a roped arena in the center of the town for advance week and parked at the theatre for the run. Newspapers gave a push by hammering on the safety angle, and in spite of its lack of novelty it made a strong draw. One of several police cooperations mentioned in the campaign book. Ever since the first production of 'Manslaughter' the police have been on careful driving and ready to cooperate.

# BEHIND the KEYS

**Rochester.**  
Family, 44-year-old house operating on a grind policy, is slated to give way to a modern first-run film house. The old house, owned by M. Loew, of Boston, is said to have rented the site from Forrest W. Taylor, president of the city. The new Loew interests, which rent the Rochester are involved is not clear, although there is a rumor that lease of the 4,500-sq. ft. house, dropped in favor of a 1,700-seater near Main Street, in other words on the site of the Family.

For many years have operated the Family for the last 24 years. It was formerly Cook's Opera House. The last manager, Walter M. Leach, who succeeded John J. O'Neill as manager of the Regent last spring, has resigned and returned to New York. Kenneth C. Cobb, assistant manager of the Century, is acting manager, with Thomas Dryer in charge nights. Frank Platter being assistant manager of the Century.

## Canton, O.

Wallace (Doc) Elliott, manager of Warner Bros. Ohio, here, accompanied by Mrs. Elliott, is on a two week tour of the city. Wade Whitman, formerly assistant manager of Loew's-Penn theatre in Pittsburgh, is now identified with the theatre.

L. B. Cool, for many years in charge of the Shea theatres here, Akron, and Youngstown, new manager of the Warner Bros. houses in Sharon, Pa., has recovered from a long and serious attack of pneumonia. He is expected to return to work, O. H. has acquired a downtown site and will begin erection soon of a modern movie theatre to have a seating capacity.

Nazera Zegib has closed her Dreamland, Lorain, for complete alterations, which will include increased seating.

Grove theatre, Lorain, formerly called the Standard, dark for many years, has been reopened by B. S. Curtis.

Jerry Steel, of the Apollo, Oberlin, is enlarging his theatre and erecting a new theatre, to be known as the middle of September.

Fire caused by a short circuit did considerable damage to the Eastland, Portsmouth, O., recently.

## Cedar Rapids, Ia.

Johnny Dostal, who has been assistant manager of the Iowa theatre here for several years, has gone to Marshalltown, where he will be manager of the Capitol Theatre.

Grand Independence is to be remodelled at a cost of \$15,000, and the name changed to the Clarinda.

Grand Independence is to be remodelled at a cost of \$5,000. Place will be closed for a month.

A. H. Blank, operator of numerous theatres here in Iowa and Nebraska, has leased the Ballou store building in Boone and will convert same into a movie house at a cost of \$14,000. It will be ready for opening Sept. 15.

## Chicago.

H. B. Shuett purchased the Arlington Heights from Bruce Goldshaw for reported consideration of \$11,000. Lehman Corp. handled the negotiations.

Half interest in the Newberry theatre was sold to Henry Brotman last week. J. Abrams retains other half interest.

## Bells, Tenn.

Rav. constructed at a cost of about \$20,000, has been opened. Seats 300.

## Seattle.

Jack Sampson, publicity mgr. for Sterling Chain Theatres (John Deere) here in Washington, Wash., where he was called by illness and subsequent death of his father, John R. Sampson, 62.

**Louisville.**  
Lee L. Goldberg of Cincinnati, has taken over the assets of Big Feature House, which had been operating for 21 years. Goldberg will continue to operate his three exchanges in Cincinnati, Indianapolis and Louisville.

Headquarters for the Goldberg organization will continue to be in Cincinnati, the staff, including Maurice Chas. and Johnson and Donald Duff, Indianapolis and Louisville offices will be supervised by A. H. Kaufman. Lee L. Goldberg is Louisville manager, assisted by J. W. Bohn and Israel Landau.

**Big Feature Rights.**  
Have already secured the franchises for the new Chesterfield and Invinible pictures, the Atlantic and Amity franchises, and Halperin and Maurice Comm productions. It will continue with First Division.

## Norfolk, Va.

Alan Sparrow back after two weeks in N. Y. J. M. Barron sub mgr. during flight of Sparrow.

Local support noted on presentation of Lowell Thomas reactions on Williamsburg in New Universal talking short sub on restoration in Norfolk, suggested film-months ago. Got kick when he saw it.

Nine grand spent for Park Theatre. improvement. is nabe house.

## Atlanta, Ga.

Eddie Melniker, Loew's Grand theatre mgr. went over so big as radio-cast of Soap Box Derby finals at the theatre in Akron, Ohio, as guest of Chevrolet Motor Co., handling make at national championships.

E. E. Whitaker, city mgr. Lucas & Jenkins theatres, and Tommie Leach, Paramount theatre mgr., loaned their moral support to the buddy, O. H. Bradbury, Jr., Fox theatre mgr., as best man and bridesman, respectively, at the latter's nuptials Saturday.

Don Prince, Columbia's Dixie exploiter and badminton champion of local film mgr., is working Little Rock, Ark., this week.

## Denver.

Annual conference of managers of Fox theatres in the Denver area will be held here Aug. 26-27. Rick Ricketson, division manager, will be in charge.

T. W. Couch, owner of theatre at Walsh, Colo., moving his equipment to Central City.

A. P. Archer and Joe Decker leased the Amusu theatre from C. U. Leager, proprietor of Ben's Night and head of Atlas and Atlas theatre companies. Yaeger purchased the house from Dr. Karl Ebell recently.

Following the installation of RCA sound and other modern equipment the theatre will reopen about Sept. 1. At this house, Archer and Decker, control over eight houses in Denver, the largest number under one management here.

## Cleveland.

Howard Michaels, on service staff of Loew's State, promoted to assistant manager at Loew's Granada.

Carl Rogers at State transferred to Harrisburg, Pa., become assistant to Sam Gilman of Loew's staff.

## San Francisco.

A number of San Francisco and Los Angeles theatre executives attended the opening ceremonies of the new theatre Del Mar in Santa Cruz, Cal., on Friday. The theatre is the first to be built in Santa Cruz in 10 years.

## Serial Cards Tell Story

Looking around for something new, an inventive sign writer got a newspaper friend to write briefly the story of a coming big feature, but without using the name of the picture. He neatly lettered on Bristol board which has a smoother finish than wall board, illustrating the running story with scene stills and using the star's head for an initial. It stretched across one side of a rather large lobby and for two days got the attention of a succession of readers. The stunt was credited with meaning about 30% added business on the run of the picture, for everyone wanted to come back to see what the finish was. Possibly the stunt would have worked as well in a large store window, but here there was room in the lobby. It's an excellent stunt for the long and narrow type of lobby.

Coppering this idea comes from another theatre, where the card admitted that the heroine had killed a man, and hung the suspense on the reason. Instead of the usual 'business', but did not work out as well inside, since when seeing the picture the knowledge of the finish spoiled the suspense.

For a whodunit considerable interest can be developed by naming the suspects individually and giving in the story the reasons for each of the character had for wanting to dispose of the victim. Works well where the picture is a whodunit. The suspects, but with a fifth the actual killer. Final card should read: 'Now that you know the who, who did the killing? Figure it out! And come and see if you are right!' That makes a better teaser.

## Knock-Knocking

Columbus, O.

Manager Russell Bovin, of Loew's Broadview, Columbus, cashed handsomely on the 'Knock Knock' craze now sweeping the country. He tied up with the local radio station in connection with the screening of 'Florida Special,' with Jack Oakie and Sally Eilers. The Dispatch announced a five-day contest and in cooperation with the management the theatre printed five of the best posts published for the five consecutive days. The first five each day were presented with \$1 in cash and the next best five each were given a pair of guest tickets to the theatre during the showing of the feature.

The Knock Knock - editor was literally swamped with contributions and the local radio station was asked to determine just which of the judges to be classed as the first five. During the days the contest was running, the theatre noted more than usual interest since the gag is sweeping this part of the country and interest naturally is at the peak.

## Trips to 'Frisco

One of the best gags worked on 'San Francisco' was pulled by the Colfax, South Bend, Ind. House was given a special trip to San Francisco on a round-trip ticket to San Francisco, with a three-day hotel. Worked along the usual lines of a coupon with the name of the theatre and the trip to the person holding the largest number of coupons. The trip was a definite draw, the box at the theatre as they were acquired. Punch to the idea was the fact that the trip was the town about which the theatre was in question.

Daily paper gave 10 consecutive stories, in return for a double truck announcement, merchants kept up the plug in their daily ads and each had a special window for the picture. Announcements also were made on the broadcast used in the operating merchants, and this paved the way for a special direct radio surge on the songs.

## Two-way Sign

Most storekeepers realize the value of picture displays in their windows, but many are not sure of the best way to put them up. The sign is the best, but that gets people into the store, on the proposition that a percentage will make a sign coming to the store.

This was arranged in one instance by the erection of a fence in a window which, unlike most display windows, was open on the outside. The fence was painted with the announcement of the picture, and across the top was the legend: 'The back of this sign contains the names of persons invited to be the guests of the comedy theatre during the run of this picture. Is your name on the fence?' Come in and see.

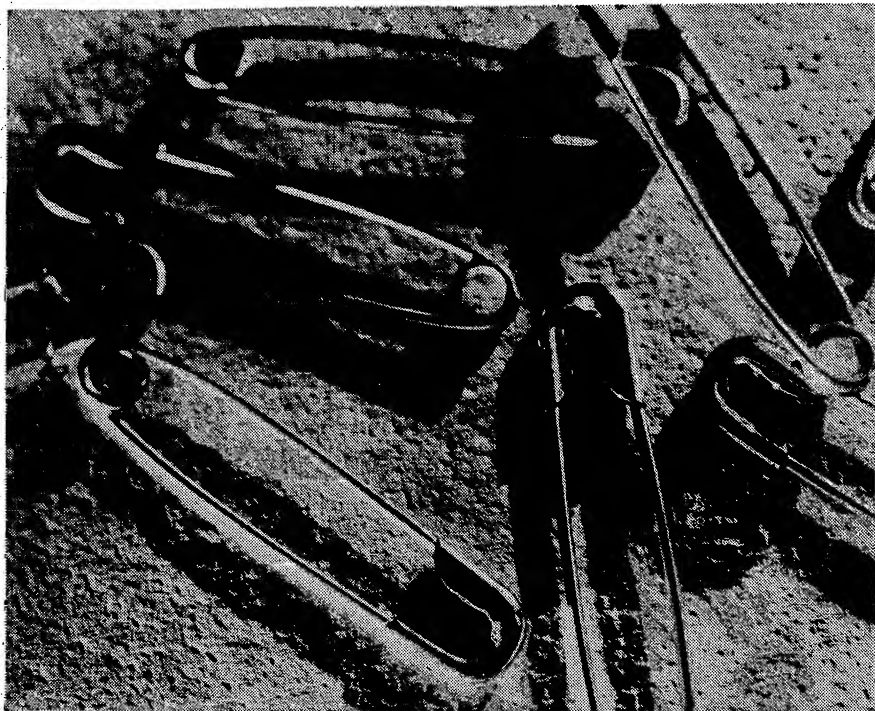
This meant an almost constant stream of people through the store from one window to the next. And-between them and the sign were half a dozen of the most attractive bargains the store could figure out. Sales for three days were sign staged in ran well into three figures. Where the window is built with a solid back it is the best of the best.

## Lincoln.

William Donelez, Elm Creek, Neb., has bought out his brother Emil's share of the Elm and re-

(Continued on page 22)

(Continued on page 31)



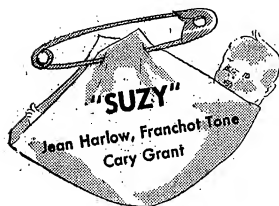
# SAFETY FIRST!

Pin an M-G-M contract to your Theatre and enjoy life in 1936-37!

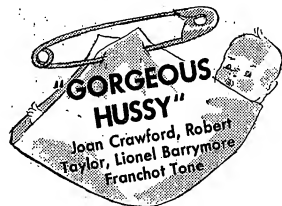
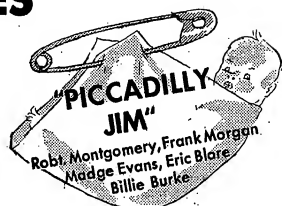


## THE BOX-OFFICE BABIES KEEP COMING FROM MR. & MRS. LEO!

Talk about  
Blessed events  
Mr. and Mrs. Leo are  
Something *marvelous*!



Their newest  
Howling success is  
"PICCADILLY JIM"—  
Congratulations are  
Pouring in from  
Opening engagements  
From Coast-to-Coast!



"PICCADILLY JIM"  
Joins the Box-Office  
Baby Parade of  
M-G-M hits!  
No kidding! What a  
Thrill to be an  
M-G-M Papa!

The Next  
Blessed Event!







"Knock! Knock!"

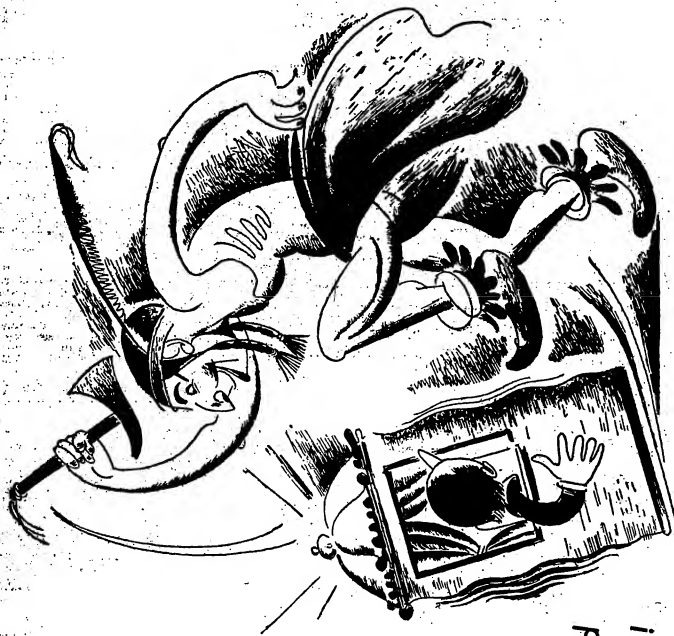
"Who's There?"

"Last of!"

"Last of Who?"

"Last of The Mohicans"

and I want to come in and  
break your house record, too!



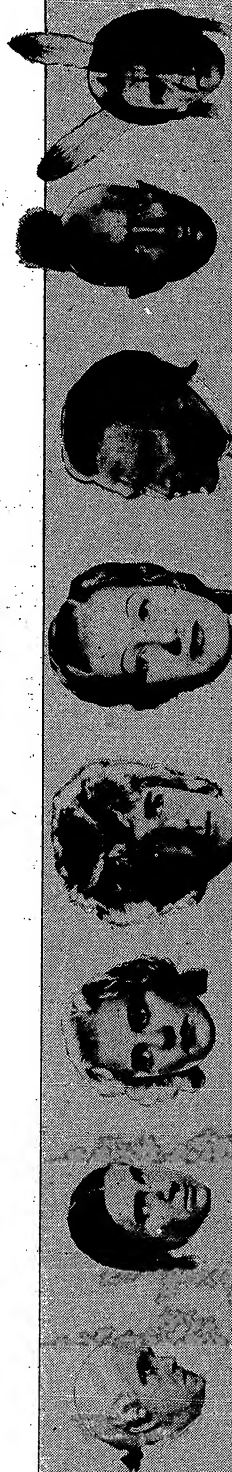
"I've been tomahawking records in

Rochester where audience almost tore down house with enthusiasm."

Saratoga because of public demand; exhibitor put on two extra shows daily."

Syracuse causes near riot. House sold out in less than an hour."

Nashville opened to line almost two blocks long."



with  
**RANDOLPH SCOTT • BINNIE BARNES • HENRY WILCOXON**  
BRUCE CABOT • HEATHER ANGEL • PHILIP REED • ROBERT BARRAT • HUGH BUCKLER  
PRESENTED BY HARRY M. GOETZ • DIRECTED BY GEORGE B. SEITZ • PRODUCED BY EDWARD SMALL • A RELIANCE PICTURE

Released thru UNITED ARTISTS





### Time Marches Again

"March of Time...comes along with another idea, a sales book designed to help exhibitors sell their customers....It runs about as strong as advertising comes, and the series is writing a new chapter in sales promotion."

Says Veteran Showman  
Epes W. Sargent  
in *Variety*

**NEW 20-PAGE BOOK HELPS  
THOUSANDS OF EXHIBITORS AT**

# BOX OFFICE!

**T**HEATRES that sell **THE MARCH OF TIME** know its box-office value. And exhibitors who have put this new 20-page book to work know how it, too, can suggest practical ways of selling even more tickets. Writes Vincent R. McFaul of Buffalo Theatres, Inc., "Every theatre man should have this manual on one of the best short features being offered on theatre screens and one that actually attracts people to the box office." Comments Advertising Manager Sid Dannerberg of Warner Brothers Ohio Theatres, "Your manual is most comprehensive and an intelligent aid to a manager in selling this deserved subject to the public."

Selling **THE MARCH OF TIME** does not require a major campaign. Time

and again, managers have shown how seemingly unimportant "trifles"—little things—can fan an uncommon amount of interest with patrons.

**MARCH OF TIME'S** new 20-page book is primed with dozens of these inexpensive selling tips, tagged by *Variety* as "scaled to meet *all* needs." Your copy is now available at your nearest RKO Exchange. Get it today and put it to work!

### ALL NEW..NO. 8 NOW SHOWING

#### HIGHWAY HOMES

As the auto trailer booms a new industry, 500,000 people in U.S. today roll across the nation wagging their homes behind them.

#### KING COTTON'S SLAVES

Sharecroppers' revolt in Arkansas reveals that both Planter and Sharecropper are slaves of the South's one-crop system.

#### ALBANIA'S KING ZOG

For Mussolini—primest piece of colonial plunder in Europe.

**THE  
MARCH  
OF  
TIME**



PRODUCED BY THE EDITORS OF TIME



# CALENDAR OF CURRENT RELEASES

(Continued from page 29)

**Private Number.** New version of "Common Clay." Loretta Young, Robert Taylor, Betty Kelly. Dir. Roy Del Ruth. 75 mins. Rel. May 15, Rev. June 11.

**Professional Soldier.** (1935). Victor McLaglen, Freddie Bartholomew, Gloria Stuart. Dir. Tay Garnett. 75 mins. Rel. Feb. 28, Rev. Aug. 12.

**Road to Glory.** The war story from Wm. Faulkner. Remake of a Pathé-Natan French version. Directed by Walter Baxter. Lionel Barrymore, June Lang, Dir. Howard Hawks. 103 mins. Rel. Sept. 4, Rev. Aug. 12.

**Sins of Men.** (1935). Jean Harlow, Don Ameche, Alan Schemaker. Dir. Gregory Ratoff. Otto Brower. 85 mins. Rel. June 5, Rev. June 24.

**Sons and Daughters.** Musical comedy. Paul Kelly, Dir. Allan Swann. 72 mins. Rel. March 13, Rev. March 18.

**Thank You, Mr. Jeves.** Comedy. Arthur Treacher, Dir. Eugene Forde. Rel. June 10.

**To Mary With Love.** Warner Baxter, Myrna Loy, Dir. John Cromwell. Rel. Aug. 12.

**Under Two Flags.** (1935). The Ouida standby. Ronald Colman, Victor McLaglen, Claudette Colbert, Rosalind Russell, Dir. Frank Lloyd. 111 mins. Rel. May 11, Rev. May 27.

**White Fang.** (1936). Dog story from Curlew's novel. Michael Whalen, Jean Muir, Brian Donlevy, Dir. David Butler. 70 mins. Rel. July 3, Rev. July 22.

**Studio: 1041 N. Formosa Blvd., Hollywood, Calif.**

**United Artists** Offices: 125 Seventh Ave., New York, N. Y.

**Amateur Gentleman.** Jeffrey Rago's story of a young man who gambles to save the life of his love. With Charles Fairbanks, Jr. and Elissa Landi. Dir. Thornton Freeland. Produced. Ed. Clifton Fling. 144. Rel. March 20, Rev. Feb. 5 and April 2.

**Goodbye West.** A romantic comedy with Robert Donat, star of "Count of Monte Cristo." Robert Donat, Jean Parker, Eugene Pallette. Dir. Rene Clair. 85 mins. Rel. Feb. 28, Rev. March 18.

**13 Band Confessions.** A comedy story with two men and a girl. Harry Bair, Laurence Olivier, Felix Aylmer, Dir. Anthony Asquith. (London). 70 mins. Rel. June 13, Rev. July 8.

**Last of the Mohicans.** (1936). Rel. June 19.

**Little Red Fox.** Famous Hodgson-Burnett's famous novel. Freddie Bartholomew. Dir. March 6.

**Man Who Could Work Miracles.** Based on an original by H. G. Wells. Robert Young, Joan Kent, Ralph Edwards. Dir. Arthur Menzies. 72 mins. Rel. March 6.

**Modern Times.** A dramatic comedy based on mass production in a big factory. Charlie Chaplin, Paulette Goddard. 87 mins. Rel. Feb. 12, Rev. Feb. 12.

**My Lady Alexandra.** (Pickwick novel). A light-hearted romantic comedy adapted from a French story. Francis Lederer, Ida Lupino. Rel. May 8.

**My Pink.** Eddie Cantor's first comic melodrama with songs. Eddie Cantor, Ethel Merman, George Jessel, Dir. Mitchell Leiser. 72 mins. Rel. Jan. 20, Rev. Jan. 22.

**Three Stars.** A dramatic story of how three young lives are nearly wrecked by the malice of a child. William Hopkins, Marie Obeon, Joel McCrea. Written by Lilian Hellman. Produced by Samuel Goldwyn. Dir. William Wyler. 90 mins. Rel. Feb. 6.

**Things to Come.** A dramatic adaptation from H. G. Wells' story "The Shape of Things to Come." Raymond Massey, Ralph Richardson, Maurice Braddell. Dir. William Wyler. 90 mins. Rel. March 13, Rev. March 4, April 2.

**Studio: Universal City, Calif.**

**Universal** Offices: 30 Rockefeller Center, New York, N. Y.

**Cowboy and the Kid.** The Western. Buck Jones. 58 mins. Rel. May 25, Rev. July 29.

**Crash Donovan.** Jack Holt. Dir. Ed Laemmle. 55 mins. Rel. July 19, Rev. Aug. 12.

**Dangerous Waters.** Drama of the sea. Jack Holt, Robert Armstrong, Diana Gahl. Dir. Lambert Hillyer. 62 mins. Rel. Feb. 3, Rev. Jan. 28.

**Don't Get Frenzied.** Musical comedy. Sally Eilers, James Dunn, Pinky Tomlin. Dir. Wm. Wm. 70 mins. Rel. Feb. 17, Rev. Feb. 28.

**Dracula's Daughter.** Mystery drama. Bela Lugosi, Marguerite Churchill. Dir. Lambert Hillyer. 69 mins. Rel. May 4, Rev. May 29.

**For the Service.** Western. Buck Jones, Beth Marion. Dir. Buck Jones. 65 mins. Rel. April 8, Rev. April 29.

**Invisible Ray.** The Mystery drama. Karloff, Bela Lugosi, Frances Drake. Dir. Lambert Hillyer. 62 mins. Rel. Jan. 20, Rev. Jan. 15.

**Love Me Brethren.** Musical comedy. George Lombard, Preston Foster, Cesar Romero. Dir. Walter Lang. 65 mins. Rel. March 8, Rev. March 18.

**Marginal Obsession.** Drama. Irene Dunne, Robert Taylor, Dir. John M. Stahl. 110 mins. Rel. Jan. 16, Rev. Jan. 8.

**Next Time We Love.** From Ursula Parrott's "Next Time We Love." Margaret Sullivan, James Earl, Dir. Edw. H. Griffith. 85 mins. Rel. Jan. 27, Rev. Feb. 5.

**Nobody's Fool.** A play turns the tables. Ed Everett Horton, Glenda Farrell. Dir. Arthur G. Collins. 65 mins. Rel. May 31, Rev. June 10.

**Parole.** An Preston. Hyster. Dir. Louis Friedlander. 67 mins. Rel. June 14, Rev. June 29.

**Postal Inspector.** Drama. Ricardo Cortez, Patricia Ellis, Dir. Otto Beaver. Rel. Aug. 2.

**Show Boat.** From the stage play. Musical drama. Irene Dunne, Allan Jones, Helen Morgan, Paul Robeson. Dir. James Whale. 110 mins. Rel. May 15, Rev. May 20.

**Silver Spoons.** Buck Jones, Muriel Evans. Dir. Ray Taylor. 61 mins. Rel. Feb. 10, Rev. April 1.

**Sultan's Gold.** A romance. Edward Arnold, Blinn Barnes, Les Tracy, Montague Love, John Miljan, Katherine Alexander, Morgan Wallen, Adelaide Richards, Priscilla Lawson, Nan Grey, Dir. James Cruze. 69 mins. Rel. March 13, Rev. March 18.

**Yellowstone.** Drama. Henry Hunter, Judith Barrett, Ralph Morgan, Audrey Devine. Dir. Arthur Lubin. Rel. Aug. 16.

**Studio: Burbank, Calif.**

**Warner Brothers** Offices: 321 W. 44th St., New York, N. Y.

**Anthony Adverse.** Based on the international best seller by Harvey Allan. Fredric March, Olivia de Havilland, Anita Louise, Claude Rains, Donald Woods, Edmund Ewen, Louis Hayward, Edward G. Robinson, Steffi Duna, Billy Mauch. Dir. Mervyn Roy. Rel. Aug. 29.

**Bengal Tiger.** Circus locale. Barton MacLane, June Travis. Dir. Louis King. 62 mins. Rel. Sept. 16, Rev. Aug. 6.

**Boulder Dam.** Powerful drama with tremendous government project for background. Ross Alexander, Patricia Ellis, Lyle Talbot. Dir. Frank McCann. Rel. Sept. 16, Rev. April 1.

**Colleen.** Big musical revue loaded with comedy and songs. Ruby Keeler, Dick Powell, Joan Blondell, Jack Oakie, Paul Draper, Hugh Herbert, Louise Fazenda. Dir. William A. Wellman. Rel. Sept. 16, Rev. March 12.

**Big Sister.** The small town business man outwits a gang of racketeers. Guy Kibbee, Wm. Lloyd, Dick Foran. Dir. Frank McDonald. 58 mins. Rel. June 27, Rev. July 8.

**Dangerous.** Drama. A beautiful and brilliant actress who wrecks the lives of those she contacts and also her own. Bette Davis, Franchot Tone, Margaret Lindsay, Allison Spivorth. Dir. Alfred E. Green. 78 mins. Rel. Jan. 24, Rev. Jan. 24.

**Freshman Love.** Frank McHugh, Patricia Ellis, Warren Hull, Joe Cawthorne. Dir. Wm. McGann. Rel. Jan. 18.

**Green Fatigue.** A musical prize play by Marc Connelly. All-star cast. Dir. Marc Connelly and William Keighly. 93 mins. Rel. Aug. 1, Rev. July 22.

**Hot Money.** Fast moving comedy-drama. Ross Alexander, Beverly Roberts, Joseph Cawthorne, Paul Graetz. Dir. William McGann. 65 mins. Rel. July 16, Rev. July 22.

**I Married a Doctor.** Revision of Sinclair Lewis' "Main Street." Pat O'Brien, Josephine Hutchinson, Guy Kibbee, Ross Alexander, Louise Fazenda. Dir. Archie Mayo. Rel. March 12, Rev. April 2.

**Jackrab.** Smashing melodrama. Craig Reynolds, June Travis, Barton MacLane. Dir. Nick Grinde. 60 mins. Rel. Aug. 8, Rev. Aug. 8.

**Midsommer Night's Dream.** A production of the Shakespearean comedy. Extensive cast of stars. Dir. Max Reinhardt. Wm. Dieterle. 133 mins. (Roadshow). Release pending.

**Mr. Cohen Takes a Walk.** (British play). Merchant prince brings his business to the point where he is shoved out. He takes to the road. Paul Graetz. Dir. William Beaudine. Rel. Feb. 18, Rev. Feb. 18.

**Petified Forest.** Based on the Broadway stage play. With Leslie Howard, Bette Davis, Humphrey Bogart. Dir. Archie Mayo. 75 mins. Rel. Feb. 8, Rev. Feb. 18.

**Public Enemy's Wife.** A thrilling tale of the trials of an innocent girl married to a killer. Pat O'Brien, Margaret Lindsay, Robert Armstrong, Cesare Romero. Rel. March 13, Rev. March 13.

**Satan Met a Lady.** Bette Davis, Warren William, Alison Spivorth, Winifred Shaw, Marie Wilson. Dir. William Dieterle. 74 mins. Rel. Aug. 8, Rev. Aug. 8.

**Sons of Guns.** From the musical comedy. Joe E. Brown, Joan Blondell. Dir. Lloyd Bacon. 70 mins. Rel. May 20, Rev. May 20.

**Times Square Playboys.** Local boys misjudges Big City friends of his boyhood charm and learns there's nothing worse than Main Street mind. Warren William, June Travis, William A. Wellman. Gede Lockhart. Dir. William McGann. 62 mins. Rel. May 16, Rev. May 6.

**Trachery hides the Rango.** Dick Foran, Paula Stone, Monte Blue, Craig Rey. nolds. Dir. Frank McDonald. 65 mins. Rel. April 2, Rev. June 3.

**Walking Dead.** The Thriller revolving about discovery of Linderberg heart. Bonnie Chisholm, Charles Bickford, Ricardo Cortez. Dir. Michael Curtiz. 63 mins. Rel. March 14, Rev. March 4.

**Widow from Monte Carlo.** The Farquhar comedy of a social climber. Wm. Warren, Dolores del Ruy, Louis Fazenda. Dir. Arthur G. Collins. 60 mins. Rel. Feb. 1, Rev. Jan. 29.

## Miscellaneous Releases

**Aces and Eights** (Syndicate). Tim McCoy as a benign gambler. Tim McCoy, Luana Patten, Dan Snieland. 62 mins. Rev. Aug. 12.

**Between Men** (Supreme). Western. Johnny Mack Brown, Beth Marion. Dir. Robt. N. Bradbury. 69 mins. Rel. Jan. 28, Rev. Jan. 28.

**Crime** (Syndicate). A thriller turns policeman and cleans up. Bob Neal, Mary Pretoria. Dir. Eugene Cummings. 58 mins. Rev. May 13.

**Easy Money** (Inevitable). Insurance fraud story. Onslow Stevens, Jay Linaker. Dir. Paul Bell. June 16, Rev. July 15.

**Fast Bullets** (Reliable). Western. Tom Tyler, Rex Lease, Margaret Nearing. 62 mins. Rel. May 19, Rev. March 4.

**Feud of the West** (Diversion). Foot Gibson western. Dir. Harry Fraser. 62 mins. Rev. July 27.

**Feud of the Warrens** (Western). Bob Steele, Dir. R. N. Bradbury. 59 mins. Rel. May 10, Rev. July 6.

**Outlaw Deputy** (Syndicate). Tim McCoy Western. Dir. Otto Brower. 55 mins. Rev. Jan. 2.

**Penthouse Party** (Liberty).

**Revolt of the Zombies** (Academy). Zombie idea moved to Indo-China. Dorville Costello, Max Jaeger. Dir. Douglas Elizer. 62 mins. Rev. June 10.

**Riding a Rogue** (Division). Western. Foot Gibson, Ruth Muck. Dir. Harry Rogers. 70 mins. Rel. July 15.

**Rogue's Tavern** (The Puritan). Murder mystery. Wallace Ford, Barbara Pepper, Dir. Bob Hill. 65 mins. Rel. March 1, Rev. July 15.

**Roarin' Rhythm** (Syndicate). Musical comedy. Dir. Sam Newfield. 71 mins. Rel. Jan. 27, Rev. July 8.

**Swifty** (Division). Western. Foot Gibson. Dir. Alan James. 62 mins. Rev. Jan. 2.

**Toll of the Desert** (Commodore). Western. Fred Kohler, Jr., Betty Mack. Dir. Lester Williams. 69 mins. Rel. Jan. 15.

## Foreign Language Films

(Most of these available with English titles)

**Alte Kameraden** (Ger) (Castro). Life is so hard for a lady. Dir. Fred Sauer. 70 mins. Rel. April 15.

**Amor Te Seta** (It) (Nuevo Mondo). Love under handicap. Dir. Mario Mattoli. 75 mins. Rel. July 15, Rev. July 15.

**Anna (Russ)** (Amkino). Love and intrigue on the steppes. Dir. Pjotr. 70 mins. Rel. July 1.

**Anna and the Cashier** (Heavy drama). Hertha Thiele, Dorothea Weiche. Dir. Frank Wysbar. 72 mins. Rel. June 1, Rev. July 1.

**Annette Im Paradies** (Ger) (Germania). Musical comedy. Dir. Max Ophüls. 69 mins. Rel. March 1.

**Bonheur, La (Fr)** (France). Love despite all. Charles Boyer, Gaby Morlay. Dir. Marcel L'Herbier. 105 mins. Rel. May 15, Rev. March 4.

**Canzone del Sole, La (It)** (Nuevo Mondo). Operetta. Lauri-Volpi. Dir. Mario Biondi. 70 mins. Rel. May 1.

**Celos** (Sp). Mexican-made love story. Dir. Arcady Boytler. 80 mins. Rel. April 15.

**Children of the Revolution** (Russ) (Amkino). Youngsters in the Soviet. Dir. M. Masluchov. 70 mins. Rel. April 1, Rev. April 1.

**Cleca di Sorrento, La (It)** (Nuevo Mondo). From Mastriani's classic. Dir. Nunzio Malasomma. 72 mins. Rel. Aug. 1, Rev. Aug. 5.

**Cinquant'anni** (Hung). Romantic comedy to music. Dir. Bela Gaal. 60 mins. Rel. Feb. 1.

**Cloistered (Fr)** Authentic life in a cloister. Dir. Robert Alexander. 65 mins. Rel. May 15, Rev. May 21.

**Contra La Corriente** (Sp). Romantic drama. Dir. Ramon Navarro. 80 mins. Rel. March 1.

**Coraggio della Gioventù Mussoliniana** (It). Documentary on Il Duce. 60 mins. Rel. Feb. 1.

**Crime** (Fr). Sp. Murder mystery. Dir. Bernard Ray. 69 mins. Rel. March 1.

**Csak Egy Felszak** (Hung). Hungarian life during the war. Dir. Istvan Székely. 70 mins. Rel. March 15, Rev. April 1.

**Desperados, Les (Sp)** Mexican-made drama of prison reform. Dir. Guillermo Batueca. 80 mins. Rel. March 8.

**Deshonra** (Sp). Musical. Dir. R. Meyer. 60 mins. Rel. June 1.

**Diablo del Mar, El (Sp)** White man goes native. Dir. John Duval. 60 mins. Rel. March 1.

**Dongkonka Togo** (Ger) (Ufa). Fantastic comedy. Anny Ondra, Dir. Reinhold Schuenzel. 100 mins. Rel. April 1, Rev. April 22.

**Dubrovnik** (Russ) (Amkino). Puckish novel. Dir. Ivanovsky. 75 mins. Rel. March 15, Rev. April 1.

**Eine Frau die Weiss was Will** (Ger) (Castro). Comedy. Dir. Julius Opel. 65 mins. Rel. July 15, Rev. July 22.

**Fahrt ins Grüne, Die (Ger)** Comedy romance. Dir. Max Ophüls. 70 mins. Rel. March 1.

**Familia Dressel, La (Sp)** (Col). Marital tangle. Dir. Fernando de Fuentes. 60 mins. Rel. March 1.

**Fate** (Ufa). (Nuevo Mondo). Talky comedy. Angelo Muscat. Dir. Amleto Palermi. 80 mins. Rel. July 1, Rev. July 15.

**Fluchtling aus Chicago, Der (Ger)** (Bavaria). Crime doesn't pay. Gustav Fröhling, Rudi W. Meyer. 110 mins. Rel. March 1.

**Ganz vom Tannhof** (Ger). Bavarian romance. Dir. Franz Seitz. 70 mins. Rel. Feb. 8.

**Gruppen** (Ufa) (Ger) (Bavaria). Comedy cinderella. Dir. Carl Boese. 62 mins. Rel. Feb. 15, Rev. April 22.

**Gruss an Cordoba** (Ger) (Zeece). Farce comedy. Francisca Gail. Dir. Carl Boese. 64 mins. Rel. Feb. 15, Rev. March 4.

**Gyepes Rész** (Amkino). Saga of collective farms. Dir. Evgen Schepelner. 60 mins. Rel. July 15, Rev. July 15.

**Hochzeitsfeier, Der (Ger)** (Ufa). Historic drama with Nazi propaganda. Li Dagover. Dir. Gerhard Lamprecht. 98 mins. Rel. March 15, Rev. April 15.

**Hoy Comienza la Vida** (Sp). Domestic drama. Dir. Felix Phillips. 80 mins. Rel. June 15.

**Inaneria** (Fr) (Ger) (Bavaria). Heavy drama. Gustaf Gründgens. Charlotte Susa. Dir. Johannes Meyer. 95 mins. Rel. April 15, Rev. April 22.

**Jana (Castro)**. Farmland in Bohemia. Dir. Emil Synek. 81 mins. Rel. June 15, Rev. June 24.

**Jepo Wilka Milos** (Pol). Tragedy of actor's life. Dir. M. Krawicz. 70 mins. Rel. March 1.

**Karneval und Liebe** (Ger) (Lenaue). Musical comedy. Herman Thimig. Dir. Karl Lamm. 78 mins. Rel. April 1, Rev. April 22.

**Karl Lamm** (Ger) (Bavaria). Prizefighter and his girl. Max Schmeling. Anny Ondra. Dir. Karl Lamm. 85 mins. Rel. Feb. 15, Rev. March 4.

**Koenigreich** (Swiss) (Lenaue). Army in French dialect. Dita Parlo. Dir. B. B. 66 mins. Rel. Feb. 15, Rev. May 6.

**Leichte Kavallerie** (Ger) (Ufa). Circus film. Marika Roek. Dir. Werner Hochberg. 60 mins. Rel. Feb. 15, Rev. Feb. 15.

**Leichtes und Leidenschaft** (Yiddish) (Sindika). Heavy drama. Lazar Freed. Dir. George Holland. 80 mins. Rel. April 1, Rev. April 15.

**Liebel** (Ufa) (Swiss) (Lenaue). Army in French dialect. Dita Parlo. Dir. B. B. 66 mins. Rel. Feb. 15, Rev. March 4.

**Life of Don Juan** (It) (Nuevo Mondo). Life of the saint. Dir. G. Alessandr. 90 mins. Rel. Feb. 15, Rev. June 24.

**Lila Akas** (Hung). Musical romance. Irene Biliu. Dir. Mihaly Istvan. 57 mins. Rel. March 1, Rev. March 11.

**Lordskapvalar** (Sw) (Scandinavian). Domestic comedy. Edda Persson. Dir. S. Barmann. 60 mins. Rel. Feb. 1.

**Lorenzino de Medici** (It) (Nuevo Mondo). Historical biography. Moisai. Dir. Guido Brignone. 88 mins. Rel. April 1, Rev. April 15.

**Madonna** (Nuevo Mondo). Rattles lives again. Dir. Adelqui Millar. 72 mins. Rel. June 15, Rev. July 1.

**Luchonno, Wo Bist Du?** (Ger) (Castro). Romantic musical comedy. Liane Haid. Dir. Georg Jacobs. 80 mins. Rel. March 15, Rev. April 15.

**Magie** (Ufa) (Swiss) (Lenaue). Army in French dialect. Dita Parlo. Dir. Dimitir Kirsanoff. 73 mins. Rel. March 15, Rev. April 22.

**Marcia Nuziale, La (It)** (Franco-American). Drama of self-sacrifice. Tullio Carbone. 93 mins. Rel. March 15, Rev. March 4.

**Maria Elena** (Sp) (Col). Mexican-made meller. Dir. Raphael Sevilla. 90 mins. Rel. Feb. 15.

**Maria Pentastoula** (Greek). Dubbed silent historical background. Dir. Joseph Mates. 80 mins. Rel. May 1, Rev. May 13.

**Marguerite von Pompadour** (Ger) (Germania). Based on the opera of same name. Anny Ahlers. Dir. Willi Wolff. 62 mins. Rel. Jan. 15, Rev. Feb. 18.

**Ma Alla de la Muela** (Sp). Mexican romantic comedy. Dir. Ramon Poca. 80 mins. Rel. March 1.

**Militia Territoriale** (It) (Caesar). Military comedy. Dir. Mario Bonnard. 64 mins. Rel. April 1, Rev. April 15.

**Nem Szerelek** (Hung). Comedy with music. Dir. Alfred Dasy. 80 mins. Rel. Feb. 15.

**News of U.S.S.R.** (Russ) (Amkino). Just what the title denotes. 60 mins. Rel. June 15.

(Continued on page 32)

## Exploitation

(Continued from page 25):

names of those invited on a second list.

A variant of this scheme was to use the window to tell that inside the store was the announcement. In this instance, it was placed at the rear of the store to give display value to all of the counters. But it's always a question of drawing the sight of the window.

Back in the earlier days a good store stunt was the sale of a certain number of tickets to the first performance for the cent each, the idea being to get a crowd for the matinee to go out and spread the word it was a great show. The NRA stopped this stunt and does not appear to have been revived, though it's still good for an attractive picture with no marquee names.

## Fashions for Shirley

**Norfolk, Va.**

Topped by resemblance to Shirley Temple, hundreds of Norfolk kids are entered. Norva is splashing her way on Shirley Temple's. The Poor Little Rich Girl opened at the Rialto. Eugene's playhouse Sunday, Aug. (16).

Regular opening preceded by Children's preview on Aug. 15 featuring Shirley Temple, Anne & Brownie-child models.

Tie-in elaborate with Rice's showing full line of Temple clothing. From the house of the children, more of books; Smith and Walton, two hand-somely arranged windows, Newberry's Five and Ten in on window and now and then displaying some hits from the pix.

Snappy wind up to resemblance contest seen with finals Aug. 21 on Saturday over WTAR giving film impressions and inviting kiddies and grownups to see Shirley Temple's of circulars, standees and heavy run of news ads and pictures attempted map.

## Novelty Throwaways

While the word "throwaway" in itself suggests something cheap for a far-flung distribution, there is no reason why these cannot be tricked out now and then to carry extra weight. Probably no throwaway has made more money for exhibitors than the "novelty" throwaway, and less closely patterned after that irregular local use, but summing the recipient to see a designated picture. Better still if a red paper seal to lend additional importance. But that's only one idea.

For a marriage title, particularly one with the suggestion of the hazards of matrimony, the application for a marriage permit, reproduced over a receipt, is a good idea to see the picture in question before filling in such a fateful document. This was first used by Eddie Hyman, then at the Brooklyn Strand, but it has been cropping up for the last 15 years.

For a time the traffic violation summons was popular, but it was found to be of questionable value. Too many persons had the habit of seeing the tag on their car, and held it against the theatre, so that law officers could not get the tag to be used on the plea there should be enough to take the car owner to the theatre where the promoted picture is playing.

And don't forget that wall paper throwaway with "We have torn the paper from the walls to increase the capacity. That was used 50 years ago in a dime museum ad, and it has been good ever since, even when the picture was shown beyond the wall paper stage in its scheme of decoration.

Make them different occasionally, but make them readable at all times.

## THEATRE POLITICS

Atlanta, Ga., Aug. 18.

John Ewing, president of the (nabe) in seeking election as alderman.

Bill Kemp, president of stage hands local, is managing Mayor Wm. S. Key's re-election campaign.

**The Dynamic**

**Arno**

**Conductor**  
Vincent  
Shel's  
Buffalo  
Theatre

JOHN WYER  
JACK LAVIN



# AMATEUR REACTION RISING

## Economy—The Extravagant Kind

That broadcasting has yet to really grow up is illustrated in the theory behind the recent let-out of a radio department head by a major advertising agency. The exec, getting \$250 a week, was dropped for 'economy' reasons and replaced with another man at \$75 per.

For his \$250 salary, the radio head was responsible for the spending of about \$3,000,000 annually on the air on behalf of the agency's clients, and the department which he headed contributed in the neighborhood of \$450,000 in commission to the agency. The new man, at \$75, will handle a like amount of money.

For case histories and results of economizing where it will do the most harm in the business of providing amusement for the public, radio needs only to refer to the record of that branch of show business which has already given it so much—vaudeville.

The function of the vaudeville booker was similar to that of the present day agency radio executive. He bought the talent for the theatres, as the agency exec buys the talent for the radio programs. Vaudeville made the mistake of paying \$15,000 a week for some of its shows, and at the same time considering the booker who spent \$15,000 as worth no more than \$75. Numerous vaudeville bookers spending over \$1,000,000 a year of a circuit's money were paid less than \$5,000 for doing that big spending.

So the bookers 'got theirs' from other sources, and in various forms—theatre tickets, 'gifts' and sometimes cash. It wasn't always graft; some of it was downright chiseling.

There was the case of the underpaid vaudeville booker who, for arranging a certain deal for an act, was sent to a tailor for three expensive suits by the act's agent, who appreciated his help. The booker had three measurements for the suits, but the day before he was to receive them he was fired. So the agent called up the tailor and cancelled the order.

Humor in that case was lost on the circuit by which the booker was employed and the theatres which he booked. This and other instances of grafting by low-salaried men who were responsible for the spending of millions every year, contributed more than a little to vaudeville's downfall.

In the show business the picture industry was the first to recognize the obvious fact that a man who is capable of spending a million or so should be commensurately paid. The picture industry thus has a monopoly on the best executive talent in the amusement world.

Broadcasting would probably find it cheaper in the long run if it followed the picture industry's policy of paying for what it receives, and where it is most deserved.

## CHICAGO TAGS SAME ACTORS REPEATEDLY

Chicago, Aug. 18.

Radio department heads of the various agencies in Chicago and program chiefs of the networks and stations here all are voicing the same complaint; that there is a growing scarcity of good, usable dramatic talent. Despite rounds of auditions after auditions, the radio men state that they cannot find any new voices and personalities.

Result has been the spotting over and over again of the same talent and voices on all types of programs. Only some 20 standard people are being used on the bulk of the dramatic shows originated and recorded in Chicago. Producers here have fallen into the practice of shifting their recording hours to the night time in order to get the same people who are on the day, so as not to conflict, since both the in-person producers and recorded show producers all seem to agree that these certain people are the best.

## WAY CLEARED FOR HEARST

F. C. C. Reverses Itself—Pub's Expansion Goes on

Washington, Aug. 18. Reconsidering previous adverse action, Federal Communications Commission last week (Thursday) permitted Hearst to expand his broadcasting chain by acquiring two stations, one in Texas and the other in Oklahoma. At the same time, determined to secure a foothold in the National Capital, Hearst filed application for authority to construct new station in Washington to operate on 1240 kilocycles with 1,000 watt power and simultaneously amended pending application for new station in Albany, N. Y., to have it operate on same frequency instead of 970 kilocycles, as originally planned. Commission's action with respect to transfers sought by Hearst will permit transfer of Station WACO, Waco, Tex., from Central Texas Broadcasting Co. to KTSB Broadcasting Co., and KOMA, Oklahoma, Okla., from National Radio Mfg. Co. to Hearst Radio, Inc.

## Holden Turns Salesman

Chicago, Aug. 18. Walter Holden, who has been in charge of radio department at Hays MacFarland agency here, joins the local office of Craig & Hollingberry, station rep outfit. Holden will hit the trail as salesman.

## DAY DREAM STUFF TURNING SOUR

Signs Suggest Small Towns as Source of Turning Tide—Amateurs Are Drifting Home with Uncomplimentary Stories

## DISILLUSIONED

Radio is about to be ghost-haunted by the demobilized army of amateurs who are now drifting back, discouraged, disillusioned and bitter, to their home towns. Their regular jobs gone, and hopes of a career in show business shattered, the amateurs are spreading plenty of vitriol around and a public sourness toward the amateur thing is expected.

Of course, show business has been expecting the tide to turn for a long time and has been surprised that it hasn't set in by now. So it may be that the amateurs with grouches against radio will simply be shrugged aside as soreheads. On the other hand, the amateur thing was so strongly sold to the American public as the gate-opener to fame and fortune for youngsters that the contrast between the come-on and the let-down is pretty hard to smooth over.

Home-coming ams don't paint a bright picture of amateur units and stage careers (as they saw them) after touring for a few months. Traveling in buses, staying their hotel and food bills out of 450-top salaries (often less) was not the same picture portrayed in the glowing language of the radio come-on to amateurs by purveyors of tyro-art.

They point to the published figures from the Travelers Aid Society and other humanitarian organizations; declaring that nobody can down the fact that hundreds of dream-pursuers left good jobs to go to New York on the radio allurements deliberately held out to them and wound up stranded and hungry in the city.

## Utah Football Nix

Salt Lake City, Aug. 18. No etherizing of grid games in inter-mountain states during fall is seen as officials of Rocky Mountain Football Conference today (Tuesday) nixed ideas claiming colleges would suffer in gate receipts. Both KSL and KXYL, here, have sponsors anxious for football broadcasts but decree ends these deals.

University of Utah has five home games during season at stadium, capable of seating 15,000. Team is outstanding in western section of conference.

## NBC Catches Wise to a Chisel

Employees Free Rides by Aeroplane on Publicity Gag Is Washed Up

NBC has stopped supplying parachutes for air-minded employees. No more cuffed airplane rides in the future for network boys and girls on the pretext of 'what we can do for you at NBC'. Abuse of the free trip privilege during the summer vacation period brought matter to official head.

Recently came to NBC's attention that numerous employees have been prodding the airlines for discounts by promising special cooperation from the network.

NBC has not ordered its boys and girls not to take airplane rides, but it has notified several airlines that nobody at the network is authorized to make any 'deals' for trips on the elbow.

## Merchandise Instead of Cash

As Pay-off Alarms Talent

Agents; Hope It Doesn't Spread

## 6-Way Signoff

Los Angeles, Aug. 18. KFI announcers are not a happy lot these days, what with being schooled in six different languages. Lingular education result of Harrison Hollway's order to sign off the station six ways after the foreign fan mail was sorted.

Lingo will include Japanese, German, Spanish, Italian, French and Russian.

## WCCO, WDAY TO TEST BAKERY PROGRAM

Chicago, Aug. 18. With Blackett - Sample - Hummert agency taking over the Purity Baking company account plans are being readied for an ether test campaign by account exec Henry Sellinger. Are planning on a test on WCCO, Minneapolis and WDAY, Fargo, N. D.

Show is figured to originate in WCCO and be piped to WDAY at present, though there is a possibility that the program will be recorded in Chicago so as to keep a local eye on the program. Show is a five-a-week scripter tagged 'Hope Alden's Romance'.

WCCO is a Columbia-owned transmitter while WDAY is an NBC affiliate.

## Cobb as Actor-Author Is Oldsmobile Possibility

Hollywood, Aug. 18. Irvin S. Cobb's 'Back Porch' script show, with the author in the lead, is being considered by Oldsmobile on a deal arranged by Charlie Morrison of the Feldman, Blum & Young office, and NBC artist bureau. If set, show will start Oct. 17 on NBC from the local studio.

## Stokowski for Radio

Hollywood, Aug. 18. Leopold Stokowski and General Electric are getting together on a three-year radio deal. Maestro would use 100 men, with broadcasts originating on the Coast, Philadelphia or New York.

New policy of product giveaways instead of salaries for radio guest stars, has the talent agents doing a burn-up. They're afraid the idea will spread. (It's really an old idea as it was the sponsors' original form of pay-off, way back in the twenties). Product pay-in was inaugurated by Studebaker, and is now reported taken up by Packard. For Studebaker, Richard Himber has been handling the booking and contacting the talent direct, but indications are that Young & Rubicam, in the agent for names on the Coast, will have to do its business with agents in the usual manner.

Agents feel that they have been placed in a spot. They can't get commission on an automobile and they don't expect to be presented with a 'service fee' for arranging the deals. They figure that they'll probably have to deliver the guest stars as a 'favor' to the agency in hopes of the advertising agency showing appreciation by really buying something at some future date.

The only alternative for the agents is an auto giveaway deal is to ask for a window wiper or spare tire in lieu of commission.

Agents name approached on an auto giveaway proposition expressed willingness to take a car instead of cash for domestic reasons. He already has three automobiles and can't use another, but figures on turning over the gift car to his relatives rather than set a precedent by presenting them with the equivalent in coin.

## Milton Berle Song Leader

For Gillette's CBS Show

Milton Berle will be Gillette's comedian-m.c. when the razor company's 'Community Sing' goes national on CBS Sept. 6. Berle will sing up the mass singing on the audience show.

Gillette has been breaking in the 'Sing' as a Sunday night program on the Yankee network, out of WNAC and the Beverly relatives, Boston, for the past two months. Berle audition on an actual broadcast a couple of weeks ago and last week was signed to handle the Sunday (16) and Tuesday (18) broadcasts in Boston. He'll be off the final Boston broadcast (20) to play a vaudeville week at Loew's State, New York, but returns for the CBS debut.

Berle was set for Gillette by Ruthrauff & Ryan through Irving Mills, Irving Breckner will write his material.

## WATL Case Compromise

Atlanta, Aug. 18.

Compromise between S. A. Clier, Jr., and J. W. Woodruff, president of Atlanta Broadcasting Company, operators of WATL, resulted in dissolution of temporary order Friday (14) restraining station from moving quarters, enlarging equipment and increasing power as outlined in application to FCC.

Clier secured injunction two weeks ago, claiming he was part owner of station and charging that when station was purchased from Oglethorpe University he was to get 30% of stock and that after consummation of deal Woodruff 'set himself up as sole owner'.

## Page Gilman's Schnoz

San Francisco, Aug. 18.

Acting on the advice of Paramount film studio execs, Page Gilman, son of Ben Gilman, has had his nose remodeled slightly in anticipation of the filming of 'One Man's Family', in which he plays the role of Jack Barbour.

With the plastic surgery over, the young San Francisco radio actor is said to possess definite screen possibilities.

## VOELLER, PARKETT MEET

Kansas City Conference on Hollywood-Radio Idea

Kansas City, Aug. 18. Frank Purkett of Associated Cinema studio, Hollywood, and W. H. Voeller of Conquest Alliance, radio time and program brokers, met here last week to discuss details of a proposed deal. Availability of exes to go full distance because of time limitations resulted in decision of both to meet at half-way point. After conference each returned to his respective coast.

Associated and Conquest are contemplating set-up to place film personalities on radio discs.



# RADIO-TRAINED MEN DEEP IN POLITICS SELL CANDIDATES LIKE CANDY ON AIR

Foreign Language, Different Income Groups Get  
Special Copy—Testimonials From Big Biz Men  
as New Deal Stunt

Radio influence in the political campaign goes much deeper than the new entertainment technique in actual programs. Rest of the tricks developed by commercial broadcasters are also being employed. Candidates are sold in packages like candy. Special selling copy for foreign language groups, testimonials from celebrities, appeals to various income groups and the whole hodgepodge of radio advertising agencies are being twisted to fit the campaign.

Men trained in network and advertising agency jobs are prominent this year in the campaign propaganda factories. Such personnel, in fact, tends to rank with the newspapermen who have traditionally been prominent as behind-the-scenes manipulators.

Political parties are being reduced to merchandise which can be exchanged for votes in accordance with a well-conceived marketing plan. A lot of money is being spent on these problems, exactly as does a commercial sponsor. This differs no whit from the tactics employed by Libby's, Chase & Sanborn, or any other of a thousand consumer commodities.

Radio is held chiefly responsible for getting both political parties off the old oratorical wind and free cliche standard. F. D. Roosevelt, with a mike set a competitive standard that others had to follow. Furthermore, since radio audiences are supposed to be better and better grades of earbuds, the politicians now find themselves in the show biz if they want to make any impression on listeners. Once in the radio show biz they necessarily have to adopt all the marketing theory invented by advertisers and agencies to make the job complete.

## Foreign Language

Latest twist cooked up on both sides of the fence is a foreign language platform campaign for spot stations. It took agencies six years to learn how to handle around in spot, but the vote-getters have jumped in with a bang. GOP job, still on the fire, calls for either five or 15-minute dices on northern stations coast-to-coast, and uses the same old foreign jabbering of the bigger European race groups. Stations with foreign language schedules are preferred, but all-English outlets can be refused if they refuse to accept foreign palaver. Most of them will.

Democratic job will call for fewer stations, but will give bigger schedules per station. Only foreign language outlets are acceptable. All for are to quarter-hour affairs, issued six-a-week in the following cities: New York, Chicago, Boston, Baltimore, Cleveland, Cincinnati, Pittsburgh, Milwaukee, Seattle, Portland (Ore.) and Mead. San Francisco, Dallas, Houston, Tampa and Detroit. Starting date and station list will be set within the next few days. Any way of getting into the Democratic are coming out with a couple of new tricks directly borrowed from advertisers selling the fannies and the farmers. Series is labeled "Food for Thought" and hits the NBC Tuesday and Thursdays, 1:15 to 1:30 p. m. (immediately preceding the home and farm hour).

Series is to have a roving woman reporter giving reports on various sections of the country. She will make private surveys and report on them. Mrs. Curtis Bok (Saturday Evening Post family, and once a Hooverite until she turned) will talk the interview. The series is a part of the Democratic ballad cooked up the idea, while Loomis & Hall is the agency trained for placing.

## Testimonials

Dems have also bought a one-time shot on CBS for Friday (21), 10:45 to 11:15 p. m. coast-to-coast. Four big biz men are to give testimonials of the New Deal. Idea not only grab testimonials from the camp in which Roosevelt is acclaimed as weakest, but also is supposed to knock the mugs on the head of Landon's Middlebrow (Pa.) talk the following night.

Series of jazz and testimonial

## Lawyer as Censor

Knoxville, Aug. 18.

WNOX took no chances in recent election broadcast, installing a lawyer in control room during all broadcasts by office seekers, with authority to ring the gong when libelous or defamatory charges crept into script.

Speakers were plenty hot, and station officials were out a blue pencil deleting derogatory charges from prepared texts. Several candidates cancelled contracts when WNOX tamed their speeches.

CBS week ago (Tuesday, 10:45 a. m.) reportedly drew so much mail that it will be continued in its current out-and-out Listerine form. Republicans, meantime have William H. Hall, news commentator, on NBC, while the various local committees are brewing sectional stuff with advice from headquarters.

Significant of how politics is shifting in radio channels, both parties this year hired themselves a mob of ex-web execs, salesmen, and p.a.s. Used to be a time when the boys got most of their personnel from newspapers and they knew an advertising agency from a kilowatt. They now know what both are and use 'em to the hilt.

## G.O.P.'s \$50,000,000 Fund

G.O.P. campaign fund that is reported to be nearly \$50,000,000, the Republican party is planning to turn showman on a big scale. Every conceivable medium of advertising, exploitation and publicity will be incorporated in the spectacular campaign. The G.O.P. is framing.

Aside from paid space in newspapers and a comprehensive bill board campaign, street stunts and meetings, free shows and radio will be called into use. Tentative plans now call for employing professional talent from nearly every branch of the amusement business.

In snapping the drive to elect Alf Landon, five five or six advertising agencies have been called to outline and direct the numerous advertising media required to halt their candidate before the public.

Republican party already is on the air twice daily nearly every day in the week with a miscellaneous spackled party in the news-interview stint by William Hard.

While the Democratic party is said to have only a fund of \$15,000,000, plenty of coin also will be spent by the Socialists and the third party combination of Lendzie-Coughlin, et al. Demos are generally rated in the industry as having the No. 1 radio advertiser in Franklin D. Roosevelt. Figure that F.D.R. draws the top airwave audience.

What these elaborate plans mean to the film business is indicated by the steps being taken by industry leaders to combat its influence at the box office.

Goodyear Tire & Rubber, through Arthur Kudner, has purchased rights for airing the Literary Digest poll on an NBC Blue hookup for \$50,000. Understood that the original asking price had been considerably higher, but that the \$50,000 figure was finally agreed on as a compromise.

Programs start Sept. 2 and run for nine weeks on Mondays, Wednesdays and Fridays. John B. Kennedy, commentator, will do the spilling, occasionally inviting guests for appearances. Stanzas hit the ether at 7:15 to 7:30 p. m. on Eastern hook.

Take a 9 in the Midwest, and 11:15 to 11:30 on the Coast.

King Features Syndicate has com-

## ONLY STARS WORTHWHILE

Run-of-Mill Radio Personalities Don't Draw Crowds to Expo

Cleveland, Aug. 18.

Despite a large number of radio personalities who have played the Great Lakes Exposition Radioland, the experience of the free show is that only standout names will draw really big attendance. Included among these have been Rudy Vallee, Jessica Dragonette, Fibber McGee and Molly, Sinclair Ministrels, Stoopnagle and Budd and Ed Wynn.

On the strength of the showing of individual ratings, Radioland officials are switching to a policy of buying single name attractions and building shows around them when they get set. Smith, for instance, to head a show here with the Expo's house orchestra augmented to concert size.

## Femme Strikers On WCPO, Cincy. Hard to Handle

Cincinnati, Aug. 18.

Bob Richards, newscaster for Post, got five girl strikers out of rioting ranks of Remington-Rand employees for airing over WCPO Scripps-Harbois outlet. Girls were picked over strike. Richards managed to sell them on the idea of a wider listening public, so they came up to station.

Realization that they were broadcasting soon got them steamed up again, and they had to be quieted. Broadcast caused talk with its timeliness and a realism. Newscaster worked overtime toward the end, though, in keeping them calm.

## WCAU-Musicians Disagree On Next Season Contract

Philadelphia, Aug. 18.

Looks certain that Doc Levy will renew annual tangle with musicians in union over terms for house band at WCAU. Present contract, due to expire Sept. 1, is not satisfactory to union, which wants more men and higher rate.

Levy mixes any ups and says he's ready to discuss renewal of old deal on ditto terms. Stands there, with Levy reading next week's sailing for European junket. Likelihood is that station will be without house crew, just as it was at similar point last year.

Affair so far is in friendly power struggle. Present house crew included 11 men and leader, with complicated rate.

Frank Crowther, WMAZ sales manager, will take his vacation delegating to the National Exchange Club convention in Detroit August 30-September 2. Will be accompanied by Mrs. Crowther.

Appeared in the Hearst papers Sept. 6, plus any other newspaper takers that King Features may have lined up.

Whether or not this poll will be available for 7:15 to 7:30 p. m. is definitely settled as yet. Understood, however, that several agencies have evidenced interest.

## Inside Stuff—Radio

WEAN, Providence, and WICC, Bridgeport, both owned by John Shepard, 3rd, will join his revamped Yankee web on Sept. 27, when the revised shows is scheduled to steam up for the first time. Both stations are currently CBS outlets (Shepard's new setup is predominantly composed of NBC affiliates, but Shepard has an understanding with CBS to pipe the duc in. After Jan. 1 these stations switch to the NBC Blue, and are thus okay for continued availability.

Meantime Yankee's station roster has undergone some trimming. WMAS, Springfield, and WATE, Waterbury, are out. Shepard's angle on this situation is WYTV, Hartford, supplies sufficient coverage.

WFEA, Manchester, and WLBZ, Bangor, both CBS stations, are indeterminate factors. They're okay until Jan. 1, by arrangement with CBS, but after that date their status is nebulous. Shepard says after January 1 if these stations remain members of the CBS network, they will not be available to the Yankee network, but whether these stations will renew with CBS after that date has not yet been determined.

Recent visit of President Roosevelt to Great Lakes Exposition created quite an underground stir among radio stations here. WTAM and Expo got together in a deal in which WTAM was to do the mechanical setup and named the announcer for the occasion. Then the town's other three stations, WHK, WGAR and WJAY, were invited to carry the WTAM accusations did not wish to yowl at WTAM's co-operative gesture because of the President and so abided by the set plan, although not without protest. WTAM's rivals thought that if WTAM's gesture was co-operative, the station might have asked the other stations to help name a neutral announcer to replace the WTAM champion Tom MacArthur. Later at the close of the broadcast, the other Cleveland stations for permitting him to speak over their air waves, although they had no choice in the matter.

Wonder Bread stanza of revived melodramas, hitting two Mutual stations Sundays 9 to 10 p. m., is slated for an abbreviated tour. Programs currently are broadcast from Carnegie Hall, N. Y., with costumes and props for visual effects. Hall seats about 3000.

Following week (30) Carnegie Hall will again be the site. From Sept. 6 to Oct. 18 the proceedings will emanate from Chicago where the Civic Opera house seats 3500 is under contract.

Ducats for the performances being given out to retailers and distributors. An afterpiece of free entertainment originally appended to the show was dropped last week.

Rudy Vallee, who once stormed into Cleveland looking for a newspaper reporter with whom to stage a little bawdy exhibit, returned recently to do a two-day stint for the Great Lakes Exposition and left with the press under the impression he was campaigning for the title of radio's fair-haired lad. Vallee assembled his best manners and spent most of his time being agreeable, visiting the Expo's Midway, taking bows and even entering into the spirit of the "Kiss Dance" at the Swedish Village in the streets of the World. The fannies collected in gobs wherever he planted himself for a moment.

Such press yarns as the romance with Nela Goodelle and the Vallee longing to be New York's police chief cropped up again. Expo brought out the Vallee troupe as an experiment as an attendance builder. Vallee clicked.

A practical course on radio technique is being conducted through a tieup between WGY, Schenectady, and the Institute of the Theatre and the Mohawk Drama Festival at Union College. Directed by Raymond L. Servatius of WIBX, Utica. It is an eight-week affair, with time divided between the campus and the studio. On the curriculum are radio speech, acting, directing, preparation of scripts, adaptation of narrative or dramatic material, and mechanics of broadcasting. Three Saturday broadcasts by the students, 35 in number, are included on the training program. The first was an adaptation of "The Force" by Pierre Pathlin, the neophytes presenting it under Servatius' direction.

Letter from W. C. Alcorn, v.p. of WBNX, New York, sent out to regional stations on the 1220 to 1450 kc band intimating that the National Assn. of Regional Broadcasters is discriminatory in its membership has evoked about 10 replies. Alcorn sent 138 letters all told, and it was thought for a time that he would try to found a counter-organization.

After idle, however, has not been worked on, and the situation now is that the boys high on the kc band will come to the October "reallocation" hearings in an everyman-for-himself state. Alcorn's view is that he has issued a warning and that he intends to do nothing further than that.

The National Union Radio Corp. of New Jersey yesterday (Tuesday) died an amended answer in the U. S. District Court, N. Y., in its suit for \$15,000,000 damages against RCA Manufacturing Co., General Electric Co. and the high house Electric and Manufacturing Co. The plaintiffs charge the defendants with violation of the Sherman anti-trust law in forming a monopoly in the sale of radio tubes and other accessories. NURC claims its business has been damaged to the extent of \$5,000,000 because of discrimination and price-fixing on the part of the defendants. Under the law the NURC asks triple damages.

James E. Sayre, of National Broadcasting Co.'s statistical department, is giving credit for obtaining free advertising for Radio Corp. of America in thousands of brokerage houses throughout the U. S. through the simple device of changing the ticker tape symbol for Radio common stock. Formerly listed only as "R" and known in Wall Street as "Radio," Sayre is officially tabbed with deciding that this gave too much advertising to "Radio" and enough specific ballyhoo to Radio Corp. of America.

Suggestion was made to N. Y. stock exchange officials and the change to "RCA" made.

An effort to organize a system to supply uniform continuities to scattered radio stations at a flat rate of one dollar per script per day is being made by an outfit in New York called Star Radio. Promoters hope for volume to offset the cheap rates and propose to give stations subscribing to their service free New York sales representation (handing over anything they might pick up to the station's regular rep), J. W. Chatterlier is doing the latter job. Scripts are being written by Gay Lee, formerly of KMOX and KSD, St. Louis, and Hannf-Metzer.

Reason for Eddie Cantor withdrawing from the Lux production of "Wipeout" was comedian didn't want to embarrass his new sponsor, Texaco, when some old-timey comedian threatened to take action if any material from the picture of that title was used in the broadcast. Rights to the Ziegfeld stage show had been cleared and those close to the comedian said he had no intention of using the screen material.

Story given out was that show was off by mutual consent due to development of complications in clearing rights.

Crooks roamed Atlanta un molested by radio cars Monday (10) when a lightning bolt put Police Radio Station WPDY out of commission and temporarily blinded Operator Dick Ajford.

## Straw Votes Under Sponsorship; Hearst-Crossley in Special Deal

Goodyear Tire & Rubber, through Arthur Kudner, has purchased rights for airing the Literary Digest poll on an NBC Blue hookup for \$50,000. Understood that the original asking price had been considerably higher, but that the \$50,000 figure was finally agreed on as a compromise.

Programs start Sept. 2 and run for nine weeks on Mondays, Wednesdays and Fridays. John B. Kennedy, commentator, will do the spilling, occasionally inviting guests for appearances. Stanzas hit the ether at 7:15 to 7:30 p. m. on Eastern hook.

Take a 9 in the Midwest, and 11:15 to 11:30 on the Coast.

King Features Syndicate has com-

pleted a tie-up with Arch Crossley, proprietor of Crossley, Inc., which does the station work for the Co-operative Analysis of Broadcasting, to issue a presidential poll. Balloting will be in the form of personal interviews in some 600 investigation points. Crossley is selecting samples, not on the basis of population, but on the basis of electoral college votes.

Results of the investigation, will appear in the Hearst papers Sept. 6, plus any other newspaper takers that King Features may have lined up.

Whether or not this poll will be available for 7:15 to 7:30 p. m. is definitely settled as yet. Understood, however, that several agencies have evidenced interest.



up their affairs in Chicago.



## WWJ TESTING FACSIMILE IN DETROIT

Detroit, Aug. 18.

WWJ is experimenting with the Autograph, portable facsimile transmitter and receiver, with a view to using it in connection with station's parent, the Detroit News.

Capt. Otto Fulton, former British army officer who has laboratories in N. Y., has been in town for past several weeks demonstrating device to WWJ engineers.

Transmission of pictures by radio, from scenes of 'spot news' stories back to offices of the News, have proved successful. Device produces a complete picture, the positive print requiring no dark room work and is ready for engraving instantly it is taken off receiver. Tests have also been made between WWJ's ultra-high frequency station, W6XWJ, atop town's tallest building and the News' plane, the Early Bird.

## BENNY SPOT-HOLDER FOR FRED ASTAIRE

Black Benny will tee off in place of Fred Astaire on Packard's initial program, Sept. 8, on NBC (red). Astaire is expected back from his European trip in time to make the second broadcast (15).

Along with Benny on the debut show will be Astaire's film dancing partner, Ginger Rogers, and Alan Jones. Permanent orchestra is Johnny Green's.

Benny's one-time booking for Packard was made possible by the fact that Young & Rubicam, agency for Packard, also handles Benny's own (Jello) show. Benny returns to Hollywood this week to report in Paramount for his second of three pictures. His Jello broadcasts resume from the Coast early in October.

## AGENCY OPENS OFFICES

Presba, Fellers & Presba in Minneapolis, Dallas

Chicago, Aug. 18. Presba, Fellers & Presba agency establishing offices in Minneapolis and Dallas.

Hugh Aspinwall will look after the agency's interest in Minneapolis while Homer Griffiths will handle the Dallas duties.

## 'Not Ours to Censor' Says WRVA Giving Mike To Negro Communist

Richmond, Aug. 18. Despite strong protests from influential citizens, station WRVA carried through its promise of time and allowed James For J. negro candidate for vice-president on the Communist Party, to deliver his address. Local school board had at first granted but later rescinded permission for Ford to use a local high school auditorium for his rally. Same group that brought about this reversal tried to get WRVA to follow suit.

WRVA answered that it is licensed in the public interest, convenience and necessity, and cannot exercise censorship over any political party. Following Ford's address much fan mail and comment came in. Not concerning Ford's remarks but the position taken by WRVA. In general comment was favorable.

## RICE, THE PARTY MAN, CHOOSSES NOVA SCOTIA

Jack Rice, the party man, will steer the seventh annual travel event of the International Radio Club to Yarmouth, Nova Scotia, this year. Which is a long way from Miami, Florida, headquarters of Rice. Last year's prelude to bromo-seltzer occurred in Havana, Cuba.

This year's blow-out spans Aug. 24-28.

Radio station execs, radio editors and talent will be rounded up as usual.

## BANKERS' AIR SHOW AWAITS ELECTION; CLASS ORCHESTRA, SPLIT SPONSORSHIP

### ABE SCHECTER'S BOOST

Reports to Royal at NBC in Spec Events-News Switch

Abe Schechter goes up at NBC with the revised special events-news set-up. Reporting to Mr. John Royal the remodelled division is divorced from the publicity dept. Schechter is now assembling his staff.

Part of job is editing the news flashes for Esso and other NBC accounts using current events.

Bill Lundell is out after five years as part of the shake-up.

### HARRY MAIZLISH IN KFWB MUSIC DEAL

Hollywood, Aug. 18. KFWB (owned by Warner Bros.) is bringing back Leo Forbstein's Vitaphone orchestra for a weekly spot, surrounded by Warner studio staff singers. Maestro, for past seven years music director on WB pictures, was identified with station's early history. He'll do an hour show a week.

Return of Forbstein to the airwaves will be timed to break with Vitaphone's 10th anniversary, which will be observed nationally with Warner music. Those to vocalize with Forbstein's crew include Dick Powell, Wini Shaw, James Melton, Jane Froman and others whose radio commitments do not conflict.

Tieup between station and Warner studio will be utilized with greater effect this year, according to Harry Maizlish, recently named manager. Current releases will be exploited, at the same time furnishing an air feature comparable to those commercials using picture names, if present plans are carried out.

KFWB goes to 5 kw. the fall when move is made to new studio on the Warner Sunset boulevard lot.

### Networks Have Been Sidestepping Financial Advertising Because of Political Repercussions

Tuesday eve time spot on CBS from 7:15 to 7:45 has been sold to a group of financial institutions for co-operative plugging, with the Philadelphia Orchestra as program material. Series will probably start on Nov. 10, since a clause in the contract has set the middle of November as deadline.

Starting the series that late in the fall season is primarily due to the political situation. To keep any possible political entanglements out of the program, CBS advised the sponsors to hold off their other stunt until the election was over.

Numbering some of the biggest banking houses in the U. S., the co-operative group has bargained to take at least 45 stations. At present there still aren't enough co-operative signees to warrant all 45, but by contract that number will have to be reached by middle of November, or the stanzas can't go on.

Webs in general have not gone after financial biz, and the current piece came in of its own accord. So far the following institutions have declared themselves in the ether deal, which promises to be the biggest to date of its kind.

Chase National Bank of N. Y.; First National of Chicago; Pennsylvania Co. of Philly; Marine Midland group; First National of St. Louis; First National of Pittsburgh; Union Trust of Cincinnati; Ohio Citizens Trust of Toledo; Bankers Trust of Des Moines; Rhode Island Hospital Trust of Providence; Lincoln National Bank and Trust of Fort Wayne; American National Bank of Indianapolis; Marshall and Isley Bank of Milwaukee; Detroit Bank of Detroit; Delaware Trust of Wilmington.

Philly Orchestra has been signed by the banks for three years, while

the CBS contracts calls for 39 weeks at the present time. In addition to music, the stanzas will include brief biz spiels by such names as Kiplinger, Pitkin, etc.

Reason for the webs' inactivity in landing banking accounts through two-fisted salesmanship is fear of political entanglements. An old salesmen's idea at NBC to sell the New York Stock Exchange a hunk of space has invariably been nixed by execs.

### BANISH SOLEMNITY AT CBS HITTING

Missoula, Mont., Aug. 18. Joining up of KGVO with the CBS web minus all of the solemnity generally used in such affairs. Instead Art Mosby, gm., cooked up a local comedy show ribbing and wisecracking his staff and concluding with a straight speech.

Name of the show was 'The Nuts Join the Net.'

### Colonial's B.B.C. Deal

John Shepard's Colonial network, now tied in with Mutual, will take programs from the British Broadcasting Corp., starting immediately. It's a goodwill gesture.

### KHJ's Dual Set-Up

Los Angeles, Aug. 18. Glenhall Taylor and Charles Bu-Jott, Jr., will share the production job at KHJ, recently relinquished by Lindsay MacHarrie.

Taylor was continuity chief and Bu-Jott on the announcing staff.

*"From the Studios of WCAU"*

A familiar phrase to the millions of listeners of the Columbia Broadcasting System.

Place YOUR program in the hands of those who originate these programs for the network in addition to the many successful local programs.

50,000 WATTS

**WCAU**  
PHILADELPHIA • PA.

ROBERT A. STREET, Commercial Manager





# Say Audience Broadcasts Not Public; Fight City on Theatre License

Supreme Court Justice Frederick M. Hughes on Monday (17) reserved decision on the motion of the Dry Dock Savings Bank of New York City for an order to restrain Police Commissioner Louis A. Valentine and License Commissioner Paul Moss from interfering with broadcasting from studios on the New Amsterdam Theatre Roof. Moss contends that the bank must obtain a regular theatre license to carry on broadcasting performances, and threatened that unless one was obtained he would request the police to stop further public broadcasts at the New Amsterdam.

Moss and Valentine contended that under the city ordinance a license is needed to conduct a public performance. City claims that this rule has prevented fire and other disaster for over a long number of years and unless the New Amsterdam obtained one it would not be kept under the strict supervision of the Fire Department.

Joseph R. Truesdale, attorney for the bank, disputed the corporation counsel's contention, asserting that broadcasting performances are private.

He pointed out that no admission fee was charged the audience and that the performers appeared rarely in costume as regular actors do. For this reason, Mr. Truesdale held, broadcasting performances were specifically exempt from the ordinance governing the theatre.

## Stack-Goble Wins Agency Race for Sears-Roebuck

Chicago, Aug. 18. Sears-Roebuck radio account when it starts on a Columbia ride next month will be handled through the Stack-Goble agency here, which landed the account after much rife around-the-rosy among four Chicago agencies.

Show will be 'Cavalcade of America', parade of American history.

## SPONSORS-AGENCIES

Kellogg cereal firm, through N. W. Ayer, has signed the complete Vanderbilt pigskin schedule over WSM, Nashville. Contract includes Vanderbilt's three out-of-town games with S. M. U., University of Chicago, and Alabama. Jack Harris, WSM sports spicer, to handle the chores. Purchase of this schedule by Kellogg is a singleton, with no similar contracts inked for additional tilts elsewhere.

Penn Tobacco, through Ruthrauff & Ryan, will again release a spot schedule this fall. Calls for daily one-minute participation in newscasts. Sponsor will also buy up the news in some spots.

Crazy Hotel, through Luckey Bowman, will start its Mutual web series on Sept. 2. Calls for broadcasts Monday, Wednesday and Friday 1 to 1:15 p.m. Talent and stations undecided to date.

Pet Milk stanza skedded to start on CBS Oct. 3 will be a musical with Gustave Haenschen's orchestra and various singers. Latter not set yet. Programs will occupy the Saturday eve 9:30 to 10 niche via 55 stations.

Tasty Yeast's show over NBC (blue) next week adds WFIL, Philadelphia, web's local outlet, to string. Understood it's at sponsor's request.

Beth Black, time buyer for Ruthrauff & Ryan, left Saturday (15) for a two-week vacash. Is spending it in Bermuda.

Wadham's Oil company, Wisconsin's largest gasoline and oil distributors, and which for the past nine years has sponsored all football and other direct-from-the-field sports events over WTMJ, has again signed for both college and pro football broadcasts this fall.

Wadham's will use the Milwaukee

## Radio Showmanship

Knoxville, Aug. 18. WNOX has a mule. Station was low on gags for its noon hillbilly show, and bought a medium-sized mule to enliven broadcasts. Comic character rides animal down center aisle and onto stage, with considerable kicking.

Journal station for all University of Wisconsin games on Saturdays and the pro Green Bay Packers games on Sundays.

Adam Hats has deal with M'ke Jacobs of Hippodrome, N. Y., for exclusive airing of fights, athletic tilts, etc., over WHN, New York, when the sporting arena gets started. It's on for an indefinite period. Sam Taub will spicel.

Stephano Bros. (Marvels cigarettes), through Aitkin-Kynett, Philadelphia, will experiment with sports broadcasts in two spots. WEEI, Boston, has been signed for football resumes running 15 minutes apiece Mondays, Wednesdays and Fridays. Start week of Sept. 30 and conclude Nov. 28. Chicago also to figure in the testing.

A. H. Lewis (Turns), through H. W. Kaster, Chicago, is starting a schedule of minute announcements on Oct. 12. Calls for two burbs a day, five days per week for 13 weeks.

Procter & Gamble (White Naptha) is renewing its schedule of spot programs for 39 weeks. Contract calls for platerized one-minute announcements, two-a-day, five days a week via about 50 stations. Through Blackman, New York.

'Hawthorne House,' dramatic serial sponsored by Wesson Oil & Snowdrift Sales Company and released over the Coast NBC-Red Network, is now being authored by Ted Maxwell, who returned from Chicago to join the local staff as actor and script writer two weeks ago. Maxwell is also appearing in the cast. His first episode was aired Aug. 17. Original author of 'Hawthorne House' was Samuel B. Dickson, staff writer. Dickson continues to pen 'Winning the West,' a Wednesday

# 30 Paid-Up Regional Assn. Members With Another Dozen Committed

night serial bankrolled by the Occidental Life Insurance Company of California.

Wesson Oil has just renewed 'Hawthorne House' for another year, through the Fitzgerald Ad Agency, Inc., of New Orleans.

'Moving Stories of Life,' sponsored by Lyons Van & Storage Company over KFRC, San Francisco, has been shifted to a new time, 5:45 p.m., P.S.T., on Thursdays. Programs are electrically transcribed dramas.

Pet Milk Sales Corp. will broadcast its weekly NBC-Red network program, The Pet Milky Way, a half-hour earlier starting Thursday, Oct. 1. The series, with Bennie Walker, emcee, Ann Holden, home economist, and Johnnie Tuffoli, accordionist, moves to 10:00 a.m., P.S.T. Programs originate in the web's studios in the Hale Bros. department store, San Francisco.

Morrell Dog Food Co. of Chicago has renewed its thrice-weekly talks on pets by Mrs. Elma Latta Hackett over KFRC, San Francisco, through May 29, 1937. The five-minute programs are aired Mondays, Wednesdays and Fridays at 11:55 a.m., P.S.T. Deal handled through Radio Sales.

Charlie Wellman is back in San Francisco to broadcast two quarter-hour programs weekly over KYA under the sponsorship of Eurola Products Company, face and hand lotion makers.

## WFBR's Double Deal

Baltimore, Aug. 18. The Times, daily newspaper in Salisbury, Md., biggest burg over on the Eastern Sho', has made a deal with WFBR here whereby the paper gets spot plugging on ether and station gets free ad space in sheet.

WFBR is using its space to tout self as good station for business men of Salisbury, which has no station. The Times, in its spots, seeks advertising from Balto business firms.

Boston, Aug. 18. John Shepard, 34, chairman and treasurer of the National Association of Regional Broadcasting Stations, has placed the group's latest membership figures at 30. These have paid dues and are taking active interest in affairs. Another dozen stations is expected to be on the line within the immediate future. Object of the association is to prevent the 'threat' of the October 'reallocation' hearings.

Signees include: WMBG, Richmond; WBBN, Buffalo; WIAC, Boston; WATR, Watbury; WEAN, Providence; WICC, Bridgeport; KQTR, Butler; WMBD, Peoria; WABC, Memphis; WNNR, Memphis; WOW, Omaha; KFYR, Bismarck; WDRC, Hartford; WFIL, Philadelphia; WTAG, Worcester; WCAO, Baltimore; WLEZ, Bangor; WJW, Detroit; KMBC, Kansas City; HON, Jersey City; WORL, Boston; WGES, Chicago; WHN, New York; WSYR, Syracuse; WFBL, Syracuse; WDEL, Wilmington; WREC, Memphis; KNOW, Austin; WFBC, Greenville, and WNNC, Asheville.

## McConnell on WLW Again Piped In from Chicago

Cincinnati, Aug. 18. In returning to WLW early in September for the series of Saturday night 30-minute programs sponsored by the Mantle Lamp Co. of America, Smiling Ed McConnell will be piped from Chicago. It's to be a special show for the Crosley super, with a vocal chorus supporting McConnell in his piano-singing plugs for Aladdin lamps. Account, handled through Presba, Fellers & Presba, Chicago, has been on WLW for several years.

On Sundays WLW will carry McConnell in the Acme Paint series via an NBC linking.

Elza Schallert has Shirley Temple's ma set for a Q and A session over NBC Sept. 4.

RIGHT TO THE POINT  
—of Purchase



The message of WLW's  
National Advertisers goes  
"right to the point" of  
purchase in millions of homes  
each day.

SELL IT TO THE NATION THROUGH  
THE NATION'S STATION—  
WLW

## New Business

**CLEVELAND**  
Cleveland Law School, spots, four times weekly. WHK.  
Wilcox College, five times weekly, 52 weeks. WHK.  
Bartunek Bros., three weekly, 52 weeks. WHK.  
Janda Furniture, once weekly. WHK.  
Forest City Foundries, three weekly, night spots. WHK.  
Leveing Nash Motor, 13 quarters hours, 26 times. Direct. WHK.  
Hixson Corp., three daily, one month. WHK.  
Carload Gas Stations, five times, nightly. WHK.  
Bonded Gold and Silver, three weekly, during daytime, and five-minute spot at night. WHK.  
Nu Enamel, three daily, 52 weeks. WHK.  
William Taylor & Son, 26 times, 52 weeks. WHK.  
Smerda's Music House, 13 times. Direct. WHK.  
Procter & Gamble, once weekly. Direct. WHK.

Vynal Furniture, 15 times. Direct. WHK.  
Bohemian Dairyman, 13 times. Direct. WHK.  
Grove Laboratories, three weekly, for 26 weeks. WHK.  
Best Foods, 26 times. Through Benton & Bowles. WHK.  
Slavin Tailors, four times weekly, for 52 weeks. WHK.  
Ohio Apple Institute, 13 times at night. Nesbitt Service. WHK.

### BOSTON

Jordan Marsh Co. (department store), 39 45-minute programs, once weekly, a.m. Thursdays, starting Sept. 10 and ending June 3, 1937 (pick-up from WOR, N. Y., program listing to be announced). Through Harry M. Frost, Boston. WNAC.  
Ferry Tobacco Co., Wilkesbarre, Pa. (Kentucky Club and Kentucky Winner), 165 participations in the Yankee Network News Service, six times weekly, Mondays through Saturdays, inclusive, p.m., starting Oct. 1 and ending April 10, 1937. Through Ruthrauff & Ryan, N. Y. WNAC (WCSH, WEAN, WWSR, WNBH, WLLH, WICC, WTIC, WLBZ, WFEB).  
Tidewater Oil Co., N. Y., 30 15-minute programs, three times weekly, Thursday, Friday and Saturday, p.m., starting Oct. 1 and ending Dec. 5. Program listing: "Eddie Casey's Football News." Lennen & Mitchell. WNAC (WCSH, WEAN, WWSR, WNBH, WLLH, WICC, WTIC, WLBZ, WFEB, WATY).  
John Morris & Co., Oshkosh, Wis. (Red Heart Dog Food), 55 participations in the Yankee Network News Service, twice weekly, Tuesdays and Thursdays, p.m., starting Sept. 29 and ending April 8, 1937. Through Henri Hurst & McDonald, Chicago. WNAC (WCSH, WEAN, WWSR, WNBH, WLLH, WICC, WTIC, WLBZ, WFEB, WATY).  
Greyhound Management Co., Chicago (transportation), 26 100-word announcements, daily including Sundays, p.m., ending August 31. Through Bowler & Holman Co., Chicago. WNAC.

E. Fougere & Co., N. Y. (Vapeur), nine five-minute electrical transcriptions, once weekly, Sundays, p.m., starting Sept. 27 and ending Nov. 22. Through Small, Klepper & Seifer, N. Y. WNAC.  
Suffolk College of Liberal Arts Boston, weather reports, daily. Direct. Through Groves Laboratories, Inc., St. Louis, Mo. (Bromo Quinine), 104 15-minute programs, four times weekly, Mondays through Thursdays, starting Sept. 28 and ending March 25. Program listing: Gabriel Heaton, news commentator from WOR, N. Y. Through Stack-Goble, Chicago. WAAB.

Durkee-Mower Co., Lynn, Mass. (Marshallow Fluor), 26 15-minute programs, Sundays only, p.m., starting Sept. 27 and ending March 21, 1937, program listing to be announced. Through Harry M. Frost, Boston. WNAC (also WEAN, WTAG, WTIC, WCSH).  
Norrington Race Track, participations in The Yankee Network News Service. Chambers & Wiswell, Boston. WNAC (also WEAN, WICC, WORC, WMAS, WLBZ, WFEB, WNBH, WLLH).  
Gillette Safety Razor Co., Boston (renewal), three 45-minute programs, Sundays, p.m., starting Aug. 2 and ending Aug. 16, program listing: "Community Sing." Through Ruthrauff & Ryan, N. Y. WNAC (also WEAN, WICC, WORC, WMAS, WNBH, WLLH, WDR, WLBZ, WFEB).

Tidewater Oil Co., New York (Tydol), renewed 47 participations in The Yankee Network News Service, p.m., six times weekly, Mondays to Saturdays inclusive, starting Aug. 4 and ending Sept. 26. Through Lennen & Mitchell, N. Y. WNAC (also WEAN, WORC, WMAS, WNBH, WLLH, WICC, WLBZ, WFEB).  
Murine Co., Inc., Chicago (Murine-Eve Wash), 26 half-hour programs, Mondays, p.m., starting Nov. 16 and ending May 10, 1937. Through Neisser & Meyerhoff, Inc., Chicago. WNAC.  
R. H. White Co., Boston (De-

partment Store), 86 30-word announcements, twice daily except Saturdays and Sundays, a.m. and p.m., starting Aug. 3 and ending Sept. 30. Through Chambers & Wiswell, Boston. WNAC.  
Colt Shoe Co., Boston (Colt Shoes), 33 30-word reports daily, including Sundays, p.m., starting Nov. 2 and ending Sept. 30, 1937. Through Broadcast Advertising, Boston. WNAC.

Lever Brothers, Cambridge, Mass. (Spry Shortening), 728 30-word announcements, 13 a week, including Sundays, p.m., starting Sept. 27 and ending Sept. 25, 1937. Through Ruthrauff & Ryan, N. Y. WNAC.  
Colgate Palmolive Co., N. Y. (Palmolive Soap), 10 participations in The Yankee Network News Service, six times weekly, Mondays through Fridays inclusive, p.m., starting Aug. 3 and ending Aug. 14. Through Benton & Bowles, N. Y. WNAC (also WEAN, WICC, WORC, WMAS, WLBZ, WFEB, WLLH, WNBH, WATY).  
E. J. Kemp, Somerville, Mass. (Kemp's Nuts), 52 participations in the "Dorothy Melvin's Charm Mirror" three times weekly, starting Aug. 1 and ending Oct. 23. Through Stoddard & Sampson, Boston. WAAB.

Portugal (Portuguese Newspaper), Somerville, Mass., 10 30-minute programs, Sundays, a.m., program listing: "Echoes of Portugal" starting Aug. 9 and ending Oct. 11. Through Salingier & Publishers, Boston. WAAB.

General Household Utilities, Chicago (Macaroni, Canned Beans), 36 programs of participation in the "Dorothy Melvin's Charm Mirror" three times weekly, ending Oct. 23. Through Ruthrauff & Ryan, N. Y. WAAB.

C. F. Mueller Co., N. Y. (Mueller's Macaroni), 36 programs of participation in the "Dorothy Melvin's Charm Mirror" three times weekly, ending Oct. 23. Through Ruthrauff & Ryan, N. Y. WAAB.

### SAN FRANCISCO

E. R. Squibb & Sons, quarter-hour programs of recordings, Calendar of Memories, Monday and Tuesday mornings through Sept. 24. Through Radio Sales, KFOC.

Shug-Hall Clothing Store (men's clothing), quarter-hour program of recordings, "Sports Parade," Thursdays, through W. Russell, KFOC.

Buff-Norton Manufacturing Co., five-minute electrically transcribed announcements Monday, Wednesday and Friday evenings, Sept. 8 and 9. Through Walker & Downing, Pittsburgh, Pa. KGO.  
Cordling Condo Co., quarter-hour dramatic narrations, "Hal Burdick, the Night Editor," Sundays starting Sept. 6, through Tomaschke-Elliott, Inc., Basic Pacific Coast NBC-Red network.  
Redick Newman Co. (furniture), 10-week announcement in conjunction with weather reports nightly starting Sept. 1. Through A. L. Adkins Company, KGO.  
Bud & Veta (Pebble Beach neckties), quarter-hour Sunday evening programs entitled "Your Colony Man's Own Opinion" with Bill Davidson. Through Doremus, KFOC (also KFKB, Sacramento; KMMJ, Fresno; KWG, Stockton).

**ROCHESTER, N. Y.**  
Goodland, Clarke, Durand & Hoffman, 15-minute organ program featuring "mystery melody with prize offer," 13 weeks. Direct. WHEC.  
H. L. Hunter, furs, 15-minute program, "Romance of the Air," program, 13 weeks. Direct. WHEC.  
Cities Service, 15-minute Rochester "Sings" program in new's Rochester theatre, 13 weeks. Direct. WHEC.  
Chevrolet, 15-minute musical program, 26 weeks. Through Campbell-Ewald, WHEC.  
Union Tire, 15-minute "Noontime Varieties," five times a week for 13 weeks. Direct. WHEC.  
Lifebuoy, five-minute skit transcriptions, three times a week for 13 weeks. Through Ruthrauff & Ryan, WHEC.

First Federal, five-minute transcription, 13 weeks. Through Edward Wolff & Associates, WHEC.  
Goodyear Wende Oil, Unsolved Mysteries, 15-minute drama, three times a week for 13 weeks. Through E. C. Rogers, WHEC.

**CHICAGO**  
Sawyer Biscuit Co., 15 minutes daily except Sunday, Man on street program. Neisser-Meyerhoff, Inc. WGN.  
Grove Laboratories, Inc. (Bromo-Quinine) 15 minutes, Monday through Thursday, News commentator, Stack-Goble Agency. WGN.  
Kellogg Co., 15 minutes spots comment daily except Sunday. N. W. Aven.  
Mandel Bros. (optical dept.), 15-minute transcription every Sunday for 13 weeks. Direct. WMAQ.  
Armstrong Co., continuation order for 156 one-minute electrical transcriptions. H. W. Kastor & Sons. WLS.  
Acme Mfg. Co., continuation order for 212 two-minute announcements. H. C. Shepard Advertising Co. WLS.  
Reliance Mfg. Co., continuation order for three 15-minute programs. Mitchell Faust Advertising Agency. WLS.  
Drums, Inc., two-minute announcements twice daily, indefinitely. C. C. Winningham, Inc., Detroit. WLS.

St. Paul Union Stockyards Co.,

## Utility-Owned WGY, Schenectady Gives Free Time to Public Ownership Plea

Schenectady, Aug. 18. Owned by the General Electric Co., most of whose business is done with or through privately owned public utilities, WGY recently broadcast, on its Farm Forum evening program, an address by Murray D. Lincoln, secretary of Ohio State Farm Bureau, in which the speaker urged listeners to study the philosophy of consumer co-operation and then take action for the establishment of co-operative electrical and utility associations stores, insurance companies, finance institutions, gas stations, etc. He insisted that there was no reason business men listening-in should become "jittery" over the co-operative plan; there was a place for everybody in our present organized society; and if the proper purchasing power were reflected back to the masses, they in turn would demand new products and services.

The talk was in keeping with the

three one-minute announcements. Direct. WLS.  
Fort Atkinson Centennial Ass'n., three 30-word announcements. Direct. WLS.

Silberman-Becker Corp., 22 five-minute announcements. Neisser-Meyerhoff, Inc. WLS.

Union Party, one 15-minute program. Through Commercial Broadcasters, Chicago. WLS.

Willard Storage Battery Co., 63 40-word announcements. Meldrum & Fewsmith, Inc., Cleveland. WLS.

### DENVER

Beldwin Piano Co., 15-minute program weekly for one year. KOA.

Chamberlain Laboratories, one-minute daily announcement for one year. KOA.

Ford Motor Co., nine 30-minute programs. KOA.

Hamm Brewing Co., two announcements daily for one year. KOA.

Derby Oil Co., Wichita, Kan., 300 announcements daily. KOA.

Texas Centennial Exposition, 52 one-minute announcements. KOA.

Lincoln Creamery, one-half hour program, called "The Lincoln Children's Community Sing," broadcast from the Paramount theatre, beginning Sept. 15 and running to March 15, 1937. KLS.

Public Service of Colorado, three 15-minute programs weekly broadcast from the Public Service Co., beginning Aug. 31 and running until Nov. 27, 1937. KLS.

Kortz Jewelry Co., 15-minute program beginning Sept. 7 and running until Dec. 21. KLS.

Denver Revival Tabernacle, six 15-minute programs weekly for four months. KFEL.

O'Meara Young Motor Co., two announcements daily, for an indefinite period. KFEL.

Martha Washington Candy Co., 300 announcements. KFEL.

Chevrolet Motor Co., 39 15-minute programs. KFEL.

Frums Jewelry Co., seven announcements daily for three months, also 25 additional announcements. KFEL.

Dupier's Art Furnishers, three announcements daily for four months. KFEL.

**LINCOLN**  
Haskin Bros. six weekly announcements at 10:55 a.m., for 52 weeks. Set by D'Arcy Abd. Co. St. Louis, Mo. KFAB.

American Tobacco, two chain break announcements daily for two months. Lawrence Gumbinner, N. Y. KFAB.

Ford Motor Co., 15-minute transcriptions each Saturday, 5:45-6 p.m., for two months. KFAB.

Procter & Gamble, one-minute transcriptions three times a day except Saturday and Sunday, through Blackman, N. Y. KFAB.

Chevrolet, 15-minute transcriptions Tuesdays, Thursdays and Saturdays each week for three months, by WBS, N. Y. Timed at 12:45-1 p.m. KFAB.

Hazen Corp., 10-minute news broadcasts 6:45-6:55 p.m., 6 days weekly. Runs for 6 weeks, via Ruthrauff & Ryan, Chicago. KFAB.

National Bell-Hes, also takes news broadcast for 13 weeks at 11:45-11:55 a.m. daily. Ruthrauff & Ryan, Chicago. KFAB.

Smith-Bullock Co., two 15-minute periods weekly for 39 weeks. Total of 78 programs of "Pinto Pete" series. KFOR.

**CINCINNATI**  
Grove's Bromo-Quinine, 50-word temperature reports, twice daily for 26 weeks, starting Sept. 28. Stack-Goble Agency, Chicago. WKCY.

United States Soap Co., Cincinnati, 150 quarter-hour periods, three weekly, starting Aug. 17. WKCY.

General Electric's plan of encouraging the expression, on the Farm Forum, of partisan opinions on controversial subjects. Growth of the co-operative movement in the United States is reported watched, in many cases with apprehension by business interests, trade organizations and the like.

Fact that President Roosevelt recently sent a commission to Sweden to study the co-operatives in that country, following publication of Marquis Child's book, "Sweden: the Middle Way" (recommended on the broadcast), has caused these groups further uneasiness.

**MAXWELL HOUSE SHOWBOAT**  
STARTING AUG. 20  
RETURNING TO NEW YORK IN AUGUST

**AL DONAHUE**  
RAINBOW ROOM  
RAVENS  
NEW YORK  
WJZ-NBC  
Mon-Thurs-Sat  
11:30 P. M.

**EXCLUSIVE MANAGEMENT**  
ROCKWELL O'KEEFE, INC.

**Victor Young**  
SHELL OIL  
SATURDAYS  
WEAF  
9:30-10:30 P. M.  
DST

**EXCLUSIVE MANAGEMENT**  
ROCKWELL O'KEEFE, INC.

**THE 14TH WEEK**  
**BENNY RUBIN**

Every Sunday Night,  
6 P. M., EDT  
For  
**FEEN-A-MINT**  
MUTUAL BROADCASTING SYSTEM

**BENAY VENUTA**

**BEN MARDEN'S RIVIERA**

Exclusive Management  
**JULES ALBERTI**  
W. 2-8287

**HARRY SALTER**  
Conductor  
**Lucky Strike 'Hit Parade'**  
Every Saturday  
10-11 P. M. EDT  
COLUMBIA BROADCASTING SYSTEM

**WILLIE and EUGENE HOWARD**  
Every Wednesday 8 P. M. DST.  
DR. LYONS TOOTH POWDER  
WJZ . . . . . NBC

**GRACE BARRIE**  
CHICAGO THEATRE,  
CHICAGO  
Sole Direction, NORMAN BERNIE,  
1819 Broadway, New York

**'THE O'NEILLS'**  
By JANE WEST  
NOW RADIO'S MOST POPULAR  
FAMILY BRINGS YOU MORE  
LAUGHTER TEARS AND HEART-THROBS  
Presented by Ivory Soap 99% pure  
**LISTEN 3:45-4:00 P. M., EDT - WEAF**  
NBC NETWORK - COAST-TO-COAST  
**IN . . . Every Mon., Tues., Wed., Thurs., Fri.**  
Met. ED WOLF - EKO MUSIC - NEW YORK CITY  
Dir. BLACKMEN ADVERTISING, INC.

## Pacific Coast Radio Notes

Los Tobin, mimic, now heard over KFRG, San Francisco, on "American Campaign," John B. Hughes' Sunday night program.

Lincoln Deller, CBS station relations, powdered with Phil Lasky, KFSO manager, during his visit to San Francisco.

Canterbury Hotel, San Francisco, is latest spot to offer engagements to winner of the Budda amateur contests, sponsored on K-FRC by Martin Dell and Bob Murphy, tenor, is set for two weeks at the hotel.

Jack Burrell, chief engineer at KJBS, San Francisco, will resign shortly for similar duty at Merced (Calif.) station.

Dot Kay, pop-songs - heard formerly over NBC Coast web, is now warbling in San Francisco Bay districts.

Helene Hughes, soprano at KFRG, San Francisco, is now making the Fanchon and Marco schools in Oakland, San Francisco, while continuing her radio work.

Wayne Griffin, producer at KYA, San Francisco, leaves soon for Los Angeles, where he expects to live. Griffin will be married in the South.

Two tenors, Eddie Allen and Kay-Webb, have been named to the staff of KYA, San Francisco.

Don Prindle, program manager of KOMO, Seattle, and bride o.d. San Francisco on their way south during honeymoon.

Kathleen Wilson (Claudia) has rejoined the cast of "One Man's Family," broadcast from NBC's San Francisco studios, after several months' absence.

Mary Koeher, continuity at KOL, Seattle, writing a column in new Seattle radio sheet.

Al Botzer new KOL, Seattle, announcer. Brother, Bill, is KOMO, Seattle, announcer.

Wilson Edwards, KOL, Seattle, announcer, will handle four weeks' CBS broadcast by Seattle Symphony, 45-piece orchestra, directed by Basil Cameron. Locally will be sponsored by Gold Shield Coffee and Happy Home Brand, but nationally on CBS sustaining. Starts Aug. 20.

Harold Bratsberg reports to KFRG, "Price, this week as announcer-producer. Bratsberg resigned from the NBC announcers staff Aug. 15.

Cecil Underwood fed by Hollywood NBC gang and given traveling bag on occasion of leaving to join Rutherford and Ryan as producer in east.

Don Thornburgh, CBS Coast head, took Art Kemp north with him to look over chain setup in Frisco.

Naylor Rogers given surprise farewell party by KXN Hollywood gang before he takes auto jaunt with his family east.

Naomi Warner warbling over KFWE (Hollywood) on remote with Kearney Walton's crew.

Harrison Hillway, manager KFI-KECA (Los Angeles), had his day at L. A. Ad Club luncheon.

Lee Tyson managing KMPC (Beverly Hills) for Dick Richards. Has been shepherding Al Pearce's Gang.

Harry Jackson, NBC ork leader in Hollywood, to Columbus, Kas, for his mother's 83rd birthday.

Lindsay MacHarrie, late production manager of KJH (Los Angeles), now with C. C. Fyle as transcription producer.

John Swallow vacationing on Baron Long's yacht off San Diego.

Robert Taplinger added Eleanor Roberts to his Coast staff. She'll handle fashions for his publicity office.

Irving Parker installed as manager of Earl Ferris radio publicity service in Hollywood.

Norman Prescott announcing series of transcriptions with film

names for that Pittsburgh coal outfit.

Dixie Wilson scripting Goose Creek Parson air series on two-year contract with Benton and Bowles.

Ed Petry and Paul Raymer on the Coast looking up new prospects.

Edwin K. Cohan, Columbia's director of engineering, making a "social" on his Hollywood co-workers.

### A STEADY CUSTOMER

Standard Oil of California Renewed for 10th Year

San Francisco, Aug. 18. Standard Oil Co. of California, which has sponsored symphony programs over the NBC Coast network since October, 1927, has renewed for its tenth year of weekly broadcasts. The one-hour concerts, currently played by the Standard Symphony Orchestra under the direction of Mishael Piastro, are heard Thursday nights at 8:15 o'clock. On Aug. 20 only Standard will pick up the Portland (Ore.) Symphony, with Piastro conducting.

In its nine years on the air, Standard has sponsored all the leading symphonic organizations on the Pacific Coast, including the San Francisco, Los Angeles, Portland and Seattle Symphonies.

Standard School Broadcast, a Thursday morning series of weekly elementary and advanced lessons in music appreciation, will return to the air in October for its ninth year. The lessons are prepared by Arthur S. Garbett, NBC Educational Director, Western Division, and Adrian F. Michaelis, of the Standard Oil Company.

Both the Standard Symphony Hour and the school broadcast are Coast NBC-Red network broadcasts.

### Franciscan Friars on WHN With 'Life of St. Anthony'

Franciscan Friars of the Atone-ment started a 52-week series over WHN, New York, last Sunday (16), presenting religious dramatizations, "Life of St. Anthony" was the initialer.

Programs are broadcast at 10:30 a.m., EDT, with Rev. Father Paul of the order taking. Placed direct.

### Pabst's Miami Program

Miami, Aug. 18. King Lear, local spots announcer, set with Pabst Blue Ribbon beer commencing Sept. 11 over station WIOD. Account handled by Morris Schenker, Roth, Inc. agency, Morris. It's first national break Lear has had although his offering has proved popular with local sponsors.

Program will use general sporting news five nights weekly for 5 min. periods.

Schwimmer & Scott agency, Chicago, has landed two new accounts, one of which is the Peter Fox Brewing company, an active user of ether time in the Midwest.

Other account is the United Asbestos Pad company.

## Leisurely Ottawa Irks Stations

### Canadian Broadcasters Stalled While Government Does Nothing

Regina, Sask., Aug. 18. Western Canadian radio station owners are having the jitters over slowness of Ottawa government in bringing about new radio commission set-up. It's putting kibosh on station enlargements, sales, future plans for programs, and the like.

Locally, projected plans for sale and power boost of CHWC, which shares 1010 kc. channel with CKCK, to Regina Leader-Post newspaper, owners of CKCK, is held up. Ditto renting of new combined station to Taylor, Pearson & Carson, Alberta radio outfit seeking to form new western Canada chain. Ditto, too, erection of new 400-foot steel tower for CJRM radio transmitter at Belle Plaines and planned boost to 5,000 watts from present 1,000.

## WCAU-KYW DIVORCE SHIFTS HELP SEPT. 1

Philadelphia, Aug. 18. Ready for management shift of KYW from Levy brothers to NBC number of shifts in WCAU and KYW personnel are slated for Sept. 1. Sally Burns, secretary to Stan Lee Broza, WCAU program director, becomes WCAU program promotion head, new post. Replaced by Peggy Lowry, formerly closer to WBZ music. Gertrude Nadich, secretary to Joe Gottlieb, of WCAU program department, shifts to secretarial for WCAU news commentators, Alan Score, Bill Lang and Powers Gou-raud.

## A. T. & T. Stalks Amplifiers as Patent Trespass

Minneapolis, Aug. 18. Whether a Federal Telegraph Co. (L. T. T.) subsidiary is infringing upon patents held by the A. T. & T. must be decided by Judge G. H. Nordbye in Federal court here.

### WFBR Waxes Platters For Joseph Katz Agency

Baltimore, Aug. 18. WFBR is this week waxing series of 13 five-min. discs for Joseph Katz agency, which the agency will spot on flock of stations this autumn for its client, May Oil Burner, Corp. WFBR will carry the e.t. periods in Balto area.

Traveling periods will be spied by Raymond Tompkins, local public relations counsel, who has done radio work before in live talent local show for May Oil Burner. Musical background being given in Brent Gunts is producing.

Myron J. Bennett named chief of the Public Events division and mike-man at KFJM, Grand Forks (N. Dak.).

## Pay—Which Way?

### Coast Radio Execs Differ on When the Nitery Tap Goes On

#### Visiting

In New York  
William Irwin, WSOC, Charlotte, N. C.  
John Shepard, 3rd, Yankee network.  
M. H. Straight, WHB, Kansas City.  
H. Slavick, WMC, Memphis.

### CHERNIAVSKY SPONSORED

Silversmith Program Due on NBC Oct. 25

Chicago, Aug. 18. Josef Cherniavsky has been signed to head orchestra and program for the International Silver Co. which starts a weekly 30-minute shot for its Rogers 1847 product on Oct. 25 over a coast-to-coast NBC red hook-up.

### Jessie Matthews on NBC

London, Aug. 18. Jessie Matthews, Gaumont-British film star, goes on big international hook-up from here next Tuesday (23), on a deal between British Broadcasting Corp. and the National Broadcasting Co. Latter's network will embrace the U. S. and an augmented hookup into Canada.

It's a tieup effected by Jimmy Campbell, managing director of Cinescope Music Corp. (G-B's music pub subsid) as a tie-in with Miss Matthews' G-B films.

Los Angeles, Aug. 18. Does one pay to go into or get out of a nitery?

Excess of network outlets here would like to know so they can close or shun a transcontinental in the making.

Air advertiser approached National Broadcasting official on a show to originate in Coconut Grove, using the band currently in the spot and building talent around it. Chain exec said no dice, that it violated the ruling which prohibits a commercial from emanating from a spot where admission is charged.

Owens Dresden, KHJ manager, wanting to clinch the deal for Mutual, wasn't so sure. He's willing to side with those who would argue that you pay so you go out, not as you come in. It's still up in the air. If the agency gets past that one there's another stumbling block just ahead. Mention of Coconut Grove on the airting would be to put the show in the double sponsorship class, claim the musicians' local. That means doubling the scale.

### FT. WAYNE'S NEW STATUS

Westinghouse Takes Over Two Indiana Stations

Fort Wayne, Aug. 18. Westinghouse's first move is to make station WGL a complete separate unit from WOWO. Smaller station now operates on a 20-hour day schedule from 6 a.m. to 2 a.m., and is being plugged as Fort Wayne's own station. WOWO with more power is heralded over the air as the Hoosier station.

Paul E. Mills has been placed in charge of WGL sales, with Claire Weidner in charge of programs. Evalute Kenyon is in charge of production department. Others regularly associated with the WGL personnel now include: Marguerite Hitzman, staff organist, and assistant to Weidner; Franklin Tooker, news commentator; Herb Hayworth and Carl van de Grit, program specialists; Robert Carto is also in sales.

## THE STAGE IS SET FOR SALES



Cleveland's only high power, clear channel station, WTAM, is the center of attraction for the enormous Northern Ohio audience—1,017,600 NBC radio families. By using WTAM, advertisers cover the entire Cleveland Chamber of Commerce area—a market both rich and responsive.

**WTAM** 50,000 WATTS  
NBC Red Network  
CLEVELAND  
Completely programmed by NBC





# Here and There

## WBNO Beats Tom-Tom

## Radio Showmanship

Ed Fellers making his annual rounds of the radio stations setting time for Mantle Lamp this coming season.

Both of the Ralph Atlass stations in the Chicago market, WJJD and WIND, landed the Dr. Caldwell's "Monticello Party Line" show from the Kramer-Crasselt agency.

Robert Dolan has been named musical advisor for the Cleveland B. Chase firm, program producers and agents.

Steve Hayes, formerly of WBNC, now on WATR, Waterbury, Conn., sales staff.

Dot and Jack Reid of WMCA, N. Y., relaxing in Georgia until September.

Nina Allen, former night club singer, teaming with Curtis Blakeslee, tenor, on a late-evening swing over WGY, Schenectady.

Fibber McGee and Molly will run up from Chicago to Milwaukee on Aug. 25 to help WTMJ celebrate opening of its new studios.

WAAF, Chicago, has Nate Caplow as new continuity editor.

Gene Devitt, heretofore milkman for KFJM, Grand Forks (N. Dak.), now at WDAY, Fargo.

Al Barnard, now chief engineer at KGO, Missoula (Mont.).

Ronald Giamble is a newcomer to the mike and production staff at WTM, Lansing. Used to be with WKZO, Kalamazoo.

Robert Stanley, formerly of CKLW, Windsor, Ontario, and Bert Buzdini added to KTA, San Francisco, staff last week.

Roger Baker, WGR, Buffalo, sports announcer, has broadcast two no-hit baseball games but has never seen one. Both were pitched out-of-town by Bill Harris of the Bisons, stories being related to Baker by wire.

Mary Lou Moore, WKWB, Buffalo, miss ex Florida Orange Queen, will be guest of honor at the Great Lakes Exposition in Cleveland, first week in September. Broadcasts have been arranged over WTAM, WJAY, WHK, WGAR and Mutual. She'll sing at the Florida exhibit.

WSOC, Charlotte, has purchased a Pack short wave transmitter that permits two-way communication, for use in crowds and big meetings. This has been licensed as mobile unit W4XBT and W4XBX.

Charlie O'Brien covering Dominion cup championship for CJRC, Winnipeg.

Reginald Allen, announcer for WBT, Charlotte, N. C., back in the hospital with an infected foot.

Bill Schudt, Jr., of WBT, Charlotte, N. C., continues too ill to return to his post of duty. He is recovering from heat prostration at his place on Lake Ronkonkoma, Long Island.

Bill Irwin, commercial manager for WSOC, Charlotte, N. C., is on a ten-day trip to New York City and Chicago on station business.

John W. News, sales manager of WTAR, Norfolk, to Washington on sales trip.

Jane Burton joins WTAR, Norfolk, staff as assistant in production office.

Archie Twiford, member of the Lion's Club Quartet, which recently competed in a national contest, has been signed by Hall's Bakery of Portsmouth to do quarter-hour show weekly over WTAR.

Herman Grizard Day observed in Nashville in honor of the WLAC announcer who has been broadcasting baseball games for Wheaties.

Hal Parks from KFXY, Oklahoma City, now in KXO, Lubbock, Texas.

Robert J. Smith, formerly production manager for Weeks Advertising Agency, has been added to the sales staff of WNEW, N. Y.

WRVA, Richmond, Va., has received a 52-week contract from

Morris Plan Bank of Virginia for a half-hour platter production, "Ports of Call." Set for Monday nights, starting in September.

Norman Crane, WGST, Atlanta, production manager, is now with WSYR, Syracuse.

Jack Stone, former WPHR manager, now with WRVA, Richmond, commercial staff.

C. H. Smith, manager of CKCK, Regina, Sask., leaves Sept. 1 to join Taylor, Pearson, Carson firm, operators of several western radio stations.

CJRM, Regina, Sask., has just added new World Broadcasting Co. Hill and Dale recording library. CKCK, Regina, starts NBC Thursdays.

Dwight C. Perkins, radio announcer with KFAB-KFOR, wins Kirkpatrick scholarship to Harvard. Quits Sept. 15.

Ben Gimbel, WIP (Philly) prez, vacating at his mother's in Maine.

Ted Church, former assistant manager and program director of WJSV and CBS in Washington, is now assisting Hill Blackett of the Republican National Committee in radio arrangements for the G.O.P. campaign at the Chicago headquarters.

## WGST Files with F.C.C.

Atlanta, Aug. 18. WGST, Georgia School of Technology station, has filed application with F.C.C. for permission to make changes in equipment. Application requests construction permit to install new transmitter and antenna and increase power from 1,000 watts to 5,000 watts day. Permission also sought to move transmitter from Third and Cherry streets to an undesignated new site in Atlanta.

## lity Bitty B.R. Back

Goldenrich Cheese returns to WHN, New York middle of September after a summer lay-off to sponsor the lity Bitty Kidney program three weekly. Bankrolled for 26 weeks last year, Perry Charles has meanwhile continued per usual during the summer sunning period.

In the fall company's idea to expand into midwest area may get started. Hanf-Metzer agency handles.

## Albers Show Not Set

San Francisco, Aug. 18. Although the time and network facilities have already been signed Albers Bros. Milling still undecided concerning the type of program and talent for its new fall series, sketched to start Tuesday, September 29, at 9:30 p.m., P.S.T. over the basic coast Red web of NBC. Broadcasts may be patterned after the Carnation Contented programs, aired from the network's Chicago studios, according to present indications. Previously Meredith Willson's work with assisting warblers were believed set for the series. Erwin Wasey agency is handling the negotiations.

## New Gadgetry at WEBR

Buffalo, Aug. 18. Engineers are making technical surveys preparatory to giving WEBR a new transmitter, other new equipment. WEBR, other New station, was acquired by Buffalo Evening News and became a supplementary N.B.C. Blue outlet here. Transmitter, expected to be ready by Nov. 1.

## Hearing for KCMO

Kansas City, Aug. 18. Federal communication commission ordered a hearing Thursday (12) on the application of KCMO to increase its air time from restricted to unlimited. Order is in response to protests filed by Midland Broadcasting Co., operators of KMBX, Columbia affiliate, and First National Television Company (W9XBY). Last June the FCC granted KCMO's application for permission to move its studios and temporary grant of unlimited hours pending the outcome of the hearing. Protests were filed for 'economic' reasons.

New Orleans, Aug. 18. Col. Robert S. Maestri, new mayor of New Orleans, dedicated the new station and new equipment of WBNO Saturday night (15) in St. Charles hotel, station's new home. Other city and civic leaders were on hand for ceremonies. Station's application for full time is pending before Federal Radio commission. E. J. Richards is general manager and Edward Musso, studio director.

## All-Canada Brochure

Winnipeg, Aug. 18. All-Canada Broadcasting System, agency for stations from coast to coast, has recently issued its latest rates brochure, "Rates and Data" it includes information about stations across the Dominion, with notice being drawn to the fact that a large part of it is exclusive info. Included in the smartly loose leaf volume are figures on all rates, statistical services with coverage maps also shown for stations and networks they represent.

## Tollinger's New Job

San Francisco, Aug. 18. After seven years on the NBC staff here as an entertainer and since, Ned Tollinger has resigned to devote all his time to producing programs. Tollinger, who has emceed all but one broadcast of the Carfare-Carnival since its debut in June, 1934, made his final microphone appearance last week. NBC policy forbids broadcasts by any but members of the artists' staff.

Jerry Lester, nightclub comic, is possible successor to Tollinger on the Carnival.

## Busy Fritz Blocki

Chicago, Aug. 18. One of the busiest men in town for the next two weeks will be Fritz Blocki. Besides handling publicity for State-Lake theatre and churning out press releases for local WPA theatre project, Blocki will also write Charlie Dawn's night club in the Chicago American.

## Bill Davidson Back

San Francisco, Aug. 18. Listener demand has resulted in the return of Bill Davidson's program, "Your Fellow Man's Opinion," to the CBS-Don Lee web on Sundays at 8:45 p. m., P.S.T., beginning Aug. 16, after an absence of six weeks. Budd & Votaw, makers of Pebble Beach neckties, continue as the sponsors. The 19-week renewal was handled through Doremus & Co.

## Titans Folds for Repairs

Chicago, Aug. 18. "Titans of Science," a presentation of the University Broadcasting Council, which has been broadcast over WGN and the Mutual web for the past two years, has been taken off the air for revamping. Will come back in month presenting half-hour biographic script shows of famous men including explorers, painters, generals, etc. Program in past has dealt exclusively with famous scientists.

## Edwin Burke's Platters

Chicago, Aug. 18. Edwin Burke, bandleader for affiliated regional network here, has been commissioned to produce 39 recordings for the broad industry. Show is a serial tagged "Adventures of Ace Williams," authored by Dan Ryan.

## Hailey Peddles Two

Chicago, Aug. 18. "Doc" George Hailey, recently appointed KMBC national program sales manager, has obtained okay to negotiate deals for two more of the Kansas City programs. Is now submitting "Happy Hollow" and "Red Horse Ranch" to agencies and clients, in addition to the other KMBC programs.

(Continued from page 42) will come from California for festivities.

Station's new studios will be dedicated at six-day splurge, starting Sept. 16, with Jessica Dragonette, Joan Blaine, Ethel Barrymore, John B. Kennedy, etc., slated to appear. New building will give town only radio the best in Chicago and N. Y., auditorium seating around 400. Visual broadcast planned for afternoon and night daily.

## Exploiting Shortwave Pick-Up

Richmond, Va. Station WMBG finds numerous opportunities to employ its shortwave equipment in covering local events. Recently did a stunt coverage job of the convention of the 8th Division and packing along with the vets on their re-visit to their erstwhile cantonment at Camp Lee.

President Roosevelt's recent visit boat races and other occasions have inspired WMBG to trot out its shortwave, made early ones simple, so everyone could enter. Response only fair. Recently switched to contests sluff and more time-consuming, and now station is swamped with entries.

## Contents Can't Be Easy

Richmond, Va. Small wonder radio program plotters lose their hair, etc. WRVA, running weekly prize contests, made early ones simple, so everyone could enter. Response only fair. Recently switched to contests sluff and more time-consuming, and now station is swamped with entries.

## The Personal Touch

Macomb, Pa. WMAZ added personal service to a lost person announcement Sunday. A father became so irate when station refused to interrupt a minister's sermon to ask help in locating three-year-old daughter, that when announcement was made fifteen minutes later Frank Crowther, sales manager, and Allie Williams, program director, hopped in a car and went out to see if case was really serious.

Station pair was at child's home when phone call came that she had wandered into wrong church and was safe, so they went for her and had the pleasure of hanging her over to father who could only look sheepish and say "thank you."

## 45 Interviews in 15 Mins.

Nashville. When Station WLAC and the Evening Tennessean sponsored a street broadcast for a week just before Democratic primary and general county elections it was believed that a record was set for questions and answers. Time was a question and answer every two seconds.

F. C. Sowell, vice-president of WLAC, sought opinions of passers-by with seven brief-and-to-the-point questions, for one-word answers. In 15 minutes there were

opening and closing announcements and 45 people were interviewed. Answers were tabulated and results published in the Evening Tennessean. A squad of policemen was called to avert a near riot when representatives of the various political factions attempted to s'f ballots. Before t' count was taken, Sowell had a staff of assistants busy lining up for a block.

## Tobacco Market Season

Charlotte, N. C. WBT led off the tobacco market season with a remote broadcast from Dillon, S. C. August 18, lasting 45 minutes. The station carried the first business of this kind in the history of radio last year. Now all stations in the tobacco belt work the field, a brand new business source.

Dillon broadcast was financed jointly by the warehouse, the Dillon merchants and the city itself. Arthur Whitesides, of the program department, went to Dillon a day early and lined up the broadcast. Chief Engineer J. J. Belmont and Assistant Engineer Robert Painter handled the remote pickup.

Grady Cole was specified as the announcer in the contract. He had a broadcast from Charlotte, his column of radio comment a short time after the Dillon program, so in order for him to make the Dillon broadcast the merchants there chartered a plane and sent for Cole, and returned him in time for his Charlotte program.

## KWK Stunts It Up

St. Louis. Gov. Park, Mayor Dickmann, NBC execs and officials of KWK will participate in elaborate exercises on Sunday (22) to dedicate new 5 WK transmitter recently completed on north side of town near Mississippi river. The "Blaw-Knox" radiator towers 400 feet above ground and is highest in this part of country. 35th Div. of the Army Air Corps will salute the new station from the air and the KWK transmitter flag will be delivered, via plane, by Jim Malone, stunt flyer who will also perform his 'upside-down' flight. Dedication exercises will be held in the Municipal Auditorium and aired over special hookup. Then a full hour show will be given with all artists of studios in action.

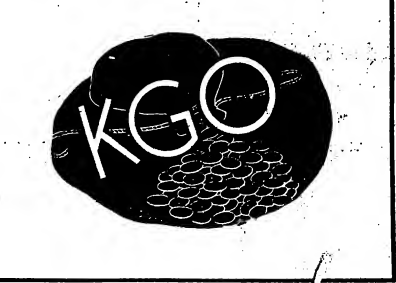
## But They Like It

Cleveland. WJAY's Uncle Bud (Gene Lavallee) is turning out a mimeographed gag newspaper called "Uncle Bud's Weakley Bullyfun." It's full of bad spelling and terrible rural humor but the fans go for it big.

Fans have to send stamped self-addressed envelopes to get a copy. Which is no impediment to circulation.

John Shepard, 3rd in N. Y. last night (Tuesday) for Shirley-Louis fight.

## KEY TO A LIBERAL PURSE



And Key Station on the Pacific Coast Blue Network, KGO has a lot to offer advertisers. Serving an immensely wealthy community that spends more per capita than any other in the country, KGO delivers paying customers—and most economically. Let us give you the details.

**KGO 7,500 WATTS**  
NBC Pacific Coast Blue Network  
**SAN FRANCISCO**

Completely programmed by NBC

## Inside Stuff—Music

Only hold-out in the reunion of the Warner Bros. group of publishers with ASCAP is the Shubert Music Corp., heretofore one of the Harms affiliates because of the Shubert legit. productions. Otherwise Harms, Inc., T. B. Harms Co., New World Music Corp., Remick Music Corp., Victoria Publishing Co. and M. Witmark & Sons constitute the WB group under the Music Publishers Holding Corp., which is the Warner group corporation.

Other new publisher-members of ASCAP since the first of the year are Brooks music, Frank Capano, Evan Georgeoff Co., Gershwin Pub. Corp. (a Chappell affiliate, as distinguished from New World, which was Gershwin's unit under the Harms control); Ludwig Music, Piedmont Music, Red Star Songs, Inc., Dave Ringler, Saunders Publications. In New songwriter-members of ASCAP in the past year are Harry Brooks, Boyd Bunch, Bob Emmerich, Morton Gould, Elliott Griffiths, Billy Haid, DuBose Heyward, Al Jacobs, Chas. W. Kisco, Emma P. La Freniere, Bernard Martin, Lindsay McPhail, Blanche Merrill, Johann C. Schmid, Frank Silver, Ernest Toch, Eleanor Remick Warren, Larry Yoeli.

Sam Fox, head of the music firm bearing his name, as well as the Movietone Music Corp., couldn't get his figure from 20th Century-Fox, so his exclusive song tieup doesn't expire until exactly a year from now. Then the 20th Century Music Corp. steps in, a new setup created by Jack Robbins to service the 20th-Fox firm, much as Robbins Music Corp. and Leo Feist, Inc. (both Robbins outfits) are tied in with Metro presently. However, Feist already has one 20th-Fox musical, and Robbins had a previous one, through the fact that songsmiths under contract to these firms had to publish via Feist and Robbins. An offer was made to Fox to settle his final year on his deal, but 20th-Fox wouldn't meet his counter-offer.

**THE BEST IN MUSIC**

**LOU BRING**  
at the  
**RAINBOW GRILL  
RADIO CITY**  
Features  
our new Fall catalog

**"Bye Bye Baby"**

**"Cabin on the Hilltop"**

**"You're Still Mine in My Dreams"**

**"Trouble Ends Out Where the Blue Begins"**

**HARRY LANK O.P.M.  
IRVING BERLIN INC.  
1997 7th AVE., N.Y.C.**

**THE HOUSE OF MUSICAL NOVELTIES**

Made From the  
Light of the Stars  
**"SOUTH SEA  
ISLAND MAGIC"**

**"I'LL NEVER LET  
YOU GO"**

The new swing hit  
**"THE  
BOSTON TEA PARTY"**

**SELECT MUSIC PUBLICATIONS INC.**  
1400 BROADWAY, NEW YORK CITY

**FOX**

**FLASHES**

**EDDIE DUCHIN**  
And His Orchestra at  
**HOTEL AMBASSADOR,  
LOS ANGELES**

In featuring  
Victor Schertzinger's "Great  
Victor Song" from "Follow  
Your Heart"

**"MAGNOLIAS IN THE  
MOONLIGHT"**

**"FOLLOW YOUR  
HEART"**

**SAM FOX  
PUBLISHING COMPANY**  
1345 4TH AVENUE  
NEW YORK CITY

## ROBBINS TO REVAMP OLMAN MUSIC SETUP

Hollywood, Aug. 18.  
For first time in five years, Feist Music Co. is running one-two with the Robbins on great editor performances of tunes. Consequently, Jack Robbins is going east around Sept. 1 to spend two months in building up the Olman-Music Corp., now owned by Robbins-Low-Metro. Robbins plans new executive and creative talent for Olman to put it into the top money class. Likely Robbins also will launch a fourth company during his two-month stay in Gotham.

Abel Olman meantime is u.p. and g.m. of Feist, Inc.

## Olsen Drops Own Crew To Take Over Knapp's

Chicago, Aug. 18.  
George Olsen is giving up his present orchestra set-up and will take over the outfit of the late Orville Knapp, with the first date of the new combination set in October. Most of the musicians in the Olsen band at present are heading into new assignments in New York, with a couple of the boys figuring on organizing their own orchestras.

## Music Notes

Boyd Raeburn orchestra, which closes season's run at the South Country Club, Chicago, Sept. 7, moves into the Jefferson Hotel, St. Louis, for the winter starting Sept. 11.

Milo Stelk band signed by C. C. Burr for "The Lone Prairie" film on Coast.

Tom Coakley, who handed his baton to Carl Ravazza when he retired from active interest in music some months ago, has purchased a new home in San Francisco.

Dick Powell has finished group of recordings for Decca including songs from "Hearts Divided," "Stage Struck" and "Gold Diggers of 1937."

Shep Fields band renails for RCA Magic key show over NBC blue.

Will Oscheron, now at Met, Boston, goes to Earle, Washington, Earle, Philly, and then on Sept. 6 into Paramount, N. Y.

Irving Aaronson has a CBS six-nights-a-week sustaining pick-up.

Leon Navara on NBC from Hollywood restaurant, N. Y.

Aber Silver has placed two new songs. Crawford takes "Darling, Not Without You" and Marlowe gets "Secret Reasons."

Georgie Stoll and band will provide tunes for "Pennies from Heaven." Bing Crosby starlets for Emanuel Cohen.

## Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the following songs were most played on the networks last week. Combined plugs on WEAF, WJZ and WABC are computed for the week from Sunday through Saturday night (Aug. 9-15).

**What You Wish You**  
Knuck, Knuck, Who's There.  
Until Real Thing Comes.  
Did I Remember.  
Beach at Ball Ball.  
Bye, Bye, Baby.  
Foolish Things Remind Me.  
You're Not the Kind.  
Take My Heart.  
Me and the Moon.  
Until Today.  
No Regrets.  
Star Fell Out of Heaven.  
If We Never Meet Again.  
You Can't Pull the Wool.  
Rendezvous With a Dream.  
I'm An Old Cowhand.  
Talkin' To The Moon.  
Stompin' at Savoy.

## Warners Putting Tune Catalog to Work on Coast

Hollywood, Aug. 18.  
Warners' Music Holding Corp., through Buddy Morris, general manager, and Art Schwartz, his assistant, arriving this week from New York, are establishing departments in key cities on the Coast to set up catalog into operation. Library now is centered at the studio in Burbank. With Warners return to the American Society of Composers, Authors and Publishers, this library, consisting of more than 80,000 compositions and dating back to 1890, was opened up for general use. Other studio libraries, which looked up what Warner compositions they had on hand during the WB-ASCAP feud, are bringing them back for references. This also applies to stock sound tracks carrying tunes.

With the return of Warner music houses to the ASCAP fold, staff changes are as follows:

Under Rocco Voco at Witmark-Remick will be Norman Foley, Larry Daniels, Bill Kelly, Nat Freeling, George Schotter, Leo Jacobs, Alex Giannini, Arthur Spier, at Harms, has Irvin Broder, Olin Schotter, Sam Wigler, Joe Gold, Edward Downey, Danny McBeath.

Regional offices for Harms are manned by Frank Machado, Boston; Bobby Mellin, Chicago; Merrill Schwartz, Cincinnati; Lucky Wilber, Hollywood. Remick-Witmark outposts have Frank Rice, Chicago; Harold Lee, Harold Weil, Chicago; Nelson Ingham, Cincinnati; Arbie Melinger, Hollywood.

## Earl Bayley to Head MCA's London Office

Chicago, Aug. 18.  
Music Corp. of America will open its London office Oct. 5, with Earl Bayley in charge of the office and Herman Stein associated.

J. C. Stein, president of MCA, sails for Europe next month to set final details on the new quarters. Local MCA offices move into its own new building on Michigan Boulevard Sept. 1.

## Music Pub's Daughter

**Composing for Niterity**  
Doris Fisher, 21-year-old daughter of music publisher Fred Fisher, is collaborating on tunes and lyrics for the new fall show at the Hollywood restaurant, N. Y. She is Mrs. Jay Fargen, wife of the actor. Her co-writers are Jacques Krakeur, 24, and Dave Oppenheim.  
Will have entire libretto plus special songs for Harry Richmond.

## THREE METRO DITTIES

Hollywood, Aug. 18.  
Metro tunesmiths turned in three ditties last week, but none has been assigned to picture productions.  
Arthur Freed and Nacio Herb Brown lauded "Smoke Dreams," while Chet Forrest and Bob Wright concocted "If This Is Good-Bye," and "Indiscreet."

## Radio Reports

(Continued from page 38)

voice and asks timely questions instead of snarklike kind often used by the radio. Up-to-minute questions lived up program and make for a nice show.

Three commercials are handled tactfully and briefly by announcer in studios.

**MARVIN ISRAEL**  
"New of World"  
15 Mins.  
WBBC, Birmingham

This is the boldest attempt made by an Alabama station to present news. During three day periods no attempt is made to color the report of the INS. News is read straight. But at 9 p.m. a resume of the entire day report is rewritten for color. Station has lined up Melvin Israel, who handled football for a local radio distributor last year, to do the job.

There's no blasting about the program. "No attempt" is made at imitation of March of Time, etc. Presentation is a little uneven at times, but Israel's perfect diction is source of strength. The program has hit on Floyd Gibbons type, but recently has slowed down, apparently to give listeners time to absorb.

**SOL LESSER**

Talk:  
15 Mins.  
Sustaining  
KHJ, Los Angeles

A producer of kid pictures was the logical choice for a discussion of "Influence of Motion Pictures on Youth" in the series sponsored by the University of Religious Conferences. Sol Lesser, who gave out with an interesting summation of how films affect the youthful mind, Lesser handled his subject tactfully without an attempt at glossing over pictures' shortcomings. Bluntly he admitted that most pictures are of a low degree. Also he pointed up the strong moral lesson to be gained by films and the general effect in moulding the adolescent mind.

He traced the various agencies that have been linked with youthful transgression, from the dime novel and wandering story tellers to pictures. He emphasized that young minds are easily affected by any external contact.

Lesser has a good radio voice and gave the program a constructive period in its problem series. *Helm.*

**BLACKSTONE**

With Joe Gentile  
Talk:  
15 Mins.  
Sustaining  
WABC, New York

Anybody would much rather see Blackstone pull his magic in person, but he didn't do a bad job apart from dryness on the air Wednesday, Aug. 12. Nothing unusual about the program but magician's "brain-twister" made some punch.

Latter were part of exploitation stunt, whereby correct guesses got 25 pairs of ducats to FGY theatre, where Blackstone was to appear two days later. Joe Gentile of station, handled the quizzing, which covered magician's history and experiences. *Pete.*

**GENE D'HAIRE**

Sport Talk:  
5 Mins.  
PETER SCHUTLER CIGARS

O'Haire, who has scripted, acted and emceed on WGY commercials and sustainers, is demonstrating his versatility by handling baseball scores and sports chatter for Van Slyke & Horton on concern's super-hour block. O'Haire possesses sufficient knowledge of sports to pass muster; a musical speaking voice and a smooth nice technique combine to carry him over any rough spots. He does not present local athletic celebrities, as did predecessor, Marty McDonald. On off days in baseball, golf and boxing are discussed.

O'Haire might pay more attention to the Albany International League club; since it went on a night schedule, he has done little more than list lineups.

O'Haire really does his best work on the advertising, which he sells in slick fashion, often enough well written, opening spiels are lengthy, a thing which would be quite noticeable in competent hands. No Sunday broadcast. *Jaco.*

**JACK WELSH'S UTAH RANGERS**  
Instrumental  
15 Mins.

**WBAZ, Troy.**  
Billings would indicate a plains turn, but combo can play jazz in hot style. Broadcast of boys, fling dance dates in industrial sectors, was marred by too much rah-rah cutting up, one piece of which constituted chap reliefs of names of basemen requesting numbers, another jokingly tried to silence him with "cut that out—your reading from the telephone book," and remarks in similar vein. Poor way to build good will for act and for station. Considering the rather unusual instrumentation, Rangers do well with

dance music. Went to town on a fast number in which the pianist certainly spans the strings. He could hold a solo spot. Piano accordion fits in well and others except in final number, when too flat at the end. *Jaco.*

**RUSS DAVID ENSEMBLE**

"Twilight Serenade"  
15 Mins.  
GENERAL LOAN  
Tues-Sun, 8 p.m.  
KSD, St. Louis

Serenade music, with swell marimba and vibraphone solos arranged by Russ David, KSD's musical director, is exceptional program these tepid days. Jack Conner does nice work with the marimba and vibraphone and remainder of ensemble consists of strings with a violin choir supplemented by cello and bass.

Bob Stanton does some mellow announcing and show opened with simple announcement "General Loan Makes Happy Homes." Then the music has right-of-way. Commercial copy is confined to several two-line statements, extremely sugar-coated, that no one should mind.

Closing is conventional and expatiatory of the services offered by sponsor. *Salt.*

**Disc Hears Dust East**

Hollywood, Aug. 18.  
Dick Altschuler and Joe Higgins, of Brunswick Recording, left for New York Monday (17) after a 10-day stay here.

Due while here did considerable recording besides lining up future wax assignments for bands and pie people.

**MARKS MUSIC**  
The Marks Hit Parade  
**AFTERGLOW**  
**LOVE WENT UP IN SMOKE**  
**SAY 'SI SI' (Para Vigo Me Voy)**  
**AND THEY SAID IT WOULDN'T LAST!**  
**RUNNING A TEMPERATURE**  
Orchestrations: 50c  
**RADIO CITY, N.Y.**

**MOVIE TONE TOPICS**

**VICTOR YOUNG**  
And His Orchestra on the Sholl Chatter Program  
Features  
**"SING, BABY, SING"**  
**"LOVE WILL TELL"**  
**"YOU TURNED THE TABLES ON ME"**

From the 20th Century-Fox Musical, "SING, BABY, SING"

**MOVIE TONE MUSIC CORPORATION**  
SAM FOX PUBLISHING CO. Subsidiary  
1250 SIXTH AVENUE  
NEW YORK

**SANTLY JOY**  
"Way up in the 'Hit Parade'"

**"ME AND THE MOON"**

It's New! "The Grackles"  
Good Fast Tune

**"OH, YOU ROGUE (YOU STOLE MY HEART)"**

In Preparation—The Novelty  
**"Over A Bowl of Suki-Yaki"**

**SANTLY BROS. JOY, INC.**  
1619 BROADWAY, N.Y.C.

# SHEET MUSIC BIZ SHOWS PROMISE

With both Tin Pan Alley and the Hollywood studios turning out what sheet music jobbers consider a consistently strong line of commercial fare, the counter outlook for the remainder of the summer and the coming fall is exceptionally optimistic. Jobbers report that there has been no letdown in the sharp spurt that business took early in June, and predict that the aggregate turnover on popular music this Autumn should prove at least 50% better than it was for the same month of last year.

July saw the non-picture songs again dominating the six best-seller group by a ratio of four to two. Hollywood representation in the sextet consisted of 'Would You' and 'Melody from the Sky', the former part of the Robbins list and the latter cleared through Fox. Six runners-up in the best selling sheet list for July were 'Robins and Roses' (Berlin), 'There's a Small Hotel' and 'She Shall Have Music' (Chappell), 'You Can't Pull the Wool Over My Eyes' (Feist), 'On the Beach at Ball Ball' (Morris) and 'Take My Heart' (Crosby). The last three were hitting a neat stride with the turn into August. Also giving indications of being big sellers were 'Let's Sing Again' (Feist), 'Rendezvous with a Dream' (Famous), 'Did I Remember' (Robbins), 'Cross Patch' (Famous) and 'When I'm With You' (Robbins).

Business likelihoods continued to be okay for the mechanicals. In July Hal Kemp topped the list for Brunswick, Carroll Gibbons accounted for first place with Columbia, Fats Waller proved Victor's white-haired boy, and Andy Kirk took possession of Decca's ace niche.

## Chicago Biz Okay

Chicago, Aug. 18. Business generally was okay during July, especially for the sheet music division. In this department July saw the lightest race in years, with some 10 of the leading songs bunched together with only a hair-line separating them. Besides the six officially awarded the blue ribbons, such songs as 'On the Beach at Ball Ball', 'No Regrets', 'You Can't Pull the Wool Over My Eyes', 'Is It True What They Say About Dixie', 'When I'm With You' all crowded up close to the winner's bench.

Discs followed the songs pretty closely, with the swing tunes showing the best strength individually.

## Coast Trade Climbs

Los Angeles, Aug. 18. All lines of music biz continued to improve steadily during month of

## ABNER GREENBERG

I Gave You "C'est Vous" and "Auf Wiedersehen"

I Give You

**"I WISH I WERE  
YOUR LOVE  
AFFAIR"**

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## BARTHA

Who, with his Orchestra, is making vacations more enjoyable at the Steel Pier in Atlantic City. There, and via WOR, he plays these hits:

"When Did You Leave Heaven?"

from the Dorcy Zaenck 20th Century-Fox production, "Sing, Baby, Sing"

"When I'm With You"—"Would You"  
"Oh, My Goodness"—"San Francisco"  
"But Definitely"

ROBBINS MUSIC CORP. • 799 7th AVE. • NEW YORK

# JULY MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING JULY BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

## 6 Best Sellers in Sheet Music as Reported by Leading Jobbers

NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1 'It's a Sin to Tell a Lie'	'It's a Sin to Tell a Lie'	'Is It True About Dixie'
Song—No. 2 'Is It True About Dixie'	'Take My Heart'	'It's a Sin to Tell a Lie'
Song—No. 3 'Would You'	'These Foolish Things Remind Me'	'Would You'
Song—No. 4 'Glorious Love'	'Would You'	'On the Beach at Ball Ball'
Song—No. 5 'These Foolish Things Remind Me'	'Glorious Love'	'Rendezvous With a Dream'
Song—No. 6 'Melody from the Sky'	'Rendezvous With a Dream'	'Take My Heart'

## 4 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only is reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1 Small Hotel, 'It's Got to Be Love' (Hal Kemp Orch.)	'These Foolish Things' (Nat Brandwynne Orch.)	'Oh, Baby, Maybe Someday' (Monopoly Swing) (Duke Ellington Orch.)
BRUNSWICK—No. 2 'These Foolish Things' (Nat Brandwynne Orch.)	'Take My Heart' (Nat Brandwynne Orch.)	'Organ Grinder's Swing' (Your Not the Kind) (Hudson De Lange Orch.)
BRUNSWICK—No. 3 'These Foolish Things' (Why Do I Lie) (Teddy Wilson Orch.)	'Wabash Blues' (Russ Morgan Orch.)	'These Foolish Things' (Why Do I Lie to Myself) (Teddy Wilson Orch.)
BRUNSWICK—No. 4 'When I'm With You' (But Definitely) (Hal Kemp Orch.)	'When I'm With You' (Hal Kemp Orch.)	'These Foolish Things' (Take My Heart) (Nat Brandwynne Orch.)
BRUNSWICK—No. 5 'Glorious Love' (Lacy Weather) (Nat Brandwynne Orch.)	'Did I Remember' (Leo Reisman Orch.)	'I've Done Something Wrong' (The Moon Sing Along) (Hudson De Lange Orch.)
BRUNSWICK—No. 6 'Is It True About Dixie' (Streamlined Strut) (Ozzie Nelson Orch.)	'Would You' (Kay Kyser Orch.)	'Any Rags, Any Bones, Any Bottles' (You'd Be Surprised) (Kay Kyser Orch.)
COLUMBIA—No. 1 'These Foolish Things' (Carroll Gibbons Orch.)	'These Foolish Things' (Carroll Gibbons Orch.)	'These Foolish Things' (Carroll Gibbons Orch.)
COLUMBIA—No. 2 'You Started Me Dreaming' (Henry Hall Orch.)	'St. Louis Wiggle Rhythm' (Mills Blue Rhythm Orch.)	'South Sea Island Magic' (The Palm Trees Sing Along) (Andy Iona Orch.)
COLUMBIA—No. 3 'Jes' Natchally Laxy' (Everything is Still Okay) (Mills Blue Rhythm Orch.)	'Ride, Red, Ride' (Mills Blue Rhythm Orch.)	'Beulah' (This Ginger Lel) (Andy Iona Orch.)
COLUMBIA—No. 4 'Ride, Red, Ride' (Congo Caravan) (Mills Blue Rhythm Orch.)	'Celebratin' (Billy Cotton Orch.)	'What a Browned Skin Maiden Taught Me' (When April Showers Reach Hawaii) (Andy Iona Orch.)
COLUMBIA—No. 5 'Swing Mr. Charlie' (Chopsticks) (Herbie Kay Orch.)	'Ain't Nobody's Bizness' (Frank Froeba Orch.)	'Jes' Natchally Laxy' (Everything is Still Okay) (Mills Blue Rhythm Orch.)
COLUMBIA—No. 6 'The Stanola' (Llorando) (Carlos Molina Orch.)	'Swing Mr. Charlie' (Herbie Kay Orch.)	'Swing Mr. Charlie' (Chopsticks) (Herbie Kay Orch.)
DECCA—No. 1 'When the Real Things Come Along' (Walkin' and Singin' (Andy Kirk Orch.)	'It's a Sin to Tell a Lie' (Victor Young Orch.)	'It's a Sin to Tell a Lie' (Bobby Breen)
DECCA—No. 2 'On the Beach at Ball Ball' (I Met My Waterloo) (Bob Crosby Orch. and Connie Boswell)	'There's a Small Hotel' (Henry King Orch.)	'Is It True About Dixie' (Jimmy Dorsey Orch.)
DECCA—No. 3 'Let's Sing Again' (It's a Sin to Tell a Lie) (Bobby Breen)	'Real Thing Comes Along' (Andy Kirk Orch.)	'Glorious Love' (Ted Fiorito Orch.)
DECCA—No. 4 'It's a Sin to Tell a Lie' (Call of the Prairie) (Victor Young Orch.)	'Take My Heart' (Jan Garber Orch.)	'You Can't Pull the Wool' (Ted Weems Orch.)
DECCA—No. 5 'Welcome Stranger' (Is It True About Dixie) (Jimmy Dorsey Orch.)	'Beach at Ball Ball' (Bob Crosby Orch. and Connie Boswell)	'No Regrets' (Henry King Orch.)
DECCA—No. 6 'Let's Sing Again' (You Can't Pull the Wool) (Ted Weems Orch.)	'Can't Pull the Wool' (Ted Weems Orch.)	'The One Rope' (Dick McIntyre Orch.)
VICTOR—No. 1 'It's a Sin to Tell a Lie' (Big Chief De Sota) (Fats Waller Orch.)	'These Foolish Things' (Benny Goodman Orch.)	'Take My Heart' (Eddy Duchin Orch.)
VICTOR—No. 2 'San Francisco' (You've Got to Eat Your Speech) (Tommy Dorsey Orch.)	'Why Do I Lie to Myself' (Fats Waller Orch.)	'These Foolish Things' (Benny Goodman Orch.)
VICTOR—No. 3 'Guess Who' (Take My Heart) (Eddy Duchin Orch.)	'Beach at Ball Ball' (No Regrets) (Tommy Dorsey Orch.)	'I Found a New Baby' (Swing Time in the R. kies) (Benny Goodman Orch.)
VICTOR—No. 4 'Glorious Love' (You Can't Pull the Wool) (Benny Goodman Orch.)	'It's a Sin to Tell a Lie' (Fats Waller Orch.)	'On the Beach at Ball Ball' (Tommy Dorsey Orch.)
VICTOR—No. 5 'On the Beach at Ball Ball' (No Regrets) (Tommy Dorsey Orch.)	'Take My Heart' (Eddy Duchin Orch.)	'Big Chief De Sota' (It's a Sin to Tell a Lie) (Fats Waller Orch.)
VICTOR—No. 6 'I Found a New Baby' (Springtime in the Rockies) (Benny Goodman Orch.)	'San Francisco' (Tommy Dorsey Orch.)	'State of My Heart' (Monopoly Swing) (Guy Lombardo Orch.)

## Mining Town of 3,500 Playing Name Bands St. Louis Passes Up

St. Louis, Aug. 18. Benld, Ill., a prosperous mining town of 3,500 pop., is putting this city of 820,000 to shame by playing Guy Lombardo, Wayne King, Duke Ellington, Jan Garber, Ted Fiorito, Joe Sanders, Hal Kemp and other name bands in the past few months, and making money on the engagements.

Town boasts a Coliseum ballroom and has been playing to capacity, with price scale from \$1.50 to \$2.50. Natives here, who have only occasional opportunity to dance to name bands, are motoring to Benld.

## CAMPBELL, BALCON COMING OVER ON ZEP

Jimmy Campbell, head of Cinephonish Music Corp., the Gaumont-British music publishing subsidiary, is due over on the zep Hindenburg the end of this month from London. Michael Balcon, the G-B production head, will also make the aerial hop with Campbell.

Since the Campbell-Connelly split-up, the former to concentrate on G-B's Cinephonish, Campbell has also been put on the Gaumont payroll as a special exploitation man in connection with G-B filmsicals for U. S. and the British markets.

Hall Johnson Choir has been signed for five more shorts at Radio,

## ALTER, WEBSTER TUNES TAKEN FOR BREEN PIC

Hollywood, Aug. 18. Music by Louis Alter and Paul Webster has been acquired by Col Lesser for the next Bobby Breen starrer, 'Rainbow Over the River'. Planned to spend around \$50,000 in exploiting title song, which Breen will give either introduction shortly on the Eddie Cantor hour. Song will be published by Leo Feist, Inc. Deal for purchase was made through Jack Robbins Music Corp.

## Kapp, Perry Head East

Hollywood, Aug. 18. Jack Kapp, president of Decca Recording, and Joe Perry, local manager, were asked to breeze out for New York yesterday (Monday). Local shop is closing for month or more to make a survey. Output here has made more than 500 records during last two months, using stage, screen, radio and band names.

Sidney Mitchell and Sammy Sept have been tied at Republic. Song writers will do tunes for eight Gene Autry films and 24 other westerns.

## ROY SONGS

TODAY'S TOP WALTZ

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'TIL  
DAWN"**

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Making Mighty Music at The Stevens, Chicago's Mightiest Hotel. Deservedly a Windy City Favorite because he features:

"DID I REMEMBER?"

"I'M AN OLD COWHAND  
(From the Rio Grande)"

"LET'S SING AGAIN"

"KNOCK KNOCK-WHO'S THERE?"

Newest Novelty Craze

"WHERE THERE'S YOU THERE'S ME"

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BEECHER

# JOLSON, GAXTON MAY REPLACE SAVO AS 'INN' LEAD; COURT SUIT LIKELY

**Warners Reported Cold on Panto Comic for Extravaganza—Considering 'Reputation' Suit—Equity's Tough Spot Because of Show's Large Cast**

Presentation of the \$250,000 'White Horse Inn' at the Center, N. Y., became snagged last week after a casting jam which may land in the courts. Although Jimmy Savo was announced as the lead of the show, others now mentioned include Al Jolson and William Gaxton. It is a part which Erik Charrell, European stage who has the say in selecting 'Inn' people, first figured for Maurice Chevalier.

Those concerned with the managerial end of 'Inn' decided that Savo was not the right actor after seeing him in Mollere's 'The Would-Be Gentleman' at a country house a week ago. The film end of the set-up (Warners) is reported to have tersely commented: 'Not with our money.'

A huddle followed between Rowland Stebbins (Laurence Rivers, Inc.), Warners and Charrell, the reported result being that another lead be engaged. Claiming early this week that rehearsals would begin today (Wed. 19).

Charrell tried to pass the buck to Stebbins as to who picked the comic in the first place but the stagers didn't get to first base with that being reminded that he had insisted on making all cast and chorus selections.

**Savo's Contract**  
Savo has a run of the play contract for 'Inn' and, when the situation was explained to Equity, the management was told that Savo would have to be paid off unless arbitration was demanded at the time, in case there would doubtless be the same answer. Actor, however, did not react to such a proposal and there is a report that he sought legal aid with the idea of suing for damages on the ground that, if he does not play in 'Inn,' his reputation on the stage would be impaired.

Impasse puts Equity in a ticklish position. It is bound to back up Savo as a member, but it is anxious to see the show reach the boards as quickly as possible because of the large number of people engaged. So far no claim has been filed with Equity.

Show was expected to start rehearsals last week, but the casting problem was not the reason for the delay. Charrell wants the setting completed first, reason being that the action calls for players entering and leaving little prop houses built adjacent to the production. Stage apron has been extended principally for that purpose.

It is not infrequent for players with run of the play contracts to be dropped prior to opening, but cases usually being settled by paying off. There is no U. S. precedent for an actor seeking damages in addition, but in England players can sue on such grounds and won. Only similar case over here was once when the court ordered the late Flo Ziegfeld to pay an actress \$15,000 for failure to fulfill a run of the play contract. In that instance the production had been delayed for more than four months, during which time the manager would not permit the actress to accept other engagements. Then he didn't use her anyway and she sued.

**Gert Niesen Fined \$100  
For Playing Charity;  
Other Actors Cleared**

Charges against several players who appeared in benefit show New York not okayed by the Theatre Authority, which collects a percentage for theatrical charity, have been disposed of by Equity.

That case was that of Georgie Tappis, who explained he had been invited to a private party and was unaware that it was benefit show until later. Complaint against him was dropped. Some of the others were excused upon adequate explanations.

Gertrude Niesen, however, was previously fined \$100 when she failed to answer the complaint.

**Yokel to Be Examined  
In Basshe Suit Sept. 15**

Alex Yokel, producer of 'Bury the Dead,' last Thursday (13) was directed by N. Y. Supreme Court Justice Pecora to appear on Sept. 15 to submit to examination, before trial of the \$25,000 plagiarism suit brought by Emory Basshe, playwright. Yokel is the only one of the four defendants who is summoned for questioning by the plaintiff. He did not oppose Basshe's request.

Yokel, with Will Geer, J. Edward Shigrove and John O'Shaughnessy, are accused by Basshe of lifting the latter's playlet, 'Snickering Horses' in the writing of 'Prelude,' curtain raiser to 'Bury the Dead.' Besides damages, petitioner also seeks an injunction and accounting of profits.

**EQUITY BANS  
FOUR COAST  
ACTORS**

Four Coast actors who were temporarily suspended by Equity's Coast office for violation of the association's rules concerning little theatres were indefinitely banned by the council last week. Players insisted on continuing in 'The Law Demands,' sponsored by James Finney, formerly connected with Mae West, after being warned to withdraw. It rehearsed and played in a small Hollywood theatre.

They rehearsed nine weeks, during which time the cast did not receive any rehearsal pay, nor did the arrangement call for minimum salaries, required when Equities appear in little theatre attractions.

Players gave up an excuse that they would thus be seen by studio scouts. Those suspended are Francis Sayles, Whila Wilson, Gertrude Walker and Hugh McArthur.

**Auriol Lee Called Back  
By 'Love' Casting Switch**

Auriol Lee, who came in from London recently for several assignments, first of which is the staging of 'Love From a Stranger,' a London drama to be presented here by Alex Yokel, was called back to New York from a motor trip to the Coast last week. Reason was that Mary Ney, of the original cast, could not come over because of illness and the manager sought casting advice. Frank Vosper is coming over to re-enact the lead.

'Stranger' is a thriller adapted from a novel by Agatha Christie.

**Hepburn Returns Aug. 26**

Katharine Hepburn returns from Europe Aug. 26. She has been viewing the Malvern Festival in England, where 'Jane Eyre' has been presented. She's to do the same play for the Theatre Guild in N. Y.

Possibility that Colin Clive will appear opposite her is still doubtful. George Cukor looks set to direct.

**John Cherry Ill**

St. Louis, Aug. 18.  
John Cherry, comedian, who collapsed on the stage of the Muny Opera on Aug. 4, while playing the role of a slave in 'A Connecticut Yankee,' is in serious condition at St. Mary's Hospital.

Cherry has been given two blood transfusions, members of the men's chorus supplying the blood. His condition is the outgrowth of a maldigestion experienced several years ago.

**Direct to Angel**

Charles Washburn, press agent who wrote a play about p.a.'s, expects to have it on the boards by mid-October, claiming to have secured backing in a different way than usual. Instead of submitting the script to managers, he sent it to prospective bankrollers.

Action was not as fast as he hoped, but a sudden phone call brought news that the coin for production would be forthcoming.

**BERT LAHR MAY  
BE TIED UP BY  
U PICTURE**

Hollywood, Aug. 18.  
Unless the Shuberts set back rehearsal for his musical with Beatrice Lillie, Bert Lahr may be forced to withdraw on account of his picture commitment at Universal, which has him under contract for 'Top of the Town.' Picture has a five-week shooting schedule starting Aug. 31.

Shubert show starts its warmup around Sept. 15.

**Watts Starts Thurs.  
On Drama, Barnes on  
Pix for Herald-Trib**

Richard Watts, Jr., officially becomes drama critic for the N. Y. Herald-Tribune on Thursday (20), with Howard Barnes taking over the film critic's assignment. The same night Watts has been reviewing films for the past few weeks, despite his appointment about a month ago, but Thursday night Barnes steps in officially with the opening of 'Romeo and Juliet' (MGM).

Thursday will mean the first opening night crash of the new year for Broadway, that also being the night to close the bow-in of the D'Oyly Carte troupe from England in Gilbert and Sullivan. Both are figured to draw the inveterate first-nighters. While Watts will cover the D'Oyly Carte show he will write a follow-up column next week on the Juliet picture, continuing his policy of mixing legit and films for purposes of a Sunday column, same as he did while film critic on the paper and Percy Hammond was drama critic.

**'Oscar Wilde' Again, But  
With Non-Equity Cast**

Oscar Wilde's novel, 'The Picture of Dorian Gray,' was slated to resume production at the N. Y. in drama form. Previously, only the name of the lead character was used as title but, as announced for Monday (17) resumption, it was 'The Life and Loves of Dorian Gray,' Annette Shein being the presenter. Original showing of the revival was accompanied by a protest from the stagehands' union which resulted in the Equity cast being ordered to hand in notice.

Show closed and the present set-up has cast of ex-college players, non-Equity with one exception. Lattin has an excuse card for inability to pay dues and was warned early this week that appearance in the play would result in indefinite suspension or expulsion.

When the revival folded recently there was an argument over the script, with the stage manager slapping the alleged adapter. That led to court suit, magistrate rebuking the combatants before dismissing the case. Bessie G. Mott, who backed the venture to get her daughter, Winifred Fothergill, onto the stage, was the victim of a tongue lashing. Mrs. Mott is reported having lost about \$4,000 on the venture thus far.

**Inside Stuff—Legit**

Conviction last week of Harry Saka Heckheimer and Jerome A. Jacob, lawyers known in Times Square, and Raymond Derringer, detective-film operator, for extorting \$1,800 from Harry Bannister, ex-actor and ex-husband of Ann Harding, was no surprise on Broadway. Both lawyers have been in the Tombs, although Heckheimer had been reported out on bail. Latter was disbarred a year ago.

During cross-examination of Bannister, who is co-manager of 'Murder in the Red Barn,' an 'East Side cabaret melodrama,' the names of E. Romaine Simmons, of the Shubert office, and Chamberlain Brown, agent, were brought in. He denied they had been intimate friends. Case hinged on Bannister's claim that the money was paid to secure affidavits damaging to his character during his efforts to secure custody of his child, taken abroad by Miss Harding.

Heckheimer, because of conviction on an arson charge update last year, faces the possibility of a minimum 10-year term. Sentence for two and one-half years on the arson matter is on appeal. Other two men face a minimum of five years in jail. Court will pass sentence Sept. 2.

Announced retirement from the stage of Ethel Barrymore at the age of 57 was received on Broadway with some question. Retirement of stars is not new, but seldom permanent. Miss Barrymore mentioned a plan to help young or aspiring players, which may presage the starting of a dramatic school. Star said all this during a radio program last week. She was guesting on the Ben Bernie broadcast.

Two seasons ago Miss Barrymore appeared with Eya Le Gallienne in 'L'Amour' and her previous New York appearance was 'Scarlet Sister Mary,' which flopped. Last season she toured one-nighters in 'The Constant Wife,' in which she scored some seasons ago.

A series of backstage thefts have taken place within the last few weeks. Ties have entered dressing rooms and rifled casts, watches, etc., while the show was in progress. On Monday night (17) dressing rooms at the Vanderbilt, where 'New Faces' is playing, were pilfered for the fourth time within the last few weeks. Robberies occurred while most of the cast was on stage and point to someone who knows timing of the show. Playhouse, where 'Three Men in a Cradle' is playing, Louise Campbell had her typewriter, watch and a small amount of cash stolen several weeks ago.

Chorus Equities on the WPA lists who are behind in payment of dues have been given the same privilege of registering good standing as was recently offered to legit. Decided that those in WPA who wished to wash up on dues owed for two years or more could do so by the payment of \$10 plus \$1.50 per month up to Nov. 1. Stated by Equity that the move was made in answer to a number of requests from WPA people.

For choruses it is required that \$10 be paid plus \$1 per month for the next three months.

'Remember the Day' has been in demand for stock this summer, country spots favoring the comedy because of its feminine appeal. While it did not make money during its Broadway stay of 17 weeks, play would have earned excellent profits through stock releases in former seasons when such resident companies were generously sprinkled over the map.

Week's stock rental brings as high as \$150, which is about top money currently. 'Day' has also been played 11 weeks by WPA legit units.

Contracts were let this week for re-seating and recarpeting of the Lyceum, N. Y. Cost will exceed \$8,000. House has been freshly painted and the lobby dotted up, also.

Several offers to take over the house under sub-lease for next season have been rejected by Lyco, Inc., which took over the house last season for five years. Currently playing there is 'Pre-Honeymoon.'

Alfred Lunt and Lynn Fontanne return from their Wisconsin summer retreat on Aug. 29, with re-opening of 'Idiot's Delight' set for the Majestic two days later. Will rehearse one day.

Team has several plans afoot after this show, but it is thought touring dates will keep them out most of the coming season.

Dead billing has finally been removed from the canopy of the Winter Garden. On Fannie Brice and Bobby Clark are featured at present for the 'Follies,' soon resurging.

**Guild Wants Rains  
And Howard to Co-Star  
In New Anderson Play**

Theatre Guild wants to co-star Leslie Howard and Claude Rains in Maxwell Anderson's 'The Masque of the Red Death.' Production is not being worked on much at present outside of the Rains dicker, until Howard makes a more definite move on his own production of 'Hamlet.'

Story is based on the House of Hapsburg and its dramatic interlude around the Mayerling episode which ended in tragedy. Howard would play the role of Rudolph and Rains would be Franz Joseph.

Philip Moeller is to direct. Cast is to be a large one, with heavy production on costume outfit. Play comes second on the Guild list.

**Grismam Taking Year's  
Lease of 48th St., N. Y.**

Deal for a year's lease on the 48th Street theatre, N. Y., reported closed early this week, whereby Sam Grismam will secure possession, Grismam, who with Jack Kirkland produced Tobacco Road, announced a five-year extension of their lease on the Forrest, where 'Road' had been playing for the past two years and is still indefinite. They plan to present several new attractions at the 48th Street.

Other theatre rentals announced include the Mansfield, secured by Bushar and Turk for 'Marie Bashin' at the Fulton, which Alex Yokel is reported securing. All three theatres are bank-owned.

**FOUR NEW KID  
PLAYS ENROUTE**

New season's slowly developing production schedules include at least four plays in which child actors will have leads or principal roles. Last season Broadway set some sort of record in that direction with 'Dead End' and 'Remember the Day,' generously peopled with juveniles, while a number of others had lead quotas for youngsters.

Sidney Harmon will present one play in which youngsters figure. It is 'But for the Grace of God,' cast calling for three kid leads, besides several others. D. A. Doran, Jr., has another in which a trio of small ones figure. Play is 'Seen But Not Heard.' James Ullman has 'So Proudly We Hail' sketched. It is set within a military academy, with the cast largely juveniles, but somewhat older than the others mentioned.

Kid actors are something of a trial to company managers, not so much as to their department but as to the requirements insisted on by city authorities. Youngsters must attend school sessions, but a new permit is required every week in New York. Permits are signed by the mayor, and the manager must go to city hall for that purpose. Kids are then checked up by the authorities. In some out-of-town stands they are not allowed to appear on the stage under any conditions.

'Babes In Arms' is next Rodgers-Hart musical, with youngsters being the cast. Alex Yokel is producing.



# BIG YEAR AHEAD FOR ROAD?

## The Guild, Shaw and O'Neill

Lawrence Langer of the Theatre Guild last week spoke "for publication," in the dailies, that a story in *Variety* to the effect the Guild had dropped, or was considering dropping George Bernard Shaw and Eugene O'Neill, was incorrect. He admitted that the next Shaw play, *The Millionaire*, however, would not be done by the Guild because the author wanted it to star the English actress, Edith Evans. Didn't explain just why the Guild couldn't use Edith Evans, in the play, if Shaw especially wanted her. Guild has followed Shaw's notions on casting and other things in the past and Miss Evans has come to America at various times, also.

Same time Langer explained the Guild had no idea of dropping O'Neill but would do one or two O'Neill plays in 1937-38. The plays are all finished, he explained, but they're part of a series so the Guild is waiting for the whole thing to be finished before starting on them.

Langer's original story did not say that the Guild had dropped O'Neill but that it was worried about O'Neill and quietly wondering whether it dared drop him. If the two plays by O'Neill are now ready and stand up as separate plays, though part of a series, there would seem to be no reason why they should be held over on a shelf for two years. But maybe the Guild has some other reason. There were no O'Neill plays produced last season and, if the Guild is so anxious to retain him for prestige purposes, it will have a chance this season, with two plays ready. Instead of which, it is announcing them for the year after that.

## SEVERAL SHOWS' ROAD COMPANIES

Pittsburgh Already Has 17 Shows Listed—Detroit to Start Late but with Heavy Sked —'Road,' 'Boy' in Duplicate, and 'Horse' 3 Times

### GUILD DUO

Road shows are being lined up from several fronts for the new season, with all indications of plenty of fodder for the sticks. Last season on the road was better than it has been in a long time and this season a number of managers are getting ready to take advantage of this, figuring the interest has been whetted and all that is needed is material.

There will be two touring companies of 'Tobacco Road' and two of 'Boy Meets Girl,' all four troupes starting early in the fall. Both attractions held over on Broadway during the summer and are indefinite at the Forrest and Cort respectively.

There were a brace of Road shows last season, with the grosses out of town frequently topping the takings of the number one outfit in New (Continued on page 52)

## ATKINSON ON WAY TO RUSSIA

Brooks Atkinson, drama critic of the N. Y. Times, is en route to Russia, having been invited by the Soviet to review the native theatres subsidized by the government. Permission for a leave of absence on full salary was granted by the editorial heads of the paper.

Representations from Moscow came without preliminaries and Atkinson accepted similarly, matter being handled as quickly as it arose. Invitation came immediately after Alfred Harding, Equity press agent, started for Austria and Czechoslovakia on a similar mission.

Atkinson will be gone two months, being due back Oct. 15, when he will resume reviewing Broadway shows. Second string reviewer will cover the incoming cards, not expected to be heavy up to that time.

Times does not permit its staff to accept compensation from outside sources for reviewing or reportorial work. Atkinson's transportation and hotel expense will be defrayed by the Soviets, however.

## FROMAN MAY RETURN FOR ED WYNN SHOW

Hollywood, Aug. 18. Jane Froman may return to the Broadway stage around the first of the year for the singing lead in Shubert's *Ed Wynn Musical*. Deal is being arranged by Charlie Morrison, of the Feldman, Blum & Young agency.

Miss Froman can go east upon completion of Warner Bros. 'King of Swing,' which starts production Aug. 24.

Don Ross, Miss Froman's husband, also now in pictures, may return to Broadway at the same time in a D. A. Doran show. Doran is enroute here now to talk about it.

### FALL CANCELS KEITH

Hollywood, Aug. 18. Jan Keith has been withdrawn from the lead of 'Everyman,' to be staged in Hollywood Bowl Sept. 9. Actor was injured in a fall and will be laid up for several weeks.

## 'Follies' to Reopen Winter Garden. With Nitery Deal Off; Three New Shubert Musicals Being Readied

### Gambling by Proxy

Up in Skowhegan, the Maine no-liquor law is hard to skip, but it is tougher to beat slot machines which are legal. William A. Brady, summering there, with Grace George, goes for the gimmick boxes in a big way and, at one recent session, \$75 worth of his quarters disappeared down the slots.

Brady directs the operation. Sits at the machine but has stooges drop the coins in and pull the lever for him.

The Winter Garden, N. Y., will relight Sept. 10 with the realigned 'Follies,' not as a dinner and show place as previously contemplated. Latter move was about to be made definite early in the summer but, upon Lee Shubert's return from Europe, it was 'temporarily postponed.' Cost of converting the Garden and the production, estimated at \$300,000, was the factor that shunted the deal.

Proposition as outlined had the Winter Garden and the French Casino operating on an agreement whereby both would be top dinner and night spots, with the Shubert house nominated for names. That plan, however, was changed, with Blumenthal and Shapiro of the Casino group deciding to operate as is in the past, but the two places combining on framing and booking shows out of town.

'Follies,' with Fannie Brice and Bobby Clark topping, was slated for the Majestic, but that house is now mentioned to get 'The Show Is On,' new Beatrice Lillie revue which will start rehearsing next month. Bert Lahr will be teamed with Miss Lillie in it, doing a 'Universal film first. Gil Lamb is also set for the cast. It is possible that the Lillie show will follow the 'Follies' into the Garden, but that is dependent on how the latter revue fares on its resumption.

### Criterion

Following varied reports the new night spot at the Criterion (44th to 45th street) on Broadway also appears up in the air. Joe Moss was supposed to have tied up for a class edition of his current Hollywood cafe, but other showmen are now reported in. Nicky Blair of the Paradise, which opposes the Hollywood, is among those said to be interested, general idea being for George White to stage the show. White, however, is presently engaged in watching his 'Scandals,' which is in Chicago, reversing the status of the revue in New York (New Amsterdam) last season.

Blair was also named for the Winter Garden deal, but again the money involved cramped the deal. Understood he was asked to put up two-thirds of the money. Criterion is not expected to oppose either the Hollywood or the Paradise.

Third musical on the Shubert schedule will have Ed Wynn as the principal. It is not due, however, until the first of the year.

Criterion is a bank-owned proposition. Farmers have a control. Understood the bank is willing to put \$100,000 into the cafe, with no rounding other than straight rent, or a percentage of the gross. It will cost at least that much to open the place, whoever takes to spot, standing the expenditure. Layout will include a large bar directly on Broadway, lobby of the night club adjoining.

Among those figured in the Criterion club is Nils T. Grantlund, formerly conducting shows at the Hollywood and Paradise.

## DIANA WYNYARD'S NEW LONDON PLAY UNLIKELY

London, Aug. 18. Diana Wynyard stars in 'The Antennae,' which opened at the Queens Friday (14), but it is unlikely to go very far nevertheless. Play was staged by Guthrie McClintic, making his debut as a director on this side. Piece is a dramatization by Kate O'Brien from her own novel, and was written in collaboration with Geoffrey Gomer and W. A. Carot. 'Two Bouquets,' which opened at the Ambassadors Thursday (13), is also a dramatization by Wynyard. Also doubtful of success, despite amiable newspaper comments and a splendid reception at the premiere.

## Lawrence Schwab Quits Legit Again; His 'Susan' May Be Done by Another

Lawrence Schwab, in signing with 20th Century-Fox as an associate producer, has again declared himself out of legit production. Darryl Zanuck arranged the Hollywood deal, as well as the contract which brings Earl Carroll into the studio, for the 20th musical producers. Later replaces George White in that studio's film corps.

Schwab teamed with Frank Mandel in the production of a number of musicals on Broadway, including 'Good News' and 'Follow Thru.' He announced several seasons ago that, because of casting difficulties, the firm was through with Broadway. After producing 'News' and 'Thru' in films, Schwab came back to legit, however, with another sock-show, 'She Loves Me Not,' a farce, backed by Paramount.

He teamed with Phil Dunning in presenting 'Page Miss Glory' which did not click, and last season rejoined Mandel for 'May Wine,' a musical sans chorus (St. James, N. Y.) which eked out a run to some margin of profit. Paramount also backed that production. Schwab was reading a new musical called 'Swing It Susan' and recently went to Hollywood to secure score writers for it. During that visit the 20th contract was made. If 'Susan,' in which he collaborated, is produced next season, it will be by another manager.

'Susan' and 'Swing It Susan' were highly regarded and understood that Paramount toyed with the idea of financing it despite Hollywood dictum that it was through with Broadway. Book is reported to be a new idea in stage musicals, patterned after the film musical formula, hence its appeal for pix. Schwab was one of the author-producers who sided with the Dictator Guild during the spring-long wrangle over the new managers' authors contract. Broadway is therefore inclined to believe the inside of Schwab's switch to Hollywood was the latter's refusal to back the show.

Last summer he tried out a musical called 'Venus in Silk' with the St. Louis municipal opera outfit. It was also killed for New York but was withdrawn at the last minute. Reported Schwab dropped the coin he received for directing the St. Louis season on his end of the 'Venus' production and that is probably why he sought picture backing in total for 'Susan.'

In St. Louis, Aug. 18.

Lawrence Schwab, general production manager of the Municipal Opera here for the last two years, is through with local organization, having accepted an associate producer spot with 20th Century-Fox. Schwab says he does not intend to return to St. Louis next year.

Schwab's new contract, effective Sept. 15, is for one year and he has

## WEBB, GAHAGAN STRAIGHT

Dancer Will Just Be an Armchair Cracker in Guild Play

Both Clifton Webb and Helen Gahan play straight in the opening Theatre Guild production for this season, 'And Stars Remain' by Julius and Philip Epstein. Rehearsals begin Sept. 5.

Webb's role is described as a sort of Alexander Woolcott's just lounging around in various armchairs and emitting quips. If he dances it will be on his own, it is said.

No singing stretches for Miss Gahan, either.

## ACTORS-M'G'RS SET NEW CONTRACT

After a long session at Equity, with a managers' delegation present, at which the new actors' contract was discussed, it was decided that only changes in phraseology are necessary to make it acceptable all around. It was presented to them for perusal as a gesture on Equity's part, since there is no basic contract. Equity, however, acted after protests from managers that sudden changes of policy might impair production.

Stated there were no radical changes sought by the manager who, however, asked that certain clauses be clarified. Equity has been working on the contract for about two years, mostly because of several departures brought about by Equity on its own last season. Included are rehearsal pay and limitation regulations.

Equity heads explained the real purpose of the new contract is to prevent conflicts between managers and actors and hoped that, when the new regulations are operating, there will be fewer differences and less arbitration. It is hopeful that productions will be facilitated in reaching the boards.

During the meeting a suggestion was made to change the conditions on minor points, such as notification to audiences upon changes of cast. Replacement of minor parts will probably require no special mention in the final contract form.

New forms when issued will be compact, with the rules in a separate brochure, to which managers may refer.

(Continued on page 57)

# Along the Maine Coast

**By O. M. SAMUEL**

## Starlight, Starbright

(LAKEWOOD THEATRE)

Play in three acts by Owen Davis, produced by Lakewood Players; staged by Melville Burke; settings, Charles Perkins; at Lakewood Theatre, Skowhegan, Maine;	
Clifford Hale.....	Mary Rogers
Alice Hale.....	Katherine Meekill
Martha.....	Norma
Theodore Hale.....	Jermine Newcombe
Richard Hale.....	A. H. Van Buren
Harlow.....	Grant Mills
Alfred Bancroft.....	Robert
Ben Luskand.....	Ben Luskand
Don Dillaway.....	Don Dillaway
Alfred Bancroft.....	J. Hammond Dalley
Deeter North.....	Charles Leide
	Kay Kutter

Owen Davis' new play is a plea for the old standards of decency and

Owen Davis' new play is a plea for the old standards of decency and honor in living, as opposed to the ruthlessness and cynicism of modern times. Plot is thin and play is over-written but there is much shrewd comment and native humor that found vast favor with the Maine audience.

Story involves the Hale family, comfortable and proud New Englanders. Old grandparents, Mary and Richard, typify the best that the country has to offer—firmness and stability, but their son and his daughter, Sally have broken away from the old ideals and have made a new life for themselves.

Sally comes back to her grandparents' house, where she was brought up, for a birthday party and to see her mother, who is now a young married life which is without any marrying the right but worthless young man to whom, she is engaged.

Sally meets her childhood sweetheart who has become a good, honest, and successful man. He loves her, and she is ready to break with her social position and to marry him. But her father is opposed to her father's step in and she is torn between the two. Her father is a dreamer and has no real ideals, further to her father's fatherly of relatives when Tony's father, who was jailed for embezzling from the Hale bank, re-

Grandmother Hale, dying, sends for Sally and gives her a letter written by her grandfather. This proves that it was Sally's father who actually stole the money from the

Frank and Sally - confesses this in front of Tony and his long-suffering parent. She is thoroughly disgusted with all that her father has taught her; and turns happily to Tony, who insists that they will find new and better ways of life than there are here.

Humor is supplied by twin daughters, one of the members of the family, played by Mary Rogers and Day Elliot. It is the best role Miss Rogers has had and she does it well.

Justice A. H. Van Buren won the enthusiastic applause here as the grandfather, whose propensity for writing poetry give the play its title.

Rose Hobart is forthright and sympathetic as Sally and Ben Lackland and Don Dilaway score as the rival suitors. John Hammond Dailey, Jessamine Newcombe, Kathrin Meskill, Grant Mills, and Dorothy Bernard, all members of the Lake-wood stock company, handle their roles competently under Melville Burke's skillful direction.

This is the type of unsophisticated play that find favor with audiences, but it may have trouble hurdling the barrier of the critics. Mack.

**ONE MORE GENIUS**  
(STONY CREEK THEATRE)  
Stony Creek, Conn., Aug. 14.

Satire in three acts (four scenes) by Jerry Robbins. Running time, 100 minutes. Staged by Bruce Conning, as Francis X. Conning. Featuring Clara Williams, Greta Granstedt and Ben McDonald. Directed by Greta Granstedt. Presented by Stony Creek Theatre, Stony Creek, Conn., 1964. J. P. O.

Dave Black..... Lionel Dante  
Adolf Swartz..... Jonathan Stavro  
Laurie Lewis..... John Williams  
Doris Simmons..... Greta Granstedt  
Philip Malachuk..... Joan Adrian  
William Phillips..... Ben McDonald  
Ellen Burnside..... Sara Floyd  
Cecilia Carter..... Julie Bennett  
Celeste Reed..... Julie Bennett  
Doug Douglas..... Carrington Lewis

Class of patron that rolled in the aisle at 'Once In a Lifetime' is going to have a chance to belly-laugh all over again—only this time, instead of laughing at Hollywood, they'll be doing their tittering at the theatre Guild. Professionals and Broadway sophisticates will get a lot of chuckles out of 'Genius,' though it's uncertain if they will be liked.

Mass appeal will be limited. The trouble is the garden variety of playgoer just won't get the full benefit of situations like a famous critic labelling a new State Society production a 'typical O'Reilly masterpiece,' ignorant that the play is really the work of an ambitious nobody whose script has been smuggled between the covers of an original work.

'Genius' has definite possibilities as a legit attraction. Act one is pretty much hit and miss, but production swings into a nice tempo with the opening of act two and holds an entertaining pace to the finale. Authors know their subject and don't spare the rod when it comes to delivering a few socks aimed

# Along the

By O. M.  
Kennebunkport, Aug. 18.  
August has been a life-giver for

New England's straw hats. First part of July grosses were brutal, and during the last half theatres were still dishearteningly in the red, but this month, from the very outset, biz has zoomed, and bids fair to continue into September.

house in Agunquit are toppers, with the theatres at Cohasset and West Falmouth, Mass., runners up. In the third division come the New Hampshire houses and the Garrick, Kennebunkport. Latter has been going places past few weeks, while the Lakewood and Ogunkit Playhouses have broken all existing records. No

servant, Craven, could be symbolically the Christ of the play. Craven's confusion and it might be well for the author to steer his audience into clear-cut mental channels. There are four characters in the play who are victims of the short-cut careers of four characters are presented in small masked-in insects, who are on the main terrace, set so that the young people can be brought into view. The play is a play that the young will stand some smoothing over. Howard, playing Dr. Stinebrick, stepped in to play on one of the characters by his finished performance. There is no evidence of uncertainty. Virginia Curley, first as the fiancée and then as the wife of Howard, is a convincing Howard (Wm. Post Jr.), is convincing in the latter role. Post is consistent in the latter role. Howard is a convincing pianist, registers, as does also his torch singer mistress, Bernice Ryan.

Thomas Gomez, capable of bigger roles, does his best with a minor one. Leslie King as Craven and Albert Bergh as cynical Prof. Robart rate special mention.

Perry's first act is sustaining and mystifying enough to hold anyone for the second. This one is not completely sustaining, though, and three interludes of Dr. Simec talking to the young couple only add to the confusion. Melodramatic sequences give the story a needed sock, but they are wasted in the thin air of vague motif.

Frog.

## Murder by Appointment

(PLYMOUTH PLAYHOUSE)

**Milford, Conn., Aug. 13.**

Mystery play in two acts (five scenes), by  
Burnet Hershey and Lyon Mason; di-  
rected by George C. Gray, assisted by  
Rogers. Presented by Connecticut Play-  
house company, at Plymouth theatre, Mil-  
ford, Conn. First evening, August 11.  
Second evening, August 12.

R. Morton Fales.....Franklyn Fox  
Eric Usher.....Fred Howard  
Joe Harper.....Charles Kobbe  
John W. Smith.....Edmund Keane  
Clara Calvert.....Zolya Talma  
Peter.....Joan La Barbara  
Catherine.....Lillian Gifford  
Victor.....Julius Emally  
Eugene Pease.....Averell Harman  
Director.....Helen M. Conner  
Dr. Herman Mendoza.....Charles O'Connor  
Officer Day.....Hal Connor  
Miss Schaefer.....Alice B. Brown  
Photographer.....Luther Rowland  
Taxi Driver.....Berrie Sokoloff

About two years ago, Burnett Hershey wrote a book on midgets tagged 'It's a Small World.' Maybe this gave him the idea for this week's tryout here. Anyway, it's all about a murder involving a midget.

Definitely written with an eye to Hollywood, comment from in-

siders who caught the opening is to the effect that its chances are hurt by the recent release of 'Devil Doll' also carrying a miniature killer angle. This opinion however, won't hold water because 'Doll' relies on trick photography for its appeal, while 'Appointment' has a logical theme that can get by on the strength of its interest-holding qualities alone. And incidentally, on the way to Hollywood, it is

Plot tells of Dr. Morton Paley and his assistant, Eric Usher, who conducted research work in the glandular field and obtained human guinea pigs for their experiments by operating a murder clinic until authorities got hep to them. Prior to play's opening they had disappeared, then turned up later entirely changed in stature and appearance due to glandular operations performed on themselves. Play relates how the pair are tracked down by a former

by a private detective working for the medical association, the doctor is murdered. Novelty angle comes with unraveling of the crime.

Excellent cast contains usual characters of reporter-investigator, police

Franklyn Fox makes an authentic

medico and Fred Howard is good as his assistant; Averell Harris and Leo Kennedy fit as police bloodhounds; Charles O'Connor looks and acts the medical examiner; and Edna Blum

Charles Kebbe and Virginia Kellers. Charles Kebbe carries the love interest well and also is acceptable as the medical investigator who solves the crime. Jules Epailly makes a small role stand out. Play is built in two acts, instead

(Continued on page 52)

Lakewood, Skowhegan, is offering "Three Men on a Horse" currently. Last week Owen Davis' new play "Star Light, Star Bright," drew splendidly. It deals with three generations of a family, changing social conditions and seeks to impress with the thesis that the oldesters in their day were wiser and smarter. Rose Hobart was the bright, particular

**Hartwig's Radio Hookup.** Walter Hartwig's Ogunquit hook-up over WCSH, Portland, running an hour each Saturday at noon, is studded with satellites who would want considerable for a regular weekly seance on the air from any sponsor, but it's summer; they are gambling at the shore, and are getting fun and some experience. First program contained Laurette Taylor, Lillian Foster, Rosemary Ames and Thomas W. Ross' in an impromptu skit, followed by the balcony scene from "Romeo and Juliet," done by Morgan Farley and Anne Seymour.

Hardly breathing room at Old Orchard the other night when they crowned 'Miss Maine.' Rather pretty girl, but the 'Maine' ones were not to be raved over. Fie, there has been hitting it up in a band way during August but they hardly saw it in July record. Started with Larry Funk and boys, followed by Cal Calloway, and then successively have come Jack Brown and orc, Wing Manone, Bob Gauger and Cornellians Dick McGinley, Luis Russell, and Felix Fernandez. Mob grabs the Boston and Maine's 'Flying Yankee' into Portland at 1:25 each morning.

Maine's most prosperous town Sanford, also has its most prosperous picture house, Loew's Capitol with day and date bookings equal to the keys, in many instances. Sanford, lest you have forgotten, is where they manufacture Palm Beach cloth, also Sanforized stuff in gobs.

Broadway may not be aware of it but the 'Winter Garden Revue' boasting 50 people and Stetson's Radio Band, is due shortly at Ol Orchard.

Package Committees

# Production Activity Starts, Two Shows May Bow In, B'way B.O.'s Up

Production activity is finally getting started on Broadway, with two major musicals due into rehearsal this week. Several strategy plays are readying, too, but indications are that the managers will not really get going until after Labor Day. 'White Heat' and the 'Follies' are the first of the musicals receiving attention.

While the D'Oyly Cartes will get going Thursday (20) at the Beck, 'The first new play, 'Spring Dance', is slated for next week at the Empire. An added starter is possible, 'First Love', being aimed for the Golden. After a neighborhood tryout Monday (17), however, there was some doubt and the play may be taken off for fixing.

Agencies report little call for 'The Mikado', first attraction on the bill by the English Gilbert and Sullivan specialists. Ticket sale for the theatre has been lively, mostly via mail orders. Understood the bulk of the orders are for \$5.00. With James Kirkwood, would indicate that the brokers were right in rejecting a buy on the ground that the better class theatre-goers are not in the city yet.

Last week started with excellent theatre weather, which featured the first two weeks of August. Nightly grosses were at \$5,000. With summer normal, but high temperatures cut into the takings heavily Friday and Saturday. Early this week saw cool weather again, and still better grosses are expected.

Estimates for Last Week  
'Boy Meets Girl' (Cord) (40th week) (\$1,150-\$1,300). Good. The theatre weather until last night was upped gross to \$11,600; best figure in some time.

'Dead End' (Belasco) (43d week) (\$1,100-\$1,300). Good. The weather went close to \$9,000; grandstand play is figured to stick through the fall.

'Milk and Honey' (44th week) (\$1,150-\$1,300). With James Kirkwood in cast improvement here, also and takings over \$2,500, better than even record.

'New Faces', Vanderbilt (14th week) (\$1,100-\$1,300). Intimate revue picked up nicely and is indefinite, despite modest takings \$5,000.

'On Your Toes' (Imperial) (17th week) (\$1,100-\$1,300). Broadway's top show moved up over \$21,000 last week is due to stick well into the new season.

'Pre-Honeymoon', Lyceum (17th week) (\$1,100-\$1,300). Best figure in some time last week, exceptionally good until hot weather hurt; \$4,000.

'Three Men on a Horse', Playhouse (12d week) (\$1,100-\$1,300). Long run comedy went to \$8,500 last week, best figure in some time; sure to extend into new season.

'New Faces', Best (14d week) (\$1,100-\$1,300). Gross approached \$6,000 last week, very strong; theatre lease extended.

Revels  
'D'Oyly Carte, Martin Beck; English Gilbert and Sullivan, etc., opens Thursday (20) with 'The Mikado'.

WPA  
'Help Yourself', Adelphi; engagement slated through September.

'Injunction Granted', Biltmore; indefinite.

'Tarpentine', Lafayette; Harten colored unit reading 'Noah' as next attraction.

## CHI WPA PREPPING A HEAVY SCHEDULE

Chicago, Aug. 18.  
Local WPA headquarters is busy preparing for the fall theatre season with a half dozen units in rehearsal at present.

'Broken Dishes', which has had a lengthy run at the Blackstone theatre, will be followed in mid-September by 'Post Road'. Also in rehearsal now is Arthur Strauss's 'No Angel Singing' to follow 'Post Road'.

At the Civic theatre, 'Ohio Doom', by Harold Igoe, will succeed the current 'Triple A Plowed Under'. Robert Brown will produce it.

Princess Theatre, completely refurbished in preparation to presenting all-colored productions there, 'The Merryman', slated to open around Sept. 1, will be the initial offering, with 'Hymn to the Rising Sun' to follow.

'Macbeth', coming here from the Dallas fair with an all-Negro cast, will be open at the Grand Green theatre on Aug. 31 for a two-week run.

Also in rehearsal at present is a musical revue, untitled. Phil Chang will score while Sid Kuller and Ray Golden collaborated on the book.

## Gallo's Island Stand For Three Weeks Only

Fortune Gallo's second open-air venture at Randall's Island, N. Y., opening Saturday (22), is set for only three weeks. 'Florodora' opens the run, with several sets of sextets, a Michel Fokine ballet and the following cast: Raquel Malling, George Trabert, Richard Keene, Douglas Leavitt, Doris Patson, Hope Emerson and Sandra Ward.

Rain stopped two performances of 'My Maryland' at Jones Beach, L. I., last week. Box-office was approximately \$18,500, under the usual weekly take.

'Countess Maritza', with Vivienne Segal, opened last night (18). Next week comes 'Bitter Sweet', with Miss Segal in the leading role, and the closing offering will be 'Naughty Marietta'.

## TALEU'S 'GLORY' BIG \$14,000 IN L. A.

Los Angeles, Aug. 18.  
Tallulah Bankhead is spilling plenty of regular coin into the coffers of the Belasco theatre, and the Lee Shubert-Homer Corman production 'Glory' looks good for several healthy seasons.

Opening week's trade brought the biggest take since a record was set here by 'Tobacco Road' a couple of years ago. Opening night for 'Glory' had the entire house scaled at \$5,000, and for 'Road' was \$4,500, take for the night ran around \$5,000.

'Farnell', Henry Duff's cost production, continues to do ok at the El Capitan, where it is currently in fifth week, with at least two more seasons to come.

Estimates or Last Week  
'Reflected Glory', Belasco, Los Angeles, (1st week) (C-1008) (\$2,750). Picture most strong for Tallulah Bankhead, making her initial appearance here, with result that opus garnered a nifty \$14,000 on 1st week.

'Farnell', El Capitan, Hollywood, (4th week) (C-1571) (\$1,650). Trade indicated consistently, as evidenced by a neat \$9,000 last week, plenty of profit all around.

'Potash & Perlmutter', with Alexander Carr in his original role, is playing to good returns at the Mason Opera House, where it winds up this week Aug. 23.

'Wild Birds' goes into the Musart Wednesday (19) to stay until Sept. 6, with only night performances.

'Triple A Plowed Under', with orchestra of 110 and film, 'Flow The Tides', which grossed \$35,000, for the best opening night of the season. George Price, who starred in 'Kid Boots' and 'The Three Musketeers', opened this season, and Gil Lamb, who recently signed for forthcoming New York musical 'Tickets for Two', split the comedy here.

Newcomers for the current season who click in 'Mill' are Suzanne Causby, French actress, and Jack Palance, who registers as Ruby Mercer, William Hain, Joseph Macaulay, Audrie Christie and Helen Denison.

The Red Mill, presented in the local open-air theatre in 1936-37, began a week's run Monday (17) to an approximate gross of \$5,000, for the best opening night of the season.

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## Why Study?

Herb Williams declares himself off legit for about one year. Turned down three offers for straight plays, one part having 125 sides.

'Why should I learn all those words?' he feels. 'I know my vaude act backwards'—maybe next year for legit. 'I'll play vaude if I can't find the meat-time.'

## CAPACITY BIZ FOR S. F. WPA

San Francisco, Aug. 18.  
All Pacific Coast records for attendance at a Federal Theatre Project production have been shoved into the background by 'The Farmer's Wife', which has been doing capacity business at the Columbia theatre since its opening here on Aug. 3.

Announced to close next week, 'Three Men on a Horse' will continue at the Alcazar until Aug. 31. This will give the play a run of nine weeks and a day on the return engagement and 10 weeks and a day counting the run of the play here last year with another company.

'Marionette Varieties', which is being shown at the Federal theatre under the direction of the Federal Theatre Project, is creating considerable interest at this 200 seater.

'Three Men on a Horse', Alcazar (7th week) (1,269; \$1,50). Hit off another \$6,000, which means profit.

'Farmer's Wife', Columbia (2d week) (1,700; \$50). Word of mouth and good notices have helped considerably; \$5,500 take is expected.

'Marionette Varieties', Federal theatre (2d week) (200; 25c). Ralph Chesse's version of a variety show gave this house a good \$300.

## GUILD MARKING TIME ON 'PORGY' REVIVAL

Theatre Guild, N. Y., is going to take its time before reviving 'Porgy and Bess', the Gershwin folk opera. A revival was mentioned for this season, also some repeat dates, in the hinterland, but they are out.

Recent performances of the cast over the air and at Lewisohn Stadium, N. Y., have been so alive and demand is growing. Original members of the cast appeared on both occasions.

A performance at the Metropolitan Opera, N. Y., is also cold. Guild says it will probably be at least two more seasons before it is done again.

retracted, it was said by Aubrey Williams, deputy administrator. Hearing developed, Williams said, that the actresses admitted staging a style show last October and that several men who, they say, were drinking, were with them in a hotel room, but these men were not official employees of the WPA.

Also pointed out was that although the alleged incident occurred ten months ago, no complaint was made until Friday (14), after dismissal of the women.

One complainant, Miss Ruth Colby, was mentioned as having been released by WPA about two months ago because of an invitation to visit a hotel room. Testifying at Saturday's hearing, Miss Colby said the invitation was on a calling card and bore the signature of a former WPA local time keeper.

Acting Administrator Paul Edwards of Massachusetts asked that newspaper men be permitted to attend the hearing, which was objected to by Harry Lewin, Miss Colby's attorney.

Result of the incident will be the creation of an impartial inquiry board in Boston to decide whether there was discrimination in dismissal of the complainants. Board will consist of a member selected by the complainants, one chosen by the acting state administrator, and a third party agreeable to both sides.

Washington Explanation  
Washington, Aug. 18.  
WPA officials here declared charges of three actresses formerly with a Boston WPA unit that they were dismissed because they refused to model clothes for entertainment of 'Federal men' at a stag party were unfounded and based on resentment over loss of their jobs.

Three hours after the investigation was ordered, hearing was held in Boston, at which the charges were

# Several Letouts in N. Y. WPA Setup Start a Run of Rumors; Vacation Dismissals Scaring Staff Members

## Coast Fetes Miller

Hollywood, Aug. 18.  
Theatrical, political and civic leaders paid tribute to Charles Miller, retiring representative of Actor's Equity on the Coast, at a testimonial dinner Aug. 13 at the Hollywood Athletic Club. Joe Cunningham was toastmaster.

Speakers included Sid Grauman, Al Cohn, Congressman John Costello, William Davidson, chairman of the session, Max Strasburg, I. B. Kornblum, Judge Thomas Ambrose, Sheriff Eugene W. Biscailuz, Berton Churchill, and Judge Leroy Dawson.

Others among 150 attending were Joseph Scott, Richard Carle, Tyler Brooke, Dr. T. C. Miller, R. H. Burnside, Max Firestein, and Robert Tucker.

## SMITH UPPEP IN UPSTATE N. Y. WPA

Syracuse, Aug. 18.  
Expansion of Federal theatre project activities in upstate N. Y. has made necessary several changes in the Syracuse district setup, chief of which is the appointment of Lester A. Smith as district supervisor.

With the Civilian Conservation Corps dramatic activities slated for expansion, Edward R. Davidson has been shifted from his post as assistant district supervisor of the theatre project to managing director of CCC show activities, managed from Syracuse headquarters.

Smith will be general supervisor of all Federal theatre activities in the district.

John F. Wright, formerly district supervisor, will fill a major post in the financial department of the project, it was announced.

Direction of the project and its allied activities will be centered at new headquarters adjoining the Civic theatre, scene of the federal-sponsored dramatic stock.

WPA's Negro Theatre project has been turned over entirely to colored professionals who will select their own plays and do the casting. Stated that was the original idea when the project was started. If plays calling for mixed casts are presented, white players can be requested for other units. John Houseman, who had charge of the Negro unit, will still be associated, but in an advisory capacity.

One of the odd items in the WPA relief project is a plan to hold a playwrighting contest among men enrolled in the Civilian Conservation camps.

## Hub Actresses Claim WPA Bosses Asked Them to Be 'Party Girls'

retracted, it was said by Aubrey Williams, deputy administrator. Hearing developed, Williams said, that the actresses admitted staging a style show last October and that several men who, they say, were drinking, were with them in a hotel room, but these men were not official employees of the WPA.

Also pointed out was that although the alleged incident occurred ten months ago, no complaint was made until Friday (14), after dismissal of the women.

One complainant, Miss Ruth Colby, was mentioned as having been released by WPA about two months ago because of an invitation to visit a hotel room. Testifying at Saturday's hearing, Miss Colby said the invitation was on a calling card and bore the signature of a former WPA local time keeper.

Acting Administrator Paul Edwards of Massachusetts asked that newspaper men be permitted to attend the hearing, which was objected to by Harry Lewin, Miss Colby's attorney.

Result of the incident will be the creation of an impartial inquiry board in Boston to decide whether there was discrimination in dismissal of the complainants. Board will consist of a member selected by the complainants, one chosen by the acting state administrator, and a third party agreeable to both sides.

Washington Explanation  
Washington, Aug. 18.  
WPA officials here declared charges of three actresses formerly with a Boston WPA unit that they were dismissed because they refused to model clothes for entertainment of 'Federal men' at a stag party were unfounded and based on resentment over loss of their jobs.

Three hours after the investigation was ordered, hearing was held in Boston, at which the charges were

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It was reported that certain types of employees who went on vacation discovered they were off the payroll upon returning. Explanation was that such instances were isolated, with changes made to better the department's office staffs. Any such dismissals did not concern actors, since they are not eligible to vacations under the ruling, intended for administrative workers only.

However, it is known that some stenographers have refused to go on vacation, fearing the loss of their jobs.

Cutting down on the project was denied. From one source it was stated that there would be no more people taken on, regardless of withdrawals, even for those securing other positions. Another report had it that the quota for the project had been reached, but this did not prevent more people being engaged from the waiting list.

More Dancers  
Pointed out that the dancers' unit will be enlarged by 100. Explained there were 85 dancers in the unit but that it called for using 175. Enlargement of this unit may be the reason for some reputed let-outs, mostly of non-relief classifications. Claimed that there were 300 applications to fill out the dance unit.

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Union's answer was to the effect it did not care to cause anyone the loss of a job.

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## 'SCANDALS' DIPS TO 18GS, LOOP

Chicago, Aug. 18.  
'Scandals' will close its run here on Aug. 29 and then head west, stopping for a nine-day stay at the new Municipal Auditorium in Kansas City. Underwritten by George White will collect \$20,000 guarantee for the nine days and a 75-25 split over \$22,000.

Gross here slipped off somewhat with the return of hot, sticky weather, dipping to around \$18,000 last week.

'Ziegfeld Follies' will not come into the Grand until late in Sept. Dead End comes in Sept. 13 and the week before that the Selwyn will re-light with 'Night of Jan. 16'.

Estimate for Last Week  
'Scandals' Grand (1,200; \$3.50) (8th week). Off to around \$18,000, but ok at present hook-up.

WPA  
'Broken Dishes', Blackstone. Comedy going strong.

'Triple A', Civic. Can't get going.







# Production Activity Starts, Two Shows May Bow In; B'way B.O.'s Up

Production activity is finally getting started on Broadway, with two major musicals due into rehearsal this week. Several straight plays are ready, too, but indications are that the managers will not really get going until after Labor Day. White Horse Inn and the Follies are the first of the musicals receiving attention.

While the D'Oyly Carte will get going Thursday (20) at the Beck, season's first new play, "Spring Rance," is slated for next week at the Empire. An added starter is possible, "First Love," being aimed for the Golden. After a neighborhood tryout Monday (17), however, there was some doubt and the play may be taken off for fixing.

Agencies report little call for "The Mikado," first attraction on the bill by the English Gilbert and Sullivan specialists. "Ticket sale at the theatre has been lively, mostly via mail orders. Understood the bulk of the orders are for \$1.10 and \$1.20, however, would indicate that the brokers were right in rejecting a buy on the ground that the theatre trust theatre-goers are not in the city yet.

Last week started with excellent theatre weather, which featured the first two weeks of August. Nightly grosses were up as high as \$10,000 over summer normal, but high temperatures cut into the takings heavily Friday and Saturday. This week saw cool weather again and still better grosses are expected.

**Estimates for Last Week**  
**'My Meets Girl,'** Cort (44th week) (\$-1,000-\$3.30). Good theatre weather until last half last week upped gross to \$11,600, best figure in some time.

**'Dead End,'** Belasco (43d week) (\$-1,000-\$3.30). Picked up again and went close to \$9,000; stand-out drama is figured to stick through the fall.  
**'Milk and Honey,'** Ambassadors (44th week) (\$-1,150-\$3.30). Good theatre weather in call improvement here also and takings over \$2,500, better than even break.

**'New Faces,'** Vanderbilt (14th week) (\$-804-\$3.30). Intimate review picked up lately and is indefinite, definite modest takings \$1,600.  
**'On Your Toes,'** Imperial (17th week) (\$-1,468-\$3.85). Broadway's top show moved to over \$21,000 last week and is due to stick well into the new season.

**'Tre-Honeycomb,'** Lyceum (17th week) (\$-970-\$2.40). Best figure in some time last week, exceptionally good until hot weather hurt; \$4,000.  
**'Three Men on a Horse,'** Playhouse (62d week) (\$-867-\$2.00). Long run comedy went to \$6,500 last week, best figure in some time; sure to enter into new season.

**'Tobacco Road,'** Forrest (142d week) (\$-1,017-\$1.65). Gross approached \$6,000 mark last week, with Wednesday matinee very strong; theatre lease extended.

**Revels**  
**D'Oyly Carte,** at the Beck; English Gilbert and Sullivan troupe opens Thursday (20) with "The Mikado."

**WPA**  
**'Help Yourself,'** Adelphi; engagement started through September.  
**'The Millionaire,'** Baltimore; indefinite.  
**'Tarpentine,'** Lafayette; Harlan colored unit readying "Noah" as next attraction.

## CHI WPA PREPPING A HEAVY SCHEDULE

Chicago, Aug. 18.  
 Local WPA headquarters is busy preparing for the fall theatre season with a half dozen units in rehearsal at present.

**'Broken Dishes,'** which has had a lengthy run at the Blackstone theatre, will be followed in mid-September by "Post Road." Also in rehearsal now is "Arthur Strawn's" "No Angels Singing" to follow "Post Road."

At the Civic theatre, "Ohio Doom," by Harold Igo, will succeed the current "Triple A Flower Under," Robert Miller will produce it.  
 Princess theatre is being completely refurbished in preparation to present half-colored productions there. "Seven Men," slated to open on September 1, will be the initial offering, with "Hymn to the Rising Sun" to follow.

**'Cachet,'** coming here from the Dallas fair with all-star cast, is slated to open at the Great Northern theatre on Aug. 31 for a first week run.

Also in rehearsal at present is a musical revue, entitled "Post Road," wrote the score while Sid Kuller and Ray Golden collaborated on the book.

## Gallo's Island Stand For Three Weeks Only

Fortune Gallo's second open-air venture at Randall's Island, N. Y., opening Saturday (22), is set for only three weeks. "Florodora" opens the run, with several sets of sextets, a Michel Fokine ballet and the following cast: Raquel Malina, George Traber, Richard Keene, Douglas Leavitt, Doris Patson, Hope Emerson and Sandra Ward.

Rain stopped two performances of "My Maryland" at Jones Beach, L. I., last week. Box-office was approximately \$18,500, under the usual weekly take.

**'Countess Maritza,'** with Vivienne Segal, opened last night (18). Next week comes "Bitter Sweet," with Miss Segal in the leading role, and the closest offering will be "Naughty Marietta."

## TALLU'S 'GLORY' BIG \$14,000 IN L. A.

Los Angeles, Aug. 18.  
 Tallulah Bankhead is spilling plenty of regular coin into the coffers of the Belasco theatre, and the "See Hear" production, "Reflected Glory" looks good for several healthy stanzas.

Opening week's trade brought the biggest take since a record was set here by "Tobacco Road" a couple of years ago. Opening night for "Glory" had a gross of \$14,000, while "Tobacco Road" was \$4,400. Take for the night ran around \$5,000.

**'Farnell,'** Henry Duff's coast production, continues to do ok at the El Capitan, where it is currently in fifth week, with at least two more stanzas.  
**Estimates for Last Week**  
**'Reflected Glory,'** Belasco, Los Angeles, (1st week) (\$-1,005-\$2.75). Picture mood went strong for Tallulah Bankhead, making her initial appearance here. The picture took a goodly nifty \$14,000 on last week.  
**'Farnell,'** El Capitan, Hollywood, (4th wk.) (\$-1,371-\$3.85). Trade holding consistently, as evidenced by a neat \$9,000 last week, plenty of profit all around.

**'Potash & Perlmutter,'** with Alexander Carr in his original role, is playing to good returns at the El Capitan, where it winds up next Wednesday (23).

**'Wild Bird,'** goes into the Musart Wednesday (19) to stay until Sept. 6, with only night performances.  
**'Triple A Flower Under,'** with orchestra of 110 and film "Flow That Broke the Plains" for added measure, continues at the Mayan until Sunday (22).

**'Redemption'** moves from Musart to Greek theatre in Griffith Park to end (18) for one week.  
**'Miracle at Verdun'** continues to attract interest at the Experimental theatre, where its run has been extended to Sept. 1.

## RAIN HOLDS 'BITTER' TO \$35,500, ST. LOUIS

St. Louis, Aug. 18.  
 "Bitter Sweet" finished a seven-night run at the Al Fresco theatre in Forest Park Sunday (16) with an approximate gross of \$35,500, taking being held down by showers just before performance time the last two nights.

**'The Red Mill,'** presented in the local open-air theatre in \$198-37, began a run Monday (17) to an audience that grossed \$5,500 for the best opening night of the season. George Price, who starred in "Kid Boots" and "The Three Musketeers" earlier this season, and Gil Lamb, who recently signed for forthcoming new York musical "Tickets for Two," split the comedy honors.

Newcomers for the current season who click in "Mill" are Suzanne Causby, French actress, and Jack Powell. Others who register are Ruby Mercer, William Hain, Joseph Macaulay, Audrie Christie and Helen Denham.  
 American premiere of "Glamorous Night," with a cast headed by Guy Robinson, Norma Terris and Niska Dansone, begins the last week of the season next Monday (24).

## Why Study?

Herb Williams declares himself off legit for about one year, turned down three offers for straight plays, one part having 125 sides.

"Why should I learn all those words?" he feels, "I know my vaudeville backwards; maybe next year for legit I'll play vaudeville dates in the meantime."

## CAPACITY BIZ FOR S. F. WPA

San Francisco, Aug. 18.  
 All Pacific Coast records for attendance at a Federal Theatre Project production have been shoved into the background by "The Farmer's Wife," which has been doing capacity business at the Columbia theatre since its opening here on Aug. 3.

Announced to close next week, "The Farmer's Wife" will close at the Alcazar until Aug. 29. This will give the play a run of nine weeks and a day on the return engagement and 16 weeks and a day counting the run of the play here last year with another company. Otto Kruger in Farnell opens at the Alcazar on Aug. 31.

**'Marionette Varieties,'** which is being shown at the Federal theatre under the supervision of the Federal Theatre Project, is creating considerable interest at this 200 seater.

**'Three Men on a Horse,'** Alcazar (7th week) (1,268; \$150). Hit off another \$6,000, which means profit.

**'Farmer's Wife,'** Columbia (2d week) (1,700; \$50). Word of mouth and good notices have helped considerably; \$3,500 take is excellent.  
**'Marionette Varieties,'** Federal theatre (2d week) (200; 25c). Ralph Chausse, vaudeville variety show gave this house a good \$300.

## GUILD MARKING TIME 'ON PORGY' REVIVAL

Theatre Guild, N. Y., is going to take its time before reviving "Porgy and Bess," the Gershwin folk opera. A revival was mentioned for this season, also some repeat dates in the hinterland, but they are out.

Recent performances of the cast over the air and at Lewisohn Stadium, N. Y., has kept the music alive, and demand is growing. Original members of the cast appeared on both occasions.

A performance at the Metropolitan Opera, N. Y., is also good. Guild says it will probably be at least two more seasons before it is done again.

## Hub Actresses Claim WPA Bosses Asked Them to Be 'Party Girls'

Boston, Aug. 18.  
 Charges that WPA actresses were instructed to act as 'party girls' to visiting NRA officials here last November are being investigated by Paul A. Edwards, acting State WPA administrator.

Ruth Colby, one of 10 WPA players recently discharged by cut expenses, stated that she and other girls were picked to model clothes in a Boston hotel before a group of visiting officials, and that improper proposals were made.

After her attorney had conferred with Edwards over the weekend, she reconsidered and declared that an improper proposal was made here after her dismissal from the WPA lists. Her lawyer, Harry M. Lewin, expressed determination to press a probe into alleged vice charges.

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## Several Letouts in N. Y. WPA Setup Start a Run of Rumors; Vacation Dismissals Scaring Staff Members

### Coast Fetes Miller

Hollywood, Aug. 18.  
 Theatrical, political and civic leaders paid tribute to Charles Miller, retiring representative of Actor's Equity on the Coast, at a testimonial dinner Aug. 13 at the Hollywood Athletic Club. Joe Cunningham was toastmaster.

Speakers included Sid Grauman, Al Cohn, Congressman John Costello, William Davidson, chairman of the session, Max Strasburg, I. B. Kornblom, Judge Thomas Ambrose, Sheriff Eugene W. Biscailuz, Barton Churchill, and Judge Jerry Dawson.

Others among 150 attending were Joseph Scott, Richard Carle, Tyler Brooke, Dr. T. C. Miller, R. H. Burnside, Max Firestein, and Robert Tucker.

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# LONDON'S STOCK & LEGIT BIZ

## 26 SHOWS AND 22 TO PROFIT

**Big Rush On for More Plays — Much Money Around and Plenty Big Plans — No Pessimism Anywhere — Mostly Small Grossers, However**

### 18 MUSICALS DUE

London, Aug. 9.

Show people who have been in this business for a decade cannot remember the time when there was such a rush to get plays on in the West End.

Money seems to be plentiful, with backers coming from most unexpected quarters. Everybody apparently is in a speculative mood, with encouragement coming from the fact that for a long time, there has been particularly good this summer.

There is no doubt that theatres have been reaping a harvest during the past few months, primarily due to the influx of visitors and favorable climatic conditions.

There is a line-up of 30 shows being made ready for launching in the next three months, with around 18 musicals, a record which has never been equaled here.

Jack Waller, with two successes, 'No, No Nanette' revival, and 'Three Men on a Horse', both likely to run for a long time, will be the most active. He has three more shows lined up. They are a new musical for the London Hippodrome starring George Robey and Rene Houston; 'Night of January 16', Broadway import, and a 'Mercenary Mary' revival.

Charles Cochran ranks next with four shows planned. These are a new musical, starring Gitta Alper, an Elisabeth Bergner-James Barrie show due at His Majesty's theatre; 'Laughter in Court', starring Yvonne Arnaud, and 'Midnight Squire', and Lew Leslie's 'Blackbirds', which is one of the season's smashes.

Gilbert Miller has two successes in the West-End in 'Pride and Prejudice' at St. James's and 'Boy Meets Girl' at the Shaftesbury. Later started slowly and may drop out. Will add a third in 'Personal Appearances'.

Four firms of H. M. Tennent and Co. has two for production: a musical starring Mary Ellis, and a straight play, 'Ante-Room', starring Anna Wynyard. Latter goes to the Queen's.

### Others Lined Up

Others in the active field of production are Felix Ferry with 'Terry, Terry, Terry' revival, with mostly American talent; 'The Girl at the Adelphi', and Cliff Whitley-Bob Ritchie, latter Riscoe, new producing combo, which leased Savoy theatre, with 'Jack Buchanan has two shows coming up. One, 'This Will Make You Whistle' will star himself at the Palace. Other is the George Gershwin show 'Porgy and Bess', which he is doing in conjunction with Jack Nylton.

Ivor Novello plans a musical at the Dury Lane theatre; Stanley Lupino, 'Ladies in Distress'; 'On Your Toes', presented here by Lee Ebb and Louis Sterling, probably at the Coliseum; Leslie Henson musical for the Gaiety; Dennis King-Jack Davis musical based on Russia before the revolution; J. L. Sachs' new revue, financed by Amory Parkes, now being at the Saville by the same authors as 'Spread It Abroad', current success at this house; musical by Herbert and Helen Parfeson to be sponsored by Sydney Carroll, who makes his bow as a musical promoter.

Then there are 'Girl from Budapest' by Steve Geragi, Hungarian actor, which Cliff Whyte is interested in; a 'Lupino Lane-Cliff Mollison musical, probably at the Alhambra; a continental musical based

on the life of Gaby Deslys, which Lea Seidl intends doing.

Of the straight shows, the most important due are a Ben Travers farce starring Yvonne Printemps, a Hungarian song 'Liebe Ist Nicht So Einfach', ('Love is Not So Simple'), to be done by Henry Sherak in conjunction with Gaiety; 'Britches', which marks the first time 'GB' has gone into the West-End legit field; 'She Couldn't Say No', presented by Leon M. Lion and May Edgerton in conjunction with British International, marking a new venture for 'BIB', a new Keith-Underplay under the auspices of Raymond Massey, 'Compost Man' by Ronald Jeans, and a straight play presented by Andre Chariot at the Vaudeville.

Estimated Grosses (At \$5 to the £)

'Anthony and Anna, Whitehall' (38th week). Dropped to danger zone, but picked up, and now around \$5,000, profitable. Show is still on cooperative basis.

'After October', Aldwick (17th week). Doing fairly at around \$4,750; overhead very small.

'Aren't Men Beasts', Strand (12th week). Doing steady \$7,500, very good, and backs assured for a lengthy stay.

'Blackbirds', Gaiety (4th week). Started as a smash with no diminution. Doing capacity nights, with matinees off. Steady \$15,000 weekly and considered one of the best in town.

'Boy Meets Girl', Shaftesbury (10th week). Doing steadily and didn't build. Folding Aug. 22.

'Call It a Day', Globe (40th week). Still in the \$10,000 zone, which means good profit.

'Dusty Ermine', Comedy (25th week). Folding. Never made much, but only exceeding \$3,000.

'Heroes Don't Care', St. Martin's (34th week). Doing fairly at around \$4,000, which is a slight profit.

'Lady Precious Stream', Savoy (18th week). With little overhead, this show gets out nicely at \$2,000.

'Miss Smith', Duke of York's (8th week). Not much in it at \$2,000, despite small overhead. Will probably fold shortly.

'Night Must Fall', Cambridge (2nd year). This is a scratch company, with top cost price \$100 per week. Doing \$4,000, surprisingly good.

'No, No Nanette', Hippodrome (4th week). Doing 14 shows weekly and the only twice-nightly show in the West-End. Revivals as a rule don't amount to much here, but this one is doing a steady \$12,500, with cost not getting much money, means nice profit for Jack Waller.

'Precious St. James' (23rd week). No sign of slipping. Doing steady \$8,500, and looks good for many months.

'Professor Bernhardt', Phoenix (3rd week). Not setting the town alight, but takes very little to break even.

'Spread It Abroad', Saville (18th week). Doing exceptionally well, since it is the only house not playing matinees. Six shows weekly, to net \$7,000. No worries for some time.

'Spring Tide', Dutchess (3rd week). Opened to very good press and doing \$4,000; good for small house, but management figures it ought to do better.

'Storm In A Tea Cup', Garrick (26th week). No overhead and \$4,500 is very good. Should stay for quite a while.

'The Fugitive', Apollo (10th week). Has done as high as \$7,500, but now nearer \$4,500.

'The War Hackett', has house on flat rental plus percentage if grossing over \$8,000.

'The Frog', Princess (16th week). Meller is cleaning up at this supposedly white elephant. Doing steady \$10,000, with little overhead. Looks like doing for months.

'The Lady Of La Paz', Criterion (4th week). Exceedingly good at \$5,000. House is small.

'The Insect Play', Little (6th week). Capek revival is barely covering overhead at \$2,000; likely to vacate soon.

'The Seagull', New (11th week). Opened to smash hit, with John Wood's House is small.

Out-replaced by Ion Swinley, takings have dropped from \$11,000 to about half. Still profit, though.

'Windmills' (24th week). Dropped from \$7,500 to near \$6,000, with matinees the weakest link, but still showing profit.

'Whitecoats', Playhouse (16th week). Small overhead and, although \$2,500 weekly appears low, can easily get out on less.

'Winter Sunshine', Royalty (8th week). This is another house that can get out cheaply, and is making good profit at \$2,500.

## In the Family

London, Aug. 7.

Felix Ferry's original backer was 'Simon Marks', head of Marks & Spencer, second biggest chain stores, promoters based mainly around here. And now the coin comes from Jim Donohue, heir to the Woolworth millions.

Difference between the two stores is land value. Woolworth only prices are \$5 and \$10, Marks & Spencer \$20 as high as \$125.

## JOE E. BROWN A LONDON CLICK

London, Aug. 18.

Joe E. Brown opened at the Palladium last night Wednesday, and scored one of the biggest hits of recent importations here, despite nervousness.

Other Americans to score individually were George Beatty, Joe Jackson and Three Biltmorettes. Only flop on the bill were Cook and Brown, and that is answered by the fact team closed the show and just couldn't hold 'em in their seats.

New bill at the Chiswick Empire is headed by Valaida, back here after appearing in Lew Leslie's 'Blackbirds' two seasons ago, and big click. She is booked for the Paramount Astoria circuit to follow, with the management building a colored unit around her.

Dante, who is known in America as the Great Jansen, opened at the Alhambra Wednesday (12), giving an entire show lasting two hours and a half and scored. Dante has the theatre for four weeks on a rental and percentage basis, but is likely to stay longer.

## Spanish Dramatist

### Jailed in Madrid

### For 'Right' Beliefs

Madrid, Aug. 6.

Pedro Munoz Seca, Spain's most successful comedy writer, is rear behind the bars in what is known as Madrid's 'Model Jail'—it was actually that about 20 years ago.

The immaculate decorated with the white handkerchief mustache was too identified with monarchist sympathies revealed in his comedies, in which he held the republican regime up to ridicule and has written 100 plays and is supposed to be pretty well off because a number of them have been b. smashes. He was arrested in Barcelona and transferred to Madrid.

Jacinto Benavente, Nobel prize winner and dramatist, was rumored to have been jailed in Barcelona but it turned out that he stuck around the police department offices awaiting a train for Valencia. Being a rightist sympathizer he probably figured police headquarters was a safe spot at a time when a rightist is not quite the thing to be open.

## All (Almost) Done

Budapest, Aug. 7.

Ferenc Molnar is at work on a new play for next season, which is to be a drama somewhat on the lines of his 'Unknown Girl', he says. Declares the play is quite complete, except that he just hasn't written any of it down yet.

Leading part is destined for Lily Darrow, Molnar's wife.

## BOLLINGER WANTED

Berlin, Aug. 9.

Oscar Bollinger, for many years with the late H. B. Marinelli's Agency, and in recent years local representative of the Wallstein Agency of London, is wanted by the police here on various charges of fraud.

Bollinger, allegedly in the uniform of a Stoker, was charged to have induced a number of people to hand him over money and their passports in order to get them out of the country.

## Gulliver, Abrahams Offer Sale Of Chain in Blind Ad in Daily

### Plenty of Unions

Paris, Aug. 7.

Regardless of the many promises it has made, not all the artists in France are keen on joining the Federation of Labor syndicate. Coincidentally with the Federation's sweep to recruit all artists in France, a number of new unions are blossoming which claim to be free of any political tinge.

Rules Berry, pop French actor, has taken the lead in forming one such union. Another is the 'Union Corporeative du Theatre'.

## MORE COIN FOR FRENCH NAT'L THEATRES

Paris, Aug. 1.

French national theatres, the Comedie-Francaise, Opera-Comique and the Odeon, after years of operation on the red side of the ledger, have just been given a new reason for wanting to live. Minister of National Education Jean Zay has drawn up for the Chamber finance committee a law which would furnish additional credits amounting to \$326,000 for the theatres.

Drafted with the aid of Emile Fabre and Paul Abram, directors of the Comedie-Francaise and the Odeon, respectively, the law will provide money for: Covering the charges which result for the national theatres from the application of the government's new social laws—a 40-hour week, paid vacations, etc.; provide money for the exploitation of the Opera-Comique.

And the minister promised still further aid. In explaining the diminution of the receipts of the national theatres to the chamber commission he stated that this crisis was only a stop-gap measure as he was planning an entire reform of their operation, which he would put forward in a lighting raid which counterfeitters staged here.

Finance commission has already adopted the projected law and it is now awaiting its turn before the chamber.

## COUNTERFEITERS NICK MONTE CARLO CASINO

Monte Carlo, Aug. 2.

The Casino was done out of a hefty raid in a lightning raid which counterfeitters staged here.

The gang, all Italian, swooped down on the Casino one afternoon with a goodly supply of fake 100 franc (\$7) chips. They began to back numbers at several tables simultaneously and scored a number of 35-1 wins.

Boys had an inside tip that, to check frauds, samples of chips in play are taken into the offices every hour, because they beat it before their hour was up, their pockets bulging with 1,000-franc bills received in exchange for the chips won on some of their bad specimens.

On their way to the Franco-Italian border, 10 miles distant, the gang dumped what remained of their counterfeits out through the train windows and a lot of people found them, and subsequently tried to cash them. That's how the thing came out in spite of the Casino's efforts to hush up the affair.

House has since changed the color of its chips, advertising to warn merchants and hotelkeepers from cashing any of the fakes.

London, Aug. 9.

Biggest stir in the trade in recent years was caused by an advertisement appearing in the Times for the sale of 20 theatres. Every Fleet Street scribe has been after the story, but so far nothing further has appeared about those houses.

Advertisement carried a box number for further inquiries, with name of the seller not being revealed. Selling price is \$5,000,000, but sellers are prepared to take part payment, with rest left on mortgage, according to this ad. VARIETY on investigation, found the would-be sellers Charles Gulliver and A. E. Abrahams, and the properties involved to be the Loughboro Trust, 17 houses situated in London and suburbs.

Four of these houses are operated by Victor Savidan under name of Twentieth Century Theatres, while nine are leased to Associated British Cinemas, of which John Maxwell is head. Four are independently leased to three more were invented by A. E. Abrahams.

Object of announcing 20 houses for sale was to make guesses more difficult. It had been mentioned 17, most people acquainted with theatre business here would have guessed the identity of the property pronto.

Position is that all these properties are leased, and buyer is being sold the freehold. Gulliver and Abrahams are ready to accept \$1,000,000 cash, with the remainder on mortgage.

At the moment no nibble has been made by any prospective purchaser, and sellers do not seem too confident.

## OLYMPIC GOLD RUSH BOOMED ALL BERLIN

Berlin, Aug. 8.

It's been a gold rush all along the stem, thanks to the weather—a heavy shower every two hours—driving the multitude of Olympic visitors off the packed streets.

Never since the unhappy inflation years has German show biz seen, such big results as were brought about by the Olympic games. Berlin has been jammed with foreign tourists, all seemingly eager to enjoy themselves. All the theatres, vaude houses, cinemas and niteries are doing great.

Those abracadabra boys who predicted blazing sunshine for the first part of August were all wrong, and that helped plenty.

And the hotels join in the big coin grab, after quite a period of disastrous years. The Adlon, thronged with visitors, has even booked a dance team again (Jack & Jill) in addition to a name orchestra, while the Eden is doing record trade with a good native band.

Numerous are the amusement spots open again which had the shutters down since the inflation years, such as the Wien-Berlin, a cabaret restaurant off Friedrich Strause. But the difference is visible—no more rife dancing; everything is very respectable and correct.

The Clou has gone vaudeville for the Olympic's sake, with Sylvester Schaeffer doing 75-minute acts. Eric Carow wanted to be in line, so he reopened his Lachsbuene.

But it's the niteries that are doing really terrific trade. Their Olympic expectations are more than fulfilled.







**Strike Shuts Hearst Paper**  
American Newspaper Guild last week forced suspension of publication of Hearst's Seattle Post-Intelligencer following the refusal of Vaughan Tanner, publisher, to comply with the Guild's demand that he reinstate two of its members discharged six weeks ago. They are Frank M. Lynch, cameraman, and Everhardt Armstrong, who had been for 17 years dramatic critic on the paper.

According to the management the men were fired, one for inefficient and wasteful methods, the other for gross insubordination. The Guild management declared that the men were discharged for organizing activities. Paper suspended publication for the first time in its 60-year history when a strike was called by the Guild and picketing followed.

Disorders accompanied the picketing of the Post-Intelligencer building by Guild members together with other labor groups. Three persons were allegedly beaten and five arrested by the police, but ordered freed without bail by Mayor John F. Dore of Seattle.

On the fifth day of the strike, the papers issued a statement putting it up to the community whether or not it would reopen.

Four staff members of the Peoria Journal-Transcript were recently discharged, the day after a Newspaper Guild chapter had been formed with 11 members in the unit.

Strike-breaking copywriters, including et al., were sent up to Seattle from the Los Angeles and San Francisco Hearst papers Aug. 14, but their hands were tied because of the refusal of the union mechanical men to pass through the Guild's picket line.

**Roy C. Kates Dead**

Roy C. Kates, 59, general manager of the Rochester Democrat & Chronicle and the Times-Union, died Aug. 14 at St. Vincent's Hospital, where he had gone to recuperate from a three-months illness. He was operated on in April for appendicitis and then developed pneumonia.

Kates was managing editor of the Times when it was merged with the Union Advertiser in 1918 and became managing editor of the Times-Union. In 1922 he was named general manager of the Times-Union and when Frank E. Gannett acquired the Democrat & Chronicle in 1928, Kates became general manager of both papers. He was active in Republican politics. Survived by his wife, a son and two daughters.

**New Mags**

New magazines out this month include Ka-Zar, published monthly by M. J. Publications, 1000 Broadway, one of the American Fiction Group. Devoted to the adventures of Ka-Zar the Great and other short stories.

Star Sports mag is a new pulp published by the American Fiction Group. Another new one is Dan Dunn, detective story mag, published by C. J. H. Publishing Co. An astrology mag is another recently added to the list of Diverse Publications in N. Y. Belle Bart is editor.

**Scribes in Spain Short of Coin**

Newspaper correspondents in Spain may have difficulty in getting ready cash because of the disorders there. American Express will not transmit funds to Spain and is making no remittances whatever since receiving a cable from the Banco Hispano Americano declaring that they would neither accept nor make payments.

National City Bank is continuing to make payments up to \$100.

**Viskitski's L. A. Repeat**

Colonel Viskitski and his efficiency outfit are playing a return engagement at the Los Angeles Theatre. One result of visit was felt by reporters using cars, with their mileage out to four cents a mile. Cleaver is expected to drop on all departments before the colonel is thru. Paper, also, is expected to bloom with a new type face shortly.

**\$3,000 for Labor Plays**

A total of \$3,000 in prizes will be paid for two original full-length plays dealing with labor by the International Ladies' Garment Workers Union. Julius Hochman is chairman of the committee.

First prize is \$2,000, second prize \$1,000, and contest closes Dec. 15. Scripts being sent to Louis Schaffer at Labor Stage, Inc. in N. Y.

**Unconscious Scoop**

One of those coincidents that makes publishing a joy (but most times a headache) occurs in the current Esquire, out this week. Mag contains a one-page cartoon which can be termed a direct comic reference to the Mary Astor trial on the Coast.

But the magazine went to press six weeks ago and the cartoon was drawn and made ready several weeks before that, all of it before there was any inkling in the mag office, or elsewhere, that there would be a diary involved.

**N. Y. Scribes to Stump**

Flock of New York press scribes will tour on the lecture platform this year. Syndicate writers get the biggest coin for a personal, with columnists next in line. Writers on the intelligentsia magazine follow.

Average fee for the best ones is \$250. Managements say that they could use more of the newspaper clippings on talking dates, but majority get stage fright.

Music critics seem to be quite active for all-in dates between assignments. Social clubs usually sponsor their chores to find out what an opera is all about, or the significance of a new symphony. Politics and foreign affairs are also popular.

Those to be out periodically during the platform season include William Hard, Clinton Clow, John Brown, Olin Downes, John Martin, Henriette Weber, John Flynn, Clifton Fadiman, William B. Eerdt, Hans Hanson, Thomas H. V. Kaltenborn, Christopher Morley, Leonard Lieblich, John Chamberlain, Samuel Chotzinoff, Gilbert Gabriel, Walter Lippman, Thomas Craven and Karl Freund.

**Plots Morley Bros. Debate**

A debate between the Morley brothers is a possibility for either Norfolk, Richmond or Washington this fall. Clark Getts, who manages the lecture dates of both, is trying to frame the stunt. Felix Morley's editorial position with the Washington Post means the debate must be arranged nearby.

Christopher Morley, now in S. E. America, will spend during October-November on a tour mapped out of New England, through Dixie and a southwest and back through Kansas City and Chicago. The tour of Felix Morley will be on the road two weeks during March, going west to St. Louis.

**N. Y. Post Still Climbing**

Average circulation of the N. Y. Post for July was 206,000, slightly less than the previous month, 209,000. Figures announced for the three months period which ended June 30 were the highest in the 135-year history of the Post, 205,795.

Paper now has the 12th largest general circulation in the United States. Though last in advertising lineage this year, it showed a gain of \$79,487 in the first six months this year, biggest gain in the N. Y. field.

**Buckner Sells Rights**

Publication rights to Robert Buckner's novel, The Man Who Won the War, have been sold in Finland, Turkey and Australia. Columbia University is using parts of the novel in a journalism textbook.

Buckner is now scripping his tome at Columbia studies in Hollywood.

**Esquire Forms Syndicate**

Howard Denby, formerly art director of the Chicago Daily News, has joined Esquire as vice-president and editor of Esquire Features, Inc. New firm, in which David Smart, publisher of the mag, is the largest stockholder, will enter the newspaper syndicate field this fall.

**Grazia Della Dies**

Grazia Della Dies, one of Italy's outstanding novelists, died in Rome Aug. 18. She won the Nobel prize for literature in 1926 for her novel "The Flight into Egypt".

Most of her 28 novels and her short stories were about her native Sardinia.

**Contest Draws 4,788 Mss.**

Readers' Digest received a total of 4,788 manuscripts in its recent essay contest.

Because of the large number, which was unexpected, the winners will be announced in October and November. In September as previously planned.

**Ryan's Truth Yarn Bought**  
Don Ryan, reporter on the Los Angeles Evening News, has written an original story from his night court yarns titled "Midnight Justice," which has been bought by Warner Bros. Ryan is on leave from his paper to adapt the story, with Ted Le Berthon pinch-hitting in the feature writing job.

**Walter Huston's Memoirs**  
Walter Huston, upon completion of "Dedwards" for Samuel Goldwyn, will be making a San Bernardino mountain retreat to write his memoirs of vaude and films under title of "Walter Huston Recalls."

Book will be published by Longmans, Green.

**CHATTER**

John Martin writing a book on the dance.

Franz Werfel arrives Oct. 9 from Europe. Herbert Johnson back from Mexico.

Isaac Don Levine en route to Palestine.

Henry Hart, former editor of Putnam's, writing a book.

Newspaper Guild moved its offices into the Bond Building, N. Y.

J. David Stern, publisher of the N. Y. Post, moving into a new penthouse.

Anne Lindbergh's "North to the Orient" now published in seven languages.

George E. Dun has compiled a "Gilbert and Sullivan Dictionary" out this month.

Francis Bret Young back in England after a \$500-mile trip through South Africa.

John Chamberlain reviewing books for Scribner's. George Seides to cover the drama.

Anthony Morley, winner in Lippincott-Harrap whodunit contest. His book, "Meet the Baron," will be out in January.

Picture rights to Lloyd C. Douglas' "White Banners" sold to Warners for \$40,000. Warners now filming same author's "Green Liberties."

Mike Jackson, Liberty's picture reviewer (Beverly Hills), has been assigned to the Harry Brand's publicity department at 20th-Fox.

Victor Knox, columnist on the Buffalo Evening News, leaves for Hollywood Sept. 1 to do a series of spot checks on pictures and picture people.

Neil H. Swanson, assistant managing ed. of the Balto Eve Sun, has another historical novel coming out in November, titled "The Temporary Gentleman."

Dorothy Deere, society editor for Chicago Evening American, now writing Hearst sheet's picture reviews to H. E. Reviewer, Maxine Smith, ill in Hollywood.

**Legit's B. R.**

(Continued from page 1)  
ber than heretofore. Market players are now moving about at their fields of investment, because of the restrictions imposed by the Securities and Exchange Commission, for one thing.

Also there is always the lure of being in on a hit, with resultant quick profits. It is known that several new groups have been formed to produce plays, the pretentious, which include the names of persons of wealth. Claimed that goodly amount of money is in the bank and carefully earmarked for the purpose intended. Whether stock is to be floated by the new group is not certain, but the familiar method of quoting prices paid for picture rights for Broadway hits last season are present in the literature.

Situation in the Hollywood-Broadway impasse is unchanged. Film execs claim they are holding to their gentlemen's agreement to lay off backing shows because of the new contract, which they don't like. But there are exceptions in which the leading dissenters figure. Metro and Warners figure in the backing of at least half a dozen shows, involving considerable sums. They both claim to have been committed to such backing prior to the negotiation of the troublesome contract, but that they are not off Broadway, is the only way Broadway can look at it.

The expected downtown money will more than balance picture participation, anyway, if the reports about downtown backing are not exaggerated. A prominent producer viewed Hollywood's threats to withdraw with some relief. Sufficient money from other sources was in sight, he felt, and without the stigma of having been a peeper have insisted on. Also, picture coin has meant arguments which showmen did not consider necessary.

**Best Sellers**

Best Sellers for the week ending Aug. 15, as reported by the American News Co., Inc.

**Fiction**

'Gone With the Wind' (\$3.00).....By Margaret Mitchell  
'Eyesless in Gaza' (\$2.50).....By Aldous Huxley  
'Doctor, The' (\$2.50).....By Mary Roberts Rinehart  
'Drums Along the Mohawk' (\$2.50).....By John D. McDonald  
'Big Money' (\$2.00).....By John Dos Passos  
'Magnificent Hoax' (\$2.00).....By E. Phillips Oppenheim

**Non-Fiction**

'Around the World in 11 Years' (\$2.00).....By Patience, Richard & John Abbe  
'Wake Up and Live' (\$1.75).....By Dorothea Brande  
'Listen For A Lonesome Drum' (\$3.00).....By Carl Carner  
'My Ten Years in A Quandy' (\$2.50).....By Robert Benchley  
'Way Of A Transgressor' (\$3.00).....By Negley Farson  
'Man the Unknown' (\$3.50).....By Alexis Carrell

**Fiction and Films**

**By EPES W. SARGENT**

**Egotistical Memoirs**

If the earlier pages of "The Countess From Iowa" (Putnam; \$3), are any criterion, the book would appear entitled to class as fiction rather than biography, but fact or fiction, the former Madeleine Bouton has written a readable and frequently engrossing memoir, spoiled somewhat by an egotistical tone. She went through the upheavals in Russia and was a factor in the brilliant court life of the European capitals before the war. She knew important people and knew of myriad others. Just which are which this reviewer cannot presume to determine but if she embroiders her court career as she has done her theatrical experiences, but fact or fiction, she is to be excused for questioning the validity of the whole, observing the often blatant statements as to her stage career.

In the late '30's and early in this century, Madeleine Bouton was regarded as a competent and reliable leading woman, not quite fulfilling the promise of her debut, but a dependable player with remarkable box-office straight. She quotes Charles Frohman as having included her with Viola Allen, Virginia Harne, Mary Hampton and Maude Adams as the outstanding players. She did not compare with Miss Adams, nor with Viola Allen. She was not a star, but a leading woman, which was probably the sense in which she was used. But as she tells it she was far more important than facts would warrant, though she was not making the strides in her profession her earlier work presaged.

This entire section is too overdrawn to carry credence with those who know the facts, not that many of them probably care. But to write that she turned down the "Hampshire Road" whereby giving Blanche Bates her chance, is putting it on a bit too heavily. Miss Bates won the role through her success in "Madame Butterfly," which was a double bill with "Naughty Anthony," in which she assumed the then rather daring part of a commercial traveler in stock, and displaying her wares—and her legs—to a double buyer. This writer cannot recall that Miss Bouton was ever mentioned for her assignment.

Her first marriage was to Baron Guido von Nimphsch, a New York wine agent, but of impeccable family. Later she married Count Nostitz, a Russian, on whom she went stark when she caught him sneaking, but remained his wife in title. It was with him she saw the Russian debacle. On his death she married Manuelo Fernandez-Azabul, whose name she bears. He was the first two she went through the glories of court life and relates many inside stories. Just which of them are valid really doesn't matter. They are all interesting. It's a readable book, but to be regarded as fictionized fact.

**Vivid and Flashy**

Vida Huma has the faculty of dashing off vivid stories that do not mean anything in the last analysis, but which make good reading for a time. Of usual pattern is "Slender" (Harping; \$2), which tells of two middlewestern girls. One, Alice, has married — and divorced — a wealthy San Franciscan and the other is on her way west to seek her fortune.

On the train she meets Chandler Peters, who Alice wants for her number two. When she finds Beatrix has the inside track she plans to get her involved in a murder and actually brings the killing to pass, but the girl slips out of it in about 20 pages and that's all there is of

**By WOLFE KAUFMAN**

**Ahead of Himself**

George Middleton, a playwright of considerable experience and background, makes a serious mistake in his newest work, "Julie and Betsey." He becomes impatient. So much so that he has the play published in book form (Random House; \$2) prior to production. Understandable, too, perhaps, because the play won't be easy to set for production—it's so big in scope—but when it is, and it should be, it ought to get a reception which will not be quite as enthusiastic as a mere slight consideration.

There are a great many characters in the play and nine scenes. It will be an expensive production when it is made, but properly done, should be worth it. And if the cycle of costume films isn't pestered out, Mr. Middleton might be even more impatient and sell his piece to pictures—the studios could use it.

**'Julie' as Novel**

For several years now a play called "Julie" has been kicking around the straw hat circuits. It has something, but it's not quite a novel because it has never been brought in. Now John Taintor Foote publishes the story on which it is based in its original short novel form under the title "Hell Cat" (Appleton-Century; \$1).

Foote is a better playwright than a novelist, generally, but this little story reads right well and is ok on its own, notwithstanding the history of the play. It shows quite definitely the makings of a good play as well as the center of a good film.

**Lightweight Entry**

Whoever Roswell Williams is, he must have read a lot of lurid pulp fiction in his time. His novel, "Loves of Lo Poh" (Kendall; \$2) shows that quite clearly, but also shows that he didn't quite digest his lessons. It is fancier than the pulps are. His story is fancy, as a matter of fact, to the point where it bores. And the story alone is too tall to stand up under it. It's dull.

**Not for films.**

**Ombuds of Crime**

An old-timer who hasn't been heard from in a long time is Clubfoot, Valentine Williams' continental friend. He's back in "The Spider's Touch" (Houghton-Mifflin; \$2), which finds the lads chasing each other all around Europe in a new international tangle. Not as good as some past numbers in this series. Not for films.

Another old-timer in this type of action is Fu Manchu, although he has gone right on being sinister through the years. Sax Rohmer marches him out again in "President Fu Manchu" (Crime Club; \$2), which has a new twist, at least. Fu this time has a deal on with the American gangsters, and wants to wangle this country into a Fascist state with him as boss behind the scenes. Fat chance, what with Sir Denis Nayland-Smith still on his trail. Not likely for films, but maybe. He's been in 'em before.

Same type of lurid costumed intrigue is used for a base of "Red War," by Judson P. Phillips and Thomas M. Johnson (Doubleday-Dorland; \$2). Book jacket describes it as a "startling new novel" and is certain that it takes as its premise a plot between the Nazis and the Fascists to start a new world war as partners against all the rest of the world. In spite of a Fascist and a Nazi (thriller), that story is still too silly and impossible to go. Not for films.

that. All characters are overdrawn; all of Alice impossibly so, but the story carries no conviction and will be forgotten as soon as read.

# N.T.G.

## — AND HIS — AMAZING SHOW Climaxing Sensational Tour with Record Breaking Business At Loew's State, N. Y. NOW!

Terrific Crowds Attest to Popularity of  
New Form of Show Business!

THIRD RETURN IN EIGHT MONTHS  
AUDIENCE ROCKS WITH LAUGHTER!

### INTERNATIONAL COMEDIANS SLATE BROS. SCORE GREATEST TRIUMPH OF CAREER

Something new in show business, which has attracted the attention of showmen everywhere, including Hollywood producers is offered in the thrilling success of N.T.G. and his company, which has played steady since last January.

The past two weeks brought N.T.G. his greatest triumphs, for he cracked the record at Loew's theatre, Montreal, for one week, where he received 50% of the gross of almost \$15,000, and up to the third day at the State, business was ahead of the record summer business of all time made two weeks ago with "San Francisco," year's greatest box office picture.

N.T.G. has consistently outdrawn the greatest names of the stage and screen, and has made more money for the theatres he played than the greatest headliners of today!

There is no act in show business which approaches it for comedy. The howls are long and loud and actual hysterics in the audience are frequent. The entire basic psychology of the act is so entirely different from routine vaudeville that audiences everywhere welcome it enthusiastically. It strikes an absolutely new note in entertainment, which no one can imitate. It is the most amazing combination of radiantly beautiful and famous girls and terrific laughs ever assembled on a stage.

The production is booked through the middle West and to the Pacific Coast, where it will play the major cities under the auspices of William Morris.

Following are a few of the cities the show has played for Loew, Warner Brothers, Paramount, Fox and others:

State, New York (Loew)—Three times in eight months.  
Fox, Detroit (Dave Lenz and Loew)—Twice in eight weeks.  
Earle, Philadelphia (Warner)—Twice in 11 weeks.  
Boston Theatre (RKO).  
Albee, Providence (RKO).  
State, Hartford (Loew).  
Norva, Norfolk (Wilmer and Vincent)—Twice in ten weeks.

National, Richmond (Wilmer and Vincent)—Twice in ten weeks.  
Hippodrome, Baltimore (Izzy Rapaport)—Twice in five weeks (record rapidly).  
State Lake, Chicago (Aaron Jones).

Shea's, Toronto (Paramount).  
Loew's, Montreal (Paramount).  
State, Erie (Warner Brothers).  
Stanley Theatre, Pittsburgh (Warner Brothers).  
Steel Pier, Atlantic City (Ed Sherman).  
Palace, Akron.  
Palace, Youngstown.

State, Easton (Warner Brothers).

MIDDLE WEST AND CALIFORNIA ALREADY BOOKED.

N.T.G. will be gone ten weeks to return to Broadway with the greatest institution of his career.

He revolutionized New York night life when he brought Texas Guinan from the movies to the El Rey Club, and again when he opened the Hollywood and the Restaurant.

His 17 years as press agent for Loew, his long personal friendship with Ziegfeld, his ability to pick winners and his keen sense of humor, his judgment of humor and ability to create explosive laughter, has combined to make him the outstanding showman of Broadway today.

In the State Brothers N.T.G. has the greatest laughmakers in the theatre. There is an utterly different style of humor, which pertains to themselves and a show away from anything ever attempted in the theatre. They conceived a season's work in Europe to remain with the N.T.G. show. To them N.T.G. acquires most of the comedy success of the offering.

For information regarding N.T.G. (Nils Thor Granlund),

ALL Radio Contracts Through Bill Murray (WILLIAM MORRIS OFFICE)

Motion Picture Contracts Through Abe Lastfogel (WILLIAM MORRIS HOLLYWOOD OFFICE)

# HARRY ROMM

RKO BUILDING  
Rockefeller Center, New York

### 15 YEARS AGO

(From Variety and Clippings)

N. Y. District Atty. investigated charge the directors of Musicians' Local 150 were working a racket. Failed to find anything wrong.

Miss Patricola at the 5th Ave. a. d. they had to shift annunciator cards to persuade the audience her act was over. Still wanted more.

Music pubs distressed. New Canadian copyright act gave them royalties, but did not become effective until officially proclaimed. Trying to find some way of speeding announcement.

Adolph Zukor was beating another attempt to boost him from the saddle in Paramount. Wall street crowd aggressive, but he licked the push. Scrap was with H. E. H. Connick, chairman of the finance committee, and representative of the down-towners.

N. Y. censors playing horse with bathing girls in the newsreels. Finally persuaded it wasn't their province.

Griffith to reissue 'Birth of a Nation' following showing at Capitol. Did very well, due to interest in an attempt to revive the Klan.

Film strike in Los Angeles still on, but petering out.

N. Y. exhibs again wrathful about percentage pix. But they still had plenty to learn about that.

Harold Carr, vaude actor, sought to kidnap his child from his divorced wife. And was his face red when he found, he had tried to swipe the wrong kid?

Nils Granlund, a little known Vaudeur called him Nils. C. Granlund. Still the press agent for the unopened State then.

5th Ave. N. Y., put in an elevator to the 5th floor and opened it with a jazz band. Not needed now.

Julian Eltinge busted his appendix before he went to a hospital, but dodged perforations.

W. C. Fields decided to become vaude producer. First was 'Motoring' from the last Ziegfeld 'Follies' with Jim Harkin. One of his show hits to follow it. Not so good without Fields.

Louise Dresser and Jack O'Grady were topping at the Frisco Orpheum. Wowed.

Horace Goldin, magician, in bankruptcy. Offered a tiger as part of his assets.

Burlesque wheels in a labor fight. Open shop, and six houses quit rather than get involved.

Theatre Managers of America in convention in N. Y. About as far as they got.

### 50 YEARS AGO

(From Clippings)

Up in Rochester Thatcher, Primrose & West's minstrels played to only fair business which it had covered the paper of McNish, Johnson & Slavin's cork troupe. McNish was a Rochester boy and the town resented what it regarded as unfair treatment and stayed away.

Richard Mansfield stopped his N. Y. run in 'Prince Karl' to go yachting with Henry Irving, who had come over for a social call. Regular tour to open Aug. 30.

'Gush, or the Maid of the Cryptogram' was the title of a new musical.

James A. Bailey, of the Barnum outfit, was planning to build an \$80,000 home on 150th street, N. Y. Almost in the country then.

New name for trained horse troupe was Prof. Crocker's Equirational. All horse trainers 'Prof' in those days.

Small circus and the towners in a jam in Neenah, Wis. Small scrap in the afternoon was followed by an attack by about 200 after the night show. Canvasmen grabbed the props of a sword walker and the towners lost their enthusiasm.

Three blowdowns in one week in (Continued on page 63)

## \$1,250 Burlesque Units in the Works, 15 Girls, 9 Principals, 1 Stagehand

Chicago, Aug. 18. Two burlesque circuits are in the final stages of organization and are figured to be ready for operation by Sept. 1. One of the circuits is that being formed by Izzy First of Philadelphia and readied for the last week in Aug. Tagged the Independent Burlesque Circuit, it will run at least 10 weeks and hopes that it may spread to 20 before Oct.

Independent wheel will be divided into two sections, eastern and western, organizing in Philadelphia-New York and Chicago - Minneapolis. Three weeks are set on the western half, the Galey in Minneapolis.

### Raided Atlanta Burly House Is Reopening

Atlanta, Ga., Aug. 18. Atlanta theatre, shattered their many months since police raided place on 'indecent' complaint and carted performers off to jail, again is to become home of burlesque show. Property has been leased to Tri-State Theatres, Inc., of Indianapolis, Ind., of which Jack Kane, vet burly house operator, is president. They also have houses in Indianapolis, Youngstown, Cincinnati and Milwaukee.

House opens Aug. 28 and will bring company here and keep it four weeks to get place established, following which weekly change in shows is contemplated.

### Geo. Jaffe Active

Pittsburgh, Aug. 18. George Jaffe, former burlesque impresario here, will go back to his first love with reopening of his Casino theatre on Labor Day. New policy will be continuous burlesque along with first-run indie pictures. Jaffe took Casino on a five-year lease last winter when he gave up Variety to Independent wheel, but operated house all of last season with vaudeville and later straight drama. Whether Variety will reopen or not hasn't been determined. Understood Jaffe is trying to land the Independent wheel shows for his spot, and these productions were backbones of other site last year. If this fails, he'll go into stock. Casino will be managed by Jaffe's son, Ben Jaffe.

### Independent Burlesque

Week of Aug. 20  
"Scan-Tee"—Verba's, Brooklyn, N. Y.  
"Bally-Hoo"—Howard, Boston, Mass.  
"Hula Bop"—Hanna, New York.  
"Variety"—Galey, Baltimore.  
"Tallies"—Rialto, Chicago.  
"Daisy"—Rialto, Chicago.  
Chicago and Minneapolis open Friday.

where the shows will open after organizing in Chicago, the Empress in Kansas City; d the Garrick in St. Louis.

On the eastern section after Philadelphia the shows are slated to move into Atlantic City, the Galey in Pittsburgh, Cleveland, Detroit and the Rialto in Chicago. M. H. Barger of the Rialto will use the first shows to augment his regular stock company. Will regularly send his producer, Fred Clark, to Pittsburgh to look over the shows and let plans to fit it in with the regular Rialto company.

Three-house mutual wheel is the basis of the newly formed Empire Circuit which will include the Palace in Buffalo, Romy in Toronto and the National in Detroit. George Schiller of Detroit and Lou Appleby of Toronto were in Buffalo last week conferring with Dewey Michaels of the Palace and with Milt Schuster, Chicago burlesque agent who understood to have exclusive talent booking deal on the shows.

Units are slated to play a fortnight in each house but with different routines for each of two weeks. Izzy First's units are understood to be sold at \$1,250 weekly, carrying 15 girls, nine principals and a stagehand.

**bradley martin**  
the magician  
AUG. 20  
LEEDS  
ENGLAND

**Marque and Marquette**  
(DELLA AND BILLY MACK)  
Headlined at  
**CASINO, DEAUVILLE**  
Dir. Amers: MURIEL OF AMERICA  
Dir. Euro: GINO ARNIS Paris

**PATTI SAMMY**  
**MOORE and LEWIS**  
TIVOLI THEATRE  
MELBOURNE, AUSTRALIA  
Direction: William Morris Office

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BOOKING MANAGER

# Par, N. Y., Testing Ping Pong as Pit Attraction; R. C. Nitery Paved Way

Sam Silberman, who tutored Ruth Hughes' Aarons, the No. 1 table tennis, and Emily Fuller, one of his proteges, are being considered by the Paramount, N. Y., for exhibitions. Miss Hughes, the 18-year-old world's champ, is quite a click at the Rainbow Room, N. Y., opposite Sander Glantz, the Hungarian champ, which in turn has inspired theatre interest in table tennis (ping pong) for personal apps.

The Par thought of the lobby and the lounge for Silberman-Fuller, but they preferred the stage. Experiments have been on to see if the team could exhibit on the rising pit where the bands work, as otherwise a stage appearance would entail a stage crew. If the tests are okayed, it would necessitate splitting up the band presentations with a newsreel or a short in order to clear the apron of the band instruments and set up a table for the tennisists.

Badminton has been quite successful at a stage act at the RKO, N. Y., the Paramount, Los Angeles, as well as the Par, Brooklyn, at which latter house Joe Lee, managing director, also introduced basketball last winter.

As with badminton, the table tennis equipment manufacturers are behind the move to popularize ping pong.

## Stanley, Pitt, Back To Straight Pix But Believed Temporary

Pittsburgh, Aug. 18. Return to straight pictures of Stanley, WB deluxer, definitely set for Stanley beginning Aug. 28. It will be first break in house's presentation in almost two years.

Curtain contract with musicians expires on this month but it's understood that management hasn't made any attempt to negotiate differences with union. Pitt men asking slight increase over last year but Stanley has had only one brief conference with musicians, leading to belief that terms will be reached when and if house desires.

Feeling here is that house prefers to be fearless for next few weeks to play off some big pictures already lined up. 'China Clipper' due in week from Friday and will be followed by 'Anthony Adverse' at regular prices, which management hopes will go for a run.

It's generally believed that once these lengthy flickers have been run off, house will reopen negotiations with union and an early settlement or new deal is expected, probably around first of October. Presentation policy has been building up too nicely of late at this site to be dropped permanently.

## DiMaggio Seeks P.A.'s After Baseball Season

Joe DiMaggio, the New York Yankees' rookie sensation, figures on cashing in on his successful major league debut, via vaudeville, in the fall and has grabbed himself an agent, Bill Miller.

Miller has DiMaggio signed to start at the end of the American League season, or after the World Series if the Yankees get into it.

## N. Y. French Casino Sues St. L. Spot for Lifting Tag

St. Louis, Aug. 18. French Casino, Inc., operator of French Casino in New York, filed suit last week in Federal Court to enjoin Casino De France, Inc., supper club and nitery here, to stop manager, Jack Fong, from alleged unfair bias competition with the N. Y. nitery.

Petition charges local corp. has abandoned its corporate name and appropriated plaintiff's trade-mark, 'French Casino,' to its own. It is patently untrue believing it is selected with or similar to the N. Y. club.

## Major Bowes' Nautical Ams Call It a Season

After eight weeks of trouping along the Ohio river, Major Bowes amateur unit wound up its stay aboard the Golden Rod Showboat Saturday (15) at West Point, Ky. Troupe covered over 800 miles, having started from Pittsburgh, with business never better than fair anywhere along the route. Bowes spotted the amateurs on the boat on a percentage arrangement.

## TRILLING GETS WB FILM SPOT

Steve Trilling is moving over to the Warner Bros. film department as eastern talent scout after eight years on the company's vaudeville book. As booking head, a spot he has filled since replacing Harold Kane three years ago, Trilling will be succeeded by his assistant, Harry Mayer.

Trilling follows Macklin Megley into the film scout job, with Megley returning to the producing field to stage a Harbach-Romberg, legit musical, 'Forbidden Melody,' for Sam Grisman.

## Minsky Brothers May Enter Nite Club Biz

Herbert and Morton Minsky may try the nite club business instead of burlesque next season. They're negotiating for the restaurant part of the Churchill building at 49th street and Broadway, New York. The Minsky brothers, in a split with Joe Weinstein, recently stepped out of the Republic theatre on 42d street and are now without a Times square house. Weinstein retains the Minsky name for the Republic under an agreement with Billy Minsky's widow.

## Ethel Waters to Reopen Philly Grand Sept. 4

Philadelphia, Aug. 18. Ethel Waters will headline 65-person Negro stage revue at reopening, Sept. 4, of Nixon's Grand. Colored vaude house will also show pix.

## New French Casino Show

Cast for Cliff Fischer's new-French Casino show opening next Tuesday (25) includes Anne Lise, Elly Ardely, Ballet Bodenwieser, Barry and Beatrice, Bryants, Drena (m.c.), Gibson Co., Cinda Glenn (nee Glen Ellyne), Koubeck, Menorcas, Rona Riccardi, Maria Tamara, Taniel and Flaccio and Tyber.

'Folies D'Amour' is new edition's title, being staged by Jean Lasseyoux. Dance bands aren't set as yet.

## GARR IN DET. NITERY

Detroit, Aug. 18. Eddie Garr opened two-week engagement Sunday night (16) at Blossom Heath, nitery. Also on bill are Miles and Kover, adagio dancers, and Miriam Graham, singer.

Del Delbridge's band is providing the music, with Dot Mason as soloist.

## Saranac Lake By Happy Banaway

Kitty Vogelle accompanied by her hubby, George, motored in for that yearly check-up. She was up here for seven years.

Chris Hagedorn leaves the lodge and will resume the oozing routine 'Jewtown'.

John Dempsey seen 'locking' over time-tables for a leave back to the Benway theatre, Boston.

Bob Farir, after thr thr, is ok.

Joe Parker (Paramount) preparing to leave the airing 't' for home.

Write these you know at Saranac.

## Balto Nitery Booking Name Orks for 1-Niters

Baltimore, Aug. 18. S.S. Sho'boat, big summer nitery operated by Howard Burman, has booked in Mal Hallett's band for a one-niter on Aug. 26, and the Casa Loma crew for similar stand on Sept. 2.

Last Wednesday (12) night, the Jimmy Lunceford band one-nited at spot before 1,600 persons. Sho'boat nicked 'em 85c. a head.

## World's Largest Nitery May Replace Defunct Mormon Bathing Spot

Salt Lake City, Aug. 18. Architects, decorators and sound experts Saturday (15) held a con-fab with Ashby Snow, president of corporation controlling Saltair resort, with the idea of transforming the spot into the world's largest nitery.

Saltair, an historic Mormon Resort 16 miles from here, was famous due to its salt water bathing, in which swimmers couldn't sink due to the extreme density of salt. Since 1929 the has receded and today bathing attraction is a golden memory.

Resort has a mangle dance floor, 51,000 square feet, claimed by owners as the world's largest unobstructed dancery. Idea is to raise giant racer, fun house and other Coney Island-like attractions on site and try just the nitery angle. Offhand estimate to convert spot in the class type exceeds \$100,000.

Temporary plans call for name bands, entertainers and no convert. It would set 5,000 persons and still have ample dancing space.

## Calloway Band to Open Cotton Club on B'way

Cab Calloway is set for the music end of the new Cotton Club on Broadway when it opens in September. Avis Andrews and Berry Brothers are being booked for the show. Changes will be made every two weeks after opening. Duke Ellington-Ethel Waters combo is mentioned as a possible attraction in the future.

Benny Davis and J. Fred Coots are writing the score, 'Copper Colored Gal' being one of the production numbers. Clarence Robinson is staging.

Dan Healy is associated with Connie Immerman on the production end.

## Loew's Grand, Atlanta, Opening for Ted Lewis

Atlanta, Aug. 18. Ted Lewis and band, including Edna Strong, Radio Aces, Nascha and Charlie Snowball Whittier, have been booked for a week's engagement here at Loew's Grand, starting Aug. 28.

Appearance of orchestra marks departure from policy, since Grand is a straight picture house.

## Patsy O'Connor in Pix

Hollywood, Aug. 18. Patsy O'Connor, five, member of the O'Connor Family of vaude, has been contracted by Columbia studios. Child, daughter of Jack and Mildred O'Connor, played 7 weeks at the Chicago World's Fair in the Irish Village.

## Lastfogel West

Abe Lastfogel returns to Hollywood tomorrow (Thursday) after a week in New York.

The Morris office exec came east for the funeral of his father.

## Boston Met's Finale

What will probably be the last show at Paramount's Met, Boston, will be a NBC unit featuring the Three X Sisters, which opens Aug. 28. Double-feature policy is set for the deluxer starting Sept. 4.

## Sherry to Canada

Elmer Sherry to Canada for two weeks of vaude. Opens in Toronto Friday (21), following into Montreal. Set through WOB Artists' Service.

# Olympic Rows Create 2 Vaude Acts; Par Books Holm-Jarrett; Owens?

## File Bankruptcy Petition Vs. Larchmont Casino

Involuntary petition in bankruptcy has been filed against Casino Properties, Inc., operating the Larchmont Casino, roadhouse on the Boston Post Road, at Larchmont, N. Y. Three tradesmen are the petitioning creditors.

This is the new roadhouse opposite the Post Lodge which Harold F. Oxley, personal manager for Jimmy Lunceford's orchestra, started in association with two restaurant men, Katz and Green, known in the nitery field. It was unique in that the Lunceford band and Oxley were managing and operating their own roadhouse as a permanent 'home' for the band. Business started off very big when first opened last spring but soon internal managerial squabbling resulted. Katz and Green sued Oxley but that charge was dropped. Latter pulled out his band but later returned.

Lunceford band is currently on a one-nighter tour. It has been out of the spot for three weeks.

## MACK SETS \$150 UNITS FOR RKO N.E. SPOTS

Charlie Mack, one of the pioneers in the low priced unit business in the south and middle west, has moved up to New York for the coming season. He has set a deal with RKO to spot shows in the New England territory booked out of Boston by Doc Reed and will add that to the already established unit time in the south and west.

Specializing in \$150-\$175 per day units, Mack is of the opinion that it will be easier to cast and produce the shows on a regular basis in New York rather than continue the catch-as-catch-can booking system that has prevailed in the sticks the past few seasons.

Prior to going south on the unit proposition, Mack headed the Michigan Vaudeville Managers' Assn. He's temporarily headquartered in the Billy Jackson office in New York.

## Plans for Philly Pattern Of N. Y. Casino Seem Set

Philadelphia, Aug. 18. Final decision on turning Locust street theatre into cabaret-theatre similar to French Casino in New York is expected to be reached at meeting tomorrow (Wednesday) between Mitten bankers and Sam Stiel group.

Understood that the plan, which is virtually set, calls for alterations to cost \$80,000 and to include lowering stage (to bring house within definition of nitery and so conform to State liquor laws), installation of tables instead of present seats, building kitchen and putting in cocktail bar in second floor lounge room. It is expected to open about Nov. 1 with name band and acts.

In an entry plan goes awry, idea is to use 1,580-seat house for legit, booking independently through UBO. Only drawback for that is size of stage, which is too small for musicals. Locust, used for pix and legit in past, is Philly's most modern drama theatre.

## Nitery Doings

Ethel Waters is at the Club Casanova in Los Angeles, backed up by Hal Chanslor's music. Belle Baker follows Miss Waters in.

Tony and Renee De Marco, dancers, have arrived from London for engagement at the Cocoonat Grove, Los Angeles, with Henry King's orchestra.

Walsh and Barker re-open at the Seesay-Flitz, N. Y., Sept. 1.

Eleanor Holm Jarrett, who will appear with her husband, Art Jarrett, has been booked for two weeks by Paramount, while Jesse Owens, sprint champ of the Olympic games, is being offered bookers by several agents, with no price quoted.

Miss Holm, who was disqualified from participating in the Olympics, and Jarrett play the Michigan, Detroit, week of Aug. 28, following at the Chicago, Chicago, Sept. 4. Par has options on the pair for additional dates with as a two-act and the Par, N. Y. Salary for the Detroit and Chi engagements is \$3,500 per week.

Miss Holm, who has been in pictures, formerly played stage dates with Art Jarrett as a two-act and with Jarrett in front of his band.

Not much vaude interest was displayed for Owens until he was disqualified as an amateur by Avery Brundage, who kept Miss Holm from competing in the Olympics. No deals have been set for him as yet.

Show business got a whiff of Jesse Owens first being in a possible jam, with the officials of the A. A. U. abroad several days prior to the announcement that Owens had been dropped. This was when Owens was refused permission to appear on a trans-Atlantic broadcast on the Fleischmann-Valley hour despite the fact that Owens had been dropped. Broadcast was all set for Thursday night (14) via the News-Week hook-up with the variety broadcast where-by it furnishes a notable for interview every week. Everything was set for the affair with London and New York set for the pickup, the scripts rehearsed and transatlantic phone collaboration on both sides.

Then Owens, about an hour before the broadcast, was told nothing doing because the program was commercial and that would disbar him as an amateur.

NBC execs joined with the magazine's London rep and the London rep of J. Walter Thompson (agency sponsoring) in pointing out to the officials of the athletic association abroad that the Negro athlete, was not to be in any way so that there could be no doubt of professionalism, but they refused to budge in their viewpoint. Program was therefore cancelled and a last minute interview of Mrs. Owens in New York by Rex Smith, in charge of the program for News-Week, was substituted.

Hollywood, Aug. 18.

Around \$40,000 for 10 weeks' work for Jesse Owens, Olympic track champion, to turn pro and be a protégé of Eddie Cantor, is the latter's offer.

Cantor cabled bid to Berlin last Saturday (15) and would use the fastest human on his radio show, in pictures and for stage appearances.

Though Owens has been submitted to the vaude booking offices by several agents, none has been officially designated by him to seek stage deals. According to word sent Mrs. Owens, the colored track star will not make up his mind about several offers to turn professional until he receives New York City's approval.

The Eddie Cantor offer of \$40,000 for 10 weeks was understood to be on behalf of the William Morris office.

## Par's Specialty Acts With Gluskin Band

Several acts will augment the Lud Gluskin orchestra which follows Jack Denni into the New York Paramount Aug. 26 or Sept. 2. Pic with the Gluskin pit show will be 'To Mary—With Love' (20th).

Specialties will be Hal Sherman, comic; Raul and Eva Ruya, rumba team; Gogo Delys, Chiquita, Buddy Clark and Casper Reardon, swing guitarist.

## Robinson's \$3,500 Week

Bill Robinson, who is due back on the Coast in Oct. for the next Shirley Temple pic at 20th-Fox, has been booked for a week at Keith's, Boston, by RKO at \$3,500 net. Lew Klotz of Marty Feldman's office took the deal.

With Robinson on the Boston show will be Don Redmond's orchestra and Ada Biquen.









## House Reviews

## NEWSREELS

(Continued from page 56)

U. S. taking the high-jump (Johnson), 500-meter run (Woodcut), 400-meter hurdles (Harder) and 100-meter races for females (Stephens). Ceremonies attached to the opening of the Olympics are also pictured; the Greek runner bearing the torch and Hitler's opening speech. Photography of Owens in action is especially good.

Embassy audiences get the opportunity for vocal participation twice the current week: first of course when Hitler is pictured. Then—and even louder—when Par's clip of Hearst embarking on the boat to Europe is dashed. When the publisher introduces three of his sons, who went down to see him off, the hissing stopped.

There's little else of consequence in the 48 clips and two short subjects (one an RKO traveling and the other a Universal oddity). Universal covered the Minnesota forest fire while Hearst took care of a timber blaze in California. Pathe pictured Ginger Rogers crowning a Texas beauty queen, with Ginger singing a number. RKO's trotting race at Goshen, N. Y., on the other hand, is especially good. *Boko.*

## Earle, Philadelphia

Philadelphia, Aug. 17.

Current-vaude show at the Earle rates a little above average, with his okay comedian, Phil's terrific weather. Pic is 'My American Wife' (Par).

Show is opened by the Twelve Aristocrats, seen not so long ago at the Fox. Six girls and six men are exceptionally well-trained and their appearances on this bill are well-spaced and times. Phil's acting is a regulation precision pat with customary evolutions.

Tommy Trent follows with a puppet act that also rates a bow. He has the familiar Punch and Judy yarn, with the Devil and the alligator appearing, but he uses modern slang in his patter. Phil's adopting a Popeye voice most of the time. Later feature gives it added clicking power. Then, on the shore, he brings out a darkey puppet and makes him do a modern truckin' number which is good.

Bobby Pinco is on next, using a girl as a straight for his comedy patter. Pinco also breaks into a couple of burlesque dance routines and the femme does an abbreviated shimmy. Fair.

Aristocrats reappear for a wait bit that is also short and is followed by Lazy Dan of the airways. His act is a small-town stave with various stock characters (Hebrew, Chinaman, etc.). Entertainers, as to shore, the Negro proprietor. Uses five dialects altogether, most of a material being familiar to his radio followers. Concludes by singing one number, first straight, and then in a combination of accents.

For their third and final appearance the Aristocrats do a top-notch precision adagio that easily tops their other efforts.

That brings us to the headliners, the Duncan Sisters, who, haven't been here in some time. Team sing three or four comedy numbers, including 'O How I Miss the Old Cupid', for which they dress in costumes of the Gay Nineties. Part of their act which audience seemed to like best

was bringing in of 'Knock-Knock' craze, letting the audience do the stunts. The audience had a couple of stogees in the audience, but got plenty of impromptu response. Some of Knocks-Knocks propounded were very much on the blue side. Act is too long, but well received. *Waters.*

## STANLEY, PITTS.

Pittsburgh, Aug. 14.

This has always been a red-hot town for George Olsen. His one-night dance stands have been turn-aways and last de luxe theatre date at the Penn brought a corking \$22,000. Since then he's had an extensive air build-up via that Coast commercial and his b. o. lure looks more potent than ever. They were lined up for a couple of blocks when the window blinds came down and opening show was the best this site has had in months. Downstairs packed, balcony filled and the ropes were up at the break.

Must be Olsen, since flicker, 'Piccadilly' (MGM), has one of the Montgomery for the marquee. However, it makes a swell companion piece for the band act and together they complement each other and should be a cinch for some favorable word-of-mouth.

Olsen is Olsen and that goes for the troupe. Ethel Shutta, too. Later if anything is gradually pushing into that crack song niche that the one and only Nora Bayes once owned. Peerless song saleslady, she still has the vigor and vitality of a pink-cheeked ingenue and handles them all, pop, ballad, hot and hill-billy, with equal ease. Too bad two-day shows disappear. Miss Shutta would be a cinch top headliner on her own. Working at the close, she's a pushover and only thing that can possibly follow her is the curtain, which does. Gal delivers four numbers, best of which is the crackle-lick lament of the chorus girl who's demoted to the back row, winding up with familiar and sure-fire hill-billy band routine, always good for howls.

Olsen's lone departure this season is the acquisition of an act labeled the Two Zephyrs. Colored lads start off slamming some washboards and tubs, a la the Washboard Serenaders, but then, in a burst of rhymin', and then go into a slow motion number that runs way overboard and slows up entire act. They finish with a sizzling strut. Team has possibilities, but doesn't seem to fit in with Olsen's type of entertainment.

That, by the way, is a type that grows more and more attractive with each succeeding year. It's chiefly novelties, both choral and instrumental. Olsen has a crackler-like opening, a medley of stunt stuff in which he tries to figure out what sort of a show he wants to do. It's like to have. From this he swings into a smart arrangement of 'Music Goes Round' with his glee club, boys touching on every form of music, that hooking it up attractively without once touching on the 'Riley-Farley' theme.

Olsen himself remains a personable maestro who manages to keep in the foreground and at the same time exhibit a pleasant self-effacement. His crossfire with Miss Shutta preceding her numbers is effectively gauged for laughs. He should wear his boys, however, to go a little easier on the make-up. The green-paint was applied a bit too liberally this afternoon and some of them looked particularly sissy in the spotlight.

Dave Brody's overture semi-classical wise move when there's a band act on the stage, and cartoon and newscast round off bill.

Cohen.

## HIPPI, BALTIMORE

Baltimore, Aug. 14.

'Mary of Scotland' (RKO), after royal first week, stays an added stanza and house gives just a once-over light to the customers in the matter of a stage show.

Under circumstances, and taking extreme length of film into consideration, show that comes in slightly under half an hour makes for o.k. entertainment—speed being its chief attribute. Incidentally, show probably imposes a lighter nut on house than any show Izzy Rappaport ever had on the boards.

Bob Hall, the doggerel-dishier, is holdover from last week's bill. 'Pit band' (10) has been buttressed by three additional muskies, placed on the rostrum, and does better than it did last couple of times ever was exposed upon stage. Outcrier in show is baritone's 'Landing Field' (New Acts). Opening is turn tagged The Canadians, which, consisting of two tap-dancing girls and one chaf, is notch under level of 'general run of hooding outfits seen here.

The Three Cossacks (2 men and a maid), very nice skating trio, close show to the stout applause they have earned here.

Better poor attendance first show Friday.

Bert.

## 50 YEARS AGO

(Continued from page 54)

different parts of the country. Only one was serious.

Some fender had invented the 'chestnut belt'; a snare going wrong on the stage, and one chaf, when old jokes were perpetrated. Becoming a nuisance in the theatre, but the fad died quickly.

Chicago pact to drop billboards already making trouble. Several show contracts specified the number of stands and touring managers were standing on those contracts. But it was a house pact to drop posters.

Every theatre reported to have been renovated since the summer. New coat of kalsomine for the walls in most places.

Emily Soldene, Lydia Thompson's only real rival as a British blonde, joined the McCall troupe. Later went burlesque.

Tony Pastor's theatre housed a 'Mike' troupe with only one man. He played Ko-Ko. Not so good.

William Gillette opened his 'Held by the Enemy' at the Madison Sq. Y. Proved to be a valuable property.

## Television Flops

(Continued from page 1)

quiring solution of numerous problems and spending of much money. Neither he nor Larry E. Gubb, Philco prez, would estimate what receivers will probably cost.

## Television Wedding

Dallas, Aug. 18.

Wedding by television was stunt staged at Texas Centennial exposition Saturday (15). Bridal couple stood on platform before audience, while minister's face appeared on screen beside them. Stunt attracted plenty interest, but was flop from standpoint of managing.

Plan to show it to two audiences fell through, so hundreds went away disappointed.

Cohen.

## UNIT REVIEWS

## Saturday Night Jamboree

(ORIENTAL, CHICAGO)

Chicago, Aug. 15.

It's parlor-entertainment week at the Oriental, current with 'Saturday Night Jamboree.' NBC sustaining program out of Chicago studios, slipped on the stage. Each of the radio performers, with more or less personality, does his or her piece and then sits down. Only a couple of them stand out with any professional amateurs and get by strictly on the radio reps.

And radio means something to this 40c. top audience. No question about that from the way the customers were jammed into the house at the last show Friday and the way they applauded to each and every little tonal wave or personality ditty of the various studio cut-ups.

As usual with this sort of unit, the m. g. gets in ever-so-many. Don McNeill is all right up to a point, but McNeill after every specialty and every number, and even time with the McNeill joke or comedy bit is too much McNeill. Slows up the pace of the unit when it should be peppy in order to ease off the number of individual performers.

After McNeill gets the show started on its left foot by introducing all the acts in the unit, Gale Page begins the entertainment portion with a warble session, consisting of two numbers, both of which she delivers in ballad fashion. Okay on looks and poses. Show then took dive with Doctor Pratt trying to be comical with McNeill. Crossfire lacks pace and laughs.

More talk comes later from Betty Winkler, NEB's current actress. She also works with McNeill in some very unfunny material about a couple of people who need glasses. Rarified and meaningless.

To the liking of this audience were the vocal bits by Billy White, tenor; the Moran Sisters, who, well, well, well, and the Ranch Boys, who twang guitars and yodel of the wide open spaces.

Michael Thompson is an 'international' dialectician, some of the dialect good and a lot of it weak, but he has enough sound material to make good. His Greek was well known to this audience and they laughed in the right places.

And of the variety show, the two devilish acts are the stand-outs. Ray and Grace MacDonald are a couple of hoodlers and therefore not in a radio, but they smashed with their ankle work. Girl has real stage personality and the boy a genuine pair of tap toes. Operate ditty and don't.

Coming up with a surefire wallop is Sylvia Clark, standard vaude headliner of years standing and now a radio on NBC. She tucked this audience into her pocket and walked off with it. Rates as about the most complete click caught in this house in a long, long time. And with her regular vaude act, especially 'seeing sides' on a railroad depot bit, show runs 75 minutes in front of the regular house band. Picture is 'And Sudden Death' (Par). *Gold.*

## FOLLOW THE STARS

(PALACE, CHICAGO)

Chicago, Aug. 15.

This is Ferde Simon's unit that was built just for spots like this. Is a good, but not a great, show, with nice costuming, good scenery and standard vaude and variety acts which have a long record of making good wherever they have played.

With 18 Bebe Berri girls for a nucleus, this unit moves quickly and smoothly to solid entertainment for the most part. Only minor items in the show indicate need for changes,

such as the femme singer, Caryl Gould.

'Such acts as Robbins Family, Gilbert Bros., Alphonse Berg and Violette, and the Robbins Family open the unit with their fast automatic routines. Make fine appearance and their work has improved, if anything. Same goes for the Gilbert Bros., who are back in town after an absence of several years. They are back on the bar but built them to about the best applause bet on the show. Clean-cut appearance, a great help to the click of the gymnastics.

Berg is doing his quick costuming routine, but is using a wacko story, and the variety of the show wanders via Oliver, with more or less success. Has cut the number of his costumes.

Oliver's work on the bar has been the main point of his act during the supper show on Friday. Audience for 'Mary of Scotland' (RKO) somehow went a bit high and turned in a round of heavy applause for work on the bar. A pretention of 'Hungarian Rhapsody, No. 5' another highlight of his act appeared in commercial announcement burlesque.

Miss Gould is the wobble of the unit, her pop warbling of two tunes failing to get over. Variety of the show was excellent last week when unit played here. *Gold.*

## GLORIFIED FOLLIES

(MICHIGAN, DETROIT)

Here's a finely wrought unit that should go places. Lavishly costumed, miniature revue scored a bull's eye at opening show in this city. The dancing divas, the girl attributes is the marquee strength, provided by its 'Follies' tag and ex. Ziegfeld showings.

Unit has costly garbs and settings, plus sock talent and musical score. The dancing divas, the girl attributes is the marquee strength, provided by its 'Follies' tag and ex. Ziegfeld showings.

With Robert Pitkin as a vet stage doorman, recounting glories of past Ziegfeld follies, eight girls, representing as many Ziegfeld extravaganza, parade on stage one by one. The dancing divas, the girl attributes is the marquee strength, provided by its 'Follies' tag and ex. Ziegfeld showings.

Now on is Caryl Berman, ex-understudy of Marilyn Miller, who warbles 'Sunny Side of Life' and then to-dance nice. Three Sailors, on twice during show, set the audience on its ears with their comedy and a nice skip-rope turn and have to beg off.

Charles Carlile, formerly with 'Follies of 36 A.D.' reveals a nice tenor voice in a couple of numbers, abetting the line with one song. Miss Berman and Dan Cana, followed later in show by an adagio-type dance.

Yves with the Three Sailors for top honors are Easton-Odetta and Co., who click with chatter, comical and singing. Andie Odetta, a femme midget with plenty of s. a., has to beg off after singing a novelty number and dancing a ballroom bit with her.

(Continued on page 62)

Busy Days Are Here Again!

## Definitely, the 1936-37 Season Is Swinging to CUSHMAN CIRCUIT STAGE SHOWS

FOUR YEARS of the "Acid Test"—Still the Standard of the Industry—and Greeting the New Season BIGGER and BETTER—Topping All Previous Seasons! The ONE Dependable, Responsible, PROVEN STAGE SHOW SERVICE!

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## Broadway

Richard Cromwell to Coast.  
Joan Miller back from the Coast.  
Oscar Serlin a papa again; a girl this time.

Blanche Livingston had her nose straightened.  
Mrs. Jesse Owens introduced at Apollo in Harlem.  
Sammy Colton, U.A., celebrating 13th wedding anniversary.  
John Pollock will again be in advance of 'The Great Waltz.'

Hays office has been working earlier these hot August afternoons.  
Marc Connelly and Charles Buttersworth swapping gags over lunch.  
Sid Harmon biddling with attorney Howard Reinheimer over big secret plans.

Jack Oswald off on another trip for Paramount; to be gone about three weeks.

Charles Ford back at his desk as Universal newsreel editor after stay in Hollywood.  
Louis Pollock sold 'Usherette' to the Shuberts for Beatrice Lillie in 'Show is On.'

Ricardo Cortez, vacationing in New York, will probably return to Hollywood this week.

Ollie Alger, who returned from Tucson, now at Alger Island, Fourth Lake, Old Fort.

Harry Sherman back in town after a short rest at Rudy Vallee's New England summer camp.

Chester Erskin living in the country and making his New York contacts and plans via telephone.

Tom Rutherford, juve in 'New Faces,' current legal nuisance, screen tested by Metro last week.

Guy's West end of the oasis, has failed bankruptcy schedules listing \$5,300 in debts and \$1,285 assets.

Ramon Pettibone, actor, theatre and film mgr., coming in from Coast Sept. 1. Sails for home Sept. 23.

Bob Ripley testimonial dinner set for Oct. 3 at Waldorf Astoria. Ripley returns to be donated to Boy Scouts.

Jack Letterforn turned up on a fishing trip accompanied by his wife and son. Letterforn is thought to be coming back to New York.

Alfred Haulon, instituting 'clown nights' (Wednesdays) for pros at his Merrick Road (Rockville Centre, L. I.) niter.

Peggy Calvert, vaude singer, hurt in Broadway taxi crash Saturday night (16). Taken to Jewish Hospital, Brooklyn.

The Jimmy Campbells (Betty Ballfour, English film star) expect their first heir soon. Campbell is the British music publisher.

Robert Le Sol, veteran actor, was struck by a taxi Tuesday (18) morning. He was taken to the Metropolitan hospital, Welfare Island.

Jack Benny planned in from Coast, but trained back to the Coast. Mary and his dad—that recent crash in the middle west has 'em jittery.

Mother of Baron George Wrangell (Journal) making first U.S. visit from her Paris home. She's 80 and new to Coast recently for Hollywood O.O.

Mac Miller gets back from the Coast tomorrow (Thursday) with '6 girls for new film 'The Bachelor Party.' Danny Davis, stager, is also coming in.

I. Robert Broder back in town after supervising production of two plays he spotted at Stoney Creek. Con. 'Bonanza to Glory' and 'One More Genius.'

In from the Coast for the first time in four years, George Stone spent a whole day in the city and down Broadway. He sailed for London Aug. 18.

Back in Cannes, after 10 days in war-torn Spain, Cornelius Vanderbilt, Jr., cables that conditions in the rebel country are 'unbelievable in their barbarism.'

Louis Phillips, Paramount attorney, returned to New York, Monday (17) from a six week vacation at Alaska and Hawaii, topped by a brief stopover at the Par studio.

George Jessel, who starts as a producer for Fox, is in the city, flew to New York for three days last week because his new job will keep him away for a while. He wanted a farewell flash of Broadway.

Writing in the Broadway manner, Sid Seidler has an article in this week's Stadium. Concerts Review, published by the Lewisham Stadium people, on how Broadway loves those moody concertos.

Considering the notoriety of the Mary Astor case, the wisecracking kids are kindly laying off. This sort of genuine feeling of sorrow for the principals which seems to keep the wisecracks under wraps.

Babe Savage, advertising mfr. of Jack Savage, advertising manager of Spectrum Pictures, is a professional actress at the age of 35. She is at the Westchester Playhouse, Mt. Kisco, with a role in 'Pomeory's Past.'

Morton Rosen, who is at the French Casino, has shifted that niter advertising bid into the Blackstone Agency in which he's also associated. Fairfax, a Hollywood high denbaum agencies previously hand.

C. N. O'Dell, Paramount exploiter, has done himself dirt. Large amount of special carpentry, painting and plumbing he has done to his summer cottage, a hobby he has prompted the real estate agents to ask nearly double rent if he wants to live in it next year.

## Sydney

By Eric Gorrick

Mel Lawton back from vacation.  
Beaumont Smith visiting Australia.  
Hoys has reopened its Rialto, Melbourne.

John Pertika doing okay at the Trocadero.  
Charles Munro off on a tour of Queensland.

Dean recovering from a major operation.  
Ralph Clark, Warner's, returned from New Zealand.

Work proceeding apace on New Metro theatre, Brisbane.  
Mr. Deeds Goes to Town' (Col), given a swanky preview.

Sir Ben Fuller to Melbourne; Charles Munro likewise.  
More pulps selling here than in any other country in the world.

Gibson Young has returned to Australia after 18 years' absence.  
More new nabe theatres are due for erection in the next few months.

Maria Elmer left the cast of 'The Gypsy Prince' to return to Vienna.  
Clarence Badger out on location.

around 'Columbia's 'Rangier River,' Ralph Clark, Warner, travels all around Australia nowadays by airplane.  
Cast of 'Three Men on a Horse' back to America this week after so so big.

Visitors complain that Sydney has no night life. They just don't know Sydney.  
Herbie Hayward, G. T. in Melbourne, is now handling 'Thorvald's' publicity.

Rene Riano, one time 'Tivoli' star, is playing the country districts of New Zealand.  
The Meri, dancer, has begun a two-week season in Melbourne with top soloed at the Tivoli.

Gilbert-Sullivan revivals doing remarkably good biz in Melbourne for Williamson-Tait.  
Victor Jory will pay a visit to Great Barrier Reef on completion of 'Rangier River.'

Wheat price got for wheat means millions to the local farmers and plenty to the b.o.  
Dramatic, will be rebuilt for Western Cinema under direction of W. Perry.

Hamburger stands continue to sprout up in Sydney nabe centres and gaining much popularity.  
Vladimir Horowitz, pianist, has been taken to the East End by A.B.C. management next year.

'Three Men on a Horse' finishing a good run in Sydney and will tour Queensland for Williamson-Tait.  
Alf Daff, U.S. Melbourne manager, appointed to take charge of the company picture for the East End.

Orrie Perry staged the splendid presentation in support of 'Under Two Flags' at the State, Sydney.  
Burt Shave and Olive and George have done very nicely for Frank Neil in revue at Tivoli, Sydney.

Cinecinead has changed title of 'Wilderness Orphan' to 'Orphan of the Wilderness,' figuring later more classy.  
Ezio Pinza and Elisabeth Rethberg in Australia to give a series of concert tours for the Australian Broadcasting Commission.

Vaude-revue is strong with Connaught in Sydney, and daily may okay for Frank O'Brien's unit in New Zealand.  
Frank Hill now editor of Film Weekly. Martin Brennan, paper founder, indisposed. Bert Hollis is Hill's assistant.

Luna Paris, Sydney, folded until next summer. Outdoor biz has not been very good because of bad weather.  
Distributors and exhibitors are again attempting to get together to formulate plans to keep the government away from the industry.

New Zealand is experiencing bitterly cold weather, but biz is said to be very lively. Good attractions reported responsible.  
Ernest Turnbull back from London and given a luncheon by Fox executives. Elton Black also due back from a London visit.

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his desk after a sick spell and is now busily engaged setting plans for Par's Silver Jubilee celebrations: next month.  
Tom Holt taking care of Eftette biz for Mrs. Thring following the recent death of F. W. Thring. Apparently that work will proceed as planned.

Regal, Bondi, opens under Packer-Necard direction, two-day to play Par-Metro program. George Necard resigning from Par to take charge of hotel.

Carroll-Fuller legit trip in Melbourne is meeting with success; first bid, 'Billie,' going into fourth week. Top biz and one of the reasons for the high biz.

Move is afoot in Melbourne to introduce an intimate playhouse for the kiddies. Idea is to educate the younger generation in the ways of the legitimate stage.

Connors-Paul-Rene revue unit moves into its eighth week in a Sydney nabe and his is keeping up to a high level. Paul-Rene is reported interested in this unit.

John Fuller has left for a cruise of the South Seas. His Ben's brother has gotten away entirely from show biz and is devoting most of his time to commercial interests now.

'A Cold June' for a short season in Melbourne by arrangement with Williamson-Tait. Opened splendidly in Sydney.

Richard Crooks will begin his Melbourne season on week end and will then make a complete tour of Australia and New Zealand for Williamson-Tait. Opened splendidly in Sydney.

Frank Nell opened a new vaude show at the Tivoli, Sydney, with 'The Flying Doctor' (National). Pic has been completed for some time and stars and technicians are now working in the four corners of the world.

Americans here: Maxie Rosenbloom, Gene Grey, Edward Bowen, Richard Crooks, Max Warner, Gay Seabrook, Louis Tanno, John Hole, Buster Shaver, Olive and George, Maxine Lewis, Alexander Santos, Mark Hough, Marty Simmons, Howard Jacobs and William O'Neill.

## South Africa

By H. Hanson

George Arliss, attracting the crowd in 'The Last Generation' (U.A.).  
Wintry weather and heavy rains affecting shows throughout the country.

African Caterers has bought the Polana hotel, Johannesburg. Marques, one of the leading hotels in town.  
Alhambra, Cape Town, has struck a 'big boxoffice' winner in 'Captain Blood' (WB). House capacity during.

Royal Cinema, Cape Town, hit their record for the night. Daily movie line has changed to one of Sunday and daily matinee.  
Marjorie Burger, impersonator of the American characters, met with a big success in the States.

Announced that I. V. Selinger has backed out of holding any direct or financial interest in the Grand Prix show now under construction at the Tivoli. Originally stated that Selinger was joining A. O. Edwards of the Grosvenor House, London, in the project.

## The Hague

By M. W. Ely-Leal

At Amsterdam, first appearance of the Mills Bros. at the Concertgebouw.  
Dutch actors DeReine and Charlotte Koer, who had toured Dutch West Indies, returned home.

'Times for amusement business' important in the Hague. Government of entertainment tax at the Hague.  
Home office at Hague gave license to an amateur at Voorburg to experiment with television on a wave length of 80 metres.

Holland now has 806,641 radio sets which receive Dutch and 22,782 wired wireless; postal department estimates total fans at nearly 3,000,000.  
Mrs. de Boer van Ryk celebrated her 83rd birthday at Amsterdam; festivities did not stop her from netting her own dress.

heredine in a Dutch play 'Tropenland.'  
Olympic games in Berlin; had reels of the games in the Netherlands to Holland so that they were on the screen the same night in Ufa's cinema chain in this country.

## Paris

Boris Karloff in town.  
Sylvia Sydney in town.  
Phil Reisman expected.

June Knight off to London.  
George Boronski to Biarritz.  
Mona Goya packing for London.

Mitty Goldin off to the Riviera.  
Harold Smith driving a new car.  
Marion Callahan at the Casanova.

Arthur Devere holidaying in Brussels.  
Yvonne Bouvier at the Sheherazade.  
Boris Karloff throwing a cocktail party.

Richard and Mrs. Barthelme at the concert at the Tivoli.  
William and Mrs. Gaxton off to America.

Martha and Maria singing at Juanes Pines.  
William and Mrs. Gaxton off to America.  
Marbeth Wright at Chez Brummel.

Deauville.  
Deltrich and husband off to London.  
Pierre Sandrini planning a trip to New York.

Cinema La Vivienne shuttered for two weeks.  
Chaz Chase at Sporting Club, Monte Carlo.  
Gormignol-Molinie, flyer, turning film.

Gisgaw Jackson going into the next Folies-Bergere.  
Robert Goss now playing in Theatre Sarah Bernhardt.  
Tino Rossi off for a summer tour.

Two weeks of Morley presiding over gala at Maxims, Juanes Pines.  
Sir Thomas Becham conducting symphony concert at the Tivoli.  
Building invaded by 400 workmen to make repairs.

Helena Greasley setting a new show for the Casino de Paris.  
Jim Wittered throwing a cocktail party for 'Monte Carlo Girls.'  
Robert Goss now playing in Theatre Sarah Bernhardt.

Browning and Starr appearing on Comedietta show at Deauville.  
Lamar and Mansfield at the Summer Sporting Club, Monte Carlo.  
L'Academie Francaise considering a new plan for recruiting artists.

Danielle Darrieux, flickering with Universal for a Hollywood contract.  
Reva Reyes back at the Casanova after making a film at Saint-Tropez.  
Leins de la Casanova and Jack Holland and Jane Harp all heading south.

Mistinguett airing her new air-brows, pencilled down each side of her nose.  
Parquet of casinos on Cote d'Azur convening at Nice to protest against taxes.  
Marc Lebas being held over by a new revue for September.

Vals Casino to give first showing of 'The Tivoli' in the Tivoli.  
Gabriel suit of Morocco.  
Sacha Guitry's 'Le Roman d'un jeune homme' French bunch of pictures for Venice festival.

Henry Darcet, director of Chez les Nudists, Montmartre nighties, lining up a new revue for September.  
Champs-Elysees traffic jammed by Claude Vermorel shooting scenes of 'Jeunes Filles de Paris' on a cafe terrace.

First reunion of European Laurel and Hardy films being held in Paris Aug. 24-26; more than 500 delegates expected.  
Miami girls breezing through from London to Biarritz, where they're opening at Casino Bellevue.

Meade and Meade signed for the new Folies-Bergere; Meades scheduled to do some steps with Josephine Baker.  
Gloria Gilbert, Saint Clair and Day, Dolly Ardor, Chick Endor and Charley Farrell set at the Casino Bellevue.

Fernand Beissier, honorary president of Societe des Auteurs, Compositeurs et Editeurs de Musique, killed in an auto accident.  
Harry d'Abbadie d'Arrast and wife, formerly Mlle. de la Roche, in town preparing to leave for the Riviera.

Henry de Montberthol, writer, and Harry Baur promoted to a picture for Korda.  
Jean Giraudoux and Sacha Guitry back in town for the 'Fetes de l'Honneur; Henry de Montberthol, writer, and Harry Baur promoted to a picture for Korda.

Amor Brothers' Empire theatre scheduled to reopen soon with a Chinese review booked for six weeks.  
Bill will be offered.

'Secrets' by Bernard Zimmer and Maurice Herait, the only film Charles Boyer is making in France this year. Marc Allegring meggling, production to start Aug. 20.

## Quebec

Leo Leoboldt in town.  
Billy Hill in from N.Y.  
J. J. Allen in from Toronto.

Claire Haig here from Toronto.  
Ed Wynn in port on his yacht.  
Ludovic Hout back from L.A.

Isobel Gillespie gone to London.  
Rooney Pelletier back from Viny.  
R. W. Bolstead in over the week end.

Jim Grainger here from New York.  
Harry Brandt here from New York.  
Alec Dewar breaking par on vacation.

J. B. Roberts in from Three Rivers.  
Ben Geldsaler calling in from Toronto.  
Sally Dalton returning to air after vacation.

Doe Edel to Paris on a Guggenheim award.  
Corey Thomson to Old Orchard for a vacation.  
John Leavitt beginning his fall trips here from Toronto.

Clair Haig from Toronto very busy around town.  
Anthony Sabatini orca at Plage Laval for the season.  
John Leavitt, busy handling Monte-novels and Soviet pic.

Gene Curtis with trailer visiting parents in Rochester.  
Mr. and Mrs. A. H. Black in town from Des Moines, Iowa.  
Fitzgerald at the Zoological garden in Toronto.

Lloyd Huntley at Mt. Royal getting his big picture.  
Ben Ginnings passing through Johannesburg, South Africa.  
Samuel back at Lew's and doubling O.C.F.O. at the Zoo.

Frank Mella orch extended to Oct. 1 at Lake St. Peter Inn, Three Rivers.

## Budapest

By E. F. Jacob

Marlene Dietrich expected.  
Nicholas Suranyi, playwright and novelist, in the city.

Elizabeth Nelvi, of the Covent Garden, here on a visit.  
Thomas Halsey, playwright, married Susie Pasztor, non-pup.

Irving Berlin here, giving a dinner in honor of six Magyar composers.  
Open-air theatre at the Zoological Gardens popular, despite uncertain weather.

Charles Sugar, National's character actor, died unexpectedly after an operation.  
Henry Shek here, but failed to sign a contract for London, owing to his local engagements.

After 'Rembrandt,' Charles Laughton made the figure of a hero of Hungarian saga, a legendary knight called Miklos Toldi.

Ralph Benatzky writing score to Thomas Halsey and Jack Holland and Jane Harp all heading south.

Woman, first musical to be produced at Bardos' new Artists' theatre, will be staged with 'The Vagabonds' on one year. She is to take on the character parts intended for Ella Goth, whose recent death has been a great loss.

Max Marton died suddenly. As a playbroker, he was the first to open up the country, Hungary, England and America, for Hungarian plays, some 25 years ago.

Molnar's 'Paul Street Boys' to be staged in Hungary, there in dramatic adaptation by Alexander Hevel.

Screen version was the 'Borgia' picture 'No Greater Glory' (Col).

Festival Week at Szeged, Hungary's Salzburg, in full swing. Open-air performances in the Cathedral Square include national classic, 'Tragedy of Man,' Ferenc Herczeg's 'The People's Choice' and 'The People's Choice'.

perennially popular Hungarian musical 'Gallant John.'

## London

Sir Harry Preston's condition very serious, following another operation.  
Ursula Jeans, who played Everett Horton's leading lady in 'The Man in the Mirror.'

British Lion shows a trading profit of over \$100,000.  
Erich von Stroheim, Austrian film actress, going to Hollywood under contract to B. P. Schulberg.

Associated British Picture Corp. (B. P. C.) has been divided as against 10% the previous year.  
Bertram Mills thrown from a horse while attending the Victoria Palace, sustaining slight injury.

Cafe de Paris closing for six weeks, with Lew Stone, band leader, in charge for a vacation in New York.

E. E. Stern, former designer for Max Reinhardt and the Volksbuehn, has designed all the costumes for Max Schach's film 'Pagliacci.'

Freddie Carpenter added to 'Charlot' 'Magnum,' which Harry Murray is producing. It is the number one provincial house. Stars are June Dornby Ward and Douglas Byng.



# Hollywood

Dud and Jack Stills appearing at Club Esquire.

Billy Lust in via plane to visit brother, Lou.

Crestlight Pictures moved into Talisman studios.

Richardson joined Robert Knowlton agency.

Wilde Acuff and Marc Lawrence back from Canada.

Tyler Brooke actor, has sold a story to Liberty mag.

Len Shaw, pic of the Detroit Free-Press, honeymooning here.

Mrs. Nathan Burkan visiting her brother, Leo Alexander, here.

Lillian Roth appearing at the Hollywood Club in Galveston, Tex.

Dick LaMarr has joined the Leo Morrison agency as an associate.

Murray Boltinoff, drama critic of the N. Y. American, due in Aug. 20.

Arthur Lake left for London to appear in an untitled picture for G-B.

Charlie Skouras took his car for a spin to Frisco and northern exhibit points.

Arthur Hornblow, Jr., and Myrna Loy, honeymooning in the Yule Sierras.

Lillie Messenger in from New York to ogle story needs with Sam Rial.

Carroll Young has returned to Republic's publicity department to aid Bill Seal.

Frank Partos, Part staff writer, underwent tonsil operation at California.

Walter Connolly and wife, Nedra Barrigan, bought home of Blanche Sweet in Beverly Hills.

Joe Jacob, of N. Y. Journal, comes back returns here around Sept. 1. Will remain three months.

John Tracy left for Honolulu aboard his yacht and is expected in Hollywood around Sept. 1.

Madeline White, sec. to W. Ray Johnston, has been named to New York after two-week looksee.

Walter Selzer, former publicist with Fox-West Coast, is doing trade press contacts in Metro.

Howard E. Alexander, formerly with the Chicago Grand Opera Co., joined the Howland agency.

Max Torhune, in vaude for 20 years, makes pic getaway in Republic's "Lide, Ranger, Ride."

John Smith, of N. Y. Journal, of Chicago, spent some time here in Cedars of Lebanon with Ru.

George and Joan Gershwins have come in to prepare next Fred Astaire-Ginger Rogers opus.

Upon completion of "Labeled Lady," at Fox, Harold is going to N. Y. for three-week vacation.

Johnny Weissmuller, has named cast of paddlersback at Talina Lulu. He's the connoisseur.

Al. Boasberg, Max Segal and Michael Lindan planned to Frisco to catch Max Broderick, who is in N. Y. to prepare next Fred Astaire-Ginger Rogers opus.

Noel Langley, British writer under contract to Metro, has landed here. He authored "Cage Me a Peacock."

Tom McCoy, on leave from the Buffalo Times dram desk, is doing temp work at Par perf department.

Joe Fox becomes assistant to Sam Engel, assistant producer at Fox, to act as unit man on "Crack Up."

Barney Hutchinson succeeded Mervyn Houser in Columbia's publicity department, with latter going to Metro.

Raymond Cannon, former director-writer at 20th-Fox, has gone to Mexico to do a film for the government.

Murray Pennock has resigned as head of the Fanchon & Marco school here. Had been with outfit three years.

Ray Lopez, 20th-Fox employee, received word from Spain that two of his brothers were killed in the revolution.

Marian Sauter, formerly story assistant to A. M. Botford, has been appointed yarn ed for Ernst Lubitsch at Par.

Peter Douglas, young son of Joe and Joan Douglas, who has been under minor op at Good Samarian home.

William Berner, U.S. grad, and Waldo Salt, from Stanford, have been given renewal writing contracts at Metro.

Frank Tuttle, on cabled request from Paramount, is returning immediately from Europe to direct "The Holiday."

Mrs. Jack Robbins and children are en route to New York for month or so sojourn. Robbins joins them end of the month.

Chris Humphrey entertained Mrs. Alice Roosevelt Longworth, her daughter, Paulina, and Mrs. D. E. Winters last week.

After 24 years in this country, Pedro Regas obtained his citizenship papers in L. A. Redubbed himself Peter Regas.

Norbert Brodine had to turn down directorial offer from Alexander Korda when Metro's offer found sub to complete "Labeled Lady."

Jack Hardy returns as Republic's publicity director, again succeeding Lindsay Parsons, who goes into Grand National production.

William F. Killely has joined Gordon S. Mitchell to handle affairs

# CHARLES

for the Academy of Motion Picture Arts and Sciences research council.

Gene Sydney, former dance director for Radio City Music Hall, has arrived work with Charles Previns, music director, on U.S. "Top of the Town."

Francis Perrett, who handled publicity on the first Dionne quintuplets, is doing similar job on "Reunion." He goes to Callander, Ont., today (Wed.).

Laurel snapped a 258 lb. marlin off Catalina, setting new season's record. Laurel had the fish landed at the Tuna Club, warding off gags.

Gomer Jones, all-American center from Ohio State, out here to appear in "Radio's 'The Big Game,' is joining Cleveland, O., Indians for pro season.

Duncan Renaldo has been commissioned to do portrait of Mack Sennett. Actor, who turned painter, also has done a group of impressionistic sketches he will publish here. Paintings include memoirs of happenings in Africa on "Trader Horn," occurrences while he was on "Lost Island," and Indian life in Mexico.

## Vienna

By Emil W. Maass

Dr. Josef Berndt, theatrical lawyer, a suicide.

Joan Temmison in Salzburg; will give a concert in Vienna in September.

Julius Chajes, pianist, left with Moritz Rosenthal for a tour in the U. S.

Emmerich Kalman in Arabia, where a Kalmán festival was being held.

Lotte Goslar, Austrian eccentric director of Salzburg. Signed to tour in the U. S.

Guido Zernatto, president of Austrian "New Life," instituted theatres for welfare in the WPA.

Charles F. Riesner, U. S. director, in Vienna on a short visit. Making pictures now in England.

Paula Wessely, filmstar, received Volpi Cup from hands of Mussolini. Highest artistic Italian award.

Long tour of Ehrenberg, German actress, signed in Salzburg to appear on the legitimate stage in New York.

Eric Naschwitz of BBC in Ischl, Upper Austria. Series of Oscar Straus operettas over the radio are planned.

Edu film co. shooting picture "Mareel in No!" (Girl in Need), starring Friedl Cypa. Book by Alfred Heller.

Factory of Men, anti-Soviet story, bought by Ede films, starring Wessely.

## Seattle

By Dave Trepp

Vic Meyers files for Lieut.-Gov. again.

Don Knorr ahead of 'Rio Grande Rangers.'

Robert McLane at the Longfarms handling the cuisine.

Jerry Gibbons new assistant to Joe Thompson at Starling Chain.

Jill Wayne Sallis succeeds Everhardt Armstrong as drama ed on Hearst's P.

Andrew Saso finished slide for base with stretch in hospital and leg in a cast.

Gautschi and Sonnen sail Oct. 14 for Shanghai, to open at Ciro's some time in Nov., booked by Edw. J. Fisher.

Local censorship board, with new personnel, looking at carnies and questionable shows with strong glimmers.

Joe Roberts, former Pac. N.W. Theatres' p.a. and author of this state's racing bill, seeks reelection to lower house of legislature.

## Berlin

Sylvester Schaeffer at the Cloy.

Chafalo signed for the Scala again.

Good Fairbanks here for the Olympia.

Milton Diamond here huddling with Tobis.

Sixty camera men here shooting Olympic events.

Serge Jaroff's Don Cossacks set for two Berlin concerts.

All day tri-lingual for the benefit of foreign visitors.

Olympic ticket scalpers getting away with big profits.

Rienstahl shooting 1,350,000 negative feet on Olympic events.

Jushy's Russian cabinet, "Blue Clouds," police raid.

Meerkische Panorama-Schneider announced ten films for the new season.

Merton Dodge's "The Wind and the Rain" revived at the Deutsches theatre.

Big labs developing an average of

45,000 feet of newsreel negative daily.

Ted Husing and Bill Henry giving the German make an earful of American ad lib.

Willi Forst's "Mauriks" and "Al-lotria" selected for international Film Biennial at Venice.

Theatre completely gutted the State Theatre's storage house, destroying all scenery and decorations.

Rita and Charlie Jenkins at the Metropole in "Ball of Nations" after a month at the Wintergarten.

Hinrich's "Krach um Jolante" ("Quarrel About Jolante") has passed its 80th stage performance.

Philharmonic brass orchestra under Professor Franz von Horn giving an open-air concert on Unter den Linden.

Berlin's English Theatre has leased the Neues Theatre an Zoo for daily performances during the Olympiad giving "Charley's Aunt" and Priestley's "Dangerous Corner."

## Long Island

By Joe Wagner

Pleanty of promotion boys at Rock, away.

New auto race track going up fast at Westbury.

New all-time record of visitors to Rockaways made in July.

Lilly von Ehrenberg, German actress, signed in Salzburg to appear on the legitimate stage in New York.

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## News From Dailies

(Continued from page 58)

Papers allegedly withheld by his former private secretary, Henry Eichenberger. It was also announced by Elaine Barrie that her engagement to Barrymore was off.

Y. T. Tskoka, Japanese entertainer, slain in L. A.

Reno divorce granted Frances Sizer, actress, from Ted Husing, radio announcer.

Divorce granted Mrs. Marguerite Leyve from Frank S. Leyve, casting director and actor, in the U. S.

Notes said to have been executed in favor of the late Otto H. Kahn, New York banker, his last will and testament, to be put into effect on Oct. 11, 1928, to McEvoy Jr. \$10,000, starring E. Farrow's divorce held up shortly.

Suit lost by Mrs. Mercedes Sparkman, wife of Ned Sparks, who wanted property settlement made with actor at time of divorce in March, 1935.

Helen Ferguson's debt of \$15,000 to defunct Bank of Beverly Hills was settled in L. A. court for \$10,000.

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## Minneapolis

By Les Rees

Art Johnson to head group forming new theatre circuit.

Eddie Duchin's orchestra set for Monday night at the Ritz.

Northern Minnesota lake resorts report biggest season since 1928.

Fred Floyd, Eddie Rubens manager in Sioux Falls, S. D., father of eight-pound boy, his first.

Weekly wrestling cards resumed by promoter Tony Stecher at municipal auditorium.

Railroads running special trains to College All-Stars-Detroit Lions' football game at Chicago, Sept. 1.

Wayne Vinson, one-time Evansville, Ind., drama critic, now handling wrestling publicity here.

Harry Fischel back from Chicago after having set Lizzy Hirst's burlesque road shows, in place of stock, at his "Society" here and Empress, Kansas City.

"Crying room" for infants, glass enclosed, so that mothers can watch show while nursing and quieting offsprings, feature of new Nile, nab house.

Student E. L. Peaslee and ex-President J. B. Clinton of Northwest Allied States doing missionary work, a little fishing on the side among Bemis, Minn.

Jack Dempsey's \$29,000. Rolls Royce, presented to Estelle Taylor in celebration of his knock-out victory over Firpo, bought by a Minneapolis fan for \$125.

## Detroit

By Pete Wemhoff

Booth theatre to be new east side nab.

Lombardy Club loses \$1,000 to Buddy Rogers at Westwood Symph Gardens.

Abe Schiller now booking Blossom Healy.

Michigan Allied theatre owners asked to up admision prices.

Rocky Mike sports having tough time finding bartenders and hostesses.

Harris Amos, Co. planning expansion in its Michigan theatre field.

Eight season Michigan Repertory Players at Ann Arbor is most successful in history.

Frank Murphy, film commissioner of Michigan, to appear in kids flicker being filmed by eastside nab.

"City Streets" chosen as title for Detroit Community Fund flicker now in production for fall release during drive.

Lillian Hunt producing 83-piece orchestra for Sun-Girls Revue, to show at Oil-Gad Exposition at Mt. Pleasant.

Charles Danmore Court decision on appeal of Cinema Guild on banning of Russian pic last year put off until September term of court.

## Winnipeg

Mark Plotoff of RKO in again.

Phyllis Kaplan back from the east.

Russ Simpson telling of poor crop conditions on the prairies.

Dave Brickman, Par, in from a western road tour.

Dave Greisdorf back in town sports saturday night at the Ritz.

Lou Geller in from Calgary for a brief spell, planned in and trained out.

Local exchange boys trouping for road of building for pre-vacation tannings.

Mary's Hot Spot' local show satery all night up for the benefit of circus crowd.

Bowes unit number 12 deserting the cities. Just finishing a tour of the prairies on the branch lines.

Ben Plotoff appointed to sales department of GB and Republic, and just in from the east. Sol Simon succeeded him as booker in that office.

## Cuba

By Rene Canizares

Rialto Theatre remodelled and modernized.

Manolo Fernandez, CMBC manager, married.

Speaker of the House has a bill to close the talking newspapers of the radio.

Mercedita, Cuban rumba dancer, comes to stay on top of her horse. A bed now.

Spanish Ambassador requested a scene clipped from "A Message to Garcia" for the Ritz.

Ramon Becali, film editor of El Pais, elected president of the Dramatic Critics' association.

Adolfo Cris, manager of CMW, in bed with a bruised spine as result of an automobile accident.

Over the radio, wife of Cuban Consul in New York, in for a few recitals at the Auditorium here.

## New Haven

By Harold M. Bone

Cops crack down on shore spot wheels.

Register city ed Alfred Marshall a benedict.

Norma Naye in to direct local benefit play.

Sam Goodman has moved bag and baggage to Springfield.

Three straw hat trysts last week had countryside thick with winks.

Metered parking at Savin Rock condemned by business-club by concessionaires.

Madison: Violet Heming reminiscing about early days in Hartford. Sign backstage at Post Road: Players must not smoke prop ciggies except in performances. New playhouse (Theatre Auditorium) due to open Post Road troupe's final week in late August. Frederick Thurston now handling publicity here.

Middlebury College mixes literary efforts with biz-managing Conn. Players. Les Shubert in for "The Sign of the Cross" (Luther Rowland and Virginia Keller (locals) troupe with Conn. Players. Jane Alexander, doing Plymouth publicity work. Rush for tickets an occasional hop from property mistress to footlights.

Dorothy McKee Conning doubled as director-actor in this week's "Elizabeth the Queen." Rose Burdick in for a week of local trouping.

Local players expect horses to gallop into that corral they've erected for between-acts refreshment. Rush for tickets an occasional hop from property mistress to footlights.

Guilford: Ruth Ames back in cast following operation in New York. Leigh Morton takes time off from managing dir. duties to end great-plant these days. Dan DeBor Under Elms, skeddied earlier, sidetracked too hot for this village. Localite Mary toy trouped couple weeks with N. Y. Guild of Players.

Glennore doing leading-man stuff here this summer.

## Pittsburgh

By Hal Cohen

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Dave Broddy's sister, Lois, and Sam Broddy, wife of Ben Under Elms, skeddied earlier, sidetracked too hot for this village. Localite Mary toy trouped couple weeks with N. Y. Guild of Players.

Glennore doing leading-man stuff here this summer.

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## Roosevelt-Coughlin Both Aid Attendance at Cleveland Expo

Cleveland, Aug. 18. President Roosevelt's courtesy visit through Great Lakes Expo last week (14) topped: all of the centennial fair's biggest events up to date, boosting attendance to a new Friday high of 35,014 and helping it reach a record-breaking weekly gate figure of 238,159.

Chief executive toured through lakefront grounds in great style, escorted by enough civic officials to almost sink DeWitt's floating Admiralty Club, where he was lunched. Maurice Spillane's orchestra still taking bows, as result of being picked to play for the gift-edged luncheon.

Roosevelt gave sidewalk concessions a break by riding through the midway, waving to Graham's midgets and inspecting the horticultural garden while taking a 21-gun salute from an army corps. Expo also was given some sweet plugs in a speech by President, who congratulated town, saying it was one of the best of three he had seen in 1936, that it showed things in country are better.

### Coughlin, Too

Record attendance for week got more support through a visit by Father Coughlin, during convention of his National Council for Social Justice here. Coughlin's presence with followers hit a higher bid mark than Roosevelt, 50,000 for last Saturday (15), though a General Motors' employees' picnic same day was partly responsible.

Radioland feature in civic auditorium was brought out of the semi-dormant by Rudolph Vallee, two-day engagement on Aug. 19-20. Vallee got paid plenty but hall, which has free gate, drew 72,283 in two days. Rud only did two performances a day. Yet it was worth it considering deluge of front-page publicity he directed toward sponsored radio exhibits. Irene Wicker, "Singing Lady," is new guest. Booked into Radioland for current week.

Talk that city fathers may continue its G. L. E. into next summer, reopening it next June as Chicago did, is still in the idea stage. Seven or eight big exhibition volunteers are prospected Lincoln Dickey, Jr., m. sounding him out on possibilities of a hold-over. Nothing has come of it to date.

### Nudity Optional

Question of nudity isn't bothering concessionaires (or the public) as much as the prospect of a nudist expo more big. Peep-shows are allowed to let gals wear as little as they want, just as long as they don't blemish city's rep. That gives 'em quite a bit of leeway, partly because the French Casino's brasserie-revues.

Casino's top strip-dancer, Toto, was given her first nude show in short notice. Although she had been hogging front-page columns with freak stunts put across by Gardner Wilson, an astute pupa who imitates Ned Almond, even the most daring thing only a silk hat, a swagger cane and smile didn't draw the expected crowds.

What hurt the spot's managers, Mike Speciale and Dick Gordon, was that cricks gave her scanty costumes scant attention. Bernard Bros. and Duval Sisters got all the rave notices for their sophisticated dance act, leaving their nude act in the cold. Toto got out with management for her short notice by going prime donna. She walked out six days in advance, and the first time strippers are pinch-hitting until new wriggle-queen with more personality is dug up.

"Front Page" where Dillinger's dad did a quick brock, drew more better now under George Young's wing as "Rhumba," glorifying half-a-dozen mild tease acts. Young's "Spook Street" and "Olympia," another sex show, are two of the better corners. Buddy Maschke, one-time husband of singing Helen Morgan, clicking again since transforming his frosted Hollywood Secrets' of movie stand-ins into an out-and-out cafe.

### Aggie Appeal

Lincoln Dickey is now capitalizing all the fair trade into a tour of Great Lakes ruralities before the harvesting season begins. Farm Week is being tried out now, with contests to pick healthiest farm boy and girl, slide show, etc. Most interesting angle is a "Produce Day," new variation on the barter nights, when the cracker-barrel boys can exchange farm or garden products for tickets.

Purely an exploitation stunt, as that is turned over to charity.

Flood or expo visitors and Coughlin conventioners week crowded the town so much that hotel beds were worth their weight in gold. Kenneth Means, manager RKO Palace, again had to install beds in dressing rooms for entertainers who forgot to wire for reservations.

Since convention people are first taken care of, by hotels, the expo trade has been forced to sleep in tourist camps, private homes and even in Turkish bath houses. What the town needs if it keeps booming, according to the centennial officials, is three or four new hotels.

### BALL PARK AIN'T

Omaha Loses Western Park Through Disaster Fire

Omaha, Aug. 18. Western League Ball Park at Fifteenth and Vinton streets was completely destroyed by fire of undetermined origin early Friday (14). Park was the present home of the "Robins Hood," local entry in the Western League, who have been backed by a beer manufacturing plant and who have been leading the league. Loss of the park, project owner Larry Harlan and Manager Hand-Severid with a serious problem of an arena in which to finish the season. Some rumors suggest Bluffs park may be used, but no definite announcement made yet.

Wooden stands at the Park were property of J. J. Ostronic who had them partially covered by insurance. Stands a score or more years old have been standing since park was known as Rourke Park in days of baseball's greatest here.

### Ft. W. Sign in Dallas

Dallas, Aug. 18. Billy Rose's Ft. Worth Frontier Centennial sign has finally been erected on the building opposite the gate of the Texas Centennial expo here. It is 160 feet long and 65 feet high, but of little value to date because the letter colors don't attract and it is built at night.

Permit granted for sign to city of Ft. Worth stipulated expenditure of \$1,000.

### Biggest Barn

San Francisco, Aug. 18. Governor and Frank P. Merriam of California and other state officials took part in the dedicatory ceremonies for the Grand National Livestock Exposition building here today.

Erected here at a cost of approximately \$2,500,000, the structure is believed to be the largest of its kind in the world. It is being financed by the federal government, State of California, San Mateo and San Francisco counties.

### New Dirt Track

Portsmouth, N. H., Aug. 18. Scioto county fair grounds' new half-mile dirt race track at nearby Luacerville will get its first trial when crack auto drivers from the middle-west and central states compete in the 50-23 Portsmouth Sweepstakes Aug. 23.

Inauguration of the track, said to be one of the best in the state, will come as a climax to the Scioto county fair, opening Aug. 18 and continuing a week.

### BACK FROM THE SOUTH

Schenectady, N. Y., Aug. 18. Lucky Teter's Hell Drivers, troupe of crash and stunt performers, played their first New York State date (last week) at the Albany-Schenectady County Fair in Altamont. Had been in the south for three years. Gave three performances in the Philadelphia Stadium before filling the Altamont engagement.

As a build-up for the latter, Teter aired over WGY. There was other broadcasting by entertainers at the fair.

## R. B.'s Three Day Stay

St. Louis, Aug. 18. For the first time in many years, Ringling Bros.-Barnum & Bailey circus is going to make a stop of more than two days in this burg.

Outfit reaches town (21) and will remain until (23) inclusive, for longest stay in years. Kingshighway blvd. and Southwest avenue, one of the biggest lots in town, will be stamping ground for show.

## Suggest 15,000 Seat Theatre For N. Y. Fair

Robert Moses, park commissioner of New York, has suggested a combination exhibition hall and theatre for New York's 1939 fair. The site would be arranged on the roof over the exhibition rooms and look out over an artificial lake to the stage.

Plan suggests making this a "reception hall" where the guests, such as the President, could be introduced. According to his plans, the amphitheatre would seat 15,000. The cost of the project was estimated at \$1,400,000 and an additional \$100,000 would be included for the cost of the state's exhibits, a total appropriation of \$1,500,000. This would provide an outstanding exhibit, a dignified and impressive structure of permanent character, which would house the exhibits and at the same time provide a setting for outdoor operas, concerts and operettas.

Suggestion was made in a letter to the New York State World's Fair commission which met last week for the first time at the Waldorf hotel in New York City. John J. Duane was elected chairman. Assemblyman Herbert J. Brownell, vice-chairman and Senator Joseph D. Tamm, Jr., secretary.

Assemblyman Moffet suggested a museum of science under the jurisdiction of the State Dept. of Education and Harold J. O'Connell suggested a medical museum.

### Unit Reviews

(Continued from page 18)

Bob Eason. Second femme works well into one number.

Three Sailors are on again next-to-closing with another socko turn, and end company is on for lavishing finale. What makes Harold did a nice job with the tunes and lyrics, as did Chester Hale ensembles; Mmes. Bertie Costantini, Kai Velden, scenes and John Hickey, production supervisor.

As to the production, biz was hotcha at first show caught Friday evening. Pic is "Piccadilly Jim" (MG).

### Miami Merry-Go-Round (CAPITOL, ATLANTA)

Atlanta, Ga., Aug. 14. Cap's manager, Earle Holden, reached down into America's tropical playgrounds, offering this time, grabbing off all the star act from the Merry-Go-Round, Miami night spot. Unit assumed title of "Miami Merry-Go-Round" and presented creditable show as an entity.

Billy Paul, handles m.c. spot on show in addition to having complete charge of unit, which will go on tour following Atlanta engagement. Wanda Dawson takes care of the smart selection of tunes, plus bubbly delivery.

Audience act, up Joe Kovar's rubber-legged dance and his comic impersonation of Mae West taking a bath. Delores Delaney, who gets by with their adagio offering, but Dorothy Hinson, a personable blonde tap dancer, never feet tap a time, clicks easily.

Madie Davis, after having been on hospital shelf for a year due to an automobile accident, is making comeback as an acro dancer in this unit. Show's novelty centers in person. Jimmy Edmondson, ex-news-papper reporter. Offered as troupe, ex-news, ferret went over so well he will be kept with unit. He possesses unusual ability of snailing word backwards faster than he can negotiate them forward. Once featured in Bob Ringle's "Believe It or Not" cartoon. Edmondson, who is a fur into giving him a whirl and proved hot at first show. He works solo in front of crowd, with and without his words. Still a trifle nervous, but additional appearances will give his act polish it needs.

Unit can't do orchestra. Pic this week is "High Tension" (20th-Fox).

## OBITUARIES

### JAMES L. WEED

James L. Weed, 63, for 29 years in charge of Kelly-Albee and later RKO interests in Dayton, died Aug. 14 in Dayton, Ohio.

While in his teens he served as captain of supernumeraries for traveling lighted troupes at the Grand Opera house, then became advance man for John Robinson's circus and Al G. Fields minstrels.

His first house was the Grand Opera house in Indianapolis, under Anderson and Ziegler. Then in Louisville he was manager of two houses, the Mary Anderson and the National. He went to Dayton May 25, 1916, as manager of B. F. Keith interests, then installed as two-day vaudeville in the Colonial theatre. Surviving are his widow, Emma C. Weed, and two sisters.

### LEONARD LONE

Leonard Lone, 42, died in Hollywood, Aug. 15, of pneumonia.

He had been a stage manager of the Theatre Guild productions, in charge of this capacity being the production of "Call It a Day," which he had been slated to take out the coming season. He had served in a similar capacity in the Lunt production.

About three months ago he was out for two weeks with an attack of illness, and following the close of the season he suffered a nervous collapse and went to Hollywood to live with a brother.

The remains were cremated in Hollywood.

### WALTER FRANK SCHOENECK

Walter Frank Schoeneck, 51, died in the Roosevelt hospital, Chicago, August 14, from complications caused by diabetes.

As "Uncle Bob" he had been broadcasting children's programs from Chicago stations for last 13 years. His "Curb is the Limit" club, which he organized in conjunction with his programs, had a membership of 800,000 youngsters.

He is survived by his widow, Lola Fisher-Schoeneck. Funeral services were held in Chicago, Aug. 17.

### PERCY C. LOWE

Percy C. Lowe, 56, property man for 35 years, fell dead Friday (14) while on duty at stage entrance of Loew's Capitol (Loew's Fox), Washington, D. C.

Born in Washington, Lowe started out as city fireman, switching to stage in 1900. He joined Fox staff on opening of theatre here, before which he was with Cohan-Harris road company.

Survived by his widow, Mrs. Helen Lowe; four brothers, and a sister.

### ROSE VAN CAMP

Mrs. Rose Rinker, 51, known professionally as Rose Van Camp, fatal heart attack, died at a funeral in Detroit, Mich., evening house was conducted, Aug. 9, was buried in Greenlawn cemetery, Columbus, O., following funeral services there.

She formerly worked on the stage in the United States and Europe. She was a former member of the Empire stock company popular at the turn of the century. She also was a member of the old Grand stock company.

### EMILE TOSSO

Emile Tosso, 60, former leader of the orchestra at the old Grand Opera house and for 25 years a leader at the Orpheum theatre in New Orleans, died Thursday (13) after illness of several months.

He is survived by his wife, a musical prodigy and played in the violin section of the old French Opera house and remained with the group for six years. Surviving are his widow, a daughter, a son and a brother.

### JOHN B. O'BRIEN

John B. O'Brien, 61, picture director in silent days, died in Los Angeles, Aug. 15, after operation and long illness.

After long stage acting career he took up megaphone for Essanay Co., and reputedly turned out first reel feature made in this country, "Life of Buffalo Bill." Deceased was assistant to D. W. Griffith on "Birth of a Nation." Widow survives. Burial was in Los Angeles, Aug. 17.

### DON PARKER

Don Parker, 37, orchestra leader and composer, died of a heart attack Aug. 13 in Santa Barbara, Cal. He had been a saxophone soloist with many bands and recently returned

from Europe. His latest composition was adopted by the Townsends as age pension clubs as their official march.

Surviving is his wife, known in vaude as Maude Vera, mystic.

### JOHN HEDD

Funeral services were conducted Aug. 17 in Salt Lake City for John Hedd, Sr., 73, for more than 50 years leader of public park band concerts and father of John Hedd, Jr., orchestra leader.

Hedd, who died Aug. 15, of a heart attack, was known throughout the west as a cornetist and writer of many marches and ballads. Besides his widow, he is survived by three sons, two daughters, a brother and sister.

### WILLIAM A. WEBB

William A. Webb, 58, general manager of the Texas Centennial Exposition, died of heart attack Aug. 9. Taking office in October, 1935, he built the expo in nine months and operated it two months.

Former high official of M-K-T, and other railroads, he had been commissioner of railroads for South Australia.

### PETER R. GOBEL

Peter R. Gobel, 82, for more than 40 years identified with theatres in Dayton, Ohio, and a director of the Brown Theatrical Co., operating several houses there, died Aug. 9 at his home in Zanesville after a lingering illness.

His widow, two brothers and three sisters survive. Funeral services and burial locally.

### BETTY DE SALES BYBEE

Betty De Sales Bybee, wife of Dr. Vincent Bybee, died in Richmond, Va., Aug. 13.

Had shared with stock and musical comedy companies as Betty De Sales, retiring after marriage. Last appearances here as leading vocal in a Jimmie Rodgers company playing the old Colonial. Internment in Norfolk.

### SIR HENRY A. LYTTON

Sir Henry A. Lytton, 68, died in London Aug. 15. He was a veteran stage actor and appeared here again chiefly in the works of Gilbert and Sullivan.

He appeared in New York in 1889 as the Duke of Plaza Toro in "The Gondoliers" and appeared here again in 1929 and made a Canadian tour in 1927. He was knighted in 1930.

### FRED W. BEETSON, SR.

Fred W. Beetson, Sr., father of Fred W. Beetson, executive secretary of the Motion Picture Producers and Distributors of the Coast, died Aug. 12 in Hollywood.

Beetson was born in New York City and is survived by the picture exec and another son, Frank C., of Los Angeles.

### BYRON H. BARNETT

Byron H. Barnett, 69, died Aug. 13 in Los Angeles. For many years he was a theatre operator in Fort Wayne, Ind., being associated there with the late Frank E. Stouder at the Lyric and Palace theatres.

When he retired several years ago, he moved west.

### EDWARD LEWIS

Edward Lewis, 65, for more than 15 years the fat man with circus, died Aug. 13 in Eastern Rapids, Mich. He at one time weighed 575 pounds, but dwindled to 300 at death.

Funeral services Aug. 15, in Eaton Rapids.

### THOMAS J. MULQUEEN

Thomas J. Mulqueeny, 44, manager and director of the Alton, Ill. Municipal band collapsed and died in his automobile last week while returning from a concert given at Wood River, Ill.

### LOU MEDERMOTT

Lou Medermott, 41, picture and radio producer, died suddenly in San Francisco Aug. 11. Details in the radio section.

Mrs. Elsie Grapewin, 76, step-mother of Charlie Grapewin, stage and motion picture character actor, died at the home of a daughter Aug. 9 at Akron, O., after a lingering illness.

Father, 72, of Eddie Silton, agent died Aug. 13 in Hollywood.

# Sarrasani Almost Gets a Holdover Permit in Berlin

Berlin, Aug. 9. Circus Sarrasani, which invaded Berlin boisterously, and blew the trumpets of ballyhoo loudly, made a very poor exit.

Sarrasani announced in big ads that he could only stay until July 28, the correct date granted him by the authorities, in view of Hagenbeck's contract to enter Berlin-July 31. On July 30 large ads appeared in all the Berlin dailies that Sarrasani has prolonged his Berlin date, giving every Olympic visitor the chance to see a real piece of German "culture."

Hagenbeck, who had just then arrived, was putting up his tent on Fehrbellner Platz, got busy with the town authorities, and it appears that actually Sarrasani had managed to get an extension in a quarter of an hour. The Reichs Chamber of Arts, official trade-paper, Hagenbeck threatened proceedings, with the result that Sarrasani "received word" to quit Berlin without delay. He blew over his word, and not a word on the lot knowing the next stand.

# Tom Mix Clicks in East, Does Well in N. Y.-Conn.

New Haven, Aug. 18. Tom Mix outfit, playing its first tour of eastern states, reports okay hit through this section. Matinees just fair, but evening good, despite being fourth circus here this summer.

Trick work do a few Mass. stands, then head for Wash., D. C., and Va. Estimated that trick work will net a few miles before hitting home lot on West Coast.

Most favorable grosses of tour to date reported through upper New York State.

# Lynchburg Fair Sells

Lynchburg, Aug. 18. Not a dissenting vote among Interstate Fair Association stockholders over city's \$30,000 offer for the fair grounds. Stockholders seemed glad to sell at the price, after five weeks earlier issuing an "ultimatum" that \$35,000 was their only figure.

City means that after the payment of \$11,800 in bank notes and \$1,800 due to Secretary Frank A. Lovelock for salary, organization will have \$18,400 to slice among \$29,000 worth of stockholders.

City must honor contract with a semi-pro baseball team for Saturday and Sunday games rest of season, but is allowed to scrap an agreement with Mighty Sleskey Midway for an autumn fair. Latter has been staging fairs for past four or five years.

# Vaude for Carnival

San Francisco, Aug. 18. Fifteen acts of vaudeville booked through the Thomas-Lee Artists Bureau of San Francisco will be featured at the annual carnival to raise funds for the Lodi Grapery festival to be held in September. Chief of Police Jackson is the general manager of the carnival which will be held at Lodi (Calif.) Aug. 19.

Bennie Walker, editor of the NBC Woman's Magazine of the Air, will be the emcee. Other acts include Val Setz, comedy juggler; Fifi D'Alroy, specialty dancer; McFarlin & Brown, comedy team; Dorothy Gray, comedienne; Dorothy Bennett, dancer, and the Three Vagabonds, instrumental and novelty trio from the Lido Night Club here. Charles Nichols is in charge of the entertainment. He is being assisted by Elmer Kirkle.

# It's Still 'Berlin'

Detroit, Aug. 18. Annual Berlin Fair will be held this month at Marne, Mich.

Town used to be called Berlin, but nothing World War days there was nothing to do but change the name. And the Battle of the Marne had just been fought.

Fair officials, who've been doing pretty well under the name Berlin, stood pat, however.

# PLAYLAND FOR LONG BEACH

Syndicate Plans 'Spot Adjoining Boardwalk to Hold 50,000

Elmhurst, L. I., Aug. 18. Amusement center designed along the lines of the Westchester County Playland park at Yps, New York, is being built at Long Beach, Long Island, by a syndicate headed by Albert Trout of Long Beach. The park will adjoin Long Beach's new boardwalk at Jackson and Riverside Boulevards. Will be ready in the spring at which time the new boardwalk will also be completed. Will have a capacity of 50,000 persons.

# Actual Building Starts Saturday On Frisco Fair

San Francisco, Aug. 18. First actual building construction on the site of the Golden Gate International Exposition, to be held here in 1939, will get under way during ground-breaking ceremonies August 21. The exercises will be held on the Yerba Buena Shoals, on the site of the \$715,000 administration building, will be located. This building, together with two airplane hangars which will be used for exhibits during the fair, are the first structures to be erected.

Federal, state, civic and military officials will participate in the ceremonies, to which governors of 11 western states, as well as Cabinet members, have been invited. The exposition company, of which Leland W. Cutler is president, and the San Francisco Junior Chamber of Commerce are joint sponsors of the program, to be aired by NBC.

# Two S. C. Chances

Spartanburg, S. C., Aug. 18. Midway and concession contracts not all closed for annual Spartanburg county fairs, two of top events in South Carolina. Spartanburg, which will have two fairs, one in Sept., dates to come later, and has one of the largest midways in Carolina. Union fair moved up to Nov. 2-7, one of the latest dates in Carolina. Officials said late dates due to many new attractions being negotiated for.

A. M. Vick is secretary at Union, S. C., and John Fielder and Treasurer of Spartanburg Fair Association get their mail at Spartanburg.

Area has advantage over middle west where drought has ruined crops, as cotton, tobacco and peach yields bumper in Dixie with plenty of coin in the offing.

# N. Y. Architects to Lay Out L. A. Track

Hollywood, Aug. 18. President Arthur E. Green of the Hollywood Jockey Club has brought Maj. Frank Leinhardt and Al Schwartz, architects, from New York to formulate plans for the \$125,000 horse racing plant going up in Los Angeles.

Present setup is to have oval ready for the nags by the time the Santa Anita meet is ended late in February.

# One Square; One Not

Cedar Rapids, Ia., Aug. 18. Iowa State fair is still going to bat with labor unions in Des Moines. After the State Federation of Labor had declared the fair board unfair on the grounds that prevailing wage on the grounds had been paid for work, the building trades in Des Moines finally reached an agreement with fair officials and removed the ban.

However, the Des Moines Trades Union Labor assembly was not satisfied and has continued to keep the fair on the 'we don't patronize list.' The State Federation, in session this week in Des Moines, is expected to take some action on picketing the fair this year.

# Circus Routes

Aug. 24  
 W. G. Barnes  
 Keokuk, Ia.; Burlington, Wis.; Des Moines, Ia.; Oskaloosa, Ia.; Centerville, Mo.; Creston, Ia.  
 Cole Bros. and Beatty  
 Longview, W. Va.; 24; Fortville, Ind.; 25; Salem, N. J.; Eugene, Ore.; 26; Klamath Falls, Ore.; 27; Weed, Cal. (Art.), 28.

# FT. WORTH LOOKS TO COOLER WEATHER FOR IMPROVED BIZ; FURTHER CUTTING

## Acts Staying on as Is—New Midway Attractions Doing OK—Sally Rand; Still Tops Sideshows—Tango Gaming Just Fair—Other Rectifications

Fort Worth, Aug. 18. Further cutting of expenses by the Fort Worth Frontier Centennial and exercising of option whereby Paul Whiteman and band will play at Casa Manana until October marked beginning of fifth week of expo.

Entire cast of Casa Manana revue is assured four more weeks without change. Billy Rose, director general, before leaving for Los Angeles, explained he had been planned to change principals each four weeks, but public demand resulted in retaining present personnel.

Thus Everett Marshall, Ann Pennington, Sally Rand, Joe Venuti and his band, Gareth Jones, tap dancer, Walter Dore Wahl and Lime trio are at this theatre-restaurant unit in Sept. 15. However, it is reported Universal was planning to bring in Hollywood for a film. J. Cheever Cowdin, chairman of the board of Universal, saw Marshall here and negotiations were on by wire after he left Marshall is getting \$3,000 per week here.

Bob Lawrence is also set until Oct. 9 in 'Jumbo', singing lead, as he is in on 'Whitening' lead. Wyn Gibson, who had singing role opposite Lawrence, went out of the show a week ago and her place was taken by Dorothy Miller, localite. Part only pantomime now, because the birds also about Saturday (15).

### 'Jumbo' Not Cut

'Jumbo' not now below \$14,000 weekly, as salaries paid first four weeks to speaking acts eliminated after first 10 days. Foodies Handed out several days because law was affected by heat, but back in now. Capt. Rudy Muller, Rosie the elephant, a camel and dog now do act. O. K. for strengthening circus. Four orchestras from the expo were slated to broadcast tonight (Tuesday) for an hour on NBC hook-up. They are Whiteman, Venuti, Marian Markey, 'Jumbo' band and 'The Last Frontier Band.' Bob Lawrence and 28 razorbacks to sing circus numbers.

Stewart Gracie, male singing star of 'The Last Frontier' band, Sunday (15) and a razorback took spot. Faced with reducing 136-person square dance by third, or taking cut from \$15 to \$11 weekly, boys and girls voted on payroll cut so all could work. Alexander Oumansky, ballet master of this show, opened studio here. Plans Texas ballet.

Others on staff eyeing Texas

bankrolls too. Charles DeHaven, dancer; Lester Bryant, producer, and Richard Pope, former Broadway actor and Hollywood scenario writer, to open dramatic school. Edna Hibbard, Broadway comedienne, who is working on a concession, also in on it.

At end of first month it is estimated 250,000 to 300,000 have entered grounds. Casa Manana played \$1,180,000 to 200,000 people as only two nights have there been single vacant spots. 'Jumbo' and 'The Last Frontier' passed 50,000 mark each, but neither near capacity. Both reporters just about getting by, while whole expo undoubtedly in black, not counting money required to pay off completely the bonds. Can't expect to do that this year.

Ed Alford out Saturday (15) and to join A. B. Marcus show on trip to South America. Alford's work, mostly outdoor promotion and newspaper advertising, completed.

Ziegfeld Milk Bath, new nude show, opened Saturday (18) in spot where Beauty and Beast flopped. Rose interested in both shows. Will Morrissey and DeHaven worked out new idea of girl in tub with chalky water, gave a beauty bath to a Anna Held. Little kick to stunt as girl, completely nude, steps into tub with her back to audience. Spieler assures cowboys act is for 'educational' effects of milk on body beauty.

Monkey jazz band, late in arriving, opened Saturday (18). Ediz. Salt and Road World Ranch still getting best concession play. Tango, screen and other games doing only fair, as pix already taken up on stunt. One of Bill Hames' ferris wheels out, and two left.

Fort Worth expo not set up for people with a dollar and two to spend. Each of three main attractions cost \$1 and Casa Manana, if dinner is ordered, takes several iron men, as most night clubs do. However, beer at 25c a bottle, 50c sandwiches and 10c hot table restaurants. Liquor costs what you want it to.

### Gyping Waiters

Gyping waiters caused trouble at first and team captains get best tips at demand for nearly 45% of the bill.

Surprising thing is prairie town and visitors from Dallas and other Texas spots are pouring money into Casa Manana concessionaire's till.

Expo gets 15% of this take. At Pioneer Palace the stage show is free but drinks and sandwiches are not. Paying well for variety shows and evening's entertainment there at low cost. There are plenty of 10c and 25c concessions for them also. Expo gets 50% of 'Jumbo' profit, Rose the rest.

Fact remains that plenty of money can be spent elsewhere if desired. One man is reported to have spent \$800 one night at the Casa Manana and \$400 the next night. There's plenty of gold on these plains as Texas has more than 6,000,000 people and scads of oil money can be tapped up by the wise. Cotton money will be flowing in a few weeks and then the expo should lift its real stride with cooler weather.

### Bring Shows to Six

Fort Worth, Chicago, San Diego, Cleveland and Dallas expos should take variety shows something like about this big country. There are 130,000,000 people in this land of the free who want to go on a spending spree without having to go to New York. Bring shows to cities, but give the customers something big.

Film moguls know small towns keep their public going. Ned Alford said he'll campaign a such burgs and customers beginning to flock here. Rumors about this show or that closing have been on and off, but management is not likely to let Yone horses. Shows need all attractions here now. So set it down the Fort Worth show will run until Dec. 1, at least.

Earl Carroll due this week en route to Hollywood. J. J. Shubert and George White already uncovered show.

Jack Chevenstone out as incite at the show.

Dr. Herman Ostermiller due to sail from Germany within a week to rejoin 'Jumbo.' Called there by wife's death. His horse, Dohees, left here. Dohees' death cost \$10,000. Stay on own parking lot at 25c per car.

Horse show to be held early in October in new permanent building seating 6,000 to offer prizes of \$25, \$50 and \$100. The show will be an Royal tops till at \$26,000, Dallas horse show Sept. 23-27 offers \$12,000, making \$35,150 in prizes for the combined shows. Due to attract big horse show.

With expo doing better, publicity outlay cut. Also some salaries. Ed Lowry, concession head, is out. Grapery, staff photographer, leaves in two weeks for home in New York. Has taken 450 pictures and 5,500 prints sent to papers and mags.

### Webb Dies, Olmsted Top Man

Dallas, Aug. 18. Texas Centennial exposition was in the hands of its fourth management regime last week after the sudden death of Webb W. Webb, Harry Olmsted, who assumed the newly created office of director-general two days before the management death in Dallas is large.

Olmsted was put in office to hype the gate and rumored plans now are auto giveaways, musical shows, etc. Olmsted made J. Eddie Brown his executive assistant, and placed special events department under Frank Watson, chief of promotion. Special events have failed to be much value to the show so far.

Exposition is coasted along through late July and half of August with barely the 30,000 daily front gate average necessary to meet the bid. 'Cavalcade of Texas,' with about 8,000 over the night, has been the savior of the finance dept. It played to 15,500 persons in six performances Sat. (15) to net the fair \$1,600.

Average total attendance daily for the expo's first 10 weeks was 40,662, made entire by average days, as there has been no big day since July 10.

Management still hopes to come in the clear by Dec. 1 with stimulation for big days in the fall. Showmen are anticipating a vigorous autumn, as evidenced by expansion along midway. Streets of Paris has practically doubled its number of peep shows. Others have done likewise. Federal theatre has been no sensation since the expo. 'Follow the Parade' played to a few hundred nightly for 10 days, and the Negro 'Macbeth' WPA company showed no improvement in the first three days. The 'Cavalcade of Texas' and 'Cavalcade' are hogging the gate.

# 1936 Fairs Stage Big Comeback Especially in Midwestern Sector

Chicago, Aug. 18. You ain't seen nothin' yet. That's the slogan of the midwest fair agencies, all of which report the biggest seasons since the depression years began since the biggest of the boom prosperity years. Agents report business on a 100-to-150% increase over the 1935 season and the bookings are just starting to roll in for the September and October dates.

Fairs which have been sloughed for five and six years are suddenly reviving this year as state and county treasurers release enough appropriations to take care of the flesh budgets.

### Drought Spots Good

Even the sections which had been hit by the drought earlier this year have come out to good fashion and are going right ahead with their plans for harvest-time festivals. North-east and mid-west territory still rate as the hot spots for the fairs, with good states as Iowa, Minnesota, Wisconsin, Kansas, Nebraska, Missouri, Colorado, North and South Dakota, Illinois and Indiana delivering the great bulk of the fairs. And of all these states Iowa is expected to have the most plentiful harvest of fairs scattered throughout its counties and towns.

On the increase this year are the two and three-day street fairs in many towns of 50,000 and less. This kind of festival has sprung into

prominence in the past few years and now, with the depression lifting, this street fair type of festival is blooming in all its glory and accounting for nearly 45% of the total bookings by the various fair agencies.

### Girls Are Passe

Girl shows, which were very much in demand during the depression years, have suddenly dropped out of the picture with the return of prosperity and there is a great return to the pre-depression days of novelty and circus acts. The trapeze and perch and web acts are back in great demand among all of these fairs, with animal acts and musical acts in lesser importance. The girl lines with their 'kick and kick' routines are in the do-gh.

And of the circus acts, those which are mostly sought after are the high wire works, and the acts which carry their own equipment. Most of these small fairs, which there are hundreds, use but three or four acts, and these fairs don't want to go to the trouble and expense of building a platform. During the 1935 era they could go into the lumber yards and borrow enough lumber to build a platform. But those days are gone, and lumber prices mean that a platform would cost \$200 or so to the fair, and they would rather spend that money on talent.



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## \$100,000,000 IN THE TIL

### Showmanship Via the Air Routes; Same Ol' S. A. Bally Curbs Jitters

The air transportation business has become one of the smartest merchandising enterprises originated to make the traveling public air-conscious or unconscious. While travel by air is no longer a novelty, man being what he is, a two-footed something or other designed to remain on the ground, some are still a little afraid of going places with it, and none knows this better than the air-line operators, who are doing everything to make air traveling anything but a nervous jump between two points.

Best and smartest method of selling the air, once the prospect is inside the plane, is the stewardess. She is invariably one of a group of young ladies chosen for this important post, first for personality, second for looks and third for ability to keep your mind off height and its hazards. Combination, spells a success, which the plane companies will deny.

On a cross-country trip, a dozen of these young females are encountered. It's a continual round of clubby little chats with gals who look like fugitives from a musical comedy treat line. Their business is to keep your mind off where you are. And how they do it! First of all, no chump tailor designed their close-fitting uniforms that accentuate the appeal in the right spots. Men's shirts are worn more or less open-front. And that personal service—

(Continued on page 76)

### FRANKIE BAILEY, 77, DONS TIGHTS AGAIN

Los Angeles, Aug. 25. Frankie Bailey, now 77, once billed as "The Girl with the Million Dollar Legs" when she appeared in the Weber and Fields burlesques, has again donned her black tights for the Federal Theatre Project revival of the production of the late 80's. "Black Crook" opened Sunday (23) at the Mayan theatre. Piece is being done in four acts and 16 scenes.

### Stein, MCA Prexy, Buys Seat on Stock Exchange

Chicago, Aug. 25. J. C. Stein, president of Music Corp. of America, has bought a seat on the N. Y. Stock Exchange for \$120,000.

Will use this as a personal investment and also to handle his own stock operations.

Flora Finch's 1,000th Film  
Hollywood, Aug. 25. Flora Finch washed up in her 1,000th flicker last week, having started in 1909. Commemorative last job was McG's two-reeler, "No Place Like Rome."

### Memory Test

Hollywood, Aug. 25. Shelving of Mary Astor diary stopped memtest rib of the year dead. Pals were calling up pals and saying, "This is the managing editor of the Whooping-calling. We understand you're mentioned in the diary and I'm sending up a staff man to get your side of it."

One director, gun getting the phone only, chartered a plane and hopped east, though investigation revealed he had no billing in Astor inventory.

### Political Satire In Ballet Irks Blooded Gentry

Easthampton, L. I., Aug. 25. "Harlequin for President," satiric classic number presented by Ballet Caravan last week at a swanky garden party on Woodhouse estate, caused some of the starchy guests to exit. Landonite pluggers were in the audience wearing their sundown buttons and didn't like it, so left. Performance was in the open-air.

Troupe moves into Ogunquit, Me., starting Aug. 31 for a week, first time that a ballet attraction has played a week's engagement in mid-summer. It is possible that they will remain out until October.

"Harlequin" ballet is work of Eugene Loring of the company, and local date was first time it caused any political stir. It is remaining in for other touring stands.

### BEER BARON MURRAY

Tenor Quits Show Biz to Enter  
Harford Brewing Concern

Old New England Brewing Co. of Hartford, Conn., formally opened a campaign in local papers last week carrying extra advertising of concerns who figured in the rehabilitation of the plant, said to be the largest in the east. J. Harold Murray is the treasurer and has declared himself through with show business.

Tenor figured in a number of Broadway musicals, and was in Hollywood. He turned down several professional offers during the spring.

### SEE \$200,000,000 ULTIMATE GROSS

If Hitting That Figure in 1936-7, It's a New All-Time High for Film Industry—Unusual Amount of Early Buying and Early Closing of Picture Product

### DUALS AND % PIX

By JOHN C. FLINN.  
Film rental and percentage deals for the coming season's product of the major producers aggregating an estimated \$100,000,000 have been closed or will be consummated before Sept. 1, when practically every important theatre circuit in the country will have completed its annual buy.

Based upon this rather formidable figure, the domestic (American and Canadian film rental returns) for the first time in the history of the industry are likely to exceed a gross of \$200,000,000, for the 1936-37 product.

Experienced film executives, who discussed the current summer's selling, took special occasion to point out the fact that even such large sales did not necessarily indicate any unusual increase in industry earnings. Based upon an estimate that the present Hollywood production cost at all major studios is close to \$3,000,000 weekly, amounting to a 2% annual negative charge of \$150,000,000, it was declared that profit could come only after further

(Continued on page 31)

### Shaw with Suds

Philadelphia, Aug. 25. Teetotaler George Bernard Shaw probably hasn't heard about it, but the Hedgerow theatre now serves free beer at intermission of "Arms and the Man."

Rose Valley repertoires hand out a half-barrel of suds at each performance of the play. Total cost is about \$8. Hedgerow presents an informal "Arms" with Strauss waltzes. Few presents have been "quite horrified," as some take a couple of glasses' and others take plenty.

### PUGS AND BANKO—NO DICE

Atlanta, Ga., Aug. 25. Efforts are being made to revive fight game here, as some promoters even going so far as to use bank nights to attract cash customers.

Attendance, however, continues slim.

### Patriotic Stripper

Houston, Aug. 25. Sally Rand, with her bubbles, and Corinne, the apple dancer, at the Texas Centennial Exposition, have started something in Texas. Patriotism has entered into it, and now comes a protest from the Rio Grande Valley, home of the grapefruit. They've made it official by going to exposition officials with their protest.

A Houston night club has just found the answer. Up from the Valley Centennial they brought Annette, presented her as a grapefruit dancer! Civic pride in the Valley is appeased, and the patrons of Gay Paree here have something to take their minds off.

### SCALPS TURN TO CHOO-CHOO TICKETS

Chicago, Aug. 25. Ticket scalpers who have been chased out of the business during the past few years due to the lack of legit show biz around this town have suddenly come out of hiding and are doing business at the old stand again but in a new field. Now the boys are scalping duets on the fast streamline trains which are shooting across the country from this railroad center.

Demand for accommodations of any kind on these super-rattlers, has grown so great that the travelers are more than willing to pay a premium (Continued on page 76)

### 'Written in the Stars,' Divorces Actor-Husband

For 14 years Buford Armitage, legit actor, lived "reasonably happily" with his wife. Last week, Mrs. Armitage divorced him in Reno.

Everything was fine, Armitage says, until early this summer and then Mrs. Armitage took up astrology. The stars told her, she explained to him, that the years to come would not be happy with her actor-husband, so she decided to move to divorce headquarters.

Mrs. Armitage is non-pro. Her husband is currently rehearsing in "Night of Jan. 16," due in Chicago next month.

Federal Theatre Project definitely swings into competition with commercial legit this fall when it produces Sinclair Lewis' "It Can't Happen Here" in play form. It is the first new play by a name author the WPA has been able to snatch and it is being done with a national publicity blast plus a new top expenditure, since the royalty in royalty to Lewis will amount to \$1,400 for the first week and is expected to stay near that mark for some time.

WPA's greatest hurdle in new play production thus far has been the acquisition of scripts. Flat fee of \$50 per week royalty is paid to playwrights and that cannot be switched, making it difficult for the project to get script other than those which the writers agree unproducible via ordinary channels. Way out in this instance, however, has been found through use of the project's national ramifications. Thus the play will be premiered in 28 companies around the country, getting simultaneous openings in all spots and each kicking in its \$50 for a total of \$1,400 to Lewis.

Novel is anti-Fascist and had been bought by Metro for filmization but was dropped by the film company after it realized the certain banning in European countries would make the heavy production not an assured red-ink. Now that the WPA will (Continued on page 76)

### AD AGENCY OPTIONS SANTA CLAUS OF IND.

Detroit, Aug. 25. Bass & Luckoff advertising agency here has bought the controlling interest in Santa Claus for \$28,000 and are working up several commercial angles, which may include radio and trade.

Santa Claus, whose real name was John Cannon, 35, before it was legally changed two years ago, is a clerk in a general store in Santa Claus, a 600-pop town in Indiana which handles so much mail at Xmas time that the U. S. post office installed one of its largest cancelling machines. He's been insured for \$50,000 by Bass & Luckoff, whose ownership extends for four years with an optional renewal.

Santa Claus was incorporated two (Continued on page 76)

### Genius Arrives

London, Aug. 18. Pat Mall Prod. had its first taste of genius when Ignace Faderewski took the door at DeMham for his picture debut in "Moonlight Sonata." Occasion proved to be the first of what is feared may be many delays. To satisfy the maestro's judgment of instruments, director, Leopold Mendel imported six pianos, but Faderewski, after looking 'em over, uncompromisingly rejected the lot and refused to play any of 'em.

# Studio Heads Should Develop Their Own Talent, Says Le Baron; Talent Scouts Lack Necessary Authority

Hollywood, Aug. 25. Studio heads must take matter of stock company talent assignments into their own hands and not delegate the task to subordinates, if they want results. That is the viewpoint of William E. LeBaron, Paramount studio production chief, who has abolished the job of talent scout held by Jack Votion "for more than a year." Latter resigned with his work now being taken over by Freddie Schussler and his staff in the studio casting office.

LeBaron feels that if the head of a studio does not take an interest in developing the material he has in a stock company that no one else in the organization will take any trouble. He states that producers resent the casting office, or talent scout, suggesting people for the cast of a picture. The producers feel they know what they want and have less they get a front office must on placement pay no attention to suggestions coming from the talent scout or so-called head of the young stock company.

LeBaron feels that with Paramount needing lots of new talent to fill in gaps in its ranks, and having likely material in hand, it requires someone with authority over associate and unit producers to give them the give people on the payroll a chance in pictures. He has been reading scripts of all producers with a view of getting into the stock company people will fit into secondary parts and will begin assigning them in all future productions.

The progress of these people will be watched by him closely and when their work merits it they will be assigned gradually to more important parts until such time as their screen ability warrants upgrading them into featured and star class. This, he asserts, is the only means currently for a company to solidify itself with talent which can have box office significance. He has around 75 people in the Paramount stock company at present and says he feels that of this number at least half a dozen can be developed into important positions during the present season.

He is headed eastward middle of September to look over the new plays for couple of weeks and during that time will endeavor to pick out promising talent to be brought back here and added to the ranks of the Paramount stock organization.

The move of LeBaron is the first in the history of Hollywood since talking pictures, where a studio head himself has taken the matter of developing a stock company in his own hands.

Weiser Scouting N. O. New Orleans, Aug. 25. Jacob A. Weiser, talent scout for Metro, here for a week in quest of new faces, indicated today at the Little Theatre Saturday night (22). During the remainder of the week he will visit night clubs, radio stations, WPA groups and others.

He expects to have interviewed 2,000 prospective actors before returning to New York, he said.

## TUTTLE REACHES COAST FOR PAR'S 'COLLEGE'

Hollywood, Aug. 25. Following a break in his transcontinental air trek at Indianapolis because of illness, Frank Tuttle has reached town from England to prepare for direction of 'College Holiday' at Paramount.

Madeline Storr, recently judged 'Miss Los Angeles' as winner of student air hostess contest, arrived with Tuttle and will be screen-tested for 'Holiday.'

### PAR'S SHORT STORY BUY

Hollywood, Aug. 25. Paramount bought Llewellyn Hughes story 'Beyond Sound of the Machine Gun,' touted as one of the best short yarns of the year. Appeared in Century mag, later reprinted in foreign countries. George Raft, Fred MacMurray, Carey Grant and Randolph Scott are pencilled in for the William LeBaron production.

## Fun on Cleats

Hollywood, Aug. 25. Tod Goodwin, known as the Dizzy Dean of football, goes into 'Rose Bowl,' at Paramount. Eccentric is member of N. Y. Giants, pro gridgers.

## REPORT BOB BURNS AT \$60,000 A PIC AT PAR

Hollywood, Aug. 25. Bob Burns, the bazooka blower from Arkansas, who recently finished his two-picture contract at Paramount, has been handed a new covenant for three flickers per annum at a reported \$60,000 each. Pact runs three years.

Burns first gained prominence on Rudy Valle's hour, later joining Bing Crosby. He appeared in 'Rhythm on the Range' and 'Big Broadcast of 1937.'

Burns' first starring picture will be 'Mountain Music,' an original by Mac Kinlay Kantor. Yarn dealing with city fate of a hillbilly who wins radio fame but cannot forget his mountain, will be produced directly under William LeBaron.

## Meredith's 2nd at RKO After Stint on B'way

Hollywood, Aug. 25. Burgess Meredith, brought out from Broadway for spot in 'Winter Set' (Radio), is set for one more flicker.

Before going into the second pic, he'll return to New York to appear in Maxwell Anderson's new play.

## Mae Goes Diva

Hollywood, Aug. 25. Mae West is going romantic in her tunes for her picture at Major Pictures, which is tentatively titled 'Go West, Young Man.'

Barroom technique is tossed aside in two tunes written by Arthur Johnson and Johnny Burke. Duo also did five numbers for Columbia's Bing Crosby starrer, 'Pennies from Heaven.'

## Bein's WB Suit Up

In depositions filed Monday (24) in the U. S. District Court, N. Y., Walter Wanger and Frances Marion deny the assertion of Albert Bein that the picture 'Mayor of Hell' was lifted from one of Bein's stories. Bein is suing Warner Bros. for an injunction and profits.

Miss Manson and Wanger state the WB film was taken from the story, 'Junior Republic,' by Islin Auster.

## Dot Burgess Stricken

Havana, Aug. 25. Dorothy Burgess, film actress, had to be rushed to a hospital here and operated on for appendicitis. She is doing nicely.

Burgess arrived last week for a visit at the home of Mr. and Mrs. Fran J. Steinhart, Jr., where she was stricken.

## Metro's 'Arsene Lupin'

Hollywood, Aug. 25. William Powell and Lionel Barrymore will be starred in 'Arsene Lupin' at Metro. Howard Emmett Rogers has been assigned to write the script.

John W. Considine, Jr., will produce.

## BUSH REFS WANGER

Rodney Bush, now in charge of trailers at Radio studios in Hollywood, will become Walter Wanger's general representative in New York next week.

Bush formerly was with Paramount theatre in L.A. and various distribution departments.



EDGAR BERGEN

Parle Quist Now playing at CHEZ PAREE and DOUBLING AT CHICAGO THEATRE, Week Aug. 21. Opening Sept. 24th, GROSVENOR HOUSE, LONDON, for limited engagement.

Thanks to Mike Fritzel and Joey Jacobson of the CHEZ PAREE for the three-year contract for twelve weeks a yoked suit to her.

Fourteenth Vitaphone comedy in the writing.

## \$2,000,000 THEFT SUIT OVER 'DEAD END' PLAY

Claiming that the play, book and screen version of Sidney Kingsley's smash hit, 'Dead End,' was lifted almost entirely from her play entitled 'Money,' Edna Buecher, author has filed suit in the U. S. District Court, N. Y., for \$2,000,000 and permanent injunction to prevent the 'Money' story from being further used in any form.

Defendants named in the action besides Kingsley are: Samuel Goldwyn, Norman Bel Geddes, producer; Random House, Inc., publishers; and the 128 East 37th Street Corp., owners of the play. Plaintiff holds each defendant equally liable.

Miss Buecher, in her complaint, states that prior to January, 1935, she wrote the play, 'Money,' and that while negotiating for its production on the stage she called at the offices of the late Joseph P. Bickerton, attorney. This was, she asserts about Feb. 15, 1935. She left copies of her script with the lawyer and it was not until later she learned that Bickerton was Kingsley's counsel.

Miss Buecher states it was not until Aug. 1 of last year that the script was returned to her.

On Aug. 1, the plaintiff notes, King'sley registered his play, 'Dead End' with the copyright bureau in Washington. It was then, she declares, she found that the play was an almost exact copy of my play, 'Money.'

Goldwyn bought the screen rights for \$165,000, it is alleged.

Claims of lifting and piracy have accompanied the click of plays of Broadway writers and the engagement business, but are rarely upheld in court. In this instance a most unusual angle developed when the claimant's attorneys wrote Geddes that the performances of 'End' should be suspended until the matter is adjusted. That aroused a smile around the manager's office and the attorneys were told that the more money the client might win. Reply was 'it was just a suggestion.'

'End' is reported to have earned more than \$200,000 during its 10-month run to date and the engagement is indefinite. Picture rights were sold for \$165,000 and for that reason Samuel Goldwyn is coupled in the action of Miss Buecher. Also named in her action are the 128 East Thirty-seventh Street Corp., which technically owns the show, and Random House, which published 'End' in book form.

Complainant contends that she submitted her script to Joseph P. Bickerton, Jr., who died last week, on Jan. 1, 1935, and that the latter was King'sley's attorney. Producers claim, however, that Bickerton and Kingsley never were acquainted until about one month ago. She avers that the counsellor was to have negotiated with a producer for her.

## MRS. WINSLOW AT WB

Hollywood, Aug. 25. Thyrta Samter Winslow joins Warner's writing staff on a contract. Initially will be a Katherine Brush original for Kay Francis.

## \$20,762 Awarded N.Y. Cop Dates Back to 1931 Film

A satisfied judgment for \$20,762 awarded by a jury several months ago to Motorcycle Policemen Abstin B. Irwin was filed Thursday (20) in N. Y. Supreme Court by attorneys for RKO Studios, Inc. Paramount-Public and John Klein.

The judgment was awarded the policeman for injuries sustained in 1931 while 'scoring' 'Correll' and 'Gomen (Amos 'n' Andy)' in a break-neck trip through Harlem while filming the picture, 'Check and Double-Check.' When the cavalcade arrived at Seventh avenue and 132nd street on crashed into cross traffic. The officer was thrown from his motorcycle and sustained severe fractures.

## BERG TO HUDDLE WITH HIS LONDON CLIENTS

Hollywood, Aug. 25. Phil Berg, local agent, accompanied by his wife, Leila Hyams, leave Thursday (27) for New York, sailing Sept. 2 for a four-week sojourn in Europe.

Berg has around 20 clients working around London with whom he will confer during the trip.

London, Aug. 25. M. C. Levee sails from here for N. Y. tomorrow (Wednesday). He leaves Y. Aug. 31, planning to the Coast.

## SONJA HEINE'S DEBUT IN TUNER ON SKATES

Hollywood, Aug. 25. Sonja Heine, skating champ, will go into 'One in a Million,' musical authored by Leonard Fraskins and Mark Kelly, as her initiator under her contract at 20th Century-Fox. Skater originally was slated for Kelly's yarn, 'Peach Edition,' but this was shelved temporarily in favor of the tuner.

'Ditties for 'Million' are being fashioned by Lew Pollock and Sidney Mitchell and a hint is on for 36 femme and 24 male ice slitherers to back up Miss Heine.

## Bert Lytell Directing

Hollywood, Aug. 25. Charles Starrett has been borrowed by Richard A. Rowland from Columbia for lead in 'Love and Laughter,' producer's second flicker for Paramount release.

Irene Hervey will be opposite. Bert Lytell, associate producer with Rowland will direct. He quit acting several months ago and joined John M. Stahl in the musical play.

Technical crew that worked on Rowland's 'I'd Give My Life' is handling 'Love,' consisting of Ira Morgan, cameraman, Ralph Berger, art director, Billy Miller, costume designer, Tad Gillum, stillman, and Vernon Keays, assistant director.

## Right in Their Lap

Hollywood, Aug. 25. Four juve contract players get a chance to show their wiles in Paramount's 'Right in Your Lap,' which will be directed by Glen Tryon. Players are Irene Bennett, Louise Stuart, Kay Griffith and Wolfe Popper.

## BLACKWELL'S ATTACHMENT

Brookfield, Conn., Aug. 25. Carlyle Blackwell, former screen star, has taken the elaborate residence he owns here with his estranged wife, Avonette M. Blackwell, former wife of Tommy Maule.

Blackwell has put a \$40,000 attachment on the property to prevent its sale without his consent.

## Bobby Connolly Upped

Hollywood, Aug. 25. Bobby Connolly, handling dances at Warners, has been advanced to a directorship.

'King of Swing' will be his initial chore.

## BUDDY EESSEN, M. D.

Hollywood, Aug. 25. Buddy Eessen still wants to be a doctor. Metro dancer is enrolling at University of Southern California to continue his third year of medicine.

## Kaufman and Sherwood Settle with Goldwyn Over Eddie Cantor Pic

George S. Kaufman and Robert E. Sherwood, via attorney Howard Reinheimer, reached on a settlement of their suit against Sam Goldwyn for a 'cash figure plus royalties on 'Roman Scandals' (Eddie Cantor). Case has been hanging fire for nearly two years and has postponed several times due to illness or absence of one or the other side, but was slated to go to trial in October. Settlement figure was unrevealed but is understood to be 'substantial.' Reported at around \$25,000.

Trouble started immediately after Kaufman and Sherwood delivered the script of 'Scandals' to Goldwyn. Latter wanted some rewriting done, which the authors did. As second request for rewriting, however, met with a turnaround by the authors who claimed that their work was completed and that whatever still remained to be done on the film by way of writing was the work of a gag-man, as is usual in Cantor films. Goldwyn, on the other hand, felt that the authors had written a complete script, and for the time being he was paying.

'Deal was that Kaufman and Sherwood were to get \$25,000 for the script plus a percentage of the gross. They were paid \$12,500 each on closing of the deal, with a similar sum to follow on completion of their work. The deal was never upped with the suit resulting.

Because the case was to be tried in New York, despite the fact that most of the combats were in Hollywood, Reinheimer traveled to the Coast several times and obtained depositions from various witnesses to be used in the case. Among the depositions secured were those by Francis Tuthill, who directed the picture; Arthur Hornblow, who produced it; George Oppenheimer, who did some writing on it; William Anthony McGuire, who was also supposed to come to writing, and Arthur Sheekman, gag man.

## NEW 'STEPPING TOES' FOR ASTAIRE-ROGERS

Hollywood, Aug. 25. Fred Astaire is returning from London Sept. 10.

Preparations will follow his arrival for the next Astaire-Ginger Rogers dancery at RKO, titled 'Stepping Toes.'

## SAILINGS

- Sept. 17 (New York to London), Sophie Tucker (Normandie).
- Sept. 2 (New York to London), Phil Berg, Leila Hyams (Normandie).
- Aug. 28 (New York to London), Jack Kapp (Ne de France).
- Aug. 28 (London to New York), Percy Burton (Paris).
- Aug. 27 (Naples to New York), Donald Flamm (Rex).
- Aug. 28 (London to New York), M. C. Levee (Normandie).
- Aug. 26 (New York to London), Joseph P. Kennedy, Harry Ham, Jeffrey Bernerd, William Morris, Jr. (Quincy).
- Aug. 26 (New York to London), Creighton J. Tevlin, Louis J. Vorhaus (Washington).
- Aug. 22 (London to New York), Jesse Lasky (Emmors of Britain).
- Aug. 22 (London to New York), 'Boy Meets Girl' Co., Donald Macdonald, Frank Fenton, Queensa Blotit, Ethel Remev, Bramwell Fletcher, Ben Guy Odley, Helen Chandler, Helene Peters, Mervyn Sydney Andrews, Ralph Morehouse, Lamar King (Georgia).
- Aug. 22 (New York to London), Dwight Deere Wiman (Champlain).
- Aug. 22 (New York to Naples), Katharine Cornell (Conte di Savoia).
- Aug. 21 (London to New York), Clinton Sundberg, Don Douglas, Douglas Gerrard (Samaria).
- Aug. 21 (London to New York), George Cammo (Die de France).
- Aug. 19 (London to New York), Mr. and Mrs. Jacob Wilk (Lafayette).
- Aug. 19 (New York to Budapest), S. K. Wolf (Hindenburgh).

## ARRIVALS

Russell Crouse, Howard Lindsay, Grace Moore, Fania Rubina, Arthur Jarrett, Chas. MacArthur, Eleanor Holm, Morton Downey, Helen Hayes, Judith Anderson, Abraham Sofaer, Clarence Derwent, Ewanon von Mendelssohn, Valentino Parera.

# EXHIBS NIX RADIO STARS

## Bootlegging of Feature Pix and Shorts Still a Big Trade Worry

Bootlegging of old prints, features and shorts, is a major racket in the trade. Its scope is international. Hundreds may be employed in the racket, here and abroad, though directed apparently from New York. Most of the bootleg product is marketed abroad. This illicit trade garners many thousands annually.

The Hays office has had private police and public officials investigating the situation and the member companies have been approached about a possible fund to be used in financing criminal prosecutions of several suspects. A practical solution for the future to stem the bootleg stuff has been at hand.

Among the more effective methods to smash the racket is for the distributors to muti abroad, through shipping prints to the junkpile and the reclamation plants. It is figured that the junkpiles and the reclamation plants offer prolific sources of supply to the bootleggers for the old prints.

The racketeers acquire the old prints and market the prints there after outright on a flat rate basis. Bootleg charges range from \$7 to \$15 per reel and for a name grosser, \$150 per feature.

Only two or three bootleg bookings are traced to domestic buyers, and these are in Greater New York. On the foreign end, however, it has been discovered that an alleged bootleg print of the Schenkel-Lor's fight was sold in the Philippines almost simultaneously with that released over here. This appears to be the only instance of a new print being bootlegged, or it may have been duped in this case.

The bootleg stuff is major company material for the greatest part and so far as known, none or very little indie films or shorts have been discovered to be bootlegged. This indicated that the bootleggers are interested in name stuff only for their illicit trade. Thus the bootleggers may be marketing from 30 to 40 of a season's best all-around features. Prints of all but one of the major companies have been bootlegged. The exception is Metro. The only explanation to Metro's immunity from bootleg deprivations may be that the company knows how to handle the situation, or just has been lucky.

## LONSDALE-LUBITSCH DISAGREE; WALKS OUT

Hollywood, Aug. 25. After working on the script of the next Marlene Dietrich picture for three weeks with Ernst Lubitsch at Paramount, Frederick Lonsdale, British playwright recently imported, tossed in the towel and walked.

It is understood that Lonsdale and Lubitsch couldn't get together on story ideas.

## March's 'Saint'

Hollywood, Aug. 25. Fredric March has closed with Radio to star in 'Saint in New York,' mystery novel by Leslie Charteris, which will be produced by Pandor S. Berman.

Anthony Veiller is doing script, and John Cromwell is set to direct.

## Ed Seward Hurt

Sydney, Aug. 4. Edmond Seward, American scenarist, was thrown from a horse while on vacation here and suffered a broken arm and fractured ribs. Scribbler is at present an inmate of a private hospital and will be confined to bed for several weeks.

Seward was reported by Cine-sound to do the scenario for 'Thoroughbred' and other pix. Following disagreements, Seward quit Cine-sound and was due to leave for America.

## Interest Charges

Hollywood, Aug. 25. Ace name-writer, with flock of best sellers behind him, submitted his latest item to top producer before publication. Producer liked it, but told writer:

'I can't give you more than \$5,000 for it now, but after it's published I may go to 50 grand.' Author said okay, in that case he'd wait.

## MONTGOMERY SUES TO VOID AGENCY CONTRACT

Los Angeles Aug. 25. Seeking to terminate his agency contract, Robert Montgomery has filed suit in superior court against Louis Landau and the agency's predecessor, Edward Small Co., re-negated the judge to interpret and adjudicate the instrument.

Complaint for declaratory relief asserts that Montgomery signed present contract Feb. 4, 1936 in belief that unless he did so he would be compelled to pay certain back commissions, but that he later learned the previous agreement was void. Player has already given notice of cancellation, he asserts, but want's court's affirmation.

Under allegedly invalid pact, Montgomery says he paid a flat sum of \$4,000 per year plus percentage of his earnings at Metro, running from 10% for the first year to 5% for succeeding years. He contends he doesn't have to pay certain of these accumulated monies, but in case court finds compact with Metro still binding, asks that sums to be paid be definitely fixed as to future as well as arrears.

## Romberg Quits Coast For 'Melody' Rehearsal

Hollywood, Aug. 25. Sigmund Romberg pulls out tomorrow (Wednesday) for Broadway to start rehearsals on his 'Forbidden Melody' starring Carl Brisson. Romberg has been here several weeks working on music for Irving G. Thalberg's 'Maytime' at Metro. He'll return to Metro Nov. 15 to start an MG term.

Romberg wrote the music for 'Melody' and Otto Harbach did the book and lyrics. Sam Grisman is producing.

## Abbeytes Head Home

Hollywood, Aug. 25. Arthur Shields, F. J. McCormick and Eileen Crowe of the Abbey Players, washed up 'Plough and the Stars' at RKO, have left for London.

Barry Fitzgerald and Dennis O'Dea remain for further tests at RKO and other lots.

## Milestone to Direct

### Carroll for Wanger

Hollywood, Aug. 25. Lewis Milestone has signed a one-picture deal with Walter Wanger to direct 'Mafeki' - Carroll in a film as yet in the nebulous state, but intended for fall production.

Milestone just completed 'The General Died At Dawn' with Miss Carroll at Far.

## Ham Back to London

Hollywood, Aug. 25. Harry Ham, Myron Selznick's British manager, planned to New York yesterday (Monday) en route to London, sailing Aug. 26. Had been here two months.

## WORLD BOYCOTT AIRERS' PICTS

Theatre Owners Tell Film Salesmen They Prefer Paying Top Rentals for Pictures with Stars Who Tabu Radio Performances

## DIRECT REPRISAL

With the exhibitor fight against film stars who perform on national radio broadcasts spreading to every section of the country, the real battlefield has been shifted to where distributor salesmen are meeting theirs in 1936-37. And there is little mincing of words on the situation.

Salesmen are finding many exhibitors plenty tough to sell any product, much radio-minded artists appear. While this may be possible when a number of pictures is designated as a particular star's group, exhibitors have been displaying avid curiosity about the artists who in various films they are buying for the coming season.

Having had no definite response from producers and little from the stars except just when they are burning over film satellite broadcasts.

Some exhibitors are so dead set on opposing this radio competition that they are using it as an argument leverage, to secure lower rentals on group pix where radio-minded stellar players figure. Exhibitors in many smaller key spots are introducing this radio competition and to demand lower rentals on specific films and series or groups. The sales resistance uncovered plainly has some distributors worried.

Conversely, pictures with stars such as Shirley Temple and Greta Garbo, who have gone on record as against engagements, are being grabbed up and sometimes at higher rentals. While thus far it has not (Continued on page 27)

## COWARD'S 'PIECE' FOR PONS IN PICTURES?

Following current RKO production, still untitled, Lily Pons may do Noel Coward's 'Conversation Piece' for the screen.

On Nov. 28, Miss Pons will make her opera debut in Chicago in 'Lakme,' being the first headline to get top coin (\$2,500) for a single performance there under the new opera regime. Two concert dates follow, first on Dec. 2 in St. Louis, and then on Dec. 10 in Memphis.

Returning to New York, the diva will appear on the General Motors hour, now being set. Then to the Metropolitan Opera, N. Y. where she sings 'Coq D'Or' for the first time. This production is listed as one of the high spots of the coming opera season. She is rehearsing it on the Coast.

Entire month of April will be devoted to concertizing over the country. In June Miss Pons sails for South America to fill a fourth guest engagement at the Colon. Buenos Aires, packed for a series of eight performances. Run here is paid in U. S. money. Columbia Concerts handling.

## Rathbone Opp. Harding

London, Aug. 25. Basil Rathbone has been spotted for the lead opposite Ann Harding in Max Schach's production of 'Love from a Stranger,' which begins production at Denham next week.

Rathbone is already on his way over.

## U's New Telco (Color) Process Nearly Ready for Actual Shooting

## Briton's Debbil

Hollywood, Aug. 25. 'Devil is a Sissy' (MGM) will be titled 'Devil is Softy' for England. Sissy means something laven-dor to the Britons.

## METRO'S REMAKE OF BIP'S 'BLOSSOM TIME'

Metro practically has decided to remake 'Blossom Time,' musical based on the life of Franz Schubert, composer. Was done in England two years ago, by British International with Richard Tauber starring and Universal once was also set to make it on this side but couldn't get together with the Shuberts, who produced it as a legit.

Metro has the American distribution rights of the British-made film but showed it in only one spot, Indianapolis, putting it on a shelf immediately afterward despite okay returns in order to negotiate with BIP on remake deal. If going through it would be the first British-made film to be remade in Hollywood, although with a large number of continental (foreign-language) films have had such treatment.

## Cowan Talking Deal for Veloz-Yolanda Pic Unit

Hollywood, Aug. 26. Lester Cowan is talking with Charles R. Rogers on picture deal to star Veloz and Yolanda. Team recently washed up their one pic deal at Paramount.

Cowan has been working with Fanchon & Marco for past year in an attempt to line up a pic production unit. Should the Universal deal go through, Cowan wants to go in as a producer of flicker.

## A Family Affair

Hollywood, Aug. 25. Franchot Tone and Joan Crawford will appear in their second picture since their marriage a year ago when 'Love On the Run' starts at Metro. Clark Gable is starred. W. S. Van Dyke will direct.

Raymond Denham, from N. Y. stage, gets featured part in picture as his first Coast chore.

## Daniels-Lyon Set in British Murder Film

London, Aug. 18. Bebe Daniels and Ben Lyon have been cast for leads in 'Murder in the Streets,' first production of new unit, Den Films, which begins operations at British Lion studios, Beaconsfield, this week.

Screen version of a stage thriller by Maurice Messinger, the picture is being directed by Emil Reinert, Continental producer.

## Radio Scrubs Draw Stint on Three Pix

Hollywood, Aug. 25. Three writing assignments were dishes out last week by Sam Briskin at RKO. William Hurlbut was signed to do the screen play on 'Mother Carey's Chickens,' Kate Douglas Wiggin's tome, which will star Ginger Rogers, with John Beal playing opposite.

Harry Segall was set to collab with Finley Peter Dunn, Jr. on Bret Harte's 'Outcasts of Poker Flat,' starting Sept. 10 with Preston Foster topping. Sam Warshawsky is doing screen play on 'Night Waitress,' which Joseph Henry Steele will produce.

Experiments with a new color process, Telco, have progressed to such an extent that it is expected to figure definitely in picture production before the present season is completed. New color is attracting the industry's eye because it is expected to reduce initial costs one-third to one-half over the color systems now in use and also to slash print replacement expenditures.

Not only will it be cheaper but certain additional refinements are in prospect. Sharply defined scenes in color, including backgrounds which thus far have been more or less baffling, and a natural yellow hue, are among the improvements obtained via the Telco process. Universal, which holds the exclusive rights to the new color, has been carrying on the series of experiments and officials have indicated that they are satisfied with progress to date.

Chief difference between Telco and other color systems now available to the market is that the new color set employs a two-lens camera instead of two or more machines. It resembles the general outlines of the DuPont color plan in that only two primary colors are required.

Similarity ends here because Telco photographs all necessary footage with one camera, negative picking two up exactly alike black-and-white scenes simultaneously, each having equally sharp definition. These reproductions of the scene shot then are placed together on one color negative by a secret process so that the finished film has the usual single scene and sound track.

Cuts Costs This setup eliminates necessity of using more than one camera, a big initial saving, and trims the negative outlay which is a bugaboo to producers. Thus, production authorities may shoot originally in black and white, and decide later which scenes they want to be in color or in the usual standard printing. This is pure (Continued on page 29)

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## Audit of Wm. Fox's All-Continent Set Aside; Film Man's Benevolences

Atlantic City, Aug. 25. The audit of All-Continent Corp.'s books ordered last week by Federal Referee Robert E. Steedle, in connection with William Fox's bankruptcy, was set aside last Friday (21) by Federal Judge John Boyd Avis, vacationing in Pennsylvania. It was revealed today (Tues.). Judge Avis will conduct a hearing in Camden, N. J., Sept. 9, to determine whether the order should be permanently set aside.

Mona Fox, daughter of the former film magnate, testified at today's hearing that, although she was a director of the \$7,000,000 All-Continent Corp., she knew "nothing about it." Asked if she had been secretary and director of the corporation, by Walter Hanstein, of Fox creditors' counsel, she said yes. She explained: "I was just a nominal director and had acted as such for about 15 years." She said her mother brought various papers to her from time to time for her signature.

Mrs. Fox followed her daughter to the stand, and when she answered, "I don't remember," to numerous questions, Referee Steedle sent her home with instructions to "come back tomorrow prepared to answer questions." She claimed she had been sick and was in a daze.

"I am not altogether impressed," interrupted Referee Steedle, "that this witness is sincere. I am satisfied that she could answer the questions if she wanted to." She started out once by describing in detail what happened years ago but she does not know what has happened in the last few months. She has indicated she can remember the time if she wants to.

"I just want to say to you (Mrs. Fox) that you are under oath and must answer proper questions. Merely saying, 'I don't remember' doesn't excuse you," said Referee Steedle. He then asked her to answer questions. Mrs. Fox claimed that Clarence L. Cole, Atlantic City attorney, handled the affairs of the All-Continent, of which she was president, saying he (Continued on page 31)

## DUCE'S REPS IN H'WOOD ON FILM PRODUCTION

Hollywood, Aug. 25. "Mussolini's emissary, Carlo Ronconi, and his aide, Hans Bittman, planned in yesterday (Monday) for confabs with Dr. A. H. Giannini, Walter Wanger and other executives on possible production of the new Italian studio outside Rome." Ronconi said he would study major lot layouts to determine pattern for his studios. He was met at the airport by Wanger and George C. Pratt, of Epi-

## 'Ziegfeld Girl' May Be MG Sequel for McGuire

Hollywood, Aug. 25. Grosses from roadshows of "The Great Ziegfeld" has Metro executives looking for a sequel. Presently, it looks like a yarn titled "Ziegfeld Girl," which will be typed by William Anthony McGuire. Inasmuch as McGuire's three-way pact stipulates writing, directing and producing, moguls are contemplating turning over entire production to him.

## Lesser's Sextet Set

Hollywood, Aug. 25. Sol Lesser has set his six stories for Principal Productions series for the 20th-Fox program. Novel by Harold Bell Wright and his son, John LeBar, titled "Devil's Highway," and Zane Grey's "Smoky Range," were purchased last week. Other four westerns are "King Of The Royal Mounted," just completed; "Wild Brian Kent," in production, and "The Desert Storm," and "Valley Range," last three by Wright.

## Par's Board Meeting

The board of directors of Paramount will hold a meeting tomorrow (Thursday) for consideration of any matters that may require its attention. Meeting will probably be brief and routine, nothing of special importance being slated to come up. Several directors are not in N. Y., but a quorum is expected.

## 'Godfrey' La Cava

Hollywood, Aug. 25. Eddie Buzzell was told by Universal execs he was using exact "My Man Godfrey" unit, including writers, lensers, grips, for his flicker, "The Luckiest Girl in the World." "Oke," bewailed the director, "but I don't get La Cava."

## ZUKOR EAST SEPT. 3D; BALABAN CONFERENCE

Hollywood, Aug. 25. Adolph Zukor heads east about Sept. 3. The trip is occasioned by hearings to be held on the holdover directors' suits pending in the N. Y. state courts, still in the hands of the trustees, although Par is out of bankruptcy for more than a year. It is taken for granted that Barney Balaban, company president, and Zukor will get together on company business as a matter of course, while Zukor is east.

When William LeBaron, Paramount executive production chief, breezes east Sept. 18 for three-week vacation, Zukor will handle his exec duties. Par board chairman will be back on the Coast by then. LeBaron wants to look over the new shows.

## Lloyd's New Insurance Saves Lots Lotsa Coin

Hollywood, Aug. 25. New blanket insurance policy, formulated to save major picture studios large amounts of money, has been instituted by Lloyd's of London. Heretofore studios bought protection for individual pictures covering sickness or death of important players, execs and industrial accidents which might delay production or cause added expense.

Execs kicked and resultant costs produced the new instrument. Oddly enough, the final individual production policy at 20th-Fox was written by the firm on the picture "Tomb of Ligeia."

Don Ameche, tentatively slated for lead opposite Loretta Young in "Lloyd's" at 20th was pulled out of cast last week and supplanted by Tyrone Power. Mr. Ameche was transferred to feature role in "Last Slave," by Darryl Zanuck. "Slave" is from an org. by Dr. George S. King. Sam Hellman and Gladys Lehman collabed on script.

## Sears, Einfeld West

Crad Sears, Warner general sales manager, and Charlie Einfeld, publicity-advertising exec, fly to Kansas City today (Wednesday) to attend meeting of Fox-West Coast managers in that, midwest key tomorrow (Thurs.).

From K. C., Sears and Einfeld fly to Los Angeles to attend a F-W managers' get-together there next Wednesday (2), taking plane that night for immediate return to New York.

## Radio City Music Hall Scotches Idea of Any Shortage of Product

Radio Music Hall, N. Y., without the 20th-Century-Fox product following recent rupture of relations, expects to fill its requirements for pictures to all its requirements for the coming year.

House didn't have a picture for the current week until it bought "My American Wife" from Paramount but with RKO rushing "Swing Time" through as next attraction starting tomorrow (Thursday), there are no further worries by the management from accounts. As things shape up now, plus consideration of some possible new deals, the Hall probably will have no difficulty playing time to fill until the first of the year. "My Man Godfrey" is being delivered by Universal in completion of a deal of two years ago under

## Metro's English Comic

Hollywood, Aug. 25. Reginald Gardiner, English comedian, has been given a contract by Metro. Debut in "Born to Dance." He came over with Beatrice Lillie in Broadway legit last year.

## LAWRENCE FOX FINANCING PIX IN ENGLAND

London, Aug. 18. Registration of General Film Finance, Ltd., here, reveals plans of Lawrence W. Fox, Jr., head of General Film Co. of California, to establish a private film banking concern in this country, with the particular object of assisting independent producers to obtain an outlet in the United States.

Fox says his organization will be a production company in all respects excepting actual physical making of pictures, providing finance, negotiating American distribution, and assisting on technical aspects and assisting in the provision of personnel necessary to give Anglo-American appeal.

Company will be closely linked with the office of General Film Co. in Hollywood and N. Y. Capital of the British organization, registered in England, is \$10,000,000 shares, and on the filed details appear the names of Lawrence W. Fox, Jr., and David S. Stewart Low.

Fox expects to remain here two months to get his organization running. States he has already been dickered on four or five deals with British indies.

Fox figured in Universal's re-financing with J. Cheever Cowdin (Standard Capital Corp.), later leaving to start his own film-financing organization.

## FRIEDLUDWIG'S NEW DEAL WITH PAR IN N.W.

Minneapolis, Aug. 25. J. J. Friedl and L. J. Ludwig, the Paramount operators in the northwest, have just returned to town after an important two-week session in New York where they not only negotiated for next season's film product for their houses but also took up the question of a new operating deal with Paramount home office execs, particularly with president Barney Balaban and theatre operator, Y. Frank Freeman. Understood that Friedl and Ludwig have received an offer for a new deal and operating arrangement by Paramount for this territory and that it's likely that they will sign the proposed deal later this week.

## PAR HUDDLES REED

Hollywood, Aug. 25. J. Theodore Reed and Paramount are huddling on a three-year directorial contract. Studio wants Reed following his job on "Lady Be Careful."

Reed formerly was assistant to Benjamin Glazer, producer.

## Johnston on the Coast to Set His Reorganized Monogram Into Motion

### Challenge

Most direct challenge of the screen to the stage was expressed in Metro's advance campaign on "Romeo and Juliet" which, for the first time, heralded how films have usurped the scope of the dramatic stage. Ads emphasized that the Metro filmization of the original Shakespearean boy-mistig-such theme has been done on such scope and magnitude as to defy anything ever done on the stage.

Films in the past have only ballyhooed this superiority to the stage in its filmulness, because of the obvious advantages of the camera's scope and Hollywood's limitless bankroll as against the much more limited stage confines. This is the first time for a straight legit and the first time without miming words and reading in part, better than the theatre can ever do."

## LASKY SAILS BACK; HAD SEVERAL BRITISH BIDS

London, Aug. 25. After a "vacational" stay in London, Jesse Lasky sailed back for Hollywood Aug. 22, and will reach the Coast via Quebec and Chicago the following week.

Reported here to be attempting a production tie-in with a British outfit, Lasky stated he had had several propositions, but would not decide his plans or make any statement before reaching Hollywood. On statements that he had been trying to float finance in the 'City,' Lasky gave no lead.

During his stay, the producer visited all the major British studios, and spent much time at Denham in the company of Alex Korda, and at the new newwood plant in the company of Capt. Richard Norton.

Seven producers, he said, dickered with him for the loan of Francis Lederer to do picture work here.

Hollywood, Aug. 25. With Rickford-Lasky Productions singing its swan song, fate of Francis Lederer, under contract to the outfit, is up in the ether until Jesse L. Lasky returns from Europe Sept. 1.

Irving Thalberg is after Lederer.

## JOE KENNEDY'S BOOK Frank Pro-New Deal Volume Just Issued By Filmitte-Banker

Joseph P. Kennedy, former film company president and special advisor to Roosevelt, is the author of a book, "I'm for Roosevelt" (Reynal & Hitchcock; \$1), published this week. It depicts in clearly-worded language how Kennedy is a New Dealer, in spite of the fact that he represents the moneyed interests and finances. Kennedy was first chairman of the Securities Exchange Commission, a Roosevelt appointment.

Publishers are giving the booklet an extra heavy ad campaign, stressing his financial background and theatre relationship as a proof of the point he makes.

Joe Kennedy has been spoken of for a cabinet post when and if President Roosevelt is re-elected.

Kennedy sailed for Europe today to be gone several weeks.

## Wm. Morris, Jr., Sails

Bill Morris, Jr., just in from a Coast business trip, sails today (Wednesday) for three weeks in London and on the Continent. Pleasure business is combined. Will return with Mrs. Morris, Jr. (Jerry), who has been vacationing abroad the past couple of months.

## WB'S 'RENOIR' FILM

Warner Bros. is preparing a life story of Renoir, French painter, for the screen.

Jacques Fey, orchestra leader at the Hotel St. Regis, N. Y., has been assigned to compose and conduct the incidental score for the film and to assist in an advisory capacity for historical accuracy.

## Hollywood, Aug. 25.

W. Ray Johnston, former head of Republic, arrived here yesterday (Monday) to set into motion his plans for the re-launching of Monogram Pictures during the 1936-37 season.

At the time Johnston, Trem Carr and Monogram franchise-holders moved into the Republic setup, he did not part with his or Carr's interest in Monogram, which were held intact, with revenue still coming to the company from pictures now on the market.

Johnston is here conferring with a number of producers to join the setup next year. He wants four or five to make from four to six pictures individually for Monogram, which will have ample coin to finance the output. They will work in one studio under an executive producing head, but whether or not it will be Trem Carr is not known currently as the latter is in the Universal fold.

### Lining Up Theatres Too

Johnston states he is lining up a number of independent circuit operators who have large theatre-chain buying power to handle distribution of franchises in their respective territory. Already he has a deal practically set for the midwest area working on one in the northwest. He also has made an alliance for distribution in California and Arizona territories.

None of the Republic franchise holders, independent circuit operators will come into the new setup, as their franchises have four years to go, with Republic and that organization has the arbitrary right to renew for an additional two years.

Johnston plans for the first season call for 20 features, eight westerns and two serials. Likely that this number will be augmented if sufficient producers for the output can be signed.

Johnston remains here four to six weeks, working on production before going on a trip around the country organizing distribution forces.

## COL. W.S. BUTTERFIELD'S WIDOW WOULD SELL-OUT

### Detroit, Aug. 25.

Mrs. Walter S. Butterfield, widow of Col. W. S. Butterfield, is now anxious to dispose of her interests in the circuit which includes some 102 theatres throughout Michigan with the exception of Detroit. She has a considerable and important portion of the stock.

She has offered her stock first to Ed C. Beatty, who has been a vice and general manager of the entire Butterfield circuit for many years and has been closely allied with the Butterfield family since the start.

Circuit itself has many interlocking partners with varying degrees of control on the many towns and theatres throughout the state. Par has about 25 per cent of the stock in the Butterfield circuit and RKO has 10%.

## READE RETIREMENT

Theatre Owner Mulling Idea of Selling His 20 Houses

If getting his price, unstated, Walter Reade is willing to sell his theatre circuit and retire. To date no actual negotiations have been begun, according to Reade.

In addition to operating in New Jersey and upstate New York, Reade runs the Savoy and City in N.Y.C. He is also owner of the Mayfair, N. Y., under long-term lease to Loew's following closing by latter of the old Loew's New York, now torn down.

Includes circuit of around 20 houses including possessions in various Jersey towns and in Kingston, N. Y.

## Operetta With 2 Added. Grand Opera Numbers

Hollywood, Aug. 25. Irving Thalberg has acquired rights to the Scarpa death scene from "La Tosca" and to the prison scene in "Il Trovatore" for "Maytime." Jeanette MacDonald and Nelson Eddy will sing their first grand opera duet for the screen. Music also will include two Romberg waltzes and two specialty numbers.



# DR. GIANNINI PRESCRIBES

## See \$5-6,000,000 Compromise on Rockefellers' \$9,100,000 Claim

Tentatively, the outlook is that the Rockefeller Center claim of \$9,100,000 may be compromised for between \$5,000,000 and \$6,000,000. Since the Rockefeller Center claim is an unsecured one, the probability is that it will be paid off in new junior securities of the new RKO company, upon reorganization.

In the scheme of things, it seems assured that RKO will have a place in the operation of the two Radio City theatres, without any change of ownership in same.

Naturally, adjustment of the claim is subject to adjudication of the Federal Court, so that under any circumstance, final disposition rests with the Court.

It is easily seen that the Rockefeller will become owners of substantial shares of stock in the new RKO company. However, the amount of stock to be received depends upon negotiation and the nature of the reorganization plan which may be devised for RKO by those now handling the matter.

In reaching a possible solution of the Rockefeller Center situation, such as is outlined, the parties on both sides have helped hasten RKO's emergence from bankruptcy, under its "B" situation.

Some hope is still entertained (Continued on page 20)

## FLOYD OLSON A GREAT LOSS TO MINN. SHOWMEN

Minneapolis, Aug. 25. Theatre and film contingent here has been plunged into sorrow by death of Gov. Floyd B. Olson, staunchest friend of showbusiness ever had in the state house.

Gov. Olson always fought the battles of the theatre interests in legislative matters and numbered numerous close friends among the industry.

In vetoing a tax measure calling for the imposition of a state amusement tax, the governor only a few days ago declared that theatrical amusement was a necessity for the masses, especially in times of depression, and should not be made more expensive.

## Mayer Heading Back

Louis B. Mayer has left New York for St. John's, Newfoundland, for a few days. He is expected to return to New York tomorrow (Thursday), after which he will return to the Coast. He has been in New York for around two weeks, talking things over with Nick Schenck, Metro chieftain, as he sensed the studio executive situation as it now stands.

Mayer may do a bit of fishing while in Newfoundland.

Mayer has been commuting to Saratoga this past week for the waters, and doesn't contemplate a cure at any of the European spas.

## Jeffrey Bernerd Back

Jeffrey Bernerd, distribution head of Gaumont-British, returns to London today (Wednesday) after an extended stay in America. Bernerd spoke on the telephone to Mark Ostrer, company's prez, yesterday (Tuesday) morning and decided to sail.

G-B exec has been under the weather the past fortnight. He was to have sailed aboard three or four weeks ago but Ostrer asked him to defer his departure until a later date in view of the still pending G-B-Metro-20th Century-Fox negotiations.

## GABE HESS QUITS COAST

Hollywood, Aug. 25. Following three-week confabs with Will Hays and producer-conductor Gabe H. Hess, chief legal counsel for the Motion Picture Producers & Distributors Association, headed east. Linda Watkins, his wife, accompanied.

## Lehr Leaves Goldwyn

Hollywood, Aug. 25. Abraham Lehr, general manager for Samuel Goldwyn for the last 19 years, resigned yesterday (Monday). He plans to enter the agency business.

## NEW UNIVERSAL 20,000 SHARES

New Universal common stock will be offered to the public through the underwriting bankers' immediately after Labor Day, according to indications yesterday (Tues.). The new stock, totalling about 20,000 shares, has been applied by enough states where trading in it will be carried on to offer it to the public.

This new Universal common will be in no way connected with the present offering of the N. Y. exchange, being the first section of the new U corporation's financing through market channels. It will not be listed immediately on any exchange but in a short time will go on the N. Y. stock exchange.

Hollywood advisers, which have not been confirmed, imply that Universal is experiencing difficulty in obtaining sufficient first preferred share proxies for a company meeting for the purposes of considering certain matters for refinancing. Seemingly such accounts as are had imply that members and relatives of Carl Laemmle's family hold around 35% of first preferred stock, sufficient to stall the meeting.

In New York, via long distance phone, one of the Laemmle tribe when queried professed to be unfamiliar with the situation, although he intimated that other members of the family may be involved.

## Laemmle's First

Hollywood, Aug. 25. Carl Laemmle, Jr., purchased 'Mighty Conroy,' original by H. H. Van Loan.

Plans to use yarn as his first production on his return from Europe.

## 25-30 on RKO Lot Received % of Gross On Pix; Briskin K.O.'s That For Future

Hollywood, Aug. 25. Deals and contracts stipulating that actors, directors, producers and executives be paid a percentage of the gross on pictures they make for RKO, besides getting a salary, will be cut to a minimum. Such is the policy instituted by Sam Briskin, in charge of production, for the future.

Briskin says there have been too many people getting a split on the gross of individual and group pictures besides executives participating in a portion of the gross. During the past year there have been between 25 and 30 people on the RKO payroll getting percentages of the gross in one form or another.

This method of operation is said to be a cumbersome bookkeeping task. Special bookkeepers had to be assigned, giving people entitled to it weekly and monthly statements on the pictures they were drawing from and, incidentally, virtually broadcasting to the picture world, through various leakage messengers from these sources, what the RKO income on various pictures has been. This, Briskin feels, was a bad proposition and that it should be remedied for the future.

Practically at an End  
There will be a few percentage

## MEDICO BANKER ON ILLS OF PIX

Curb Petty Jealousies and Play Ball Together, Is the Doc's Prescription for One of the Industry's Major Ailments — Sees Vital Need for Intra-Trade Peace and Accord

## FAITH IN FILMS

By MURPHY McHENRY

Hollywood, Aug. 25. The greatest need of the motion picture industry at the present time is peace with itself—a peace which will wipe out personal enmities and personal animosities and permit cooperation which will enable the industry to progress as a whole.

This is the impression gained by Dr. A. H. Giannini, president and chairman of the board of United Artists, as he gets deeper into the management of the studio he took over when he resigned his position as chairman of the general executive committee of the Bank of America National Association. He is still a director of the bank which was founded by and which is still headed by his brother, A. P. Giannini, of San Francisco.

Taking cognizance of the fact that the motion picture industry is rife with personal bickerings and jealousies among heads of various big producing organizations, Doc Giannini now believes that these must be wiped out. His personal idea is that one studio should gladly loan an outstanding star to another studio to tell a particular story or to team with another star, if the matter of good product requires such loans.

The day has arrived in the motion picture industry when personal animosities should not be allowed to interfere with the normal functioning of production and distribution, Dr. Giannini opines.

These personal animosities have caused certain persons embarrassment. The only real sufferer is the industry itself.

It is unfortunate to see that personal differences should cause the trouble they do in this industry. There are many deals held up and (Continued on page 31)

## Still Working Out Details on G-B Deal; Lord Beaverbrook Now In?

## Goldwyn Back at Work

Hollywood, Aug. 25. Following a long siege of sickness in New York and a month's recuperation at his home here, Samuel Goldwyn returns to the United Artists desk Aug. 18.

Producer worked entire day in his office and on the set of 'Love Under Fire.'

## GN HAS 17 PIX ALL LINED UP

Hollywood, Aug. 25. Carl Leserman announced yesterday (Monday) that Grand National has 17 features lined up for the first 17 weeks of the company's release schedule starting Sept. 22.

First picture going out will be 'Devil on Horseback,' George A. Hicken's production, with 'The Guy,' James Cagney initiator, set for Thanksgiving.

Grand National bought 'Master Mind,' Satevepost yarn by Leonard Lee, for Cagney; also 'Fugitive from Justice,' original by W. T. Ballard, Sidney M. Biddell, New York story editor now here, made the deals.

Boris Petroff has completed his executive staff at Talsman studios and plans production shortly on 'Fats O'ff,' his first musical for the Grand National program. Chester Miller is exec assistant, Dan Hall, film director, Walter Stern, cutter, Ralph Slosser, production manager, and Victor Petroff, dance director.

Herb Magidson and Ben Oakland have written five tunes for the flicker. Story and screen play are by Sammy Fuller and Edmund Joseph. Skeets Gallagher will top cast.

Grand National is preparing to submit one or more British-made features to the Hays' office production code administration for approval. Although GN is not a member of Hays' organization, company is co-operating because it wants a purty seal on its pictures.

Deal has been consummated between Charles Bickford and Grand (Continued on page 29)

London, Aug. 25. The Joe Schenck comeback-Bush deal is being held up another fortnight for adjustment of details. Main difficulty seems now to be to work out a plan for coordinating the 20th Century-Fox, Metro and Gaumont-British distributing organizations without each of them losing their own identities and still working in concert.

Rumor won't die here that Lord Beaverbrook and Will Evans will be interested in the deal when it's eventually culminated and color to this report is lent by the fact that Beaverbrook is now sojourning at Deauville. Joe Schenck and Sam Eklman, Jr., went off to Biarritz for a bit of vacation but somehow also managed to wind up in Deauville. J. Robert Rubin is on the Continent somewhere, exact location unknown, despite the fact that he's supposed to be in London supervising details of the contract.

It may all be just a coincidence, of course, but the boys in the business are wondering, to say the least. Certainly a tie-in with Beaverbrook would be highly advantageous to the setup insofar as local feeling about letting foreigners into the local industry are concerned.

Stalibly reported here that Alex Korda and Joe Schenck are negotiating a deal whereby Gaumont-British will utilize Korda's new Denham studios for future production. Korda's actual production activities are always somewhat secret (Continued on page 6)

## Coast Execs Aiding Democratic Campaign By Stumping Via Pix

Hollywood, Aug. 25. National Democratic Committee has opened an office here to promote pictures during the coming political campaign. Winfield Sheehan, Harry Cohn, W. S. Dyke, John Ford and John Considine are now promoting Sol A. Rosenblatt, chairman of the film division of the committee, their co-operation.

James Farley is expected here Sept. 10 to aid in outlining picture angles for the Roosevelt-Garner campaign.

## S.E.C. DISCLOSES MORE FILM STOCK DEALINGS

Washington, Aug. 25. Stock transactions of picture corporation officers and directors, reported by Securities & Exchange Commission, included sale in June of 400 shares of 20th Century-Fox common by Darryl F. Zanuck, Beverly Hills, who, at close of month, still had 182,130 shares. A report from Zanuck for June shows sale in that month of 1,300 shares of 20th Century-Fox common.

Harry Cohn, Los Angeles, reported sale of 700 voting trust certificates in Columbia Pictures common in June, and at close of month held 70,268 certificates and 1,565 shares of common.

Holdings of 1,100 shares of Warner Bros. common and 200 6% optional convertible debentures on July 10, when he became an officer in the company, reported by Harold S. Bareford, New York.

Reports on International Cinema show transfer in June of 10,000 shares of common by Regan Day, Inc., holding company of G. P. Regan, Los Angeles, which held 240,000 shares at end of month, and disposition of 865 shares by Chapman & Co. for Lawrence D. Higgins, San Francisco.

Higgins also filed an amended report showing his stock interests on Feb. 8, last, when company's registration became effective, reporting ownership direct of one share of common and 865 shares through Chapman & Co.

who are and have been on percentage of the gross deals besides salary are Katharine Hepburn, Fred Astaire, Irene Dunne, Richard Dix and Wheeler and Woolsey, besides several directors.

Briskin feels that he can remedy this type of functioning for the company and make those with whom contracts are entered on a flat weekly or per picture basis satisfied with this form of working arrangement.

## \$850,000 Gold Notes

Whether RKO will be permitted to retire the remaining secured gold notes amounting to \$850,000 now outstanding will be decided Sept. 2 when the matter comes up before Federal Judge John W. Clancy. The gold notes, totalling in all \$8,000,000, were issued in 1931. If the court o.k.'s the move, the Chemical Bank & Trust Co. will relinquish notes and collateral to the reorganization and the recovery of practically the entire assets.

Under the proposed plan, RKO-Radio would pay the trustee the \$850,000 for the retirement of the notes. The collateral for the notes would be turned over to Irving Trust Co., the present trustee of the reorganized RKO.

deals made by various personalities who cannot be obtained for free in any other way, put on the expiration of current contracts with producers, actors, and directors efforts will be made to stop this practice. Briskin feels that the company should know the value of the people it employs and pay them a satisfactory flat sum instead of asking them to gamble on work they have already done.

Then again, with a number of people having a percentage on an individual production the cutup has been so heavy that even though the pics made considerable money before the percentage payoff they did not show any healthy statement for the company after the extra payoff.

Two executives who were reported to be in on 2 1/2% of the gross have left the lot. They were E. E. Kahane and J. R. McDonough. Pandro Berman currently is the only producer on the lot getting percentage besides salary on pictures he produces. He is making the top choice pics on lot and is reported to be on the way to make around \$400,000 this year on the two-way deal. Berman has a contract at the studio which payses next March, and it is hardly likely he will renew. Some of those in the star group

# Allied's Talk for Years of Going Into Distribution Now Appears Serious with Chi's Dual Situation

Chicago, Aug. 25. Having threatened for years to go into the distribution field in order to force better deals from the other exchanges for its members, Allied is again talking of this possible move and, according to Aaron Superstein, chief of the local organization, this move is considerably more than a possibility when the town really goes double features next month, as the present trend of buying indicates. Even when Allied talks of going into distribution nationally, it was always considered that the first actual move in that direction would be made here in Chicago for several reasons. In the first place, Chicago is and has been a stronghold of the Allied organization and at present is stronger than ever with the largest membership in its history, a membership which includes the strongest indie exhibs and indie-circuit in the territory with such names as Jones, Linnick & Schaefer, Lasker Bros. and Penness.

Presentations from the potential is extremely large here, with a number of sales possibilities even among theatres which are not Allied members and the fact that Superstein himself has personal distribution experience in this time having operated his own exchange here for several years in the past.

Should Allied go into actual distribution, it would start with Chesterfield and, inevitably, inevitable product with a list of 18 releases on its schedules. Allied is figuring on the likelihood of opening its own exchange, but an estimating operating expense and other costs, there is a greater likelihood that it will make a tie-up with the states-right exchange for a distribution arrangement on guaranteed contracts among the Allied membership.

**The Quilts.** Allied is presently leaning almost completely towards Henri Elman and his Capital exchange, and if such a tie-up is effected it is a cinch from present indications that the Capital exchange will get the franchise.

Allied feels that it will be able to dispose of 18 pictures on Chesterfield and inevitable list without any real picture difficulty since, with double features, these houses will be able to utilize those additional pictures. Especially since Allied promises its members a picture for every picture deal on these pictures, all at a flat rental figure and at prices which will approximate the most favorable prices of the rival exchanges. Allied feels that the picture exchange arrangements with these pictures that the exhibs themselves will be in a position to use the states-right contract prices as a wedge in negotiation for better deals with the major exchanges.

## G-B Deal

(Continued from page 5) and such a deal, if going through, would be mutually beneficial. It would give G-B the expense and headache of building additional studios, which has become necessary if the company is to meet its enlarged production schedule.

## 25-Year Franchises Cold

Parties to the Metro-Gaumont-20th Century negotiations have concluded not to include the originally proposed 25-year reciprocal film franchise condition in their possible arrangement. Upon reflection, Metro-Goldwyn-Mayer officials could foresee no advantage or unusual benefits from such a long-term booking condition. The additional studios which may be the probable theory that such a condition of the deal might be "illegal" in England.

American accountants sent to London to inquire into Gaumont-British are still working over the G-B books and insofar as local advice indicates, there has been no postponement of negotiations, any more than there had been when these accountants first were asked to go to London for their current task. Until these accountants shall have made a thorough study of the G-B situation, the deal cannot be pursued further.

## N. S. Exhibs Protest

Action of the Allied Exhibitors of Nova Scotia at their annual confab in Halifax in protesting against distributors entering exhibition field was viewed in industry circles here as the usual independent exhib complaint against majors. Resolution adopted by Allied of Nova Scotia, not affiliated with U. S. Allied Exhibitors, placed the association on record as opposed to policy of producers, distributors or their agents entering into competition with exhibitors.

Resolution also claimed that certain agents in some districts recently entered into the theatre business in the Maritime Provinces. Nova Scotia exhibs want this broken up. Business done by American distributors in Nova Scotia was described by N. S. leaders as being comparatively negligible proportions.

## 'Artists and Models' Starts Shooting Oct. 1

Actual shooting on 'Artists and Models', the Paramount musical which is to be produced at the Hollywood studios, is now set to start on Oct. 1. Casting probably will not get under way until the second week in September because certain alterations in the story have to be made.

With production under way, Oscar Seelen, presently the eastern talent executive for Par, will move his offices to Long Island. Boris Kaplan, his first assistant in the talent department, is scheduled to move up into his spot when he goes into producing end.

'A. & M.' is a book musical, not a revue as was the stage show of that name.

## MILT GROSS FILMUSICAL

'But It's My Town', script by Mil Gross and Charles Sherman, has been purchased by 20th-Fox for a musical. The Goldstein negotiated. Yarn is based on the Gross strip of the same title.

# Wall Street Starts Buying Film Stocks on New Season's Outlook

## By MIKE WEAR

Amusement stocks, reversing their trend of the past week, advanced along a broad front in yesterday's (Tues.) trading, some gains being as high as 10%. A sudden realization that the best season of the year for picture companies was close at hand, with price tilters, better attendance and film rentals in prospect, started buying of film issues at the opening gong.

Loew common assumed early leadership, pushing up to 97 1/2 and closing with a gain of nearly 2 points. Most sensitive advance was scored by Paramount 1st pfd., which soared 4 1/2 points to 72. The common and second preferred also climbed about 1/2. 20th Century-Fox common continued its advance, getting above 29, netting nearly a point on the day. The preferred of the same company also was unusually active and lifted to 37 1/2.

Warner Bros. common, one of 12 most active issues on big board yesterday, went to 13 1/2, being up 50c. on the day. Universal pfd. climbed 3/4 point to 105. General Theatre Equipment advanced to 24 1/2. Other picture issues, including Columbia Pictures' cdfs., Grand National, Consolidated Film, Pathe and RKO, which made brisk early advances, sold lower in the afternoon, leaving them with minor gains.

Paramount Pictures bonds advanced to 89, and were up 2 points. 2 1/2% registered a new high at 98 1/2. RKO obligations sold down 2 points. Other liens were slightly higher. The stock market ran into several days of selling last week but managed to regain part of the lost

## Wall St. OK's Pix

The bright prospects of picture companies and also these circuits attracted the attention of the Wall Street Journal yesterday (Tues.), this financial daily giving the story No. 1 position on the front page. In addition, the industry was accorded a boost in tabloid resume box on page 1.

Journal touched on possibility of increased admissions, diluted rentals and indications of high quality product available for this fall. All major companies mentioned.

## FOX-W.C. IN ON F&M'S 2 HOUSES IN SALT LAKE

Negotiations are in progress whereby Spyros Skouras, on behalf of National Theatres (Fox-West Coast) will acquire control of Fanech & Maroo's two theatres in Salt Lake City, the Orpheum and the Studio. This deal will take F. & M. out of that part of the country. Terms aren't known.

Their deal kayas definitely any immediate possibility of Paramount closing with F. & M. on the two theatres. Paramount has three houses in Salt Lake. Par and F. & M. have discussed arrangements off and on over the past two years, whereby one of the other might 'close' the town.

Par offered leasing, pooling and an outright purchase deal to F. & M. at various times, but Par's terms never seemed to draw F. & M. in. Apparently, F. & M.'s investment in the Orpheum and the Studio have been placed by an official at over \$100,000.

## Camel and Buffalo, Gang Up on a U Cameraman

Hollywood, Aug. 25. Mervyn Freeman, Universal newsreel cameraman, had the novel but painful experience of being kicked by a camel and a minute later being gored by a buffalo while attempting some trick shots. Camel and buffalo were being used attached to a plow, with Freeman crouched to grab the stunt when the accident occurred. Lamson was crouched on the ground engrossed in taking a shot and did not notice the hostility of the two animals until too late.

Suffered possible fracture of the shoulder and internal injuries.

## Yesterday's Prices

Sales	High-Low	High-Low	Net
900 Col. Pict.	88 1/2	87 1/2	+
1000 Col. Pict.	88 1/2	87 1/2	+
1000 East. C.	118	116	+
1000 Fox	118	116	+
6700 Loew	87 1/2	85 1/2	+
1000 Loew	87 1/2	85 1/2	+
3000 Fox 24 pt	84	84	+
1000 Pathe	84	84	+
7100 RKO	105	104 1/2	+
600 Do let pt	72	71 1/2	+
1000 RKO	105	104 1/2	+
5000 20th-Fox	29 1/2	29 1/2	+
15,000 W.C.	97 1/2	97 1/2	+
8,000 Grand Nat. CUBB	24	24	+
600 Tech.	28	27 1/2	+
1,500 Theatre	30 1/2	30 1/2	+
41,000 Keith	98 1/2	98 1/2	+
20,000 Loew	88 1/2	88 1/2	+
1,000 Par-Way	58 1/2	58 1/2	+
20,000 Paramount	72	72	+
6,000 RKO	78	78	+
10,000 W.C.	97 1/2	97 1/2	+

\* New 1936 high.

ground near the close. Amusement Group, which was ripe for just such a reaction, gave way as the whole list retreated.

Highest point reached by the group was around 4 1/2%, which was considerably below the new high established in the preceding week. Low was at 4 1/2%, while the close was slightly below 4 1/2%. This represented a loss of 0.75% of a point. Trading activity in the group also declined, being barely above 100,000 shares. Not a single new high was recorded, but two Paramount issues pushed into new low ground for 1936. Loew's bonds edged up to a new peak at 88 1/2, although most amusement liens were stronger, in contrast to the general weakness in common stocks.

Biggest decline by the stock market last week occurred on Friday (21), although a more reactionary (Continued on page 23)

# Metro's % Demands for 'Brother's Wife' and 'Hussy' Ires NW Indies

## Showman-Mayor Sounds Like He Isn't Kidding

St. John, N. B., Aug. 25.

N. W. Mason, who besides operating two picture theatres in New Glasgow, N. S., is mayor of that community of about 17,000, has served notice on the local police that vacations are banned until an epidemic of robberies has been solved. Mayor Mason says the New Glasgow police force has become the 'laughing stock among citizens,' and he has delivered his ultimatum to the local police chief that the threat must be cleared up, or there will not be a member of the force go on his holidays for this year.

Not in the history of New Glasgow has there been such a deluge of breaks into business places and homes as during the past few months. Mayor Mason is determined to end the reign of crime and has ordered the police to solve the numerous theft cases. Included are a couple of break-ins into the home of the mayor and one of his theatres.

Mayor says he will have a new police department if conditions are not substantially improved in the near future. He has been operating two picture houses the past 17 years, and is also a boxing promoter.

## McKay Disclaims Any Liability with Laemmle

Asserting that the complaint of Edwin R. Lavin, New York and Hollywood business agent, is insufficient to warrant action so far as he is individually concerned, Willard S. McKay, former associate of Carl Laemmle, will move in the N. Y. supreme court today (Wednesday) to have his name stricken from the records as a joint defendant.

Lavin, several months ago, filed an action for a total claim of \$825,000 against Laemmle and McKay. He claimed that on Feb. 1, 1935, McKay, stating that he was representing Laemmle, agreed to pay the business agent 5% of whatever price Laemmle should receive from a purchaser for his Universal capital stock. Lavin asserts he was instrumental in bringing about the subsequent sale. He now demands his commission on the reported sale price of \$5,500,000. His complaint papers admit he is doubtful as to whether McKay or Laemmle is equally liable.

## Constance Collier Set

London, Aug. 18. Constance Collier has been signed by Atlantic Films for a principal role opposite Edward G. Robinson in 'Thunder in the City'. Marion Gering is directing.

## MacDONALD'S SPILL

Hollywood, Aug. 25. Philip MacDonald, Paramount scenarist, suffered slight concussion and bruises Sunday (23) when thrown from his horse in Riviera, Calif., while galloping.

He was released from Santa Monica hospital after a night's rest.

## L. A. to N. Y.

Saul H. Bornstein, Elwyn Steiner, D. A. Doran, Julius Epstein, Mr. and Mrs. David Factor, Dr. Harvey Fletcher, Helen Gleason, A. Conger Goodyear, Gabriel Hess, Frieda Inescourt, Andre Kostelanetz, Arthur Lubin, F. J. McCormick, Philip Moeller, Ben Ray Redmond, Frances Sage, Douglas Shearer, Arthur Shields, Robert Taplinger, Linda Watkins, Clifton Webb, Philip Webb, Lella Hyams, Joe Weil, Richard Cromwell, Frank McHugh, Queenie Martin, Onslow Stevens.

Minneapolis, Aug. 25.

More indignation has been aroused in independent exhibitor circles here by a 'request' just made by Metro to its customers to play 'His Brother's Wife' and 'The Gorgeous Hussy' as percentage pictures, although, it is claimed, the films are included among the present season's product and were bought flat. One neighborhood exhibitor, who claims he bought the pictures for \$100, reported to Northwest Allied States that Metro now is 'requesting' that he play the two on a 30% arrangement.

Metro is one of the local exchanges in Northwest Allied States has charged with exorbitance in its percentage and rental demands for new season product. The organization is at war with percentage pictures and is wroth because this company 'talks' many of its members into signing waivers on a number of pictures listed in their current season product contracts.

Reports in exhibitor circles are that Warner Bros. First National is no longer 'sing' many of its members into signing waivers on a number of pictures listed in their current season product contracts.

However, Warner Bros., like other local exchanges, claim not to have felt the effects of the virtual 'boycott', which, it is asserted, exists. Art Berman, president of the N. B. E., declares that it already has sold more contracts in the territory than ever before at a similar period of the new selling season. Business has not been grumbling, he says. Admitting that there has been a little trouble in the Twin Cities, he asserts this is 'the usual thing' at the outset of any new selling season.

W. H. Workman of M-G is another exchange head who claims that it has sold more contracts with 50-50% of the possibilities in the territory, although Northwest Allied, in a bulletin to members urging them not to buy, declared that not 10% of the exhibitors have consented to the new season product. J. J. Donahue of Paramount says his selling has progressed 'most satisfactorily.'

While Northwest Allied in its bulletin intimated that the Public Be Informed is in a muddle of buying, the fact is that it already has closed with Warners and 20th-Fox and will complete its Paramount deal this week with Metro to follow.

Twin City members of Northwest Allied at a meeting Friday reiterated their determination to continue to refuse to buy new season product wherever possible and reiterated their stand to taboo percentage deals.

J. D. Kane, executive secretary, asserts that the claims being made by the exchanges relative to deals as 'grossly exaggerated' according to data gathered by him from exhibitors personally. However, the distributors declare that the most of the exhibitors complaining the matter bitterly are secretly buying.

Kane starts out this week to interview independent exhibitors throughout the territory regarding the product situation and will endeavor to whip as many as possible into line, taking the position that refusal to buy now will result in an improvement in conditions within 20 days.

## FARROW'S FIRST

Hollywood, Aug. 25. Initial directorial job for John Farrow under his new writer-director contract at Warners will be 'The Famous Mrs. Hattian', an orig by Frank Daugherty and Peter Milne. Roy Chanslor and Farrow scripted.

## N. Y. to L. A.

Charles Butterworth, Earl Carroll, S. Charles Einfield, Ruth Fallow, John C. Fion, George Moore, George McCall, Lewis Nemerson, Grad Sears, Jack Smart, James Whitely, Edward J. Ziegler.

# LOU'S COMPLETE SWITCH

## B'way Contributed One-Third of U.S. July Amus. Tax Take of \$1,568,487

## REALIGNMENT VIA B&K-JLS ACCORD

## Balaban Gives OK to B&K-Great States for St. Loo Nabe Invasion

Washington, Aug. 25.

Government admission tax collections reached the year's peak in July at \$1,568,487, with almost exactly one-third contributed by the Broadway belt, receipts from the Third District of N. Y. being \$522,535, as reported last week by the Internal Revenue Bureau.

Total collections are some \$37,000 greater than those of June when \$1,532,199 was reported, and receipts from Broadway show a jump of more than \$119,000 from \$403,501.

Although admission tax collections this year have been running ahead of 1935 consistently, the rapid upturn which followed a downward trend ending in March has been chiefly responsible for an increase of nearly \$1,000,000 reported for the first seven months of the current year, when total admission tax receipts of Treasury were \$9,805,791, against \$8,808,065 for corresponding period last year.

Broadway collections, bureau reported, were marked by \$120,000 gain in admission taxes, which totaled \$471,747 in July against \$351,457 in June. Receipts from free or reduced rate admissions jumped nearly 200%, from \$2,142 to \$6,275, and slight gain was recorded in taxes from admissions to events of unpublished price, from \$1,178 to \$2,231.

Taxes on brokers' sales dropped from \$7,368 to \$7,153; and collections on permanent use or lease of boxes and seats dropped from \$5.96 to nothing. Summer seasonings, gardens and cabarets brought tax collections from \$41,348.28 to \$35,126.91.

## WEISMAN'S REPORT ON FOX THEATRES

Milton C. Weisman on Monday (24) died in the U. S. District Court, N. Y., a supplementary financial report as receiver for Fox Theatres Corp. The report covers the period from June 22, 1935, when Fox was entered as a bankrupt, to June 30, 1936.

The report shows that claims filed amount to \$24,285,033 and those allowed total \$4,598,241. The amount of unsettled and disallowed claims total \$4,428,981.

Weisman reports that the book value of the property amounts to \$10,134,492 and the capital A and B stock totals \$45,092,425. On hand, the receiver states, as of June 30, is \$223,423.

The book value assets consisting of theatres and equipment are set at \$12,136,550. Investments in subsidiary companies, now worthless and unsaleable and which are being charged to surplus, total \$24,517,992. This latter figure covers the entire life of the Fox theatre company.

## 20th-Fox's 2 in Color

Only two pictures thus far have been scheduled for color by 20th Century-Fox, and one is being produced in London, "Wings of the Morning."

Other is "Ramona."

## Ore. Test on Banko

Salem, Ore., Aug. 25. Asserting that "bank night" is an advertising venture and not a lottery, attorneys last week possessed a temporary restraining order protecting "bank night" at two local theatres from molestation by Marion county officials.

The injunction was granted by Judge L. H. McMahn, who set Sept. 21 as the day to hear arguments for a permanent injunction.

J. W. Ehrlich, San Francisco, and L. R. Bach, Denver, attorneys for "bank night," said it had been upheld in federal court and other state courts. The local test case was arranged by Ralph Moody, assistant state's attorney general, clear up the situation for the entire state.

## Philly Merger Set

Philadelphia, Aug. 25. The expected merger between the Independent Theatre Owners and the Motion Picture Theatre Owners took place last week as expected. New combined organization will include 85% of the theatre operators in this district. Lewen Pizor, president of the MPTO, was elected head of the new outfit whose official title is United Motion Picture Theatre Owners of Eastern Penna., southern New Jersey and Delaware.

Other officers elected: Abe Salsky, Mike Lessy, Charles Segal (former head of the ITO), Ben Amsterdam, George P. Aarons and Ben Ferfel.

## WARNER RADIO DIVISION FOR FILM BALAYS

Warner Bros. has established a radio division within the advertising and publicity department with Martin Gosch in charge. Gosch, who was associated with Herman Starr, WB v.p., in the interests of the recent Warner split from the American Society of Composers, Authors and Publishers, will operate under the supervision of Charlie Einfield.

Understood that all picture-theatre contracts, including national and local publicity tieups, network commercial and sustaining arrangements for Warner film players and plugging of tunes in filmicals are to be part of the new setup. Einfield while visiting the WB studio on the Coast this week will lay his groundwork for a disc service that the firm figures on distributing to radio stations.

## ERPI-RCA COMPETISH INSPIRES NEW SOUND

Spirited competition is looked for between Electrical Research Products, Inc. and RCA Photophone following recent inroads by the latter, both at the studios and in the theatres. With RCA listening as a serious threat to the hold Erpi has held since beginning of sound, Erpi has gone to work immediately on various improvements in sound recording and reproduction with a view to competing with RCA.

Among new Erpi developments in the recording and reproducing field which are being ad-lib shown in New York is a new sound system known as the Microphonic. This new system reproduces the complete range of sound, handling very loud noises without interference or static. The amplifier equipment, part of the Microphonic, maintains quality of sound, free from distortion, over a range so wide that the loudest sounds heard in the theatre may exceed the weakest by more than 100,000,000 times, according to Erpi claims.

In addition to having new equipment on exhibit in the Pierre hotel, where entrance to a theatre is simulated, Erpi having gone to much expense in introducing its advanced sound machinery, the company has taken over the Venice (old Jolson theatre) for demonstration of the Microphonic.

## Melbert's Extension

Melbert Pictures, Inc. on Monday (24) was granted 30 days to continue in business in conjunction with a co-assignee not yet designated. The court repeated its denial for permission to the defendant to exhibit the picture "Revolt of the Demons," under that title.

## Shift-Around and Rearrangement of Downtown Chicago's Theatre and Realty Holdings — First Time that Both Organizations Agreed to Farley Across the Table

## AFFECTS KEY HOUSES

Chicago, Aug. 25. After years' status quo, the entire theatre situation in the loop preparing for an upheaval which is figured to rearrange the entire property and theatre setup, switching the management arrangement of several of the key spots, completely eliminate one house from the loop situation and re-light dark spots which have been closed for a long time.

Entire revision of the loop theatre map is based on negotiations now being conducted between Balaban & Katz and Jones, Linick & Schaefer organizations. With B. & K. and J. L. S. agreeing to sit across the table and work out their various problems, this indicates a change in the mode of competition between these rivals of many years standing. Responsible to a great extent for the substitution of friendly methods instead of unrestricted fighting is Barney Balaban, new Paramount president.

While the entire matter of the revision of the loop theatre situation is a matter of conjecture at present, there are indications which point the trend, and what propositions are now being discussed between the various members of these two organizations.

## B&K Gets State-Lake

In the first place Balaban & Katz has finally landed the State-Lake building, giving \$650,000 for the control of the building which houses the 2,700-seat theatre now being operated by J. L. S. Under present plans, Jones, Linick & Schaefer will continue to operate the house under the current deal, but there is a strong possibility that B. & K. will serve a six-month notice on J. L. S. and take over the house itself. Moving the current Roosevelt policy into that house would dispose of the Roosevelt property completely.

Getting rid of the Roosevelt theatre has been considered by B. & K. for some time, but the sole condition that it didn't continue as a theatre but would be converted into a business or commercial property. As it now stands the location is an expensive proposition as a theatre, necessitating nearly \$5,000 a week on overhead alone for property write-off. Estimated value of the Roosevelt property, for the spot, in the heart of the State street retail territory, across the street from Marshall Field, Mandel Bros. and next door to the Boston department stores, is around \$1,500,000.

McVickers theatre which has been dark for more than a year is now being negotiated for by Balaban & Katz to turn it over to Jones, Linick & Schaefer on an operation deal, according to present deal. This deal is hot and will likely be signed any day now from current indications.

School Board owns this property has several bids for the spot. However, looks as if the B. & K. bid of \$48,000 annual rental guarantee for the 2,800-house on Madison street will get the award. Should B. & K. get the B. & K. will spend at least \$60,000 in renovating the property and then turn it over to J. L. S. on a management fee plus 50-50 basis. This deal would be consummated on a 15-year lease all-around.

Policy on the McVickers not yet decided upon but it will most likely be a straight picture theatre, in a subsequent run spot at maybe 30c to 40c. The subsequent run idea is based on the current understanding that the small Orpheum around the (Continued on page 29)

## Goldberg to WB H. O. Switches Field Setup

Philadelphia, Aug. 25. Departure of Harry Goldberg, local advertising head of Warner Bros., to succeed Mort Blumenstock as national head, brings numerous changes in local WB personnel setup. Jules Seltzer, formerly assistant to Goldberg, moves up. His successor will not be named at once, Milton Young taking on added duties temporarily.

Steve Barutic, manager of Boyd theatre, is now district manager of nabes, under Skip Weshner. Other shifts are as follows: Maurice Gable, of Palace, goes to Boyd. Dick Kirsch from Imperial to Palace. Jack Goldstein from Grange to Imperial. Gerson Sallita from assistant at 69th Street to Grange. Robert Sullender from chief of service at State to assistant at 69th Street. Another addition to publicity office is due.

## 'ADVERSE,' 20TH FORCE UPPING STRAND, ROXY

For the run of "Adverse" but with a possibility the boost may stand thereafter, the Strand is jumping its morning scale from 25c to 40c, and top evening price from 85c to 99c. "Adverse" opens today (Wed.).

Roxy, which booked two 20th-Fox releases others had been bidding for, "Girl's Dormitory" and "Sing, Baby, Sing," goes for a partial increase in admission with opening of "Dormitory" Friday (26). Roxy jumps from 35c to 40c, weekday mats, and from 55c to 75c, Saturday, Sunday and holiday evenings. All other prices remain the same. Price change at the Roxy is planned as a permanent one.

## Razing of N. Y. Strand Up Again; WB Has New Criterion as An Outlet

With Warners Bros. interested in the new criterion on Broadway, through Harry Charnas, brother-in-law of one of the Warners, the possibility of tearing down the Strand is up again, with WB to look to the Crit as its first-run New York show window with a follow-through on razing of the other house.

For many years Warners has considered taking down the Strand and erecting a new building, no longer modern, of which it is a part. Should a new house be built on the site, WB would undoubtedly use the Criterion meantime if not along with a new Strand. The Hollywood, N. Y., which has been an unlucky proposition for the Warners, remains closed and will probably stay bolted unless leased to other interests as was done with the old Warner, now an indie foreign-film stand.

The Strand closed down yesterday (Tues.) prior to opening of "Anthony Adverse" this morning (Wed.) to enable complete redecorating and touch-up job on the house.

## King Kotton's B. O. Aid

Atlanta, Aug. 25. While the tobacco auctions hyped amusement takes in South Georgia last week, this week it's Old King Kotton himself who's supplying the rural folk with folding money to spend on having fun 'in town'.

Ginning season is well under way and the rustics spend a fair share of their coin in seeing pictures.

Balaban & Katz-Great States organization has been given the okay by Barney Balaban, president of Paramount, to go ahead with their invasion of the St. Louis territory and to complete necessary arrangements to start operations in the Missouri key town as soon as possible.

B. & K.-Great States has been angling for St. Louis holdings for some time but for a while it appeared that the circuit might back away from that territory due to the difficulty real estate envoys met in obtaining favorable leases on the desired houses and properties in the town.

But Barney Balaban has swept this log-jam out of the way with an okay to go ahead into the town through building commitments if unable to get together on leases for property already standing. B. & K.-Great States has been told to hire architects and clear property locations for the erection of its own theatres in St. Louis rather than battle for favorable leasehold arrangements.

Building operations will start in the neighborhoods rather than the downtown sector of St. Louis, the building of new houses having been the plan of B. & K.-Great States from the very first.

LaGrange, Ill., Aug. 25.

Balaban & Katz-Great States are resuming building activities in Illinois after a lay-off of several years. Have set all plans for erection of a small 600-seat house in this town, to be opened within six months.

B&K-Great States has already obtained the property and is now for actual start of contractor operations.

St. Louis, Aug. 25.

Harry Greenman, as partner of Finckh and Marco here in group of small theatres, plans invasion into nabe field in St. Louis County, Southern Missouri and Eastern Illinois and expansion will include building of new houses and securing partnerships and lease holdings in other theatre properties.

Greenman, who has been active in theatre business here since 1918 and was manager of the Fox for past several years, has been in the nabe field because he feels opportunities are unlimited there and his ambition has been to operate a group of small houses. The consistent invasion of the nabe territory around St. Louis has opened a promising field for nabe houses, Greenman observes.

Film row is awaiting sale of 46% of stock in St. Louis Amus. Co. under direction of Nelson Culliff, federal trustee. Under terms of settlement with WB in New York several months ago, F&M acquired 42% of the Amus. Co. holdings and is anxious to obtain control of the firm owns and operates a string of 20 money-making nabes.

Balaban & Katz is also reported to be interested in bidding for this property and the sale is expected to produce some lively bidding as control of this company will give the successful bidder the upper hand in the nabe biz in this town.

## BIG FIGHT POSTPONED; WITHDRAW FILM SUIT

The postponement of the Brad-Lo-Schneiling fight resulted on Monday (24) in the withdrawal of the action brought in N. Y. Supreme Court by the Oliver Film Corp. for an injunction to restrain the Madison Square Garden Corp. from disposing of the picture rights of the fight for less than \$60,000. Counsel for Oliver, which acted on behalf of itself and other stockholders of the Garden, asserted that Mike Jacobs had been tentatively promised \$25,000 for the rights.

Oliver claimed that under that arrangement the stockholders would face a loss of nearly \$40,000.

# The Argument Over Duals Goes Round 'n' Round and Looks to Be The Same for the Next 18 Months

Unless major exhibitors do an about-face and decide they can operate successfully on a single feature program policy, dual bills seem destined to predominate for at least another 18 months. Big key to doubling mazes apparently is held by independent exhibitors who insist that they cannot buck the majors or exist without dual billing.

On the other hand, majors at the present time are of the opinion that they can't afford to return to a sole policy while surrounded by independent exhibitors operating double programs and at lower admission scales generally. Consequently, the argument goes around in a circle because major theatres and circuits definitely tossed out the window any idea of standing pat on single features six to eight months ago. Reason given at that time was that it was necessary to meet fire with fire because all other means of combating opposition double-programmers had failed.

Not only is there little evidence of dueling cessation in the middle west and eastern sectors, but the southern tier of states recently has had an advance sample of what promises to become more widespread in the coming season. Current situation in numerous smaller spots in the south is that the theatres are overloaded with so-called cheap pictures and exhibitors are using them up by running one double bill per week.

**B-Grade Pix Forces Duals**  
Leading southern exhibitors recently acknowledged that they probably would be forced into running many rural feature programs this season simply because each distributor has his program feared to provide a certain number of films that are obviously designed for double bill situations. Hence, the exhibitor in the south, who heretofore has held to a single picture standard, is confronted with a percentage of inexpensive and lack-luster productions that show little promise of standing up on a solo set-up. Which makes him automatically adopt a doubling policy no matter what his personal feelings or attitude on them may be.

The Hays office has no intention of interfering with the double-feature situation, feeling of Haysians being that it is entirely a theatre-operating problem. The fact that exhibitors have been crying for free and open competition, but now they have it, these same exhibitors are not so pleased. In fact, some now are attempting to block the distributors for the double-feature evil.

Industry leaders, however, claim that distribution and production companies on the contrary have merely kept pace with the demands of exhibitors—supplying additional features at lower cost to feed the dual situations.

New grievance has appeared in certain eastern spots where major circuits are planning vaudeville. Independent exhibitors claim that these houses not only booker first-run features and vaudeville, but will continue with the second feature film. Understood that the major circuits are keeping this second picture on bill only temporarily to see how stage shows pan out. The dual policy probably will be dropped if patrons go for vaude.

## KUSCHNER PROMOTED

Pittsburgh, Aug. 25. Oscar Kushner, WB exchange manager in Indianapolis and one-time Chicago theatre operator, has been named of booker and buyer in circuit's Pittsburgh. Tom and Harry Kalmenson, succeeding Ben Kalmenson. Latter last week was taken back to distribution from exhibiting end and upped to district sales manager of newly-created midwestern territory.

Kalmenson took up new duties yesterday (24). Ditto Kushner, who came on in time to attend farewell party Warner office tossed for his predecessor Friday night.

Harry Feinstein, for last two years Kalmenson's booking assistant, remains in that post under Kushner.

## F.P.-Can. Toronto Meet

Toronto, Aug. 25. Three-day conference of Eastern division managers of Famous Players-Canadian gets under way at the King Edward Hotel tomorrow (26) when managerial problems will be discussed, new product screened and the boys to be addressed by such executives as N. L. Nathanson, pres. and J. J. Fitzgibbon, director of theatre operations. Blow-out on Friday (28) takes place at the Route Hills Golf and Country Club. Execs from various exchanges will attend the three-day conference.

Out-of-towners to be here include Jules J. Levy (KO), Arthur Lee (GB), Grad Sears (WB), Haskell Masters (UA), Harry Anger, F.P.-Can. stage producer. About 150 managers to be present.

## Distributors Sue Exhibits, Allegedly Screened Films Without Okay

Four major distributors, 20th Century-Fox, Metro, RKO-Radio and Columbia, have filed what might be termed "nuisance infringement" actions against Skouras Theatres Corp., alleging that the latter exhibited certain of the plaintiffs' films without authority in Westernchester County theatres. The suits demand \$250 for each showing of the unauthorized pictures by the Skouras Corp. Metro's plaint is that two of its pictures, "The More Ladies" and "The Voice of Bugle Ann," were exhibited without license by the defendant; 20th-Fox complains about the showing of "Fanny RKO Love on a Bet," and Columbia objected to the showing of its film, "Calling of Dan Matthews." The complained-of pictures were screened at either the Capitol, in Westernchester, or the Embassy, in Rochester. Both houses are operated by Skouras. How many times the pictures were run off is not specified in the complaints. Besides nominal damages, plaintiffs also ask injunctions.

Similar actions were also brought by Paramount, Mascot and Republic Pictures and Metro, against Jack Springs, Solares, C. G. Ellis, Tri-Mhattan Corp., Van Dyke Amus. Co., Trio Amus. Co., and the Spuyten Amus. Co. The defendants are alleged to have shown plaintiffs' films without license at the Manhattan, Alpine, Dryckman, Symphony and the Thalia theatres, all located in Manhattan.

## STEVENS EAST FOR PLAY

Hollywood, Aug. 25. Onslow Stevens left yesterday (Monday) for the Broadway rehearsals of the George Kaufman-Edna Ferber stage, "Stage Door," for Sam H. Harris.

Stevens will play opposite Margaret Sullivan.

## Ramish Goes Deluxer

Los Angeles, Aug. 25. Pacific Theatres, Inc., recently organized by Adolph Ramish and Gore Bros. will erect \$100,000, 1,100 seater in a rapidly growing neighborhood in the southwest part of town. Firm has taken 40-year lease on property for house and a parking lot. Rental of period will exceed \$250,000.

Outfit recently announced plans for another deluxer in the Wilshire district. Construction on this will start Nov. 1.

## MORE OPERT'RS IN BOOTHS, N.Y. BODY URGES

Syracuse, N. Y., Aug. 25. Union labor will throw its support behind a drive to require that exhibitors man their booths with operators equal to the number of machines therein, it was indicated today by the N. Y. State Federation of Labor. It urged its annual convention delegates to take up the matter.

Resolution, adopted by the Moving Picture Machine Operators' Union, goes to the Executive Committee of the Federation for approval and this is regarded as certain. Union's action is predicated upon the safety angle, but projectionists admit that it is also designed to take up the slack and provide jobs for several thousand more operators in the state.

While in the larger cities it is customary to have two men in booths at all times, in the smaller towns and villages only one operator is the rule. Many of the major houses have three or four machines, two being used regularly, the others kept as spares for emergency use. Thus, under labor's projected drive, a majority of exhibitors face an increase in booth personnel.

Laborites see a forceful argument in taking cognizance of the one-man booth danger after a recent fire in Turn Hall theatre.

## B&K SEEKING GROUND CONTROL OF THEATRES

Chicago, Aug. 25.

With the current season rating as one of the most profitable years in the history of the industry, B. & K. figures that it strengthens for all time its control on these properties and keeps at least two big key name houses more closely tied in with B. & K.

But with these moves B. & K. figures that it strengthens for all time its control on these properties and keeps at least two big key name houses more closely tied in with B. & K.

## Downtown De Luxers Favor Early Bird Prices to Pull 'Em from Nabes

While chances are considered fair that early bird matinee prices to 1 p.m., ranging from 10c up, may be eliminated through the country, the first runs in New York and other keys are not expected to fall in line. Theatre operating opinion is generally in favor of cutting out the early prices in neighborhoods but is against this measure in downtown districts because the cheap scale to 1 o'clock is the major incentive for bringing people down from the nabes.

In New York several large first runs are known to be preparing to vote against elimination of the opening-to-1 p.m. prices in favor of one scale that would ride to 5 p.m. when and if C. C. Moskowitz calls a meeting to consider the matter. It was understood that the chairman of the committee which agreed on a two-scale policy recently in

Greater N. Y. neighborhoods, would call a meeting last week. Latest plans were to get the first-run operators together yesterday (Tues.), but postponed.

Refusal of single de luxe house to eliminate its early morning price, it is contended by operators, would mean the policy could not be enforced for the downtown first runs. Operators point out the agreement would have to be unanimous, otherwise the other fellow would have the edge.

Another angle that enters into the situation is the U. S. tax. At present, tax is escaped by the early bird mat figures which at none of the big houses goes over 40c. Should the 25 to 40c early bird prices be cut out, theatres would have to open at their regular matinee scale which would make all admissions subject to tax.

## Inside Stuff—Pictures

Paramount's economy program, instituted by Barney Balaban, president, will extend beyond the home office and into the field in all branches of Far activity.

Salary slices are not anticipated but in some instances Balaban is ordering departments or branches to cut to a certain figure. Some persons with Paramount for some time, who are being dropped, are receiving three, four and as much as six months' salary, this including a few individuals who are in ill health. One junior executive with the Far forces for 17 years receives 17 weeks' salary. While no salary cuts are intended, top executives may volunteer reductions to an amount that they can stand.

Cordial relations between Ina Claire and U. S. Government were restored last week when Internal Revenue Bureau announced determination of over-assessment of \$33,331 on film star's 1932 income return. Commissioner C. T. Halvering admitted \$20,000 originally assessed against Claire as her assumed share of community income had been found to represent income of her husband which had been included in his return. Remainder of assessment was interest assessed on previously asserted deficiency, which government will forego.

One of the top-salaried picture directors who, believing himself to be a comic, would throw an act when visitors were on his set, met his Waterloo recently in a press agent assigned to his outfit. On location, the p. suffered from the director's phonies and burning went to the meager and in a few words told him of his unpopular characteristics. Instead of spouting the pic plot took it on the chin and has since reformed. Now the outspoken p. is one of his near-buddies.

Unprecedented flood of correspondents, publishers, etc., tackling Coast studios this summer, has couple of 'em in a rather over transportation and feed bills. Usually visiting newsmen have friends along and hirelings in the publicity departments don't believe it would be good policy to ask them to come out on the interurbans, or to be tossed through the gates at luncheon. Means motorcycle delivery and free eats, plus drinks.

John Abbott and Iris Barry of Museum of Modern Art Film Library return from Europe this weekend, having been over since mid-May. Trip was made primarily to gather as many foreign-made pix as possible for their files. All countries were visited from Russia to Denmark. This year they plan to issue 10 programs, where last year they only had five in circulation.

While admitting that a film is a valuable property that cannot be scrapped for a whim, Chairman O. J. Silverthorn of the Board of Censors in Toronto, Canada, has cracked down on the coming season's product and also insists that "U" classified pictures only must be shown on Saturday matinees when the audience is predominantly young Canada.

Universal soon will have its own auditioning rooms on one of the floors now occupied by the home office in the RCA building, N. Y. Harry Evans, head of the eastern talent department, is supervising details which will give his divisions a ready opportunity to give prospective talent the once-over before actual screen tests are made.

Kenneth Clark and Walter Trumbull are pinch-hitting for Dr. James Wingate, while he vacations in the work of the Hays' office eastern production code administration. Vince Hart, who recently returned from his annual vacation, is in full charge of the office while Wingate visits in South Dakota.

In getting the film rights to "Gone With the Wind," best-seller, for \$65,000, David Selznick got rights to the book long before he got the publisher had waited until now or later, in opinion of story editors. Selznick made the deal before the book got into circulation, buying from the proofs.

Coast Hays office has purity-stamped Metro's "Camille" which is approximately one-third completed. Film based on the Dumas novel, and the play, does not pull its punches, but has avoided censorial pitfalls with only minor script alterations.

Louis Nizer of the N. Y. Film Board of Trade and Jack Levin, head of the Copyright Protection Bureau, who are in Europe together, will return around Labor Day. Nizer, who is active in Jewish affairs, attended the World Jewish Congress at Geneva.

N. Y. newsreel executives, while admitting that almost anything can happen in the Spanish revolution, are anticipating the real blow-out to come in or around the straits of Gibraltar. Some of reels already have their men planted at Gibraltar to grab camera stuff there.

Robert Taylor's b.o. has created an unprecedented demand from exhibitors for any and all films in which he has appeared. Of the reissues, Universal's "There's Always Tomorrow" is most heavily in demand.

Seventh Earl of Warwick, whose common denominator is Charles Guv Folk Greville, signed as an actor by Metro, will use Charles Greville as his screen moniker.

## Cohen's WB (Can.) Berth

Toronto, Aug. 25.

Shakeup of Warner Bros. (Canadian) sees Wolfe Cohen, former manager for 10 years of the Winnipeg-Calgary territory, now general manager of the Dominion, with headquarters here. Laurie Elston, who has been in the territory since 1924, as p.a. and George Daws of the New York office in as exploitation chief.

Harry Painter is Toronto branch manager.

## 3D REVIVALIST IN WASH.

Washington, Aug. 25. With re-lighting of Rialto on Sept. 17, Capital will have three downtown theatres seeking to exist on revivals this season. Little, which started craze year ago, has had highly successful season and same management, Louise Noonan Miller and her son, Tolkins, will run Rialto. Belasco, which tried foreign films for two seasons, has also announced preponderance of revivals for this year. Opening of Rialto 10-year-old house which was for several years under lease to Universal and has been closed since 1924, will leave Capital with no dark theatres.

## Backing Up Cordele, Ga., Exhib on Sunday Shows

Cordele, Ga., Aug. 25. Local city and county officials are going to bat for Frank Woods, theatre manager convicted of operating show on Sunday, so underprivileged children and needy folk of Cordele can again derive benefit from Sabbath operation of theatre. Woods was convicted in Crisp County Superior Court last year for operating theatre on Sunday on point that he was not turning over net proceeds to city, who sponsored Sunday operation. Besides being fined \$100, Woods was placed on 12 months' probation.

Woods appealed decision, but lost out in higher court, and Sunday shows were discontinued. Increased taxes on Sunday for taking care of needy and also victims of tornado that devastated Cordele in April has caused city and county commissioners to seek to have Woods' production lifted so show can be given. Cordele Lions Club has roared approval of plan, while Kiwanians have lined with the Sunday show opposition.



# THE SCREEN MARCHES ON TODAY AT THE N. Y. STRAND

... Preceded By  
The Greatest  
National Magazine  
Advertising  
Campaign In  
Film History!

THE SCREEN MARCHES ON into a new and greater era of vast, colorful, human drama, space with today's larger entertainment demands. Changed with leadership in the industry, at the forefront which during twenty-five years has been responsible for such other important contributions as talking pictures, musical pictures, suspense dramas, and popular "headline" screen stars. Inspired by the splendid public reception of such secure and unusual screen attractions as their "Story of Louis Pasteur," "A Midsummer Night's Dream," and "The Green Pastures," Warner Bros. will embark upon the new cinema season with a series of productions definitely planned to exceed all past efforts, filmed in studios specially enlarged for this expanded program. The first of these, to be presented shortly in the country's most important theaters, will be

## "ANTHONY ADVERSE"

From the largest and longest selling movie theater industry, featuring stars and featured players.

HERVEY ALLEN  
FREDRIC MARCH

With a cast more than 2,000 including  
OLIVIA de HAVILLAND

Anna Louise, Donald Woods, Edmund  
Gwenn, Claude Rains, Louis Hayward,  
Gail Sondergaard, Scott Lions, Billy Mauch,  
Mina Loy, Ralph Morgan, Richard Whelan  
Directed by NERVYN THORN

The screen production is 142 scenes and two and one-quarter hours of entertainment, all scenes composed in the 1,224 pages and 111,000 words of the epic poem in book.

"Anthony Adverse" is an epic poem in book form, a great narration of extraordinary  
WARNER BROS.  
PICTURES

WARNER BROS. and CLARK GABLE in "CLARK GABLE"  
WILL FRANKLIN in "GIVE ME YOUR MILE"  
CHUCK BROWN in "From the Land of the Living"  
CHARLES and the LARGEST MARCHES... First Night and Other de Havilland



# Warner Bros. MASS EVERY IMMEDIATE GIVE YOU THE FILM DRIVE EVER PUT BE

... It Blankets More  
Than 37,000,000  
American Homes!

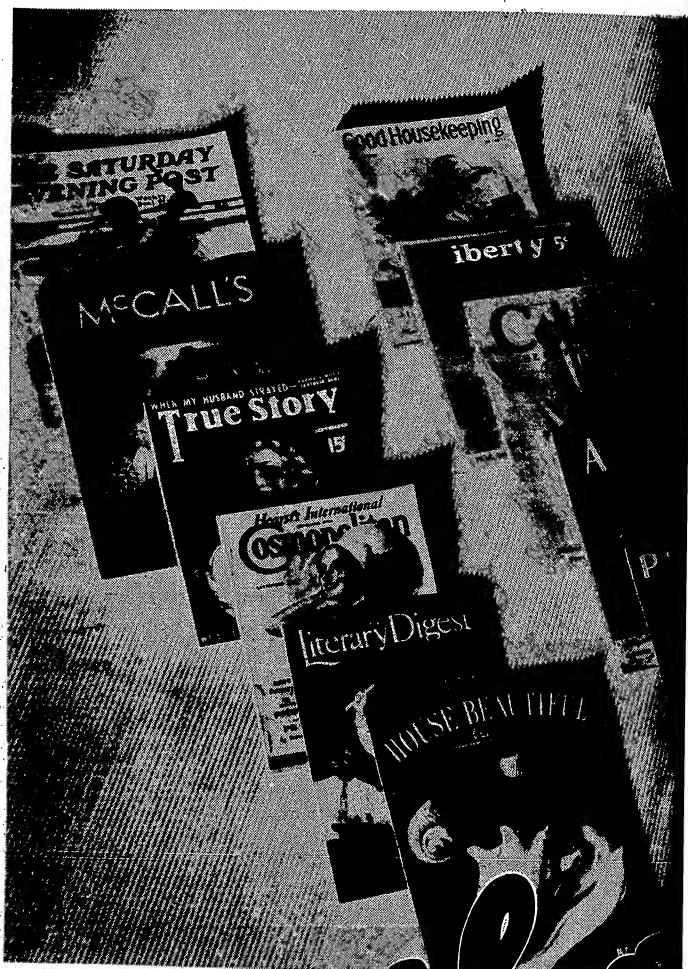
Saturday Evening Post	2,802,903
Woman's Home Companion	2,705,300
Collier's	2,437,745
McCall's	2,399,533
Good Housekeeping	2,158,204
American Weekly	6,054,072
Pictorial Review	2,118,874
Liberty	2,055,765
American Magazine	2,012,823
True Story	1,881,542
Cosmopolitan	1,725,623
Woman's World	1,263,306
Red Book	813,866
Literary Digest	723,968
Time	560,473
Esquire	275,881
Harper's Bazaar	162,658
Vogue	152,292
New Yorker	127,674
House Beautiful	110,457
Fortune	109,202
Stage	30,862
Town and Country	28,561
Parents' Magazine	352,216
Boys' Life	278,475

## In Addition to All the Famous Fan Magazines

Modern Screen	475,000
Photoplay	450,806
Silver Screen	436,640
Movie Mirror	415,994
Hollywood	300,000
Screenland	236,392
Motion Picture	225,000
Screen Play	200,000
Screen Book	200,000
Romantic Movie Stories	200,000
Movie Classic	175,000
Picture Play	150,000
Screen Romances	150,000
Film Fun	125,000
Screen Guide	100,000

TOTAL PAID CIRCULATION: **37,182,107**

And you multiply that  
by FOUR for the amaz-  
ing reading public  
we're reaching! . .



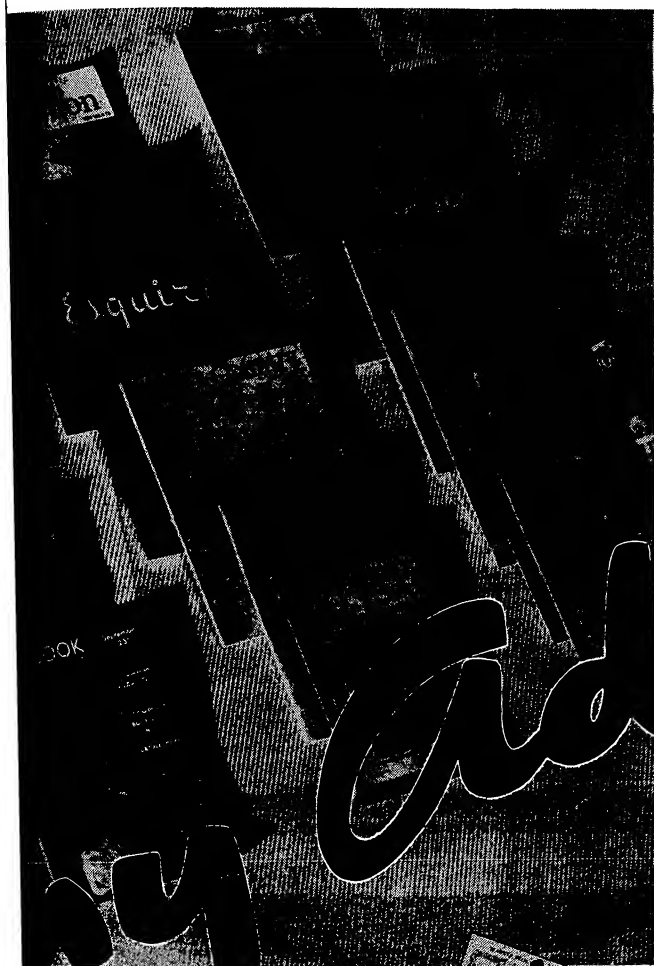
SO-

# Author



# IMPORTANT NATIONAL MAGAZINE TO AT CONCENTRATED ADVERTISING AND A SINGLE COMPANY'S PRODUCT!

Not for just one issue—not for just one picture—but the greatest issue-after-issue mass-circulation campaign known to show business will reach every corner of the country with full-page announcements of leaders of your coming attractions from Warner Bros.!



## OPENS ON BROADWAY

As over 31 million readers open the first group of powerful publications, on newsstands right now with the three ads that head the series . . .

COLLIER'S  
LIBERTY  
TIME  
NEW YORKER  
FORTUNE  
STAGE  
TOWN & COUNTRY  
PARENTS' MAGAZINE  
BOYS' LIFE

And Leading Fan Magazines

But It's Only the Beginning! . . .



... And Right After 'Anthony'  
Comes the Nation-Wide Blast for  
**KAY FRANCIS**  
"GIVE ME  
YOUR  
HEART"

On the Stands Starting Sept. 1st—  
On the Screen Starting Sept. 26th—  
And 50 Million Readers Will Know It!  
**SATURDAY EVENING POST**  
**GOOD HOUSEKEEPING**  
**COSMOPOLITAN**  
**HARPER'S BAZAAR**  
**MCCALL'S**  
**RED BOOK**  
**WOMAN'S WORLD**  
Plus Your Favorite Fan  
Magazines and Nation-Wide  
Newspaper Serialization

Continuing Their New Season Cycle of  
Great Dramas, Warner Bros. Now Present

**THE PICTURE EVERY  
WOMAN WILL WANT  
SOME MAN TO SEE**

To all the women of all the world who know—as so  
many can ever know—the anguish that is the glory  
of love, the despair that is its ecstasy, Warner Bros.  
presents this amazing exploration of the soul of a  
woman, caught in the turmoil of a love so desper-  
ate that she must break another woman's heart  
—or her own! See it and you will understand  
why famous feminine critics unite in calling  
this the finest picture of its type in recent years.

**KAY FRANCIS  
GIVE ME YOUR HEART**

From a Novel Stage Play With  
**GEORGE BRENT**  
Roland Young · Patric Knowles  
Henry Stephenson · Frieda Inescort  
Directed by Archie L. Mayo · A Cosmopolitan Production



Only to a world of advancing social  
ideas would the screen dare pre-  
sent so fearfully candid a drama.  
And only for a public whose  
tastes have been keyed to a  
higher entertainment level could  
Warner Bros. have planned the re-  
markable success of exceptional here-  
are inaugurating a new Golden Age of the screen. The next an-  
ticipated for coming in "The Great Virtues" and "Anthony  
Adverse" will be duplicated in these other forthcoming  
WARNER BROS. PICTURES  
MARION DAVIES and CLARK GABLE in "CAIN AND MABEL"  
"CHARGE OF THE LIGHT BRIGADE"—Errol Flynn and Olivia de Havilland  
"GREEN LIGHT"—From the Famous Best-Seller by Lloyd C. Douglas  
"THREE MEN ON A HORSE"—From the Stage Smash  
"GOLD DIGGERS OF 1937"—With all the stars of the screen

Picture after picture pre-sold to all America with a  
heavy-hitting series that establishes your shows as the  
shows to see! Count on it when you set up your Fall  
schedule—and watch for it next with these forthcoming  
**WARNER BROS. PICTURES**  
MARION DAVIES and CLARK GABLE in "CAIN AND MABEL"  
"CHARGE OF THE LIGHT BRIGADE"—Errol Flynn and Olivia de Havilland  
"GREEN LIGHT"—From the Famous Best-Seller by Lloyd C. Douglas  
"THREE MEN ON A HORSE"—From the Stage Smash  
"GOLD DIGGERS OF 1937"—With a Celebrity in Every Role



## No Summer Dog-Days on Broadway; 'American Wife' 88G, 'Asking' 38G, '7 Sinners' 34G, 'Romeo' Starts Big

LeRoy and Josephine Huston. At smart \$38,000 on week ended last

night (Tues.), this show could have been held but no could do with 'To Mary' being booked from 20th-Fox for today (Wed.). Third week of 'Rhythm on Range' (Par) and Phil Spitalny's band, \$22,500, very good for this holdover.

**Radio City Music Hall (5,989; 40-**

60-85-99-\$1.10-\$1.65)—'My American Wife' (Par) and stage show. Very pleasant surprise, \$88,000. Picture was one the Hall stumbled on when shopping around for something to fill the week. 'Mary of Scotland'

**Rialto** (750: 25-40-65)—'Crouching Beast' (Olym) and Louis-Sharkey fight pictures. Film of last week's mat tussle aiding indie booking for \$6,200, fair. Last week 'T'd Give My Life' (Par) \$6,000.

'Road to Glory' (20th) (4th week).  
Holding its own well. third week

ending last night (Tues.) being \$25,000. Second week was \$27,000. 'Last of Mohicans' (UA) opens Wednesday (2).

**Boxy** (5,836; 25-35-55)—'Seven Sinners' (GB) and stage show. This foreign-made putting up a swell fight against this week's opposition: looks \$34,000, big, but doesn't hold. Last week's 'Charlie Chan at Race Track' (20th), \$28,000, okay.

**Strand** (2,767; 40-55-65-99)—'Ad-

verse. (WB). Opens this morning (Wed.) at increase in admission to 40c mornings and 99c top evenings. Six days on second week of 'China Clipper' (WB), \$10,000, ending Monday night (24). House closed down yesterday (Tues.) to prepare for 'Adverse' opening.

State (3,450; 35-55-75)—'Devil Doll' (WB).

Wig and George Olsen orchestra, with Ethel Shutta, on stage. Combination of 'Doll' (2nd run) and Olsen outfit, spelling fine results. \$28,000 or over. Last week N. T. G. and revue, on the stage, did five shows a day, with 'Suzy' (MG) on screen, to count up of nearly \$33,000, very big.

Newark, Aug. 25.  
(Best Exploitation: Proctor's)  
'Mary of Scotland' at Proctor's and  
'China Clipper' at Brantford getting  
the town's trade at \$18,500. The pre-  
Labor Day slump is hitting the other  
houses, though, and 'Suzi' at Loew's  
dropped to \$7,500 on its second week.  
A costume display in a local de-  
partment store, a huge history book  
on a float, and a broadcast on little-  
known Scottish history is helping to  
publicize 'Mary of Scotland.' Kresge  
Airplane Club has contest for mini-  
ature 'China Clipper.'

**Estimates for This Week**  
**Branford (WB) (2,966; 25-75)—**  
 'China Clipper' (WB) and 'Love Begins at 20' (WB). With little or no ballyhoo opened to a packed house and 600 standing, a strong week at \$10,500. Total of 1,100.

**Loew's State** (2:780; 25-30-55-75)—  
 'Suzy' (MG) twinned with 'Legong'  
 (GW) (16th week). Little  
 champion splendid at \$1,200.

West week, the leader at \$18,000, of 15 days.  
Par Newark (Adams' Par) (2;24); 25-75—Yours for Asking' (Par).  
Rat picture soloing with shorts on 10,000. Last week 'Rhythm on the Range' (Par) and 'I Stand Condemned' (UA) \$3,900 on holdover of 15 days.  
Pector's (RKO) (2;00: 20-05) and 'Lycium (Roof) (700: same scale).  
Mary of Scotland' (RKO) and 'Educating Mr. Teller' (RKO) and 'Domestic Business' at \$16,500. Unique publicity and amateur nights helping.  
Last week 'Grand Jury' (RKO) and 'Chain at Racetrack' (20th), fair at \$9,000.  
Terminal (RKO) (1;00: 15-20: 35-40).  
Bengal Tiger' (WB) and 'Lawless Nations' (Rep) topped with 15 days. Victor's 'Victory' (RKO) and 'Swing Oke at \$1,500. Last week

**Par Newark (Adams-Par)** (2,248; 25-75)—'Yours for Asking' (Par). Raft picture soloing with shorts only, in for nine days and will do around \$10,000. Last week 'Rhythm on the

Range (Par) and 1 Stand Condemned' (UA) \$3,900 on holdover of five days.

Proctor's (RKO) (2,300; 20-05) and 'Lycium (RKO) (700; same scale) and 'Marty of Scotland' (RKO) and 'Educating Mr. T.' (WB), 'Smiling Criminals' (WB) at \$16,500. Unusual publicity and some nights helping.

Last week 'Grand Jury' (RKO) and 'Chan at Racetrack' (20th), fair at \$9,500.

Terminal (RKO) (1,600; 15-20-35-40)—'Benzel Trier' (WB) and 'Lawless Nineties' (Rep) tripled with a new serial, 'Vigilantes are Coming' (Ren). Oke at \$4,500. Last week

'Abdul the Damned' (Col) and 'Reckless Way' (Synd) week at \$3,500.

a bannered yacht, catching thousands of eyes, following course of annual cross-harbor swimming race. Other angles included bookmarks in several bookstores, beauty salon co-op tie-in, free fan mags with bannered

**Fox** (Indie) (5,000; 30-40-85) — 'Sing, Baby, Sing' (20th) and Diamond Bros. heading vaude. Fair here this week, at only \$19,000. Following week's respite from Woodward's, averted. Fair here this week fairly so well with press notices, which didn't help big any. Saw daylight last week for first time in long while, with 'To Mary' (20th), plus Blackstone, drawing in a nice \$23,000.

**Adams** (Balaban) (1,700; 25-40) — 'The Great Gatsby' (20th) (64 week). 'My Baby' film moved here after good session at Fox, and doing, oke this week, at \$4,300. Nabbed a nice \$5,000 last stanza on 'Nero Wolfe' (Col) and 'White Fang' (20th),



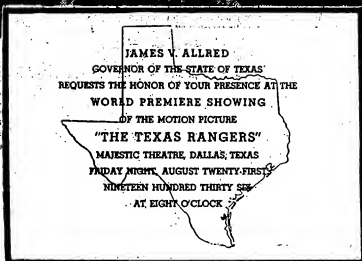
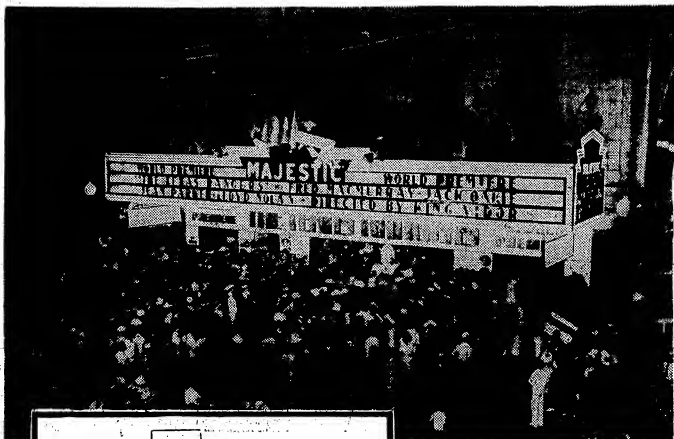




# BOX-OFFICE CYCLONE HITS TEXAS

\*Paramount's "THE TEXAS RANGERS" story on next page

# 15,000 MOB "RANGERS" PREMIERE CROWDS TOP HOLLYWOOD RECORDS



## THE RANGERS ON PARADE...

Led by six Texas Rangers, a huge parade through the Dallas streets preceded the main event... the official opening of "The Texas Rangers". Among the features of the parade were a group of old time Texas Rangers in their fighting garb and a real covered wagon of the Indian fighting days.



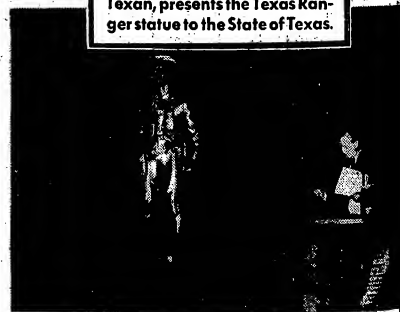
**SMART EXPLOITATION...** Ushers and candy girls of the Majestic Theatre, in Texas regalia for the world premiere, standing in front of the huge lobby poster.

**ALL SEATS SOLD A WEEK IN ADVANCE...** Making a new box-office record, "The Texas Rangers" was a complete sell-out a whole week before the world premiere. And local newshawks reported scalpers asking and getting ten dollars a pair for the few tickets they had managed to collect.

Dallas, Texas—Aug. 22—With 5,000 persons including two U. S. Senators and the only guests invited by Governor James V. Allred to the world premiere of the official Texas Centennial picture, jamming the Majestic Theatre, with 10,000 more lining the streets outside, Paramount's "The Texas Rangers" broke all opening night records West of the Mississippi last night despite a temperature of 112 degrees.



**KING VIDOR PRESENTS...** King Vidor, director of "The Texas Rangers", a native born Texan, presents the Texas Ranger statue to the State of Texas.



**SENATOR SHEPPARD ACCEPTS...** United States Senator Morris J. Sheppard unveils the Texas Ranger statue presented to the state of Texas by Paramount.

Adolph Zukor presents

# "THE TEXAS RANGERS"

with **FRED MacMURRAY · JACK PARR**

A Paramount Picture · Produced by Adolph Zukor

# ALL TIME BOX-OFFICE RECORD

## TWO-DAY BUSINESS BETTER THAN OVER-AVERAGE WEEK

Box-office reports from the Majestic Theatre, Dallas, Texas, show that in two days "The Texas Rangers" had done more business than the biggest box-office draw in recent months had done in a whole week. The Paramount Exchange in Dallas has been swamped with calls for prints, with local managers begging for immediate showings, even at subsequent run houses. Among the attendance at the opening were more theatre managers than ever seen at an opening... and apparently they liked what they saw.

**THE DR. PEPPER COMPANY...**  
distributed 50,000 copies of this song, and had it played for weeks on their network program on 20 leading stations in the west and south as a direct advertisement for "The Texas Rangers".

**FRONT PAGE NEWS BREAKS...**  
Paramount's publicity department is still trying to recover from the shock of seeing their stories on the front page of the big Texas Dailies... the editors agreed this was first page news.



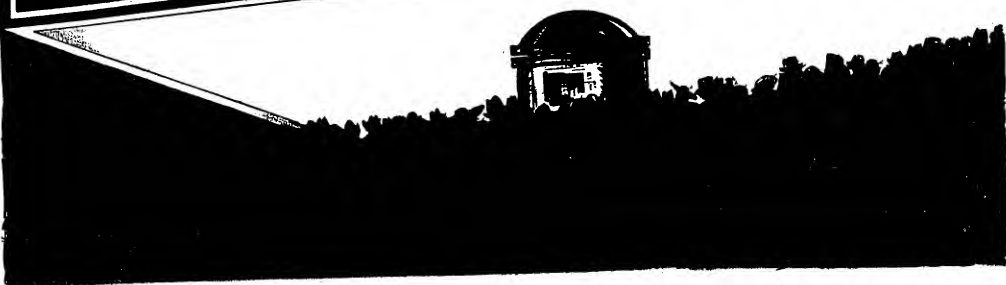
**LOCAL BOY MAKES GOOD...** King Vidor, director of "The Texas Rangers", native born Texan, receives the applause of thousands of his fellow Texans as he officially opens the world premiere of his great Centennial picture.





# GRAND NATIONAL PICTURES

1936 • 37  
ATTRACTIONS





The producer of "Mrs. Wiggs of the Cabbage Patch," and other hits starring Bing Crosby, W. C. Fields, Mary Boland, Charles Ruggles—

## DOUGLAS MACLEAN

is now making pictures exclusively for Grand National  
... His first of six productions will be

**MARY ROBERTS RINEHART'S**  
Saturday Evening Post Story

## "23½ HOURS LEAVE"

One of the Greatest Romantic Comedies Ever Written!

## FOUR MUSICALS

SPARKLING! ORIGINAL! ENTIRELY DIFFERENT!  
The first: "HATS OFF", by Sam Fuller and Hy Kraft. The second: "MURDER WITH MUSIC."

Produced by

## BORIS PETROFF

Director of Mae West pictures for Paramount,  
who for ten years directed all the musicals  
put on in the Publix Theatres by Paramount.



## NATURAL COLOR FEATURES

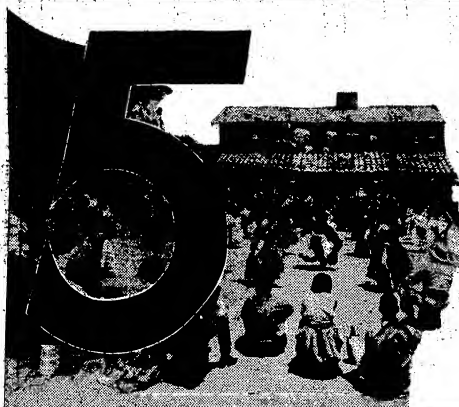
Produced by  
**GEORGE HIRLIMAN**

"DEVIL ON HORSEBACK"—with Lili Damita, Fred Keating, Del Campo  
(South America's Valentino), Tiffany Thayer and Jean Chatburn.

"CAPTAIN CALAMITY"—with George Houston and Marian Nixon.  
Vince Barnett, Movita, Crane Wilbur.

"WE'RE IN THE LEGION NOW"—with Reginald Denny, Esther Ralston,  
Eleanor Hunt, Vince Barnett, Claudia Dell.

"GRAND CANYON"—in preparation.



## "CLOUDY"

ARABIAN WHITE WONDER HORSE

The Screen's New Sensation

Supplied by

"REX", KING OF WILD HORSES

## "KING OF THE SIERRAS"

THE FIRST OF THE NEW SERIES

Produced by FRANK W. GAY

## "KILLERS OF THE SEA"

A THRILLING DRAMA OF THE DEEP

Produced by

RAY FRIEDGEN

Who Made "FISH FROM HELL"

# 36 GRAND NATIONAL WINNERS

**5**  
PICT

Dynamic Personality of the Screen

**JAMES CAGNEY**

will make two or more pictures of the type that has established him among the ten outstanding stars in pictures. "GREAT GUY," his initial role, gives him his greatest opportunity to register as a two-fisted, smart, fast-thinking, fast-acting young modern. It is the first of

**TWO GREAT STARRING VEHICLES****A MILLION DOLLAR PRODUCTION**

OF A BEST-SELLER IN FULL COLOR

An Epic of the Great Far West rivalling  
"The Covered Wagon" and "The Iron Horse"

**"SNOW COVERED WAGONS"**

By

JULIA COOLEY ALTROCCHI

Produced by

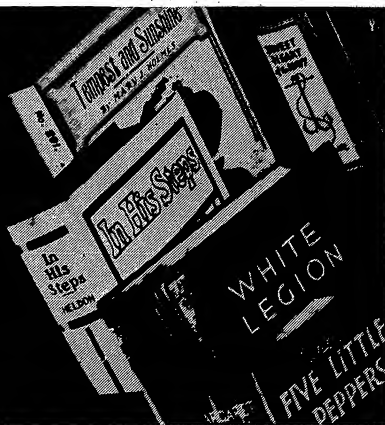
LORENZO DEL RICCIO

A thrilling drama of man's battle with devastating nature in a desperate fight for the right to live, in a storm-swept, snow-bound region where death stalked every move.

**GREAT BOOKS MAKE GREAT PICTURES**

Produced by B. F. ZEIDMAN

Novels that have thrilled millions of readers for generations, will provide the dramatic material for eight Zeidman productions. Among them are: "IN HIS STEPS," the biggest best-seller of all time, totalling 8,000,000 copies; "THE FIVE LITTLE PEPPERS," 2,000,000 copies sold; "WHITE LEGION," another sensational success; "ST. ELMO," "TEMPEST AND SUNSHINE," "ROGUES' GALLERY," and "SWEETHEART OF THE NAVY."

**THE RANGE RIDER SERIES**

Musical Westerns with Radio's  
Singing Cowboy Star

**TEX RITTER**

THRILLS — EXCITEMENT — MELODY — in an unbeatable box office combination. Tex Ritter — young and fearless — gallops into the hearts of all true lovers of the great outdoors!

**CONRAD NAGEL**

As "HANDSOME" ALLAN O'CONNER, Federal Agent De Luxe, in a made-to-order role, smashes rackets and rescues beauty in distress.

**IN A SERIES OF FOUR FEDERAL AGENT DRAMAS**

The First Being

**"YELLOW CARGO"**

Produced by GEORGE HIRLMAN

**2**

URES

**8 WESTERNS • 8 MELODRAMAS**

# GRAND NATIONAL PICTURES

Releasing Schedule  
To January 8th, 1937

Sept. 22 • "DEVIL ON HORSEBACK" NAT. COLOR FEATURE  
Sept. 29 • "WHITE LEGION"  
Oct. 6 • CONRAD NAGEL in "YELLOW CARGO"  
Oct. 13 • "CAPTAIN CALAMITY" NATURAL COLOR FEATURE  
Oct. 20 • "IN HIS STEPS" with Eric Linden and Cecilia Parker  
Oct. 27 • "CALL ME ARIZONA"  
Nov. 4 • "WE'RE IN THE LEGION NOW" NAT. COLOR FEATURE  
Nov. 10 • "FIVE LITTLE PEPPERS"  
Nov. 17 • JAMES CAGNEY in "GREAT GUY"  
Nov. 24 • "HATS OFF" MUSICAL  
Dec. 3 • DOUGLAS MACLEAN'S "23 HOURS LEAVE"  
Dec. 7 • CONRAD NAGEL in "NAVY SPY"  
Dec. 10 • "RIDE, RANGER, RIDE"  
Dec. 17 • SNOW COVERED WAGONS" NAT. COLOR  
Dec. 24 • DOUGLAS MACLEAN'S "CHINA"  
Jan. 1 • "GRAND CANYON" NAT. COLOR  
Jan. 8 • "MURDER WITH MUSIC" MUSICAL

WEST COAST STUDIO  
CULVER CITY, CAL.

HOME OF  
GRAND NATIONAL PICTURES  
NEW YORK

## GRAND NATIONAL

# Exchanges

## AT YOUR SERVICE

ALBANY  
ATLANTA  
BOSTON  
BUFFALO  
CHARLOTTE  
CHICAGO  
CINCINNATI

CLEVELAND  
DALLAS  
DENVER  
DES MOINES  
DETROIT  
KANSAS CITY  
LOS ANGELES

MILWAUKEE  
MINNEAPOLIS  
NEW HAVEN  
NEW ORLEANS  
NEW YORK CITY  
OMAHA  
PHILADELPHIA

PITTSBURGH  
PORTLAND, ORE.  
ST. LOUIS  
SALT LAKE CITY  
SAN FRANCISCO  
SEATTLE  
WASHINGTON





MERRILY IT SWINGS ALONG—

Bringing happy news to  
showmen, wherever it  
plays!



# SING BABY SING

ALICE ADOLPHE  
**FAYE · MENJOU**  
TED HEALY · GREGORY RATOFF  
PATSY KELLY · MICHAEL WHALEN  
RITZ BROTHERS · TONY MARTIN

Directed by Sidney Lanfield. Associate Producer B. G. De Sylva.  
Screen play by Milton Sperling, Jack Yellen and Harry Tugend.  
Original story by Milton Sperling and Jack Yellen  
Darryl F. Zanuck in Charge of Production



THE KEYSTONE  
OF YOUR FUTURE

Thanks A

SAN FRANCISCO  
Sensational start amid  
audience cheers!

TORONTO  
Outstanding!

ROCHESTER  
Sensational start amid  
audience cheers!

BUFFALO  
Tremendous!

LOS ANGELES  
Day-and-date, Chinese and  
State 25% bigger than "Thanks  
Million!"



# Advance Production Chart

## Exhibits-Stars

(Continued from page 3)

**Hollywood, Aug. 25.**  
Production activity continues at the consistent, healthy level established several months ago, with 43 features before the cameras, as compared to the average of 44 maintained during the past eight weeks. Like the previous week, nine new features went before the cameras, while only five were taken from the cutting rooms and previewed. This leaves a balance of 77 to be finally edited and shipped, which indicates all major companies are well ahead of release schedules.

### Columbia

**Four in work, 11 editing, nine preparing. In work:**  
**'PENNIES FROM HEAVEN'**, reported **VARIETY**, July 15; **THEODORA GORG WILD**, reported **Aug. 12**. Started last week:  
**'COME CLOSING, POLKS'**, being produced by Ben Pivar, E. Ross Lederman directing, original story by Allen Kandel; screen play, Lee Leach and Harold Buchman. Cast: James Dunn, Marian Marsh, Wynne Gibson, George McKay, Gene Lockhart, Harry Depp, William Anderson, Austin Jewell, Wallace, Clark, Ralph McCullough.  
Story concerns fast talking pitchman (Dunn) who with a stooge enters a small town to work the streets with anything from automatic neckties to gold watches for a dime. Dunn is tripped up when he goes in for high grade merchandise, trying to peddle Swiss watches at two-bits. Daughter of town's department store owner causes his arrest for misrepresentation. When trial comes up Dunn takes himself into acquittal, is released, turns straight, taking job in department store where later a romance works up.  
**'RANGER COURAGE'**, being produced independently for Columbia by Larry Darmour. Directed by Spencer Bennett, story and screen play by Nate Galtzert. Cast: Bob Allen, Martha Tibbets, Buzzy Henry, Walter Miller, Franklin Farnum, Bob Kortman, J. Wiley, William Gould.  
Story is typical western fare laid in the Hopi country of New Mexico and Arizona. Action is centered around the Ranger's courage in battling the Indians from molesting covered wagon trains.  
To start this week are **'THE DETROIT BELOV'**, produced by Edward Chodorov, directed by Erle Kenton; **'LEGION OF TERROR'**, Ralph Cohn producing, C. C. Coleman directing. Others to follow are **'NORTH OF NOBIE'**, to star Jack Holt; Larry March's producing and William High directing. Others to follow are **'THE MAN WHO WON THE WAR'** and **'GOLDEN HONEYMOON'**.

### Metro

**Four in work, nine editing, 10 preparing. In work:**  
**'BORN TO DANCE'**, reported **VARIETY**, July 22; **'LIEBELE LADY'**, reported July 22; **'TARZAN ESCAPES'** and **'CAMILLE'**, reported Aug. 12. No new pictures started last week.  
To start this week are **'A DAY AT THE RACES'**, Sam Wood directing, starring Marx Bros.; **'LOVE ON THE SUN'**, being produced by Joseph Mankiewicz, directed by W. S. Van Dyke. Others to follow are **'MAX-TIME'**, Edmund Goulding directing, and **'TISH'**, to be directed by Sam Wood.  
Hal Roach will start Sept. 16 on next Patry Kelly-Lyda Roberti feature comedy, **'NORBERT'S BABY'**. John M. Stahl hopes to get under way Sept. 10 on **'FARNELL'**, which he will produce and direct. Company purchased **'I LOVE YOU AGAIN'**, Octavus Roy Cohen story, assigned R. C. Sheriott to write screen play for **'GOODYE, MR. CHIEF'**.

### Paramount

**Nine in work, 10 editing, 10 preparing. In work:**  
**'CHAMPAGNE WALTZ'**, reported **VARIETY**, July 22; **'THE FLAINSMAN'**, reported July 22; **'THE ACCUSING FINGER'**, reported as **'THE TURNING POINT'**, and **'GO WEST, YOUNG MAN'**, reported as **'PERSONAL APPEARANCE'**, Aug. 12; **'JUNGLE PRINCESS'**, reported Aug. 19. Started last week:  
**'LOVE AND LAUGHTER'**, produced by Richard A. Rowland, Bert Lytell directing, screen play by Austin Strow, additional continuity by Arthur Caesar. Cast: Irene Harvey, Charles Starrett, Doris Kenyon, H. B. Warner, Irene Franklin, Bernadine Hayes, Ferdinand Gottschalk.  
Story is Cinderella type depicting girl working in N. Y. department store whose pastime is devoted in studying the stars. She becomes obsessed with the constellation of Orion, which she learns to idealize and hopes to find the counterpart on earth. In fact she finds him as a doorman in a theatre, working his way through college to become a doctor. Romance develops until it reaches point where they are to be married. Just at the hour when everything is set to walk to the altar bad publicity breaks in connection with the girl's mother, a burlesque queen. Rather than have groom-to-be's reputation shattered, the girl disappears. She is found by the boy in time.  
**'HOPALONG CASSIDY RETURNS'**, produced by Harry Sherman as first of new series, the 'Hopalong' pictures for Paramount release, directed by Nate Watt from story by Clarence E. Mulford, screen play by

Of the 553 features to be delivered on the old and new programs between now and Aug. 1 of 1937 only seven have to be before the cameras. Total of 35 have been completed and shipped for the 1936-37 season, with 20th-Fox and Warners contributing more than 90% of this group, Warners having 15 and 20th-Fox 14. Balance is made up by Larry Darmour with one; Paramount, two; R. A. Rowland, one; Sol Lesser and Reliance, one each.

**Harrison Jacobs.** Cast: William Boyd, Evelyn Brent, George Hayes, Morris Ankrum, William Janney, Jr., Irving Bacon, Gail Sheridan, Grant Richards, John Beck, Ray Whitely, Claude Smith, Joe Rickson.  
Story shows Hopalong summoned by editor of the Mesa Grande Argus, who arrives to find him mortally wounded in his fight for law and order. Pledging himself to carry on, Hopalong becomes the town marshal and begins to rid it of the lawless element until he finds himself pitted against a woman owner of the dance hall and head of a group of thieves who have been preying on miners. From then on it is a one-man battle, whose ingenuity brings him out on top and reforms the gal.

**'ROSE BOWL'**, produced by Edward Cline, directed by Charles Barton from story by Francis Wallace, screen play by Marguerite Roberts. Cast: Eleanor Whitney, Tom Brown, Larry Crabbe, William Frawley, Beany Baker, Terry Ray, Nydia Westman, Priscilla Lawson, Lew Maso.

Story concerns two pals who go through high school together, each aspiring to become football stars. Both in love with girl who runs the soda fountain around the school. One of the boys breaks into big-time football and is sent to California college, while the other struggles through smaller eastern college. Latter's team makes exceptional record and is given chance to play Rose Bowl. The underdog team, however, wins the hero of the year, is pitted against him. Publicity hounds link the two pals and the girl in a sensational campaign. Game comes off with the underdog on top and thereby winning the girl.

**'RIGHT IN YOUR LAF'**, produced by Jack Cunningham, Glenn Tytun directing, original by Wayne Kilbourn, adapted by Patterson McNutt, screen play by Virginia Van Upp. Cast: Marsha Hunt, John Howard, Eugene Pallette, Marilyn Knowlden, Robert Cray, Jackie Moran, Jan Dugan, William Ruhl, Jonathan Hale, Irene Franklin.

Story is comedy centered around radio commentator who specializes in telling bedtime stories to the kiddies. Difference between his private life and what his club-brothers believe him to be presents plenty of comedy situations, which, in the end, tends to mar his romance until everything is straightened out.

To start this week are **'HIDEAWAY GIRL'**, George Arthur producing, Eugene Archambault directing, **'EXCLUSIVE'**, to be produced by Benjamin Glazer, directed by Al Hall; **'MAID IN SALEM'**, produced and directed by Frank Lloyd; **'STAIRS OF SAND'**, to be produced by Dan Keefe, directed by Janice Jennings, producer and director unassigned, going into work Sept. 1; **'COLLEGE HOLIDAY'**, Harlan Thompson producing; **'ONE MAN'S BONUS'**, to be produced by Harold Hurley.

### RKO-Radio

**Six in work, five editing, nine preparing. In work:**  
**'FLOUGH AND THE STARS'** and **'PORTRAIT OF A REBEL'**, reported **VARIETY**, July 15; **'WINTERBERRY'**, reported July 22; **'WE WHO ARE ABOUT TO DIE'**, reported Aug. 5; **'WITHOUT ORDERS'**, reported Aug. 12. Started last week:

**'DADDY AND I'**, produced by Zion Myers, David Burton directing, story based on Elizabeth Gordon novel, screen play by Gertrude Purcell. Cast: Herbert Marshall, Anne Shirley, Gertrude Michael, Margot Graham, Helen Parrish, Maxine Jennings, Willie Best, Clara Blandick.

Story is comedy-drama laid against New England background showing efforts of young girl who tries to find a wife for her father, Herbert Marshall. Daughter creates many humorous situations in this attempt and is always keeping her father in hot water in trying to effect a match. Father, disgusted, does a little ranting for himself and finally finds the woman he likes, who in turn meets the approval of his daughter, who assumes credit for the catch.

Started to go into work this week are **'MILLION DOLLAR PROFILE'**, Edward Kaufman producing, Joseph Santley directing; **'GENERAL DELIVERY'**, with WILLIAM SLISTON producing, Edward Kelly directing, Others to follow: **'ALL SILENT'**, William Sliston producing, Wallace Fox directing, to start Sept. 1; **'THE MAN WHO FOUND HIMSELF'**, Lou Lusky producing, to start Sept. 15, and **'TAKE OF SIZES'**, next Wheeler-Woolsey starrer to be produced by Lee Marcus, starting date set at Sept. 25.

### Republic

**Two in work, 10 editing, six preparing. In work:**  
**'RIDE, RANGER, RIDE'**, and **'CAVALET'**, reported **VARIETY**, Aug. 19. No new pictures started.  
To start this week is **'THE PRESIDENT'S MURDER MYSTERY'**, which ran in the Liberty magazine, followed by **'THE COUNTRY GENTLEMAN'**, featuring Olsen and Johnson.

(Continued on page 28)

been adopted as a company policy, the non-radio broadcasting phase is being advanced in some localities as reason for asking more rentals.

Specific instance reported last week is that of Shirley Temple, who has not been on the radio and has announced through the moppet's mother, that she never intends to go on the airwaves or make personal appearances. She never received definite instructions to request higher rentals and have been getting them on new contracts for her films, the exhibitors for the most part admittedly being unwilling to pay more, on average small city or big town theatre operator believes he will take in sufficiently more at the box office to justify the higher percentage or rental. Exhibitor associations and individual theatre operators are following the lead set by the Kansas-Missouri Theatre Association in protesting directly to the stars and producers against the film artists grabbing extra cash via radio work. Movement is particularly strong throughout the middle west, where there are many smaller city exhibitors.

**Serious Problem**  
While thus far there have been no visible results, both the producers in Hollywood and the Haytian officials in West Coast have been seriously considering the situation. It is not known as yet whether measures to curb the wild spree on radio will be taken quietly with no publicity, given or officially announced to the public.

It also is a matter of conjecture as to whether the steps will be taken by producers individually or through the Hay office. Former seems more likely right now.

Whether ad agencies, sponsors or other radio figures disregard the setup or not, it is no secret in picture industry circles that exhibitors are seeing their present squawk as no imaginary grievance. This is particularly true of exhibits in smaller cities of 50,000 population or less. They claim the stars in recent months have made definite inroads into their box office, and they talk explosively when describing the alignment of West Coast exhibitors to their draw stars appearing in what they describe as free shows.

While some may contend that radio appearances build up a film star's reputation and thus tend to find this true. And he fails to see the logic of paying 'healthy' film rentals for a picture when his potential patron can hear the star of 'this' picture in the homes as the dial of his radio. Although the radio does not figure as active competitor in larger metropol, the smaller community exhibition, of which there are many, view the radio as a constant threat to healthy business, particularly when identical stars in his show can be heard gratis in a topnoth broadcast.

**Missouri III, Complaint**  
St. Louis, Aug. 25.  
Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, at their bi-monthly meeting, unanimously adopted a resolution asking that film producing companies keep film stars off the air during hours when they come in direct competition with motion houses. Resolution was forwarded to Will Hays for consideration.

Members of MPTO agreed there may be times when it is advisable for film stars to do their stuff via the ether but they should not be permitted to broadcast when film features, in which they are starred, are being shown in the houses. Organization also went on record as protesting against the over-building of theaters in local territory, stating that erection of so many new nubes was unjustified by already over-saturated condition in territory.

Use of \$50,000,000 municipally owned auditorium for commercial purposes again came up and Fred Wechsberg, president of the MPTO, recently enlisted aid of local furniture and rug dealers in protest against use of building by Dick Slack, furniture dealer in East St. Louis, for a full hour movie show every Monday night in which considerable time is used in advertising Slack's products.

MPTO contends such use of auditorium was never intended and its utilization by a non-tax paying out-of-town business offers very serious competition to local dealers whose taxes are used to pay for building.

Nemerson at Republic  
Lewis Nemerson, former copy writer with Hecht and agency in Washington, signed to one year, script berth with Republic pix.

## PRODUCTION TABLE

(Shows number of pictures promised by the various major producing companies for the 1936-37 program and number of pictures yet to be produced for the 1935-36 program.)

Producers and contributing companies.	No. of pictures promised for 1936-37 season.	Balance for 1935-36 program.	Total to be delivered by Aug. 1, 1937.	Number completed for 1936-37 season.	Pictures now in cutting rooms.	Balance yet to go before cameras.	Total pictures in production.
<b>COLUMBIA</b>	58	4	54	1	3	11	48
Larry Darmour	8	..	8	1	1	6	7
<b>METRO</b>	48	6	54	4	9	41	50
Hal Roach	48	..	48	4	6	44	50
<b>PARAMOUNT</b>	48	..	48	2	7	39	46
B. P. Schaubert	8	..	8	..	1	7	1
Emanuel Cohen	8	..	8	..	..	8	1
E. A. Rowland	8	..	8	2	1	..	3
Harry Sherman	6	..	6	..	..	6	1
Frank Lloyd	1	..	1	..	..	1	1
<b>RKO-RADIO</b>	39	10	49	..	6	5	11
David Lewis	2	..	2	..	..	2	1
Geo. Hirshman	6	..	6	..	..	6	1
Sol Lesser	3	..	3	..	..	3	1
<b>REPUBLIC</b>	56	10	66	..	1	9	56
A. W. Wood	16	..	16	..	1	14	1
<b>20TH-FOX</b>	63	..	63	14	5	39	59
Sol Lesser	6	..	6	..	..	6	1
<b>UNITED ARTISTS</b>	7	..	7	..	2	5	7
Sam Goldwyn	7	..	7	..	..	7	2
Walter Wanger	7	..	7	..	..	7	1
Schneik International	1	..	1	..	..	1	..
Flicker-Lasky	1	..	1	..	..	1	..
Reliance	1	..	1	1	..	..	..
Elisabeth Bergner	1	..	1	..	..	1	..
Criterion Films	6	..	6	..	..	6	7
Korda London	6	..	6	..	3	3	7
<b>UNIVERSAL</b>	44	7	51	..	3	13	35
Clifford Smith	8	..	8	..	..	8	1
Buck Jones	60	..	60	15	8	12	25
<b>WARNERS</b>	..	..	..	..	..	..	10
<b>TOTALS</b>	516	37	553	35	43	398	76

# MORE GLORY FOR "THE ROAD TO GLORY"!

HELD FOR  
**4th**  
WEEK

## RIVOLI, N. Y.

Complete sell-out every night  
as sensational business con-  
tinues to dominate Broadway  
scene!

HELD FOR  
**2nd**  
WEEK

## ROOSEVELT CHICAGO

No let-up in terrific pace after  
smashing 5-year record in  
first week!



THE KEYSTONE OF YOUR FUTURE

FREDRIC MARCH • WARNER BAXTER • LIONEL BARRYMORE

# "THE ROAD TO GLORY"

With JUNE LANG, GREGORY RATOFF • Directed by Howard Hawks  
Associate Producer, Nunnally Johnson • Screen play by Joel Sayre and William Faulkner

DARRYL F. ZANUCK in Charge of Production





# ROXY RAISES PRICES FOR SIMONE SIMON N. Y. ENGAGEMENT!\*

(Starting August 28th)

★ Those Roxy showmen know the public will jam to see Simone Simon . . . they've checked the business "Girls' Dormitory" did (and is doing) at:

**CLEVELAND  
CINCINNATI  
INDIANAPOLIS  
PITTSBURGH  
LOUISVILLE  
BOSTON  
BALTIMORE  
MILWAUKEE  
ST. LOUIS**

. . . where crowds and critics are seconding Jimmy Starr's (L.A. Herald & Express) rave: "Simone Simon is definitely one of the greatest discoveries since Garbo and Dietrich!"

HERBERT MARSHALL • RUTH CHATTERTON

## *GIRLS' DORMITORY*

Introducing the most exciting new personality in years . . .

**SIMONE SIMON**

(Pronounced See-MOAN—See-MOAN!)

with

CONSTANCE COLLIER • J. EDWARD BROMBERG  
DIXIE DUNBAR • JOHN QUALEN • SHIRLEY DEANE

Directed by Irving Cummings

Associate Producer Raymond Griffith.

Screen play by Gene Markey. From a

play by Ladislaus Fodor



Darryl F. Zanuck  
in Charge of Production

# \$100,000,000 In Till

(Continued from page 1)

deductions for distribution costs, positive print charges and advertising expenditures.

It would appear from this analysis that the American companies as a whole would scarcely clear their investments in the picture business. Profits must come from the foreign business, at the present time a factor difficult of prognostication owing to the unsettled condition of European international affairs.

## Much Optimism

A national survey of the current selling by the distribution departments of the eight big companies confirms reports from various sections of the U.-S. that circuit operators are optimistic over prospective public patronage.

Although actual contracting started about two months ago, upon the completion of the annual conventions of the various distributors, it is stated reliably, and confirmed by investigation, that the matter of both gross business, in dollars written on the sales records and number of theatres individually signed up, current figures exceed any prior season at this date.

Estimates have been compiled from the commitments, both in flat rentals and percentage deals, to the film companies which the various affiliated and independent theatre circuits have entered into with distributors. Weekly sales reports in the New York home offices of the film companies are safeguarded from general information at this time of year. In some companies, top officials are kept in ignorance of actual sales to date. Reason for this is that each sales manager and his staff, eager to better his last season's percentage, are working for higher brackets or longer runs on the smash pictures, carefully guarding details of his transactions from his seven major competitors. Circuit buyers, likewise, deal with the individual companies on a close policy. Few American industries go through as intense a period of give and take between seller and buyer and the picture business during the heat of the summer months.

## How They Rate

Standing of the eight major film companies and the two independent national distributors in the order of the sales of the new season's pictures to this date follows:

Metro-Goldwyn-Mayer, out in front.

Paramount, 20th Century-Fox and Warner Bros., running about evenly for second place honors.

Radio Pictures, which has strengthened its feature list this season with its Disney shorts.

United Artists, with the leaders in top grosses for individual releases, but handling a limited number of pictures.

Universal, recently reorganized in management and now beginning to release features and short subjects with regularity.

Columbia, important because of the Cagney productions, but without theatre circuit affiliations.

Republic, now entering its second year as a national distributor.

Grand National, newly organized, but regarded by theatres as having timidity, or overcaution in the acquisition of the James Cagney productions.

The larger affiliated circuits, in

tue order of their film rental potentialities based on percentages of box-office receipts are Loew's, which dominates the New York City metropolitan area in strategic placement of first runs in thickly populated zones. Also first runs in Boston, Washington, Atlanta, New Orleans, Cleveland and other cities.

Fox West Coast, controlling and operating hundreds of theatres along the Pacific coast, with midwestern outlets in the Denver and Kansas City territories.

The independently operated units of what was formerly the Paramount-Public theatres, which blanketed the south, southeast and including the Balaban & Katz theatres in the Chicago territory.

Warner Bros. Theatres, which exceed in number of individual houses one of the five circuits.

And the RKO affiliated K-A-O circuit.

When the film deals are set by the various distributors in these new circuits it is generally regarded that half the year's total revenue has been accounted for.

Every distribution head and his associate division and district sales managers have been "on the road" for the past eight weeks, eager to close every important key situation, most of which are circuit-controlled. With the first run spots out of the way, the subsequent selling can be passed to the branch managers and salesmen. Although film selling is seasonal, with the heavy and important money pouring cleaned up during the summer months, the solicitation of the subsequent runs in the larger cities and in the smaller towns continues until late winter or early spring.

## 1935-36 Theatres In Op.

Latest compiled figures of number of theatres, of all classifications, in operation during the 12 months, is 13,281. Making allowance for competitive situations, actual sales positions, is said to be not more than 8,800. One of the class majors last season wrote 8,930 separate contracts for an estimated number of pictures.

Average on the program releases is 7,100 individual accounts. Every major this year is laying careful plans for ultimate distribution and word has gone forth from his field branches that failure to close every possibility will be tantamount to requests for removal to some less desirable territory. There are close to 2,000 branch managers and salesmen regularly employed by the major companies.

Since early in July it has been practically impossible to find any of the sales heads in their New York home offices. William ("Bill") Rogers, who succeeded the late Felix Feist as distribution head of Metro-Goldwyn-Mayer, has made half a dozen trips of a week or longer into the domestic territory. He is away from New York at the present time. Eddie Saunders, western division manager, is likewise on the road, and Tom Conrad has made frequent trips. Fred Quimby, in charge of the short subjects, has increased his list of releases substantially this season.

George J. Schaefer, for many years with Paramount and now sales chief for United Artists, returned Monday (24) from his second transcontinental tour since July 4. U. A. product has been set for the coming

season with the Loew Circuit, Warner Bros.' houses, Hoblitzel, Balaban & Katz and RKO. There remains yet to be closed the contract with Fox-West Coast, a negotiation which has been pending for many weeks.

Special interest is attached to the FWC deal. UA pictures as a group, were not handled last season by the circuit proposition and his films were shown in opposition houses. Goldwyn employed special exploitation crews, carrying their own projectors and sound equipment. Where there was no opposition in theatres, the pictures were shown in American Legion halls, Masonic auditoriums and civic centers.

## Par and 20th

Neil Agnew left New York last night for the south to complete the few remaining circuit deals for Paramount. Although industry attention has been directed for months on the Paramount executive and studio reorganization, it is not generally known that the distribution department this summer has eclipsed at this date all previous sales records with the important and dominant circuits. Paramount, which will release 60 pictures this season, has been steadily to all its affiliated circuits; also Loew's, Loew's and Fox West Coast, each for a two-year franchise, and to RKO for one year. Joe Ungar and Charlie Kasper, division managers, of the eastern territories, respectively have been "out of town" most of the summer.

Resume of the circuit "buys" reveals that 20th Century-Fox is in the strongest sales position it has held since the late 1920s. The presidency of the company, and appointed John D. Clark, for many years his assistant at Paramount, to the top of general sales manager.

Clark has created an organization which has been widely reflected in unusual sales results. For months, the 20th-Fox exchanges have been reacting to the impetus of a sales campaign called "The Kent Drive. William Gehring has served as manager of the sales contest, and Clark's division managers, William Sussman, east; William J. Kupper, west; and William Clark, head of short subjects, have been driving hard for results.

With "Anthony Adverse" and "Green Pastures" already released, the Warner Bros. organization, under the newly appointed general sales manager, Grad Sears, heretofore a division head, has set sales targets for the previous early summer selling.

James Levy, in charge of RKO sales forces and his assistants, Cresson E. Smith, Ed L. McAvoy, and Harry J. Michelson, have been working for various sales, aided and abetted by "Mary of Scotland" and the soon to be released Astaire-Rogers starring picture, "Swing Time."

James C. Granger, of Universal; Abe Montague, of Columbia; Arthur Lee and George W. Weeks, of Gaumont-British; Jack Milstein, Eddie Schnitzer, Max Roth and Grover Parsons, of Republic, and Carl Lester, of United Artists, have been at their h.o. desks during Manhattan's heat wave more days than they have spent in New York.

## Reasons for Early Deals

Reasons attributed to the early closing of circuit contracts this season have been numerous. Foremost, however, is the conviction that the industry as a whole has regained courage based on the record of recent successful pictures from nearly all the producers. New season's announcements are outstanding, also.

Second, the industry continues to prosper under the widespread government spending program.

Third, the spread of double billing, which five years ago was limited almost exclusively to the New England and eastern sections of the country. Central and western, standing the radical change of policy, notably Philadelphia, Warner-controlled; the south and southeast. Where Kinney & Wilbey and the Spades operations have strong enough to oppose it, and Chicago, where B&K have fought off dual billing for a number of years, although B & K will capitulate to the twin policy this autumn, not through pressure of competition, but because it will permit of a general increase in admission prices. The first runs will continue single bills.

Whatever may be said on the subject of double billing, which has spread to encompass 60% of all the theatres in the U. S., it has opened a market for films which has revived Hollywood producing to its present great activity.

# Dr. Giannini Says

(Continued from page 5)

never completed because one individual may not like another individual, no matter what the result may be.

In the United Artists Corp. we shall never permit personal differences, either inside or outside the organization, to interfere with our work.

The time has come when merit and merit alone shall make our decisions—and we intend to adhere to this policy."

Giannini, since his inauguration as head of UA, has kept close to the helm of his company. He establishes offices right on the UA lot in what was formerly a star's dressing suite. He admits that UA has plans for expansion just as soon as the 1936-37 selling campaign has been completed.

There is a great likelihood that several more producers will be added. These will simply be utilizing the UA organization for distribution of their pictures. He will not in any way alter the owner status, which is now confined to Mary Pickford, Samuel Goldwyn, Douglas Fairbanks, Charles Chaplin and Alexander Korda.

## UA and BA Accord?

Since Giannini maintains his close contact with Bank of America by remaining a director, it is very plausible that any producers accorded the distribution outlet of UA will find pleasant banking connections with BA.

Giannini makes it clear that he does not intend to meddle in production affairs at UA. To this end, he has placed his office headquarters at a distance from the UA lot, possibly in Beverly Hills. In this building will be separate offices for each of the owning and producing heads of UA, as well as special offices which can be occupied by New York executives during their Hollywood visits.

## 'Box Office Mind'

Giannini cogently makes it clear that he will not participate in production matters. Yet, he also admits that he has what one might term a "box office mind." It was this b.o.m. that caused his first success in the matter of loaning money to producers when most other bankers kept the door closed to them.

"When Mrs. Giannini and I were in New York, and I was at the old East River National Bank," he explains, "we were the only bankers for a number of California girls attending eastern schools. We would entertain them at our home over weekends and I would bring in late picnic baskets and refreshments. Those girls constituted the average audience and from them I learned the popular reaction to pictures. On this, largely, I have based my judgment in reading stories for purchase of deciding on loans."

One good example of Giannini's firm faith in the motion picture industry is the story of how he loaned money to the Charlie Chaplin picture, "The Kid," in 1918. Chaplin had finished the picture and was selling it to the old First National organization. J. D. Williams, one of the founders, came to Giannini and asked him to borrow \$500,000 to pay Chaplin. He made the loan but soon the examiner for the clearing house swept down on him with several of Doc's directors.

That's a dangerous man," they told him, "and besides, right now if you've got a half million dollars to invest, you should put it in Liberty Bonds."

Doc Giannini had done well his part in helping to finance the war. "I had a right to speak what was on my mind."

"Gentlemen," he said, "that loan is safe. It is a better banking investment than anything I have seen in months later, the \$500,000 loan was paid back plus all interest and charges."

"My faith in the motion picture industry has never wavered from that day to this," Giannini says very frankly. "In the three weeks before I left the bank to head UA, I loaned approximately \$10,000,000 to the motion picture industry."

He not given to bragging but "here is one spot where he lets the cards be down."

I feel justified in claiming that during the financial crisis which hit the motion picture industry from 1918 to 1932," he says, "I helped to keep it from cracking up completely. It was the money which we advanced to the industry which enabled it to carry through even after the financial organization and banking house

turned the producers down, we proved our faith by loaning out millions."

Giannini is a full fledged medico, having been graduated from the University of California and having practiced before he turned to finance. He is a member of the American Association of the Medical Society of San Francisco and keeps constantly in touch with all developments in medical science. He is an avid reader of new medical books and frequently visits hospitals to watch and study operations by outstanding doctors.

To say that Dr. Giannini is a power in California is putting it mildly. In this respect his value to UA and the entire industry is incalculable. Only recently, in the Thorpe-Astor court troubles, Giannini was possibly the most powerful behind-the-scenes actor and he is credited with having had a life hand in bringing to a close the suit which threatened to plunge a portion of the industry into a major scandal.

# Fox Audit

(Continued from page 4)

drew up the minutes and I signed them."

## Donations

In two sessions last week Herbert Leisten, Fox's bookkeeper, testified the film man drew a check on his own bank account for \$200,000 Jan. 4, 1932, but that the signature was not his. He never cashed it. During the hearing, Leisten said he had \$460,000 in the account at the time. But on the same day the All-Continent Corp. drew a check for \$200,000 payable to Benjamin Reass, one of Fox's lawyers. During heated questioning, Leisten said he didn't know whether Fox got the money, but Murry C. Becker, another Fox lawyer, stated "the money was turned over to Mr. Fox."

David Kato, New York, counsel to creditors, questioned Leisten closely as to whether this \$200,000 had anything to do with the \$200,000 Fox allegedly gave his daughter, Belle, in 1931. Again Leisten testified he had nothing about it, but Becker said "a list of gifts made by Mr. Fox shows he gave Belle Fox \$200,000 at about that time."

Several weeks ago Leisten testified Fox was short of cash during the holidays in 1931 and tried to borrow \$200,000 he had given his daughter previously. She refused to lend the money to anyone except the All-Continent Corp. he then testified, and on a note the cash was removed from Fox's own private vault and turned over to the corporation, owned by Fox's wife, which in turn "loaned" it to Fox.

The \$200,000 turned over to Fox on Jan. 4, 1932, charged for Fox's loan to the All-Continent bank. So was the \$200,000 allegedly taken from the daughter during the banking holiday and turned over to Fox. This process left Fox owing his wife's company \$400,000. The company "sold him out" last December, five months before the bankruptcy. Leisten also testified that Fox gave his brother-in-law, Jack G. Leo, \$200,000 in April, 1932. Creditors' counsel asked why Fox made the gift. Leisten said he had "no idea," but referred them to the notation on the check stub.

"Looks like June royalty," remarked Walter Hansteln, one of counsel for creditors.

"No," observed Leisten, "that second loan is loyalty."

"Why should he be paying for June royalty in April?" asked David Katz.

Becker said the notation wasn't "June royalty" but something that indicated "in appreciation for loyalty." Katz then asked some remark about creditors' troubles that didn't go over so well.

"You might be interested in knowing," retorted Becker, "that Mr. Fox has given away over \$1,000,000 to strangers."

"What do you want me to do?" asked Katz. "Get a flag and brass band?"

"I don't want anything from you," replied Becker, as Referee Steedle rapped for order.

## AUTOBIOG FOR PIX

Hollywood, Aug. 25.

Walter Wanger bought "Personal History," Vincent Sheehan's autobiographical best-seller.

Madeline Carroll and probably Fredric March will be the leads, Lewis Mileston directing.

# More on Percentage Pix

While the average cost per picture probably will not range materially higher, exhibitors are paying more for percentage features on the 1936-37 line-up than in the previous season. Exhibs themselves officially will not admit it, but percentages all along the line will be 2 1/2% to 5% ahead of 1935-36. Where the actual increase is being trimmed or counterbalanced is in the flat rentals paid for lesser productions spotted on double programs.

Despite this tilt on percentage engagements, the average rental will be 25%, not differing greatly from that prevalent in recent years. Minimum average will be around 18%.

The maximum average on a percentage picture will be about \$25,000, in round numbers, which is applicable to the Radio City Music Hall when business exceeds \$120,000 per week. However, the average New York house has paid in excess of \$30,000, on certain pictures, per week.

Current selling season has gone forward with the score charge matter still hanging in midair. Few of the major companies have uniformly abolished the score charge, bulk of them leaving the assessment as in the past. Elimination of score charges was one of the issues discussed in the parleys between distributor representatives and the committee for the Motion Picture Theatre Owners of America this summer.

While distributor spokesmen had agreed on dropping the charge in most instances, subsequently the top executives failed to take official action. Which is why the exhibitor is paying as usual, excepting in isolated cases.

# THIS WEEK



AMERICA'S DAZZLING DANCING STARS EXPLODE IN A GLORIOUS

FRED AND GINGER AWHIRL IN A SHOW WITH MAGIC MUSIC BY JEROME KERN  
LYRICS BY DOROTHY FIELDS . . DIRECTED BY GEORGE STEVENS . . A PANDRO S. BERMAN PRODUCTION



# ..RADIO CITY MUSIC HALL

SONGBURST OF GAYETY AND GLADNESS!

*New dance creations!*  
*New thrill sensations!*  
*Girls more gorgeous than ever!*

FRED  
**ASTAIRE**  
 GINGER  
**ROGERS**

IN

**SWING TIME**

with

VICTOR MOORE ★

HELEN BRODERICK

ERIC BLORE ★

BETTY FURNESS

GEORGES METAXA ★

RKO-RADIO PICTURE

## British Exhibs in Panic; Can't Get More than Half Enough Local Pix To Fill Quota; Face Legal Action

London, Aug. 18. Defaulters in the ranks of British exhibitors who fail to show their quota of 20% home-made product will reach a new high this year, with hundreds of theatresmen declaring themselves unable to get half of the British films the law demands. Quota year ends in September and, with the season only a matter of weeks from its close, independents all over the United Kingdom are finding themselves heavily in arrears, with no prospect of making up the leeway in the time left.

Cinematograph Exhibitors Association is being sued under writs of appeal for help from members but is unable to give more consolation than to urge defaulters to present a clear case to the Board of Trade, the governing authority, in the hope they may get exemption. Exhibitors think their association should help them to get round the law, but this the CEA is unable and unwilling to do. Beyond giving advice it can do nothing, theatresmen will have to battle with the law themselves.

Due to the situation, circuit opposition, barring clauses and local prejudice against British pictures (very strong in parts of the shires), some theatres have always had a hard struggle to get by with their quota but, until last year, were assisted by having a margin of choice of product, the law dictating that distributors should offer a greater percentage of British films than exhibitors were obliged to show.

### No Choice

Last September, however, the Films Act reached its peak, when it not only boosted the quota but also established the percentage of British stuff to be offered by renters at the same figure. In theory, therefore, the exhibitors have no choice whatever but to take all the British films they could lay their hands on. And that was not enough.

At a round figure, 500 American and other foreign films have been offered in this market in the season now ending, for which the Films Act demands a compensation of 125 British productions. Gaumont-British has produced 20, British International, 12; London Films, British and Dominions and others who get a United Artists release contribute something like the same amount; Warner-Film had a restricted output due to studio restrictions. ATP made half a dozen or so at Ealing; and a handful of at least passable independent subjects can be thrown in to complete an aggregate of bookable British films totaling not much more than half the 125 required.

Rest has been practically all quota junk, some of it usable for second feature purposes, but the bulk comprising a complete waste of celluloid—films made on shoestring, crude colonial efforts, and even a few silent Indian pictures with native actors.

All the good GB, BIP and U.A. material has been absorbed by the circuits, and in any case is beyond the economic range of many small theatres, except perhaps as second or third runs.

### One Way Out

For the theatre man who has done his honest best to meet obligations and failed there are only one loophole in the Films Act, which permits him to be granted a certificate of exemption. Others who have dodged the issue will, however, be haled to court and penalized in a way which (judging on precedent) may vary between £25 and £50.

In the past the Board of Trade has inclined toward leniency as far as theatres are concerned, with only a bare minority of theatres proceeding against. Fairness and decency of the law will be severely tested when exhibitor returns are checked in the fall.

Trade opinion on the action likely to be taken by the government committee, which has been sifting evidence on the quota is crystallizing to the belief that the present law will be left untouched until its normal expiry in September next. After that the betting favors a renewed quota period, with the exhibitor's percentage reduced considerably below the distributor's obligation, so as to give theatres a mar-

### One Way Out

Mexico City, Aug. 25. Neat anti-chicling campaign is being employed here by some cinemas as well as by American distributors.

By using a checker at the door, every police officer or city official is definitely tabbed by either name, or badge number. None is denied admittance but city, county and federal officials get cold feet about attending when they learn that their names and badge numbers are being marked down. Many have walked away as a result.

Also system enables the theatre managements to lay before the two departments most vitally concerned the lists of dead-beats. One goes to the municipal treasury department as a gentle hint on what it costs in loss on the 13% amusement tax on grosses. Other list is presented to the police department to point out how part of the force spends its time.

## MGM TAKES MAJESTY'S ON 2-A-DAY IN LONDON

London, Aug. 16. Reports printed in VARIETY several weeks ago, and then strenuously denied, that 'The Great Ziegfeld' would be roadshow here at His Majesty's theatre, one of the leading West End legit spots, have crystallized in a statement that Metro has taken a lease of the theatre for a period of months beginning in the early autumn.

Plan is to give a season of pictures, opening with 'Ziegfeld' on a two-day policy, with the screening bridged by an interval at each performance. Dependent entirely on the success of the run, 'Romeo and Juliet' may follow with other Metro opuses tentatively pencilled in as possibilities.

On the grounds that its exceptional running length renders 'The Great Ziegfeld' unsuitable in many English theatres, Sam Eckman has announced that M.G.M. will roadshow the picture in principal towns and cities in the Kingdom.

Provincially, however, normally open at 2 o'clock in the afternoon, precluding more than three complete showings of a picture running three hours. Outside of London, 11 o'clock is a late closing hour.

### 'BOAT' BIG IN MEX

Mexico City, Aug. 25. 'Show Boat' (U), retitled 'Magnificent Mexican', exhibition, is the biggest grosser in the picture at the American operated Cine Olimpia here. Pic played two weeks to capacity big. Second only to 'Love Me Forever' (Col), which set a new high gross here.

### Landlord's Idea

London, Aug. 16. A wealthy landowner in the Island of Sark, which is one of the Channel Islands, is imbued with the idea of filming Victor Hugo's 'Toilers of the Sea', and has formed a film company for that purpose.

Picture is to be made in the neighborhood of his property.

### Par's Latin Convention

Havana, Aug. 25. The Latin-American Paramount convention will be held here this week.

W. Hicks, v. p. in charge of foreign, and Arthur L. Pratchett, former chief in Havana and now manager of Latin American operations, attending.

gin of choice for reasonable trading.

Committee will issue a second batch of evidence before the close of this year, but no indication is available as to when its final report and recommendations may be ready. Activities in administrative circles indicate the GB-Schenck deal and its implications have materially affected the situation.

### SOUND CITY 3%

Without Producing, Studio Shows Nice Profit for Year

London, Aug. 18. Solely by renting studio space and without becoming involved in direct production, Sound City made a profit of \$85,705 in the last financial year. Board recommends a dividend of 3% on ordinaries.

This year's result is more than three times better than profit in the previous 10 1/2 months' trading period (\$28,350).

By gradual expansion of the estate originally acquired at Shepperton, Sound City now comprises seven fully equipped stages, additions during the current year representing new assets of \$570,000. Total floor space of 75,000 square feet is now available, with stages capable of giving a 268-foot shot. Studio also has several acres of natural exteriors.

## FRENCHMEN BOO PROPAGANDA FILM

Paris, Aug. 17.

First attempt of the present French government to produce and use films as a means of propaganda has been a bad flop.

Long before the Popular Front government was formed, Paul Faure, secretary general of the Section Française International Ouvrière (French Section of the Workers' International) announced that, once in power, the leftists would make films for themselves. They did. But after the whistles and French equivalent of Bronx cheers which the first one received, when it was released in Paris theatres, it will probably be a longer time before another is presented.

Short shown was called 'Retour de la Vie' ('Return to Life') and purported to show just why the public should buy baby bonds issued by the Blum government for the purpose of covering a few crimson figures in the national budget.

Howls, cat-calls and firm protests of: 'We haven't paid our money to listen to that' heard at practically every theatre where the film was shown acted as more than a gentle reminder to managers that French audiences are interested only in entertainment.

Film was produced at the Pathe Joinville studios, with Max Germaine Dulac, Ferdinand Moch and Jean Breraut attempting to show the dangers of hoarding gold. Film has now disappeared.

## BERGNER 'LIPS' FILM SWITCHED TO SCHOOL

London, Aug. 18. Elizabeth Bergner's new picture, a British version of 'Traumende Mund' ('Dreaming Lips'), now in production at Denham, has been taken over completely by Max Schach, and will go out under his Trafalgar trademark.

Earlier announcement had the production as a Czinmer-Bergner venture, under the production banner of the same group as made the still unknown 'Alibi', but Schach has horned in on the project, with the result the picture has now been switched entirely to his schedule.

Directing the film, a remake of a successful Bergner German picture, is her husband, Dr. Paul Czinmer, with Schach taking credit as producer.

Release through United Artists is as originally arranged.

### Ask 48 Hr. Week

London, Aug. 18. A resolution to come before the Trades Union Congress at its annual assembly in September will ask support for Government moves to secure a standard 48-hour week throughout the industry.

Motion is a modified version of one that was put to the T. U. C. last year and heavily defeated.

## Americans In London

London, Aug. 16.

The Roy Foxes on the continent for a milder vacation; took their Rolls along.

Chick York and Charles Forsythe walking in stockinged feet from Piccadilly to Oxford street; one of those wagers.

Chilton and Thomas at the Dorchester hotel, where George Beatty is the resident m.c.

Charles Miller and Karl Kramer, treasurer and secretary of Jules Stein's Music Corp. of America here, in constant conference with Jack Hyllton. Stein expected here early in October.

Fred Astaire flew to Paris. Jimmy Durante off for a holiday trip in Italy.

Joe Cawthorne in the throes of making a picture here.

Bebe Daniels and Ben Lyon throwing a cocktail party, with everybody that's anybody invited.

Joe E. Brown looking 'Blackbirds' over at the Gaiey.

George Beatty and family house-hunting in preference to an apartment.

John Alperson here with his attorney, Bill Fiteelson.

Dorothy Dickson taking singing lessons from Laurence Leonard.

Bradley Martin off to the Alhambra, Paris, for September; then to the Hansa, Hamburg, followed by the Scala, Berlin, for month of December.

Jesse Lasky in town but won't talk. Donald Flamm here for a few days before visiting Cannes; returning at end of month.

Irwin Dash taking his first vacation in four years. Goes on a motoring tour with Joe Loss.

Buddy Brubaker in conference with Henry Sherk.

J. Robert Rubin expected from Paris any day.

## Britons In Hollywood

Hollywood, Aug. 25.

Lionel Braham, arriving here to play a role in 'Everyman', was met at the train by his former associates in 'The Miracle', Fritz Feld and Maria Montoya.

Jessie Ralph joined Edna Mae Oliver in 'Tish'.

Bill Henry, who is an aviation enthusiast, has reserved a box for the National Air Races to be held here next month.

Benita Hume's feud with Skippy, Chicago, started over her bound. Champ is hide up on Benita.

Freddie Bartholomew, in all probability, will not get his vacation this summer as he is now skedaddled to go into 'Captains Courageous'.

Rex Evans, London stage star, plays his first pic role in 'Camille' which he starts soon after his arrival on the Coast.

Herbert Mundin celebrated a birthday last Saturday (22).

Sir Guy Standing parts with his mustache as the price for playing a role in 'Boyds'.

Elise Buchanan starting work in 'Love on the Run' at Metro.

Arthur Treacher expects his mother from England in November. Will be the first time she has ever been in the United States and the first time he's seen her in 10 years.

Molly Lamont on location with 'Jungle Lady'.

Ida Lupino recuperating at home from her tonsillitis.

Alison Skipwith to wear khaki skirts, khaki shirts, high boots, wool 'hug-me-tights' and a black velvet band around her throat in her role of the hypochondriac in 'White Hunter'.

Wilfred Lawson 'ing fitted for his safari clothes for the same pic.

Reggie Owen getting outfitted in fyer's costume for 'Love on the Run'.

Becky and Brian Abernethy, Niven and Merle Oberon, who play the leading roles in 'Love Under Fire', other Britons in the pic are Henry Stephenson, David Torrance, Maj. Claude King and Ra Hould.

Brian Abernethy left Oct. 15 for New York and the stage play 'Beaux Strangers', in which he will appear opposite Cornelia Otis Skinner.

They're shooting every scene first in which Merle Oberon appears so that she may be released to go back to England in five weeks to fulfill a contract with Korda. She expects to play opposite Charles Laughton in 'Claudius'.

Robby May refusing to take usual summer cut, going on a pleasure tour on the continent instead.

Kimberly and Page in a likely hookup with J. Walter Thomson for Radio Luxembourg.

Gina Male vacationing on the Dalmatian coast, and returns to star in a Tom Arnold picture opposite Sandy Powell. Powell has a reputation in the provinces as big as Gracie Fields.

Raymond Baird due here to reopen the Florida Club, which was padlocked sometime ago. Florida was once one of the swankiest points in the New York-Metro circuit.

Noah Beery making his initial broadcast on the air for British Broadcasting Corp. Aug. 31. Sketch is an episode of the Spanish Foreign Legion, written by Val Gielgud.

Herbert Yates, Jr., and wife here. Partly pleasure, and partly business.

George Beatty broadcasting for British Broadcasting Corp. a week after arriving here from New York.

Paul Hamilton flying to Vienna to look over a local play which he is trying to negotiate for Broadway.

'Blackbirds' must vacate the Gaiey theatre to make room for the new West-End musical, and is finding it difficult to get a house in the West-End. May go to either the Alhambra or the Lyceum. If the latter, it is probably, schedule will go to a twinningly, schedule.

Cyril Lawrence, Lew Leslie's 'Blackbirds' manager, undergoing an X-ray examination for stomach trouble.

On 'Your Toes' not going to the Coliseum till early spring, with Jack Whiting to play the Ray Bolger part.

Hayden Talbot's melodramas, 'Murder On Account', will probably be produced at the Winter Garden at \$1 top.

## LONDON SHOW MAP TO CHANGE

London, Aug. 18.

VARIETY's exclusive story on Stuart Doyle's plans for a big entertainment center near Piccadilly got a big press break here when the issue arrived as it was full news here. Same day paper arrived, an announcement was made here that Daly's theatre, one of the West End's most famous musical comedy spots, is due for remodeling, with pictures as its ultimate object.

Doyle's proposal, confirmed here by Eric Efrat of British Empire Films, is to begin building around Christmas on a site in Lower Broadway, near the theatre, and opposite same company's Carlton and GB's Capitol in Haymarket. It will offer picture, cabaret and shopping arcade facilities, and will be operated by a concern called London Theatre Center, Ltd. Robert Cromie has already drawn the plans.

Daly's theatre, controlled by I. W. Schlesinger, will come under the hammer and be replaced by a \$500,000 modern building with a capacity of 2,250 seats. Schlesinger office hasn't made up its mind when the job will be put in hand, and though an official statement said the theatre would have a policy of dual pictures and legit, this is still not definitely fixed. E. A. Stone, architect of the Piccadilly Theatre, London Casino, Astoria and Paramount, Astoria, has the commission for plans.

Right alongside MGM's Empire Leicester Square, Daly's has for two generations been a favorite London evening haunt, being the home of long series of immortal musical comedies, sponsored by the late George Edwards. News of its surrender to motion pictures is a big blow to diehard theatregoers, newly hit by the announcement of MGM's lease of His Majesty's for 'Ziegfeld' and a season of roadshow films.

### New Cuban Censors

Havana, Aug. 25.

New members for the local censorship board have been named by presidential decree. They are: Cesar Alvarez, Rosendo Romero and Maximiliano Trujillo, all of the legal department of the Secretary of Interior.

Secretary of Education and the Mayor have not named the new delegates yet.

# BRITISH BULLDOG BOOM

## BFD Looking for Brisbane House; Film Interests Get More Tangled

Melbourne, July 28.  
Ernest Turnbull is seeking another theatre here to play the product of the newly-formed British Film Distributors Ltd., releasing through 20th-Fox the pix of Gaumont-British, British Dominion, Twickenham, and British Lion. Turnbull is m.d. of the new company, with Stanley Crick, m.d. of Fox, as chairman, and Allan Williamson of G-B on the board of directors.

Turnbull recently arrived back from London and, after a huddle with the directors, came here to spot an opening. Stanley Crick has also been on an o. t. tour in this territory, and Charles Munro, Hoyts, came across, too, but proceeded on to South Australia. Some chatter that a deal may be made in Adelaide through Hoyts and a big local circuit to handle the major output from BFD.

Prior to the leasing of the principal Fuller houses to Snider-Dean, the British Dominion pix played the ace spots, especially in Sydney. With the taking over by S-D, Turnbull was left without a main house in Sydney. When S-D contracted for the Associated Distributors' pix through Stuart F. Doyle's releasing agency, a move was set afoot by the opposition to bring pressure to bear to form another British company for the Australian field.

### Trek to London

Ernest Turnbull, Allan Williamson and Elton Black went to London, arriving practically at the same time as Doyle. It had been given out earlier that there was a strong possibility of G-B going to Greater Wood and that, if such an event came to pass, Doyle would get G-B through Associated Distributors. However, G-B went back to Fox again for a term of years.

In the meantime, Doyle and his men had been building up the outlet for Associated. The Majestic here was completely rebuilt and went British, and it is understood that other theatres will play the British product when Doyle comes home. Doyle is naturally anxious to build up a British circuit, but he is just as anxious to protect his American pic.

Information that Turnbull is seeking a theatre in this city for British Film Distributors has wider significance, however. It is certain that there is a break to come in General Theatres, Hoyts and Greater Wood would only play the respective product of their allied British interests. Hoyts would thus play British Film Distributors, and Greater Union would root for Associated.

Situation in Australia thus takes a funny angle in this respect: Doyle is m.d. of Greater Union, co-d. of General Theatres, m.d. of British Empire Films-Associated Distributors, and m.d. of Cinemasound. Charles Munro is m.d. of Hoyts, co-d. of G.T. and interested in B.F.D. Stanley Crick is m.d. of Fox, chairman of chairman of B.F.D. Fox holds a large piece of Hoyts' business and some new British capital. Making a sweet tangle.

### White's B.A. Production

Tom White, former employee of Paramount on the Coast, and who has for the past year been in business for himself in Buenos Aires, sailed from Boston Aug. 24 with 70 tons of studio and lab equipment destined for B.A. Special permission from shipping board in Washington was necessary for White to board the ship that carried his supplies below the equator.

### Hoyts Building

Sydney, July 28.  
Announced that Hoyts will build a new main theatre at Rockdale. House will be in opposition to W. A. McIntyre's own ac in this territory. Hoyts may also build further in N. S. Wales and Victoria in opposition to other indie interests.

## 'Pagliacci' Into Work; Color Idea Is Dropped

London, Aug. 16.  
Max Schach put 'Pagliacci' on the floor at the BIP studios, Elstree, last week, after long delays while casting and other details were being fixed.

Picture is being made in black and white, though an earlier idea had been to make a color picture of it using the Chemicolor process with which Karl Grune, who is directing, is associated. Chances are that sections of it, probably the operatic sequences, will still be done in color.

Richard Tauber plays Conio, with Steffi Duna as Nedda, Arthur Margeson as Tonio, Jerry Verno as Beppe, Esmond Knight as Silvio, Diana Napier (Mrs. Tauber) as Trina, and Arthur Chesney as the coach-builder.

Albert Coates, assisted by Boyd Neel, is seeing the music on to the screen, and Otto Kanturek grinding. United Artists will release.

## FILM BOARD STARTS IN SYDNEY

Sydney, July 28.

Film Board of Trade, comprising representatives of distributors and exhibitors, will probably be in full operation here early next month.

Under the direction of Dan Carroll matters have proceeded more smoothly than anticipated. There is a general feeling afoot that it would be much better for distributors and exhibitors to settle their differences at a round-table conference rather than refer to the government for protection on minor subjects.

Items included in the roster for discussion are: Standard film contract, rejection rights, free gifts, 25c or higher admissions, program footage, and censorship.

Council will comprise three members nominated by the Motion Picture Distributors' Assn.; one representative from Hoyts; one from Greater Union; and one from the Motion Picture Exhibitors' Assn.

One of the big hurdles for the board to overcome will be on the question of admissions. Certain nabe interests are in favor of a 12c admission in the industrial centers, and also where American opposition is believed operating. M.P.E.A. stated a little while ago that, unless something was done to curb opposition, things would happen pronto.

Another bit of figuring for board to do is on film footage. Certain nabe runs as much as four hours nightly. Triple-feature bills, although not prevalent, crop up now and again, and managers are asking that the practice be killed in the bud.

### Italians Protest

Capetown, July 29.  
Italian consul at Laurence Marques (Portuguese Territory) protested against a certain incident in 'His Night Out' (Par.). Cause of complaint is due to the Italian anti-bem being used for a comic section of the picture.

No official action taken yet.

### 4,386 Wired in Britain

London, Aug. 18.  
Latest half-yearly survey by Western Electric shows 4,386 theatres in the British Isles equipped for sound. Localized figures are: England, 3,712; Scotland, 528; Wales, 342; Ireland, 254. Of the grand total, W. E. claims 1,930 installations.

## THEATRES GOING UP ON ALL SIDES

ABC Pays 10-12½% on Upbeat — Profit in Year 100% Better — Union Chain Mushrooming

### NEW TERRITORIES

London, Aug. 16.

Theatre operation in the United Kingdom is in the middle of a boom bigger than the industry has known for years. Evidence strong enough to prove it comes from the remarkable results announced by John Maxwell's Associated British outfit and those of two theatre groups associated with the rapidly expanding Union Cinemas chain, plus a wave of building and rebuilding extending to the furthest bounds of the country.

Associated British figures show a net profit for the year up to March 31 sky-rocketing to \$3,200,000, almost 100% better than the previous same period, with all-in trading profit, including dividends and payments, totaling \$4,632,415. Dividend jumps from 10% to 12½%.

Associated British embraces three-fold activities, as producer (British International), distributor (Wardour Films) and exhibitor (Associated British Cinemas), but of these the last is the most important. In a year the ABC controlled properties have soared from under 200 to a total at date of the balance sheet of 283. In the same period BIP produced only 12 pictures, this activity being reflected to a corresponding degree in the operations of the renting house. These facts indicate that the bulk of the income is derived directly from the theatre end. Maxwell has, indeed, never made a secret of his preference for theatre operation over the more hazardous path of picture production.

### Other Returns

Simultaneously with the ABC figures come the results of National Provincial Cinemas and Oxford & Berkshire Cinemas, which operate major blocks of the properties comprising Fred Bernard's Union Cinemas circuit of over 100 houses. NP board has recommended a dividend of 15.65% on ordinary shares since the company's inception, and 8½% on the prefs. Oxford and Berkshire will make a distribution of 17½% based on profit of \$26,315.

Plans have been laid down for more than 250 new theatres here during the year. In the forefront of this spate of building are units like Union Cinemas, and Odeon Theatres (which which United Artists is intimately linked), both of whom have scheduled big expansions covering all parts of the British Isles. Schemes led by both groups suggest that both groups aim at circuits of around 200 houses.

Such numbers would give the circuits greater strength than might appear to the American exhibitor, for in Britain there are only two chains with bigger aggregates—Gaumont-British (400) and ABC (283).

Both GB and ABC are slowly absorbing properties as well as putting up new shows, and part of the projected GB-Schnecker merger is for the building of modern theatres in key spots.

### Indies

Apart from the big fellows independent exhibitors are sharing in the general development. Leading them comes Sydney Bernstein's group with a program of 12 new theatres, while minor circuits in the crowded industrial areas of the Midlands and North of England are weight in with schemes for groups of two or three, or even isolated, propositions.

A poignant angle to the wave of construction is that it coincides with the new CEA drive against overbuilding, though it is not gen-

## 4th Venice Film Expo Starts With 15 British, 10 U. S. Films

## Here's News; Irish Like British Sinn Fein Pic

Dublin, Aug. 16.

'Ourselves Alone,' British International picture dealing with the Sinn Fein rebellion, is doing standout business here, going into its fifth week at the Grafton.

Picture deals with the trouble from a more romantic angle than John Ford's 'Informer' (Radio), but makes no attempt to gloss over or suppress the hates and horrors of the struggle.

## SWISS DECIDE TO ENTER PIC BIZ

Zürich, Aug. 17.

The bold and daring spirit of William Tell is inspiring a group of Swiss to an incredible degree; they actually want to create a Swiss cinema industry. But they are not people to be rushed into anything, and before cash is involved serious and honorable guarantees must be obtained. For two years now, a Federal Commission headed by M. Masnata, working eight hours a day with time off for beer, has pondered over the problem. It has finally come to the decision, as the cinema has an educational and propaganda value, to develop a Swiss pic biz.

First step will be the creation of a Cinema Chamber, composed of representatives of all interested corporations, which will virtually control the works. 'Policy of the Chamber will not be restrictive,' says Masnata.

But you can't make pic biz without a certain amount of machinery, and 'this machinery,' says Masnata 'must be built little by little. Before the Federation grants any subsidies for the building of a big studio, the question of foreign films must be settled and a market assured for Swiss pics. In due time, the Chamber will take up the question of the studio again.

## HAGEN TO MAKE TWO IN ENGLISH-FRENCH

London, Aug. 18.

Julius Hagen is to make two productions in conjunction with Franco-London Films, both in English and French versions. First will be 'Doctor's Island,' starring Marcelle Chantal, French actress, with Paul Cavanagh playing in the English version.

Hagen will also do a picture based on the Tichborne trial, famous tale of 1871, in which an insignificant butcher came forward as claimant to wealthy estates, splitting public opinion for years as to whether his claim was genuine or faked.

erally expected that the latter will have any noticeable effect on the general situation, for the fact remains that much of the new activity is tending to develop new ground (the Odeon group is, in fact, almost a by-word for building in situations that can only yield patrons when the areas grow in population).

An additional light on the theatre situation that shows signs of becoming frenzied is the fact that a leading firm of theatre agents claims business in the first half of 1938 reaching a total of \$85,000,000 and \$50,000,000 in the whole of each of the two preceding years.

Rome, Aug. 14.

The United States has submitted the second-largest number of films at the International Exposition of Moving Pictures, now being held at Venice. Exposition opened Aug. 10 and will last till the end of the month.

Fourteen nations submitted about 60 full-length films, from which 20 are to be selected for showing before the public in the 'Garden of the Luminous Fountains' at Venice's Lido; and 20 more are to be chosen for showing before critics and film experts and technicians at the Lido Cinema Palace.

American entries have received much advance attention—first because Paramount's 'Trail of the Lonesome Pine' will be the first full-length colored picture to be seen in Venice; second, because Katharine Hepburn, starting in 'Mary of Scotland,' RKO, is a big international drawing card.

Heading the list with the biggest number of entries is Great Britain, which this year submitted 15 full-length films, as compared to only three entries last year. United States is next with 10 entries among the feature films, and several animated cartoons.

American entries are: 'Mary of Scotland' (RKO), 'Under Two Flags' (20th-Fox), 'White Angel' (WB), 'Story of Louis Pasteur' (WB), 'Show Boat' (U), 'Trail of the Lonesome Pine' (Par.), 'Little Lord Fauntleroy' (U.A.), 'Mr. Deeds Goes to Town' (Col.), 'King Steps Out' (Col.). Tenth picture has not yet been named.

Selection of films to be shown is made by a committee, whose president is Dr. Croze, general director of the Exposition. Other members are Dr. Lehnicke, president of the International Film Chamber, and Signor Gandera, vice president of the same Chamber; Neville Kearney, representing the Association of British Cinemas; and Prof. Pratelli and Dr. Vecchiotti, representing the general management of Italian films.

Films are selected on the basis of artistic merit, first, then on the basis of spectacular value and novelty.

### Other Countries

Besides the 35 pictures of Great Britain and 10 of the United States, the following entries have been made in the full-length feature category: Eight films by Germany, seven by France, five by Spain, four each by Hungary, Czechoslovakia, and Austria, three by Italy and one by India.

Germany also submitted a documentary film of the winter Olympics called 'Youth of the World.' International Exhibition of Motion Pictures is an outgrowth of the Biennial Exposition of Venice. It is the fourth of its kind.

## Even with Civil War Rampart Spain Finds Time for Censorships

Madrid, Aug. 14.

Co-ordination of film censorship decisions is set up between the Spanish national government and in Madrid and the Catalan autonomous government in Barcelona by a decree signed by the president of Spain.

Direction General of Security (central police headquarters) in Madrid and the Commissary General of Public Order (central police offices in Barcelona) will inform each other regarding decisions adopted in film censorship. Respective opinions will be effective for the entire nation.

In case there is a difference of opinion regarding some standard or norm, the Catalan Security Junta will settle the question.

TOP NOTCH . . .  
THEY WILL GO  
NUTS OVER  
THIS ONE.

FILM DAILY

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FOR IT, YOU'LL BE  
GLAD YOU WENT  
TO SEE THIS.

SCREENLAND

EXCELLENT...PLENTY  
OF COMEDY, RO-  
MANCE, SUSPENSE  
AND EXCITEMENT.

MOTION PICTURE DAILY

COMPACT, VIRILE  
AND HIGH-TEN-  
SIONED . . . YOU  
WILL ENJOY THIS.

PHOTOPLAY

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*The first 7 reviews.*

*We have dozens more. All written  
to the same tune. "IT'S BOX OFFICE"*

**Mid-Winter grosses  
in Mid-Summer.**

**ROXY-NOW**

EDDIE  
AND  
CONNIE  
in their  
swellest  
roles yet  
... as a  
pair of  
American  
sleuths...  
straight-  
ening out  
the worst  
gang of  
crooks in  
Europe.





CRACKERJACK...  
THEY'LL SURE GO  
FOR THIS IN A  
BIG WAY.

FILM CURB

AS MUCH MYSTERY,  
WIT AND SUSPENSE  
AS WE HAVE SEEN  
IN MANY MOONS.

MOVIE MIRROR

GENUINELY FINE  
...FAST MOVING,  
ATTENTION GRIP-  
PING.

SHOWMEN'S TRADE REVIEW

5 6 7

EDMUND  
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• CONSTANCE  
CUMMINGS

# 7 SINNERS

IN SEARCH OF THRILLS

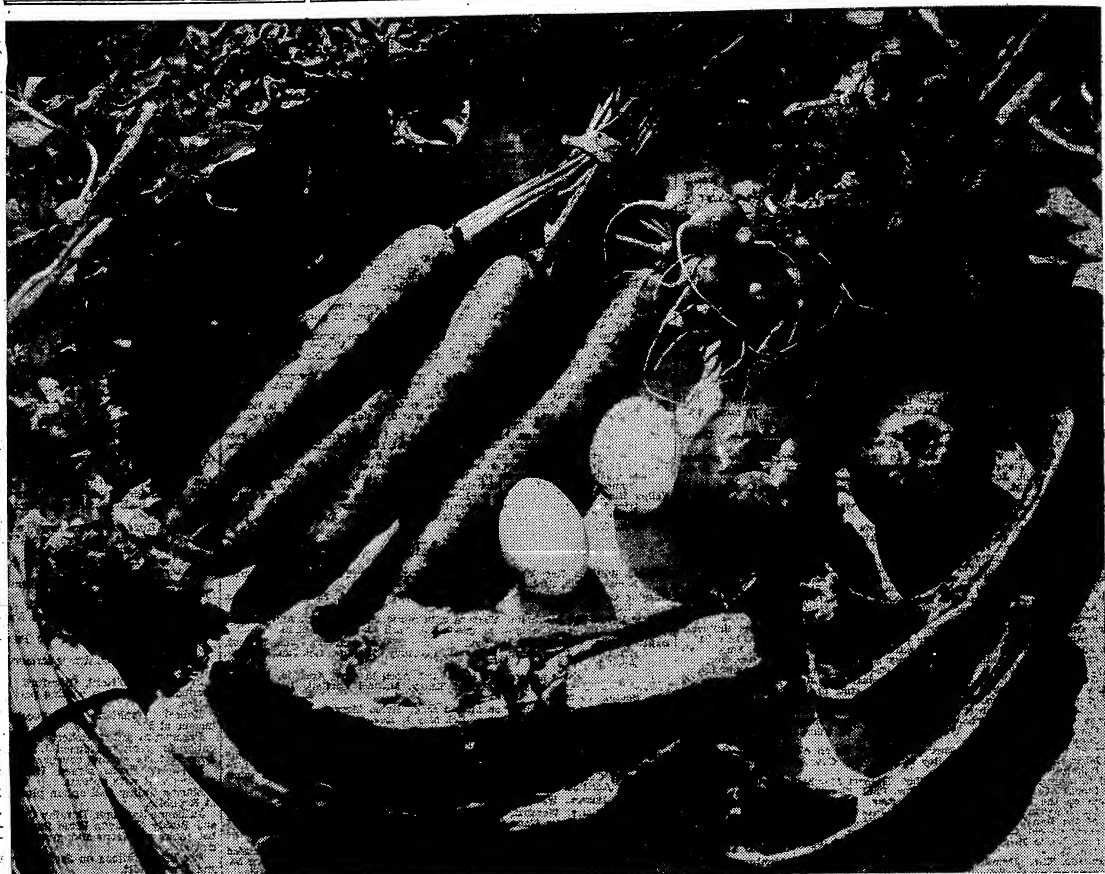
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John Harlow, Myrna  
Box March 4





# HEY! WHAT DOES M-G-M's LEO EAT that makes him so GREAT?

"Gentlemen,  
Another Hit!  
'Gorgeous Hussy'!"



The Leaping Lion is leaping again! He hasn't stopped since "San Francisco" started the box-office earthquake, followed by "Suzy", "His Brother's Wife", "Piccadilly Jim" and others.

This time Leo's leaping because of "THE GORGEOUS HUSSY", just previewed in M-G-M's projection room ... and what an attraction! You'll see!

**The Cast:** JOAN CRAWFORD, ROBERT TAYLOR, LIONEL BARRYMORE, Franchot Tone, Melvyn Douglas, James Stewart, Plus CLARENCE BROWN'S great direction! *Produced by Joseph ("Fury") Mankiewicz.*

One hit after another! Leo's diet is perfect for the box-office!

**Are you all LION-ED UP for 1936-37?**



# Studio Placements

(Continued from page 38)

Henry Mowbray, Bodil Rosing, Charles King, Jose Palanca, E. L. Fisher-Smith, Jack Randall, Lauri Beatty, "Labeled Lady," MG.  
Paul Lukas, John Miller, Bill Benedict, "Maytime," MG.  
William Demarest, Charles Judels, Fred Weaver, C. C. Coleman directing, "The Turn of Mind," RKO.  
William B. Davidson, George Davis, Adrian Rosely, Ivan Lebedeff, Mona Barrie, Eugene Brecher, Tito Fries, "The Best of Enemies," "Love on the Run," MG.  
Charlie King, Jack Mulhall, Wallace Reid, Jr., Francis X. Bushman, Jr., "Born to Dance," MG.  
Henry Allen, "The Devil Is a Sissy," MG.  
Edna May Oliver, "Farnell," MG.  
Bill Benedict, Thomas Mitchell, Sarah Edwards, "Theodora Goes Wild," Col.  
Ward Bond, Charles Wilson, Crawford, "The C. C. Coleman directing, "Hooded Legion," Col.  
Gene Lockhart, Harry Depp, Wallis Clark, Ralph McCullough, Wynne Clark, James Dunn, "Come Closer Folks," Col.  
Mary McCall, Jr., scripting, "I Promise to Pay," Col.  
Dalton Trumbo, screen play, "Golden Honeycomb," Col.  
Clarence Wilson, "Corin Raker, 'The Man I Married,' U."  
George Gubli, "Way for a Lady," U.  
Rollo Lloyd, Betty Roadman, "Four Days Wonder," U.  
Mary Russell, Phillip Reed, Corbet Morris, Viola Callahan, Nat Pendleton, "The Luckiest Girl in the World," U.  
Russell Wade, Pat Faherty, Addison Randall, Andy Devine, Donald Kerr, "Flying Horses," U.  
Binnie Barnes, "Three Smart Girls," U.  
Charles Logue, Walter Weems, screen play; Dave Howard directing, "The Show Down," U.  
Dorothy Vaughan, Huey White, Henry Brandon, John Liel, Dick Jones, Joseph Sawyer, Helen Flint, Joseph Sawyer, Alonzo Price, "The Black Legion," WB.  
Margaret Armstrong, Dickie Jones, "The Making of O'Malley," WB.  
Snowflake, "Gold Diggers of 1937," WB.  
Josephine Hutchinson, "Mountain Justice," WB.  
Barton McLane, Glenda Farrell, "The Show, Crime," WB.  
Wynman, Joseph Crehan; Frank McDonald directing, "No Hard Feelings," WB.  
John Sheehan, Pat West, Irene Coleman, Bill Mayton, Eddie Anderson, "Three Men on a Horse," WB.  
Gordon Oliver, Jean Muir, Donald Woods, Henry O'Neill, Henry Kolker, "Once a Doctor," WB.  
Carmelita Conner, "God's Country and the Woman," WB.  
Luci Ward, Joseph K. Watson, scripting, historical short, WB.  
Pat O'Brien, "The Cobb," screen play, "San Quentin," WB.  
Ethel Clark, "Missing Girls," "Confidential."  
Fritz Lieber, Jr., "Camille," MG.  
John Kraft, screen play, untitled original, Chesterfield.  
Lufi Albert, "Hats Off," GN.  
Sammy Fuller, Edmund Joseph scripting, "Murder with Music," GN.  
Lufi Albert, "Hats Off," GN.  
Edith Craig, "Without Orders," RKO.  
Barnett Parker, D'Arcy Corrigan, Charles Sedgwick, "Portrait of a Rebel," RKO.  
Frank Thomas, Walter Walker, "Who Are About to Die," RKO.  
Frank Coghlan, "Daddy and I," RKO.  
Colin Kenny, D'Arcy Corrigan, Charles Sedgwick, "Plough and the Stars," RKO.  
Lucille Ball, untitled Lily Pons, RKO.  
Moroni Olsen, "All Scarlet," RKO.  
Tom Kilpatrick, screen play, "Whispers, Inc.," RKO.  
Franklin Cross, screen play, "The Man Who Found Himself," RKO.  
Anthony Veiller, screen play, "Michael Strogoff," RKO.  
John Twist, Frank Wead, screen play, "Coast Guard," RKO.  
Robert Woolsey, Bert Wheeler, Nat Perrin, screen play, "A Pair of Socks," RKO.  
Richard Macaulay, screen play, "Roaming Around," RKO.  
Joseph Franklin Poland, screen play, untitled Harold Bell Wright, RKO.

# CALENDAR OF CURRENT RELEASES

(Continued from page 39)

Half Angel (20th). Frances Dee, Brian Donlevy, Chas. Butterworth. Dir. S. Here Comes Trouble. Arline Judge, Paul Kelly, Leo Carrillo. Dir. Lewis Seller. High Tension. Glenda Farrell, Brian Donlevy. Dir. Allan Dwan. 63 mins. Holy Life. Jane Darrow, Claire Trevor, J. Edward Bromberg. Dir. Lewis Seller. Hum. Cal. Cal. yam about smuggling aliens. Claire Trevor, Brian Donlevy. Dir. Allan Dwan. 65 mins. Rel. May 25. It Had to Happen (20th). Geo. Raft, Rosalind Russell. Dir. Roy del Ruth. 80 mins. Rel. May 17. King of Burlesque. Warner Baxter, Alice Faye, Jack Oakie, Arline Judge, Mona Barrie. Dir. Sidney Lanfield. 85 mins. Rel. Jan. 3, Rev. Jan. 22. Lady in Love. Janet Gaynor, Constance Bennett, Loretta Young, Simone Simon, Don Ameche, Paul Lukas. Dir. Edw. G. Griffith. 82 mins. Rel. May 15. Little Miss Nobody. Resourceful orphan finds happiness. Jane Withers, Jane Darwell, Ralph Morgan. Dir. John Huston. 65 mins. Rel. May 15. message to Garcia. A (20th). Developed from "Elbert Hubbard's essay. Wallace Beery, Barbara Stanwyck, John Boles. Dir. Geo. Marshall. 85 mins. Rel. April 10. My Marriage. Claire Trevor, Kent Taylor, Pauline Frederick. Dir. Geo. Archibald. 69 mins. Rel. Jan. 31. Rev. Feb. 25. O'Malley of the Mounted. Western. Geo. O'Brien, Irene Ware. Dir. David Howard. 59 mins. Rel. March 27. Rev. April 8. Paddy O'Day. Jane Withers, Frankie Tomlin. Dir. Lewis Seller. 75 mins. Rel. Jan. 17. Rev. Feb. 12. Peppermint. A (20th). Jane Withers, Irvin Cobb, Slim Summerville. Dir. J. Tinsling. 61 mins. Rel. Sept. 11. Rev. Aug. 12. Pinks. Farside. Stuart Erwin, Johnnie Downs, Arline Judge, Patsy Kelly. Dir. David Butler. 81 mins. Rel. July 24. Rev. July 25. Poor Little Rich Girl. The Shirley Temple, Alice Faye, Gloria Stuart. Jack Haley. Dir. Irving Pichel. 79 mins. Rel. July 24. Rev. July 25. Prisoner of Shark Island. The (20th). A little known story of America's Devils Island. Warner Baxter, Gloria Stuart. Dir. John Ford. 95 mins. Rel. Jan. 19. Private Number. New version of "Common Clay." Loretta Young, Robert Taylor, Patsy Kelly. Dir. Roy del Ruth. 75 mins. Rel. May 15. Rev. June 17. Professional Soldier (20th). Victor McLaglen, Freddie Bartholomew, Gloria Stuart. Dir. Tay Garnett. 75 mins. Rel. May 15. Rev. June 15. Ramona. In technicolor. Loretta Young, Don Ameche. Dir. Henry King. Rel. Oct. 23. 15 Minutes Fame. Claire Trevor, Cesar Romero. Dir. Allan Dwan. Rel. Oct. 30. Reunion. Dionne Quintuplets. Jean Hersholt, Rochelle Hudson. Dir. Norman Taurog. Rel. Nov. 6. Road to Glory. The (20th). Remake of a Pathé-Natan French version. Frederic March, Warner Baxter, Lionel Barrymore, June Lane, Howard Hawks. 102 mins. Rel. Sept. 4. Rev. Sept. 12. Sing, Baby, Sing. Adolphe Menjou, Alice Faye, Patsy Kelly. Dir. Sidney Lanfield. Rel. Aug. 21. Sins of Man (20th). Jean Hersholt, Don Ameche, Ann Shoemaker. Dir. Gregory Ratoff. 80 mins. Rel. June 5. Rev. June 24. Song and Dance Man. Claire Trevor, Paul Kelly. Dir. Allan Dwan. 72 mins. Rel. March 13. Rev. March 19. Star for a Night. Claire Trevor, Jane Darwell, Arline Judge, Evelyn Venable. J. R. Brice. 75 mins. Rel. July 24. Rev. July 25. Thank You, Jeeps. Comedy. Arthur Treacher, Dir. Eugene Forde. Rel. Sept. 25. Thirteen to Kill. Racket story. Brian Donlevy, Gloria Stuart. Dir. Eugene Forde. 65 mins. Rel. July 24. Rev. Aug. 19. To Mary With Love. Warner Baxter, Myrna Loy. Dir. John Cromwell. Rel. June 17. Under Two Flags (20th). The Ouida stanza. Ronald Colman, Victor McLaglen, Claudette Colbert, Rosalind Russell. Dir. Frank Lloyd. 111 mins. Rel. May 15. Rev. May 6. White Fang (20th). Dog story from Curlew's novel. Michael Whalen, Jean Muir, Brian Donlevy. Dir. David Butler. 70 mins. Rel. July 5. Rev. July 22. Studio: 1041 N. Formosa Blvd., Hollywood, Calif. United Artists Offices: 729 Seventh Ave., New York, N. Y. Amateur Gentleman. Jeffrey Farnoff's story of a young man who gambles to save the life of his father. Douglas Fairbanks, Jr. and Elissa Landi. Dir. Leonard Freedland. Produced by Criterion Films, Ltd. Rel. March 20. Rev. Feb. 5 April 29. Come and Get It. Goldwyn's production of Edna Ferber's novel about northern west Indian strike. Edward Arnold. France. Farmer. Dir. Howard Hawks. Goldwyn's production of Sinclair Lewis' novel. Walter Huston, Jack Chatterton, Mary Astor. Dir. William Wyler. Rel. Sept. 14. Garden of Allah. Romance in the Sahara. Marlene Dietrich, Charles Boyer. Produced by David O. Selznick. In technicolor. Dir. Richard Boleslawski. Rel. Oct. 14. Gay Desperado. Mexican musical romance. Nino Martelli, Lita Lupino, Leo Carrillo. Dir. Clifford-Lasky production. Dir. Rouben Mamoulian. Ghost Goes West. A gay romantic comedy with Robert Donat, star of "Count of Monte Cristo." Robert Donat, Jean Parker, Eugene Pallette. Dir. Rene Clair. 65 mins. Rel. Feb. 28. Rev. Jan. 15. I Stand Condemned. A Russian war story with two men and a girl. Harry Carrillo. Dir. George Fitzmaurice. Rel. May 15. Last of the Mohicans (Reliance). Randolph Scott. 75 mins. Rel. June 19. Little Lord Fauntleroy. Frances Hodgson Burnett's famous novel. Freddie Bartholomew and Dolores Costello Barrymore. Produced by David Seidman. Dir. John Cromwell. 98 mins. Rel. May 15. Man Who Could Work Miracles. Based on an original by H. G. Wells. Roland Young, John Gardner and Ralph Richardson. Dir. Lottar Mendes. Modern comedy. A dramatic comedy made in a big factory. Charlie Chaplin, Paulette Goddard. 87 mins. Rel. Feb. 12. Rev. Feb. 12.

One Rainy Afternoon (Pickford-Lasky). A light Partisan romantic comedy adapted from a French story. Francis Lederer, Ida Lupino. Rel. May 6. Strike Me Pink. Eddie Cantor's first comic melodrama with songs. Eddie Cantor, Ethel Merman, Patsy Parks and the Goldwyn Girls. Dir. Norman Taurog. 98 mins. Rel. Jan. 16. Rev. Jan. 22. These Three. A dramatic story of three young men are nearly wrecked by the malicious lies of a spoiled child. Miriam Hopkins, Merle Oberon, Joel McCrea. Written by Lillian Hellman. Produced by Samuel Goldwyn. 90 mins. Rel. Feb. 10. Rev. Feb. 25. Things to Come. 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 (London). 95 mins. Rel. March 13. Rev. March 4 April 22.

Studio: Universal City, Calif. Universal Offices: 30 Rockefeller Center, New York, N. Y. Cowboy and the Kid. The Western. Buck Jones. 58 mins. Rel. May 25. Rev. May 26. Crash Donovan. Jack Holt. Dir. Ed Laemmle. 55 mins. Rel. July 19. Rev. Aug. 12. Conspicuous Visions. Drama of the sea. Jack Holt, Robert Armstrong, Diana Gibson. Dir. Lambert Hillyer. 62 mins. Rel. Feb. 3. Rev. Jan. 29. Don't Get Personal. Comedy with music. Sally Eilers, James Dunn, Pinky Lee. Dir. Wm. Wyler. 70 mins. Rel. Feb. 25. Dracula's Daughter. Mystery drama. Otto Kruger, Marguerite Churchill. Dir. Lambert Hillyer. 68 mins. Rel. May 4. Rev. May 20. For the Service. Western. Buck Jones, Beth Marion. Dir. Buck Jones. 65 mins. Rel. April 6. Rev. June 3. Flyin' Hooters. Judith Barrett. Wm. Hall. Dir. Murray Roth. Rel. Oct. 5. Four Days' Wonder. Jeanne D'Amie, Kenneth Howell. Dir. Sidney Salkow. Rel. Oct. 18. Invincible. Mystery drama. Karlheinz, Bela Lugosi, Frances Drake. Dir. Lambert Hillyer. 55 mins. Rel. Jan. 20. Rev. Jan. 15. Love Before Breakfast. Comedy story by Faith Baldwin. Carol Lombard, Preston Foster, Cesar Romero. Dir. Walter Lang. 63 mins. Rel. March 9. Rev. March 18. Magnificent Obsession. Drama. Irene Dunne, Robert Taylor. Dir. John M. Stahl. 110 mins. Rel. Jan. 16. Rev. Jan. 8. Magnificent Brute. The Drama. Victor McLaglen, Binnie Barnes. Dir. John Ford. Rel. Sept. 20. Man I Married. The. Doris Nolan, Michael Whalen. Dir. Ralph Murphy. Rel. Feb. 10. My Man Godfrey. Comedy-drama. Wm. Powell, Carole Lombard. Dir. Gregory LaCerna. 93½ mins. Rel. Sept. 6. Next Time We Meet. From "Next Time We Live." Margaret Sullivan, James Stewart. Dir. Edw. H. Griffith. 85 mins. Rel. Jan. 27. Rev. Feb. 3. Noah of the Nile. Full page turns the tables. Ed Everett Horton, Glenda Farrell. Dir. Arthur G. Collins. 64 mins. Rel. May 31. Rev. June 10. Post Inspector. Drama. Ricardo Cortez, Patricia Ellis. Dir. Otto Beaver. Rel. Feb. 10. Rich and Reckless. Edmund Lowe, Gloria Stuart. Dir. Harry Beaumont. Rel. Oct. 4. Sea Spoils. John Wayne, Nan Grey. Dir. Frank Strayer. Rel. Sept. 27. Show Boat. From the stage play. Musical drama. Irene Dunne, Allan Jones, Paul Robeson. Dir. James Whale. 110 mins. Rel. May 20. Silver Spurs. Western. Buck Jones, Muriel Evans. Dir. Ray Taylor. 61 mins. Rel. Feb. 10. Rev. April 1. "Sutter's Gold." Historical romance. Edward Arnold, Binnie Barnes, Lee Tracy, Montague Love, John Miljan, Katherine Alexander, Morgan Wallace, Addison Richards, Frida Lida, Nan Grey. Dir. James Cruze. 89 mins. Rel. April 13. Rev. April 1. Two Red Crow. Joan Bennett, Joel McCrea. Dir. Alfred E. Green. 82 mins. Rel. Sept. 13. Yellowstone. Drama. Henry Hunter, Judith Barrett, Ralph Morgan, Andy Devine. Dir. Arthur Lubin. Rel. Aug. 15.

Studios: Burbank, Calif. Warner Brothers Offices: 321 W. 44th St., New York, N. Y. Anthony Adverse. Based on the international best seller by Henry Allen. Fredric March, Olivia de Havilland, Anita Louise, Claude Rains, Donald Woods, Edmund Gwenna, Louis Hayward, Gale Sondergaard, Steffi Duna, Billy Mauch. Dir. Mervyn Le Roy. Rel. Aug. 29. Bengal Tiger. Circus locale. Barton MacLane, Jane Travis. Dir. Louis King. 82 mins. Rel. Sept. 5. Rev. Aug. 5. Boulder Dam. Powerful drama with tremendous government project for background. Ross Alexander, Patricia Ellis, Lyle Talbot. Dir. Frank McDonald. Rel. March 7. Rev. April 1. Colleen. Big musical revue loaded with comedy and songs. Ruby Keeler, Dick Powell, Joan Blondell, Jack O'Connell, Paul Draper, Louise Harbert, Lita Lupino, Hobart Cavanaugh. Dir. Alfred E. Green. 83 mins. Rel. March 21. Rev. March 11. Big Noise. A small town business man outwits a gang of racketeers. Guy Kibbee, Warren Hull, Alma Lloyd, Dick Foran. Dir. Frank McDonald. 58 mins. Rel. June 27. Rev. July 8. Dangerous. Drama story of a beautiful and brilliant actress who wrecks the lives of those she contacts and also her own. Bette Davis, Frank Morgan, Margaret Lindsay, Alton Siskiwit. Dir. Alfred E. Green. 78 mins. Rel. Jan. 4. Rev. Jan. 1. Freshman Love. Frank McHugh, Patricia Ellis, Warren Hull, Joe Cawthorne. Dir. John H. Auer. Rel. Jan. 18. Green Pastures. The. From the Pulitzer Prize play by Marc Connelly. All-star cast. Dir. Marc Connelly and William Keighley. 95 mins. Rel. Aug. 1. Rev. July 22. Hot Money. Fast moving comedy-romance. Ross Alexander, Beverly Roberts, George Brent, Paul Cavanagh. Dir. William McCrea. 68 mins. Rel. July 18. Rev. July 29. I Married a Doctor. Revision of Sinclair Lewis' "Main Street." Pat O'Brien, Josephine Hutchinson, Guy Kibbee, Ross Alexander, Louise Fazenda. Dir. Archie Mayo. 83 mins. Rel. April 22. Jailbreak. Smashing melodrama. Craig Reynolds, Jane Travis, Barton MacLane. Dir. Wm. Grind. Rel. Jan. 18. Midsummer Night's Dream. A. Spectacular production of the Shakespeare comedy. Extravaganza. Dir. Max Reinhardt. Wm. Dietrich. 133 mins. (Roadshow). Release pending. Rev. Oct. 16. (Continued on page 43)

## SCREEN-STAGE MAKE-UP by Elizabeth Arden

### ... a common sense performance

For years, Elizabeth Arden sought the matchless tradition of health and beauty that has been the career of Elizabeth Arden. Texture and the absence of "red substance" in the composition of "Screen • Stage Make-Up by Elizabeth Arden" make it an extensive choice for Technicolor production.

"Screen • Stage Make-Up" is the answer. It is a departure from the thick, heavily textured "greasepaint." Instead, "Screen • Stage Make-Up" is light, porous and easily removed. Under the stress of active work, it will not streak and melt into little rivers that upset your appearance. Most important of all, it is designed in

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TUNE UP WITH THE NEW UNIVERSAL!

## Sunday Pix in Pennsy Nearly 1 Year Old: Grosses Growing Steadily

Amo Te Sola (It) (Nuovo Mondo). Love under handicap. Dir. Mario Sauter. 60 mins. Rel. April 15.

Anna (Russ) (Amkino). Love and intrigue on the steppes. Dir. Prieiev. 60 mins. Rel. July 1. Rev. July 22.

Annetta (It) (Nuovo Mondo). Heavy drama. Bertha Thiele, Dorothea Wiecke. Dir. Frank Wysbar. 70 mins. Rel. June 1. Rev. July 1.

Annette im Paradies (Ger) (Germania). Musical comedy. Dir. Max Ophüls. 70 mins. Rel. April 15.

Bonheur, Le (Fr) (France). Love despite all. Charles Boyer, Gary Morley. 70 mins. Rel. April 15.

Canzone Del Sole, La (It) (Nuovo Mondo). Opera. Laura-Votpi. Dir. Mario Bessozi. 92 mins. Rel. May 1. Rev. May 15.

Celo, Na (Czech) (Czechoslovakia). Heavy drama. Bayler Boylter. 80 mins. Rel. April 15.

Children of the Revolution (Russ) (Amkino). Youngsters in the Soviet. Dir. M. Mautukov. 70 mins. Rel. April 1. Rev. April 8.

Cleca di Sorrento, La (It) (Nuovo Mondo). From Mastriani's classic. Dir. Giuseppe De Santis. 70 mins. Rel. April 15.

Cimerezzi Immeretion (Hung). Romantic comedy to music. Dir. Bela Gal. 60 mins. Rel. Feb. 1.

Cloistered (Russ) (Amkino). Life during the war. Robert Alexander. 65 mins. Rel. May 15. Rev. May 27.

Contra La Corriente (Sp). Romantic drama. Dir. Rana Novarro. 65 mins. Rel. March 1.

Couraggio della Gioventù Mussoliniana (It). Documentary on Il Duce. 70 mins. Rel. March 1.

Crimen de Madia Noiva (Sp). Murder mystery. Dir. Bernard Ray. 68 mins. Rel. Feb. 15.

Csaki, A (Hung). Hungarian life during the war. Dir. Istvan Székely. 60 mins. Rel. March 15.

Desherados, Les (Sp). Mexican-made drama of prison reform. Dir. Guillermo Ruiz. 60 mins. Rel. March 15.

Desperado, El (Sp). Melodrama. Dir. R. Meyler. 69 mins. Rel. June 15.

Diabla (Czech) (Czechoslovakia). White girl goes native. Dir. John Druvsky. 80 mins. Rel. March 15.

Donogoo Tonka (Ger) (Ufa). Fantastic comedy. Anny Arndt. Dir. Reinhold Schünzel. 60 mins. Rel. April 15.

Dubrovsky, (Russ) (Amkino). Pushkin novel condensed. Dir. Ivanovsky. 72 mins. Rel. March 15.

Eine Nacht in Venedig (Aust). Musical comedy. Dir. Carl Böse. 60 mins. Rel. March 15. Rev. April 1.

El Galapover. Dir. Viktor Janzon. 62 mins. Rel. July 15. Rev. July 22.

Fahraus, Die (Ger). Comedy romance. Dir. Max Ophal. 70 mins. Rel. May 15.

Famula Dressel, La (Sp) (Col). Marital melior. Dir. Fernando de Fuentes. 60 mins. Rel. April 15.

Fiat Voluntas Dei (It) (Nuovo Mondo). Talky comedy. Angelo Musco. 60 mins. Rel. April 15.

Fluores (Aust). Musical comedy. Dir. Carl Böse. 60 mins. Rel. April 15.

Friedrich, Die Johannes Meyer. 110 mins. Rel. March 1. Rev. March 15.

Fräulein Kainz (Ger). Bavarian romance. Dir. Fritz Seel. 60 mins. Rel. Feb. 15.

Ganser Kerl, Ein (Ger) (Bavaria). Comedy cinderella. Dir. Carl Böse. 60 mins. Rel. April 15.

Grass, Kurt, Veronika (Ger) (Zwickau). Farce comedy. Franziska Gaal. 60 mins. Rel. April 15.

Gryps und Kari. 84 mins. Rel. April 15.

Gypsy (Aust). Musical comedy. Selective farma. Dir. Evgent Schneider. 60 mins. Rel. April 15.

Goldblatt. 85 mins. Rel. April 15. Rev. Aug. 5.

Hoehere Liebe. Dir. Gerhard Lamprecht. 96 mins. Rel. March 15. Rev. April 15.

Hoy Comienza La Vida (Sp). Domestic drama. Dir. Alex Phillips. 60 mins. Rel. April 15.

Inheritance In Pretoria (Ger) (Bavaria). Heavy drama. Gustaf Gründgens. 100 mins. Rel. April 15.

Charlotte Susan. Dir. Johannes Meyer. 95 mins. Rel. April 15. Rev. April 15.

Jana (Ger) (Casino). Farmland in Bohemia. Dir. Emil Synek. 81 mins. Rel. June 15. Rev. June 22.

Jane (Pol). (Pol). Tragedy of actor's life. Dir. M. Krawiec. 70 mins. Rel. March 15.

Karney (Ger) (Lenauser). Musical comedy. Herman Thimig. Dir. Karl Lamac. 78 mins. Rel. April 1. Rev. April 22.

Knockout (Ger) (Bavaria). Prizefighter. Dir. Carl Böse. 60 mins. Rel. March 15.

Koenig der Liebe (Ger) (Ufa). Opera back-stage. Zalkian. Dir. Fritz Hoch. 66 mins. Rel. April 15.

Buck. 66 mins. Rel. April 15.

Lebe, Du! (Aust). Musical comedy. Dir. Carl Böse. 60 mins. Rel. April 15.

George Rolland. 80 mins. Rel. April 1. Rev. April 15.

Lifebel (Ger) (General). Record-breaking Veness. Dir. Carl Böse. 60 mins. Rel. April 15.

Die Max Ophüls. 70 mins. Rel. April 15.

Life of Don Bosco (It) (Nuovo Mondo). Life of the saint. Dir. G. Alesandri. 90 mins. Rel. May 15. Rev. June 22.

Lord of the Dance (Aust). Musical comedy. Irene Biller. Dir. Mihaly Istvan. 57 mins. Rel. April 15.

Lust (Aust). Musical comedy. Dir. Carl Böse. 60 mins. Rel. March 1. Rev. March 15.

Lustige Geschichten (Aust). Musical comedy. Edward Person. 60 mins. Rel. April 15.

S. Bauman. 80 mins. Rel. Feb. 1.

Lorenzo di Medici (It) (Nuovo Mondo). Historical biography. Molteni. Dir. Giuseppe De Santis. 70 mins. Rel. April 15.

Luch (Aust) (It) (Nuovo Mondo). Raffles lives again. Dir. Adequi Milari. 72 mins. Rel. June 15. Rev. July 1.

Madame (Aust). Musical comedy. Dir. Carl Böse. 60 mins. Rel. April 15.

Magd. (Aust) (Swiss). Musical comedy. Dir. Carl Böse. 60 mins. Rel. April 15.

Man of the World (Aust). Musical comedy. Dir. Carl Böse. 60 mins. Rel. April 15.

Mindri Kiki. 72 mins. Rel. March 15. Rev. April 22.

# A True Reproduction of the Original

## Now—Sound Has a New Box-Office Value!

For the first time, a sound system is offered that can reproduce the complete range of balanced, dramatic sound—from stark silence to soul-stirring crescendo—sound that pulsates with real life—sound that brings hitherto unheard beauty to every seat—*Every Sound Effect That Can Be Put On The Sound Track*, as true as a mirrored reflection in a true mirror—MIRROPHONIC.

Big grosses belong to the new, dramatic sound effects. Box-office receipts of test theatres on a few pictures during the past year have proven it—future pictures will have many more dramatic sound effects, now that Western Electric's new, epoch-making MIRROPHONIC sound system has contributed such money-making possibilities to picture production. It is even possible that the increased receipts from a few such pictures will pay for the cost of the change to MIRROPHONIC.

Climaxing fifty years of Bell Telephone Laboratory research and ten years of Electrical Research Products' experience, embodying in commercial form the revolutionary principles of the historic Stereophonic<sup>☆</sup> reproduction demonstrated to science in 1933, MIRROPHONIC is a perfected new sound system retaining every basic Western Electric superiority of the past and setting a new standard of leadership for years to come.

E.R.P.I.'s world-wide service facilities assure the proper installation of MIRROPHONIC, and the ever-watchful inspections assure the maximum in performance of this new sound system that will give *true reproduction of the original*.

MIRROPHONIC brings with it to exhibitors a powerful exploitation campaign which will make every listener conscious of the superiority of the sound in your theatre. Our representative will assist in your campaign.

MIRROPHONIC may be installed in theatres already having Western Electric Sound Systems on a step-by-step modification plan adapted to your individual needs. An illustrated descriptive book is ready for you.

<sup>☆</sup>Stereophonic Sound, or Auditory Perspective, was first successfully demonstrated by Bell Telephone Laboratories before the National Academy of Sciences on April 27, 1933, seven years after Western Electric first brought the miracle of sound to motion pictures.

**Electrical Research Products Inc.)**

SUBSIDIARY OF

**Western Electric Company**

INCORPORATED

250 WEST 57TH ST., NEW YORK



THE NEW  
**Western Electric**  
**MIRROPHONIC**  
SOUND SYSTEM

THE STANDARD SOUND SYSTEM OF THE WORLD



# Radio Starts Its Biggest Season

By BOB LANDRY

Business is so good the tablecloths aren't big enough. Station managers are lighting cigars with die bills. They've streamlined their transoms and put in new spittoons for the billies. If it keeps up it'll interfere with golf.

Elsewhere in this Forecast section VARIETY assays the bullion from the radio diggings. Broadcasting biz should smack \$100,000,000 square on the back this (1936) year. No doubt about it. And no trouble. Just the natural culmination of a steady sprouting of the what-is-it of 1920.

It's a familiar story—a toy became an industry. In 1920—noise; in 1936—non-cancellable contracts.

And that \$100,000,000 is in no sense the ceiling. In five years it may double that. Entrepreneurs are still learning how to use radio.

Right now some stations are prosperous in spite of themselves. And some advertising agencies are hoping that nobody will notice that their radio departments are slightly imbecilic. As radio barges into its period of greatest prosperity it may be expected that fortune's started favorites in certain instances will be mapped out of their naps by the thud of bundles of banknotes landing in their laps.

But meanwhile it isn't so good and it never will be so good that broadcasters, advertisers and entertainers in the main won't have to fight for it. In the ultimate arena of competition stations and agencies and all who seek money or power from radio will succeed or fail exactly as in any business in relation to their skill, judgment and ability—or, in Vannoy lingo, showmanship.

## Bird's-eye View

Start of a new broadcast season is an ideal plateau from which to view the industry. Right now various trends and problems and influences are noted cutting new channels in the radio topography. First of all there's Hollywood—everybody's fairland—to which a dozen or better big accounts have attached their conduits. Nothing is more logical. Nothing should have been easier to foresee than the trek to Hollywood with its reservoir of box office personalities. At the same time it requires no poll to surmise that the cost of talent in Hollywood and the difficulties of equipping talent with suitable broadcast material places definite limitations upon Hollywood as a radio production center.

Moreover—and this is a point that has thus far not received much thought—that 3,000-mile gap between the home office and the disbursement bureau may perhaps eventually cause uneasiness in the agencies. If the home offices of big film companies have from time to time pondered the obstacles to supervision and control in that 3,000-mile separation it's not unreasonable to think that individual agencies may more strongly arrive at a similar sentiment with regard to Hollywood. It'll be easier for agencies to move back east.

Either way—whether the Hollywood thing endures or even grows or finally shrinks after the gravity is drained off—New York is and will remain the heart, lungs and nerve system of broadcasting. It is in New York that the important network programs, still the best guarantors of maximum audiences, are negotiated, built and broadcast and it is to New York—with certain exceptions in Chicago's favor—where radio stations have to look for their revenue and where they should strive to establish their prestige.

## The Washington Thing

Washington is not the capital of the broadcast industry any more. Despite the never-ending stream of petitioners and new stations and despite the October reallocation hearings and similar phenomena from time to time, Washington's dominance over the thinking of radio men has

diminished. The government and the politicians will always be a problem to broadcasters, but, least something like an open sea has been arrived at and broadcasters have been able to think and act New York-ward and Chicago-ward. All of which is healthy and to the good.

Between the networks and their affiliates the fight goes on with Mutual meanwhile dedicated to the principle of co-operation, thereby insuring a considerable degree of independence, will lead the parade of co-operative networks. Here is the very essence of the case for showmanship in local or individual station terms. Failure to respect showmanship or develop it can become a major weakness in any station's future. First, the station is at a disadvantage in relation to any of the three networks upon which it depends for commercial and sustaining service. Second, having little to contribute it is not so attractive to co-operative networks. Of course, an ace in the hole is the improving quality of transcription libraries.

## Why Showmanship Matters

It seems pretty clear that stations that build themselves up as showmen and develop programming resources and facilities, thereby insuring a considerable degree of independence, will lead the parade of co-operative networks. Here is the very essence of the case for showmanship in local or individual station terms. Failure to respect showmanship or develop it can become a major weakness in any station's future. First, the station is at a disadvantage in relation to any of the three networks upon which it depends for commercial and sustaining service. Second, having little to contribute it is not so attractive to co-operative networks. Of course, an ace in the hole is the improving quality of transcription libraries.

Francis Barton, Jr., of N. W. Ayer has given this Forecast section an expression of opinion on the controversial short versus long list question. This is of special value and pertinence at this time. His viewpoint may be accepted as probably reasonably typical of agency thinking on the problem of the station sales rep. Although repudiating the thought that a solution of the deficiencies of station reps necessarily involves a switch from long to short listing Barton drives home the agency's fundamental thesis—that agencies want from reps is service.

It would seem that this is saying with a different emphasis pretty much what the writers of this question in the question already expressed at the failure to deliver service is a matter of personnel and facilities and being meagerly equipped in both particulars the average station rep comes closer to the ideal when confined to a short list.

## Merchandising, Rates

Merchandising and rates are also completely covered in this Forecast. George M. Burbach of the St. Louis Post-Dispatch and an anonymous advertising manager of a New England daily present some useful thoughts and facts, both as regards national-local differentials and merchandising, that radio may digest to its benefit. Especially well taken is the point that the present lack of uniformity in merchandising acts upon advertising agencies as a threat that if they do not exploit all possibilities a rival agency, stalking for accounts, will point out such failures. Thus agencies that are actually not persuaded of the value or equity of station merchandising, see angles and concessions largely to be able to point with pride to their accomplishments when reporting to advertisers.

Advertising agencies are meanwhile arriving at certain more or less fixed notions in connection with radio in general, it would appear. Notably they will not take chances. Move to Hollywood is in itself evidence of that. Filmdom

takes the chances, builds up the stars, establishes their value and drawing power. Radio then pays fat fees for the privilege of borrowing that which others have created. Agencies prefer to gamble \$5,000 per broadcast on established stars rather than pick stars possibilities among obscure performers and build them up.

## Novelty Cycle

Where 'chances' are taken the gamble is upon novelties in which the nature of the program rather than the personalities are paramount. Programs in which audience participation is essential are currently having a sunning at present.

Meanwhile NBC and CBS hold to their own record of not holding control of their commercial programs. While able talent is on the sustaining roles of both majors, individual standouts seem never to emerge. Thus the networks follow—or precede—the agencies in seldom developing personalities.

## Rule Number One

At stated intervals during the course of radio history somebody needs to stand up and in a loud voice remind all and sundry that personalities are the bedrock of entertainment. Lacking these intermittent reminders there are gentlemen in the broadcast biz who will recklessly assume that 30-word announcements is radio or that 18 holes of golf with a big shot is better than 15 minutes of good entertainment.

Justification for the big budgets of some programs is that the programs are so effective they deliver to the sponsors a listening audience that could be reached in no other way at the same per capita expense. That is the strength and the glory of radio as an advertising medium. But this strength has its roots in showmanship. The program, which inevitably means the personalities and emotional values, is what counts and it's a cinch forecast for this season—and for all seasons to come—that nothing matters but the program—the merchandising, the supplementary campaigns, the newspaper support, the whole rignamarole—has no meaning unless the program is there.

## Television

Finally, television begins to rear its head. To disregard this phenomenon as an impossibility is obviously foolish, and smatters of the erroneous it-can't-happen-here attitude taken toward radio in the very early '20s. On the other hand, inflated hopes are just as goofy in the other extreme. Philo Farnsworth has recently given a demonstration in Philadelphia.

Right now television is a test-tube gadget surrounded by big corporation considerations. RCA has finally given its publicity department the green light to say something about television. But the bright boys will not only see in this a few toddling steps forward to mechanical see-beer perfection. They'll also remember that RCA holds the biggest batch of patents in the radio/biz, and that it's simply smart tactics for RCA to garner prestige via television. It has a tendency to make the radio listeners think well of RCA and RCA engineering. In short, television today is a hybrid infant, one-half of which is probably being used for public relations reasons. The other half is still in the incubator.

But forget television—radio is the reigning monarch. And to be on the happy side in radio, conditions being what they promise to be during 1936-37, a simple rule of health may be prescribed—stay out of lounge cars and keep your transoms open.

## Radio Biz Summary

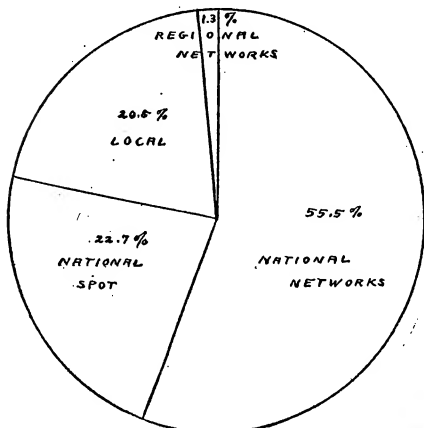
In so far as estimates enable a comparison of the 12 months of 1936 with the 12 months of 1935, the radio barometer will on December 21 next show approximately the following:

	1935	1936
TOTAL GROSS TIME SALES.....	\$87,523,000	\$100,000,000*
NBC Time Sales .....	31,150,000	32,000,000**
CBS Time Sales .....	17,600,000	22,024,000†
Percentage Gain in Gross.....	20%	14%

\* NAB estimate  
\*\* VARIETY estimate  
† CBS Estimate

## HOW RADIO'S INCOME IS DIVIDED

(FIRST SIX MONTHS, 1936)



## SPONSORS-AGENCIES

Milk Foundation, Inc. starts half hour show on Mutual Sept. 27. Talent will include Bob Trandler, orchestra, Greek singers Quartet, Doring Sisters, Gina Vanna, Wayne Van Dyne, and Gunther Decker.

Program, which is still untitled, will air on Sundays from 6:30 to 7 eastern time. Basic Mutual stations will be used plus an undetermined amount of supplementary stations. Deal set by Aubrey, Moore, and Wallace Agency.

Langendorf United Bakeries has signed a year's renewal for its day-time Pictorial broadcasts over stations KPO, San Francisco, KFI, Los Angeles, and KOMO, Seattle, of the NBC-Red network. The quarter-hour programs, conducted by Rush Hughes, are aired Mondays to Fridays inclusive. McCann-Erickson agency handles the account.

Standard Oil of California's School Broadcasts will return to the air Oct. 15 for the fall and spring semesters. Music appreciation lessons are broadcast from San Francisco over the NBC-Red web on the coast Thursday mornings. Contract signed through McCann-Erickson. No commercial plugs are ever made on the Standard School Broadcast or on the Thursday night Symphony Hour, also bankrolled by Standard.

Sterling Products, through Black-Sample-Hummert, releasing a disc series on Sept. 14 to run for 39 weeks on behalf of Phillips Dental Cream (twice-a-week); Haley's M-O (twice-a-week); and Dandere (once-a-week). Programs are placers labeled 'Way Down East' running 15 minutes apiece for a total of five-a-week. Schedule hits the larger markets.

Procter & Gamble (Chippo) trying out a short announcement schedule through Blackman. Calls for 10 spot announcements, two-a-day for five days.

## Average Per Sponsor Goes Up

Radio—that is, network radio especially—is financed from the top down. Big spenders, unloosening their purse strings, make the income figures zoom.

That some small change, below \$25,000, is on hand, is evidenced by figures compiled for the first six months of this year and last by NBC. According to these tabulations, this peeve spending is on the upgrade. But so is the big money. And the seven product campaigns which this year run over \$350,000 apiece alone account for more than twice the coin amassed in 53 campaigns totalling less than \$25,000 each.

Below is a comparison of NBC product campaigns by size of expenditure, during the first six months of 1935 and 1936.

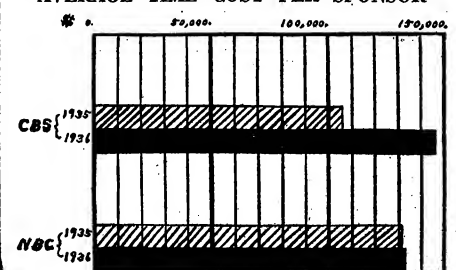
	1935		1936	
	No. of product campaigns	% of total	No. of product campaigns	% of total
Below \$25,000 .....	37	23	53	24
\$25,000—\$50,000 .....	25	15	18	12
\$50,000—\$100,000 .....	37	23	28	17
\$100,000—\$150,000 .....	19	12	16	10
\$150,000—\$200,000 .....	19	12	13	8
\$200,000—\$250,000 .....	10	6	10	6
\$250,000—\$300,000 .....	6	3	9	5
\$300,000—\$350,000 .....	5	3	3	2
Over \$350,000 .....	3	2	7	5
Total .....	161	100	155	100

(126 advertisers)

(122 advertisers)

CBS meantime reports that the average expenditure per advertiser for the first six months of this year is \$145,270, as against last year's \$105,802—a gain of 38.2%.

## AVERAGE TIME COST PER SPONSOR



## My Conception of Radio Showmanship Is—

What is showmanship? Everybody seems to recognize it, but nobody has a pat definition. The subject has agitated some curiosity and the phrase-makers at advertising agencies have already given it attention. Perhaps one of them will hereafter emerge with the all-inclusive answer. Or it might be a good bet the other way.

VARIETY asked a representative group of station showmen to offer samples of their thinking on showmanship. Only about one-half of those requested have complied. This is an odd ratio on any symbolism but perhaps more significant in this instance.

**L. B. WILSON**  
WCKY, Cincinnati

Showmanship—getting the most out of the least with a profit.

**WILLIAM FAY**  
WHAM, Rochester

Radio showmanship is the dividing line between 'reading with the radio on,' and—forgetting to read... the punch which becomes... topic for streetcar conversation the next morning... the two things which they listen and feel glad that they did.

More specifically, I feel that it is the action of departing from the expected... the business of getting out of the rut.

Radio showmanship, sometimes the touch of genius, is more often the result of intelligence and initiative.

**HARRISON HOLLIWAY**  
KFI, KECA, Los Angeles

My conception of radio showmanship is an incessant alertness for taking advantage of creating current events that are newsworthy and as a consequence demand leads in newspaper radio columns.

Showmanship is enterpriser in capitalizing on the unusual, drawing listeners thereby through sheer novelty rather than as a result of academically prepared programs. Showmanship is to a radio station what personality is to a human—the art of being or the instinct to be different.

Showmanship does not follow established precedent—it creates it.

**JOHN F. PATT**  
WGAR, Cleveland

Just as names make news, personalities make showmanship!

Showmanship from WGAR's standpoint means three things:

(1). Giving expression to local leaders in the realm of Sports, Politics, Education, Musical Art, and other civic fields.

(2). Developing original program ideas through broadcasts having 'Main Street' appeal.

(3). Discovering from the thousands of local personalities and building those personalities up through every conceivable promotion, changing them from time to time.

In the main, it is our belief that in the achievement of these purposes, and in simplicity and flexibility rather than pomp and circumstance that the average local station best supplements the network service and fulfills its own mission in the community.

**MARTIN CAMPBELL**  
WFAA, DALLAS

My conception of station showmanship is the presentation of each program in such a manner that will attract attention and, if commercial, bring results to the advertiser.

It is difficult to define anything so intangible as showmanship in concrete terms but, in general, it includes naming of the program, selection of talent, preparation of continuity with a view to selling the talent, sufficient rehearsal, and proper production. Avoid the stereotype of presentation. Strive for the novel and unusual.

Occasional stunt broadcasts as attention-getters are desirable but should not be overdone.

**PURNELL GOULD**  
WFB, Baltimore

My conception of station showmanship is based on the belief that a station's call letters should be seen as well as heard. The station name

should be out in front and kept there through stunts, novelties and tie-ups.

Herewith are a few ways this can be done. Make reciprocal arrangements with all kinds of news, apers, magazines, outdoor advertising companies and film theatres. Be appointed the official station for municipalities, Service Clubs, Association of Commerce and independent groups of grocery stores and drug-gists.

Arrange frequent exhibits in retail windows, county fairs and other public places of the 'Product Behind the Program.'

Broad words unusual events such as baby contests, horse races, traffic courts, in fact anything that is a little different.

**D. E. 'PLUG' KENDRICK**  
WIRE, INDIANAPOLIS

Knowing that a man 'sticks out his neck' when attempting to enlighten his colleagues regarding their particular art, I believe you would have obtained a much better definition of station showmanship had you withheld the notice of your intention to publish my answer. Realizing, however, that the public must know what they say, I shall make an attempt at this on hoping that the razzberries will not be too long and loud.

Although I cannot use one hundred words (being of Scotch descent) in the attempt to define perfectly produced programs properly publicized and feeling that I might be a bit out of line in stating that the real showman is one who can do nothing and makes something of it, I shall say that:

'My conception of station showmanship is the ability to arrange, produce and publicize diversified programs in such an unusual manner that the greatest possible audience is attracted.'

**EARL J. GLADE**  
KSL, SALT LAKE CITY

My conception of showmanship as applied to radio is that it is the originality, resourcefulness, facility and activity with which the station management conceives and executes programs of public entertainment, information and service.

Showmanship finds a manifold expression and is evident in the manner, for instance, in which the setting for a Boy Scout program is made ready and the program put over, and again, it is evident in pre-entertainment programs which are skillfully produced on an extravaganza scale.

Showmanship may also find expression in enterprising tie-ups with newsworthy events—with clubs and associations—with churches and schools—with local and national governments. If these presentations reflect thoughtfulness, comprehensive preparation, and are brilliantly achieved, rendering a distinct public service, they may have the quality of the showmanship.

Skillful exploitation is also an element of successful showmanship.

**NORMAN MCKAY**  
WQAM, MIAMI

My concept of showmanship has always been summed up in the three words, 'Build, Build, and Build.' I see no reason why the same definition should not apply to Station Showmanship.

Whatever rest creates a large audience is showmanship. While you have them you must sustain their listening interest. When you leave them they must have the desire to return.

Naturally, consistent audiences mean consistent business, and the greater the showmanship the greater the profits. Methods of effective showmanship change with the times, and for 1936 I believe the best sta-



**ROY SHIELD**

Musical Director, Chicago Division, N. B. C.

tion showmanship is that which creates in each local listener the sub-conscious thought that the station is HIS station, a definite part of his daily life, and not merely a medium of occasional entertainment.

**GLENN SNYDER**  
WLS, CHICAGO

Developing and maintaining a distinct station personality—presenting programs that appeal to the average American family in the city, town or on the farm, and doing it with sincerity and genuine friendliness—proving this friendliness by having our announcers and entertainers make personal appearances to meet listeners—spotting special projects throughout the year that catch the cooperation and active interest of the audience—arranging broadcasts from spots with up-to-the-minute news or unusual human interest values.

In a broad sense, radio showmanship is salesmanship applied to the programs planned for the air—keeping a large audience tuned in because of such interest developed in your programs that they're afraid they'll miss something good!

**JOHN J. GILLIN, Jr.**  
WOW, OMAHA

It is divided into two phases, namely, keeping the general public in our territory talking about our station—in a favorable, way, of course; the second phase consists of keeping the radio listening public in such a state of mind that they are afraid to turn their dials off our wave length for fear of missing something unusual, exciting, different, or interesting.

Under the latter category, comes smooth and high class programs, as well as a maximum number of special events and remote broadcasts.

The first phase involves the presentation of such unusual personalities and programs of both routine and special events that keep the 'Man-on-the-Street' commenting.

**HOYT WOOTEN**

WBEC, Memphis  
Radio Showmanship, as in the theatrical profession, in so many cases is intangible. To plaster the town with posters, within itself, will not sell out the house. Likewise, to make a spectacular broadcast, once in a great while, is no sign of showmanship.

Therefore, 'My Conception of Station Showmanship' is the presentation of programs and events that (1) attract special attention, (2) create favorable impression, (3) interest broadest possible audience and (4) maintain listener loyalty.

**PHILIP G. LASKY**  
KSFQ, SAN FRANCISCO

My conception of radio showmanship is the development and creation of a defined personality for a broadcasting station. A station is no more a transmitter than a theatre is a projection machine, or a newspaper a printing press. It must be alive with a character and temperament.

This personality then must be sold to the public, just as a newspaper sells itself through the living spirit of its editorial policies. A station cannot merely stand as a set of call letters.

Planned exploitation and promotion is the key. With it, a station can

in bringing the theatre directly to radio, my first thought was the value of an audience. If you recall, it was April 4, 1934, that they stumbled upon a new radio idea and thought to the theatre it was an old stunt. We began our original WHN Amateur Hour which eventually was copied by practically every station the length and breadth of the United States.

My first realization of audience value was when we placed the Amateur Hour in our Loew's Ziegfeld Theatre before a paid audience, and I found that the audience improved the show 100%, its applause, laughter, the live, breathing atmosphere as a background, brought to the loud speaker a finished radio product.

Today we have two radio productions from our Ziegfeld theatre, our original Amateur Hour and its follow-up show, 'Tomorrow's Stars,' in which we present the five winning artists.

At present I am planning broadcasts from Loew's theatre stages in the metropolitan area, shows that audiences will help, radio broadcasts that will rely upon 25% of audience reaction and the balance on the radio audience as the intimate type of show, the same as the theatre audience, rather than the formal, stilted type program.

You recall your first reaction upon entering a theatre and seeing a troupe of ushers that put the average West Pointer to shame. The stood around like ramrods and, it was only after they were told they were not able to direct you to the right aisle. You possibly recall that you felt uneasy, it seemed to you, applied to radio. You recall the audience reacts to the informal production, in the same manner that the average theatre's audience reacts to intimate and spontaneous comedy. I find very little difference between the theatre and radio, because radio has borrowed everything it possesses in the entertainment field from the theatre. Radio has borrowed the theatre and now is fine-combing the motion picture field for drawing power.

During the past six months WHN has presented Clark Gable, Robert Montgomery, Jean Harlow, Joan Crawford, Nelson Eddy, Frank Tone, Norma Shearer, Jeanette MacDonald, Myrna Loy, Robert Taylor, William Powell, Lewis Stone, Wallace Beery, John Barrymore, John Ford, Fred Astaire, Greta Garbo, Helen Hayes, Charles Laughton, Eric Linden, Edmund Lowe, Bette Davis, Richard Barthelmess, Douglas Fairbanks, Jr., Frank McHugh, Charles Macklin, Mack Sennett, Bela Lugosi, May Robson, Robert Young, Kitty Carlisle, Alice White, Constance Cummings and Helen Menchen.

Production Dept.  
I discovered quickly that one of the main hinges on a successful radio production lies in the production department and at the head of WHN's department I have placed a man who has done it all, Mort Harris. Mort directed the very first stage unit at the Capitol theatre, and is thoroughly conversant with every stage angle and piece of business. It was his job to place the theatre audience. It is his job today to please the radio audience.

Working with Harris in this direction we have men who know their business and who should be men such as Arthur Q. Bryan and Perry Chapin, both with radio since its inception. Men such as George Vande and George Nobbs, experienced writers of radio scripts. With this radio-minded crew furnishing the material it is up to Harris to whip the product into a theatrical production and the success of the scheme is attested to by the tremendous audience. WHN commands.

In charge of the original WHN Amateur Hour we have the well-known vaudeville and musical comedians and comedians who have become a friend and benefactor of the public. Circus tactics are neither necessary nor desirable, yet many of the ideas used by the show business can be profitably employed by broadcasters.

Too many broadcasters confuse production of radio programs with the making of motion pictures, but only carefully laid plans can blow the breath of life into a station, and then have it accepted in the 'best circles.'

## A Theatre Showman in Radio

By **LOUIS K. SIDNEY**  
Managing Director, Station WHN, New York City

comedy favorite, Jay C. Flippen. His knowledge of the theatre has backed him up when emergencies arise as they always will on a program that demands quick thinking.

Don Albert, leader of the theatre's orchestra for years, is in direct charge of our studio orchestras. He is assisted by Joe Jordan, another veteran of the pit of many a Loew theatre. Both these gentlemen were thoroughly schooled in the theatre and its ways, before raising a baton before a radio orchestra. Then again, Con Matile, who plays our studio organ, has been with Loew theatres for seven years playing their grand concertos.

Today radio is facing what the stage show theatre faced a few years ago. The theatre used to have just a good show, consisting of five standard acts, then came flash acts and headliners, then units more elaborately and expensively produced. Then two stars on each show, then three stars, then four stars, then five stars couldn't follow itself, with the result of an uneven business and a definite mark to patrons when your show was not outstanding. Eventually the standard of radio was raised.

Radio is in that position today. It will run out of new talent and the present stars will be limited and gradually wear out their welcome.

It must resolve to a compactly produced program, embracing an idea in which talent will be presented properly, in which the dialogue, songs and music will blend to enhance the natural ability of the artist.

It will take the combined experience of cooperative radio technique to bring the proper results to radio audiences.

**KELLY SMITH**  
**ROVING BOSS**  
**OF R.S.**

Chicago, Aug. 25.  
For the first time since its inception the Radio Sales division of the Columbia web will have a national overseas representative. Kelly Smith, commercial manager for WBEM, Columbia's key station in Chicago, as national sales manager for Smith has been with WBEM for six years, coming over from Stewart-Warner.

Under the national setup Smith will head all offices, with quarters to be opened in Detroit and San Francisco to augment the two spots in New York and Chicago. Arthur Hays will continue as head of the New York office and Bill Williamson as chief of the Chicago office.

Kelly Smith is moving Paul Wilson from the WBEM staff into the local Radio Sales organization to work as assistant to Williamson. Smith will nominally be located in New York, but will have headquarters at his duties will keep him traveling for the most part. For that reason, he will keep his family residing in Chicago.

Another Smith comes in to replace Kelly Smith as commercial manager of WBEM. He is Harry Smith, new big contact with the Henri-Hurst & MacDonald agency here.

**Cobb Joins TBTC**

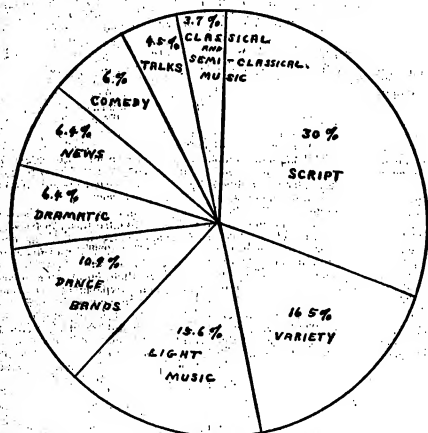
Amos Hubbell Cobb, ad agency exec and merchandising counsel, has joined the New York sales staff of the Transamerica Broadcasting and Television Corp. Cobb's agency affiliations have included N. W. Ayer, the Joseph Katz Co. and Blaker Advertising Co.

His handling of national accounts has included the placing of spots and network time, the planning of complete campaigns and the development of sales and merchandising ideas.

Bill Bailey, publicity director of WLW and WSAI, and Elmer H. Dressman, in same job for WCKY, Cincinnati, went through brief illnesses simultaneously.

# TREND IS TO NOVELTIES

CBS PROGRAM BREAK-DOWN



## FAVOR PROGRAMS FOR AUDIENCES

Anything That Ties In Public Participation Currently Liked by Agencies — Variety Survey Reveals Number of Local Twists

### STANDARDIZED

By EDGAR A. GRUNWALD  
Between competition, imitation, and the mass production of platter libraries, local station programs are now about 95% standard stuff. Barring a few surface deviations due to locale, the fare brewed daily in Bismarck would sound okay in Boston. It's an endless succession of solo singers; anti-accident campaigns; musical clocks; hillbillies (or their equivalents); strip serials; dampsapisms; and so on.

Standardization, both from the viewpoint of broadcaster and agency, is no detriment to programming so long as there's showmanship to make it palatable. Many agencies won't buy local programs until they've had a sufficiently long run to establish themselves. 'Musical clocks' solo singers, etc., are 'solid' ideas which again and again register as clicks when well presented. Ten years from now they'll probably be as good as ever. Like the acrobatic and juggling acts in vaudeville.

On the other hand, the burn-up pace of radio demands constant new twists and variations on old themes. Where local station are showmanly enough to understand this basic fact, they're out supplementing the old repertoire with something new. Tack generally being followed this fall is in two directions: (1) toward more timely material; (2) toward informality.

### A Special Year

Timeliness trend hinges on 1936 being presidential year, Olympic year, and the fulcrum of foreign political embroilments. As predicted, the sale of newcasting and commenting is a hot number. Ditto straw votes, presidential ballots, and political behind-the-scenes dope.

Sports are so well in vogue, and represent one of the best sales bets to the national advertiser. Boxing, baseball, basketball, football and golf are being booked, sometimes even when they're of highschool caliber. Significant of how fast this material is being gobbled up by the national spender, is the fact that three new regional webs are being foisted on the coin dragged by sports.

Trend toward informality is an outgrowth of the amateur hour, which in turn was an outgrowth of the yen for something cheap, easy to merchandise, and devoid of tin can taste. Practically all local stations have their own variations of the inquiring mike, community sing, court airings, and answer returns, 'listener speaks', and the like. Basic similarity between all these ideas is that the listener broadcasts to the listener. It's cheap and novel. And the new craze is being out of the lunacies of the amateur hour.

Meantime other new ideas are being injected in local programming here and there. Birthrate of these brainchildren is not enormous, but occasionally includes some likely offspring. In a survey especially made by VARIETY, a number of such promising progeny were noted, and are herewith presented. Basis of selection is entirely on the grounds that these stanzas appear to contain a novel plus a solid ingredient. Programs in many cases are neither the station's nor biggest of melling. VARIETY is for idea voltage only:

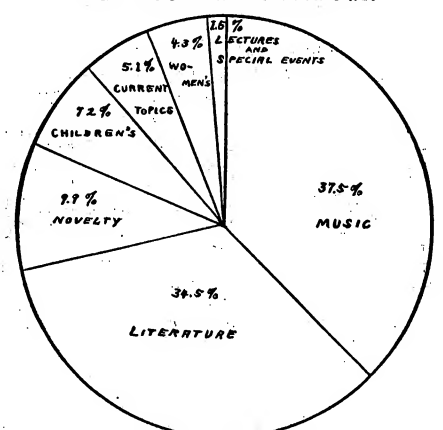
### BOSTON

Camera Club of the Air (WMEK): half hour of photo gab for ams with professional interest, by John Bailey. Offers free developing and enlargement of any pic for cost of mailing. Talks on pix submitted by listeners.

Finger printing (WMEK): two

(Continued on page 64)

NBC PROGRAM BREAK-DOWN



## Commercial Surveys a La Crossley Snags Women's Radio Committee

### BLAIR GETS 2 MORE

Picks Up WSPD, Toledo, and WVVW, Wheeling

John Blair & Co. have taken over the national representation of WSPD, Toledo, and WVVW, Wheeling, Va., with the contract becoming effective next Tuesday (1).

Both stations are in the George Storer group.

## KSTP-WDGY IN SASSING TILT

St. Paul, Aug. 23.

Heat which generated when KSTP made application for new transmitter site has now flared into hottest radio warfare this sector has seen in years, with Dr. George W. Young, owner of WDGY, squarely in the middle, and Stanley E. Hubbard, boss of KSTP, vowing war to the finish.

Though KSTP's application asked for a site at Snelling avenue and County road C, in Ramsey county (five miles from downtown Minneapolis), Doc Young protested to the Minneapolis building inspector, who immediately cited a Mill City ordinance (though site has nothing to do with Minneapolis); the city is in Hennepin county; and on the strength of that carried on the protest to the Federal Communications Commission in Washington. Hennepin county attorney has since declared the ordinance illegal.

Doc Young stated before a meeting of Minneapolis officials: 'Commission engineers are the most highly rated in the country, but I get my information from good engineers.' He further declared that his station has always gone overboard to be friendly with labor, while KSTP has been cold to the unions.

Hubbard, griding for the fight, got the license committee to admit that KSTP, WCCO and WTCN have always been eminently fair to labor, but that WDGY has been only posing, since that station has never even used union musicians.

In a statement to the press, Young, commenting on KSTP's site application, declared: 'KSTP is simply trying to do a little fudgin.' Hubbard retaliated: 'The site for which we made application infringes in no way on any existing radio site, and is none of Doc Young's business.'

Prognostications in trade circles are that the Women's National Radio Committee will lose a considerable amount of strength during the coming season. Guiding lights of the organization, according to report, have had a ruckus between themselves as to whether the organization should undertake certain methods of raising money or remain as is.

Money-raising activities, as reputedly proposed, would consist of doing surveys for advertisers and agencies a la Crossley. Several agencies were apparently in on a deal that did not get beyond the conference stage. Following this development, a split of opinion occurred among the steering committee which promises to have effects on the intensity of the group's membership.

Opinion of the dissenting femme group was that if the organization got into survey-making it would invite criticism of being 'commercial.' For the time being, the women have gone dormant on activities, but claim they intend to resume in fall. Looks as though some of the old membership and leaders may be missing, however.

## It'll Be Free & Peters Soon; Sleining Name Rubbed Off Rep Firm

Chicago, Aug. 25.

Tag of the Free & Sleining rep firm will shortly be changed to Free & Peters. This follows a meeting of the three important stockholders: James Free, Cliff Sleining and H. Preston Peters.

Sleining particularly has been battling for the elimination of his name from the company's title since he is no longer associated with the firm.

H. Preston Peters is in charge of the New York office.

## WMIN on Air Oct. 1

St. Paul, Aug. 25.

WMIN, 100-watt to operate on unlimited time, comes into being here Oct. 1. Robert F. Schulz, commercial manager at WDAY, Fargo, moves in as manager.

Edward Hoffman is owner of the new station. Will use Trans-Radio news service and Standard Radio transcriptions.

## Communism on Hearst Station Through Synchronized Arrangement

A campaign involving \$35,000 of NBC late evening time gross has been placed by the National Campaign Committee of the Communist Party of the U. S. A. to start on Friday (28). Simultaneously the Communist Party of New York State purchased five 15-minute programs on a split reel involving only the Empire sector (WEAF, WGY, WBSN, WSYR, WHAM).

Following the party's main purchase, a meeting was held by Hearst interests in which it was decided not to take the Communist programs. Hearst, however, can't entirely escape the situation. WBAL, Baltimore, is synchronized with WJZ, New York, after 9 p.m. weekdays, which means that four of the eleven Communist stanzas will have to be etherized over the Balto outlet.

Speeches are to be the fare laded out, with four of the programs hitting 'Red hook-up, and four a Blue. Sole clauses hitched to the NBC contract are the customary indemnity waiver, plus a note anent payment: 'Bills to be rendered by the company after each broadcast and to be payable within one week following the broadcast and, in any event, prior to the succeeding broadcast.'

Contract for the 'state party' is labeled 'cash in advance.'

## Regional Broadcasters Meet Sept. 8 in New York To Map October Tactics

Boston, Aug. 25.

Executive committee of the National Association of Regional Broadcasting Stations will meet in New York Sept. 8 to find out what the organization's legal and engineering staffs have developed to date in the way of regional channel data. Also to instruct the staffs on how the association's case is to be presented to the Federal Communications Commission in Washington Oct. 6.

Entire membership of the NARBS, numbering 39 stations, will meet in Washington the day before the date assigned to the regional association for its presentation before the commission. Engineering staff now engaged in preparing data for submission to the FCC at the reallocation hearing in behalf of the NARBS consists of Dr. Greenleaf Whittier Pickard, Paul Godley and John Barron.

Hal Parks, former sports announcer for KRNT, Des Moines, signed by Columbia for Chicago duties.

### TAPLINGER EXPANDS

Reflects Hollywood's Growing Program Importance

Los Angeles, Aug. 25.

Bob Tapingler left by plane Monday for New York after a month's visit expanding his Hollywood publicity staff under Pauline Swanson. James Harper quits as radio editor of L. A. News to join Tapingler and Eleanor Roberts; joins as society and fashion contact. Cliff Wesselman is staff photog.

Expansion reflects new importance of Hollywood as network program origination point.

## SCHENLEY OFF RADIO ADV.

Possibility of Schenley liquor interests using radio has been nixed within the past couple of days. Was reported that the company was in the market for local fare, and a number of reps paid calls on Lord & Thomas, but for the moment this flurry is over.

Decision not to use the ether climaxes, in reverse fashion, expectations that Schenley might break away from the agreement between members of the Alcohol Institute. Later has an understanding that liquor interests will stay off the air. Reason for this attitude is to avoid offending dry factions, plus steering clear of possible repercussions from the newspapers. Papers are the big recipient of whiskey and gin coin and are viewed as unwilling to take any cut in their share lying down.

Reps state that for all the fanfare their stations have made anent staying simon pure vis-a-vis whiskey and gin, may broadcasters would accept anyhow. While there would be some problem connected with stations in wet areas reaching into dry territory, it is not expected that Washington would deal too harshly with this matter. Rumored that the Capital likes the taxes that liquor brings, and hence is inclined to soft-pedal dry complaints.

Jerry Crowley, of Crowley-Labrum agency, impersonating John C. Bell, Jr., this week in Crusaders (Anti-New Deal organization) broadcasts over WIP. Crowley-Labrum handles accounts publicly. Crowley was formerly with WIP.

# WCKY

IS

MOST POWER

*in the* CINCINNATI



# THE SECOND FUL STATION NATI MARKET

*L.B. Wilson*

# Networks' Fall Time Schedules

Schedules in chart form on this and following page indicate all present and future bookings of major chains, as of this date. Spaces marked 'open' mean that that time period has not been sold as yet. Spaces marked 'not for sale,' show that that period is either tentatively sold, promised, or devoted to some sustaining feature which for policy reasons will not be removed. Abbreviation 'reb' stands for 'rebroadcast.'

**COLUMBIA—DAY TIME**[illegible]

### NBC RED-DAY TIME

	9 to 10	10 to 11	11 to 12	12 to 1	1 to 2	2 to 3	3 to 4
SUNDAY...					Open Bowey's 1:00 1:30 1:45	Open Packer's 2:00 2:30	Sher. Williams 3:00 Campana 3:30
MONDAY..		Am. Home Prod. 10:00 Pillsbury 10:45	Babbitt 11:00 Lyons 11:15 Phillips 11:30 Wasey 11:45	Kellogg 12:00 Klecnex 12:15 Open 12:30 Open 12:45			P. & G. (Camay) (Oxydol) (Crisco) (Ivory)
TUESDAY..		As Above	Babbitt 11:00 Lyons 11:15 Open 11:30 Manhattan 11:45	As Above			As Above
WED.....		As Above	Babbitt 11:00 Lyons 11:15 Phillips 11:30 Wasey 11:45	Above As			As Above
THURSDAY		As Above	Babbitt 11:00 Lyons 11:15 Lipton 11:30 Manhattan 11:45	As Above			As Above
FRIDAY...		As Above	Babbitt 11:00 Lyons 11:15 Phillips 11:30 Wasey 11:45	As Above			As Above
SATURDAY							

**NBC BLUE-DAY TIME**

	9 to 10	10 to 11	11 to 12	12 to 1	1 to 2	2 to 3	3 to 4
SUNDAY...				Twist Open	12:00 12:30	RCA	
MONDAY..		Open P. & G. Open	10:00 10:15 10:45	Open P. & G.	11:00 11:15	P. & G. Open	12:00 12:15
TUESDAY..		As Above	As Above	As Above			
WED.....		As Above	As Above	As Above			
THURSDAY		As Above	As Above	As Above			
FRIDAY...		As Above	As Above	As Above			
SATURDAY							

# Networks' Fall Time Schedules

Schedules in chart form on this and preceding page indicate all present and future bookings of major chains, as of this date. Spaces marked 'open' mean that that time period has not been sold as yet. Spaces marked 'not for sale,' show that that period is either tentatively sold, promised, or devoted to some sustaining feature which for policy reasons will not be removed. Abbreviation 'reb' stands for 'rebroadcast.'

## COLUMBIA-NIGHT

	4 to 5	5 to 6	6 to 7	7 to 8	8 to 9	9 to 10	10 to 11						
SUNDAY...	Philharmonic (Not for Sale)	Personal Gen. Bak.	5:00 5:30	Davis Chev.	6:00 6:30	Open Gulf	7:00 7:30	Vick Texaco	8:00 8:30	Ford	Gillette Not for Sale	10:00 10:45	
MONDAY...	.....	Not for Sale Maltext Not for Sale	5:00 5:30 5:45	Sold (Reb) Hecker Open Con. Bak.	6:00 6:15 6:35 6:45	Open Wheatena Colgate Phico	7:00 7:15 7:30 7:45	Alemite U. S. Tob.	8:00 8:30	Lux	Lady Esther Wrigley Not for Sale	10:00 10:30 10:45	
TUESDAY...	Not for Sale	Open Not for Sale	5:00 5:45	Open Ward Open Con. Bak.	6:00 6:15 6:35 6:45	Krueger Atlantic Refining Phico	7:00 7:15 7:30	Kolynover Lever	8:00 8:30	Ford Camel	9:00 9:30	Camel Wrigley Not for Sale	10:00 10:30 10:45
WED...	.....	Not for Sale Maltext Not for Sale	5:00 5:30 5:45	Sold (Reb) Hecker Open Con. Bak.	6:00 6:15 6:35 6:45	Open Wheatena Colgate Phico	7:00 7:15 7:30 7:45	DuPont Campbell	8:00 8:30	Chesterfield Falmolive	9:00 9:30	Falmolive Wrigley Not for Sale	10:00 10:30 10:45
THURSDAY	.....	Open Not for Sale	5:00 5:45	Open Ward Not for Sale Con. Bak.	6:00 6:15 6:30 6:45	Open Atlantic Refining Wildroot Phico	7:00 7:15 7:30 7:45	A. & P.		Chrysler		Sears, Roebuck Wrigley Hormel	10:00 10:30 10:45
FRIDAY....	.....	Not for Sale Not for Sale Maltext Not for Sale	5:00 5:15 5:30 5:45	Sold (Reb) Hecker Open Con. Bak.	6:00 6:15 6:35 6:45	Open Wheatena Colgate Phico	7:00 7:15 7:30 7:45	Socony Bi-So-Dol	8:00 8:30	Campbell		Chesterfield Wrigley Not for Sale	10:00 10:30 10:45
SATURDAY	.....			Not for Sale Ward Not for Sale	6:00 6:15 6:30	Not for Sale Atlantic Refining Carborundum	7:00 7:15 7:30	Not for Sale Elgin	8:00 8:30	Nash Pet	9:00 9:30	Lucky Strike	

**NBC RED-NIGHT**

	4 to 5	5 to 6	6 to 7	7 to 8	8 to 9	9 to 10	10 to 11					
SUNDAY...	Open Int. Silver	4:00 4:30	Ralston Acme	5:00 5:30	Open Princess Pat	6:00 6:30	Jello Am. Rad. Fitch	7:00 7:30 7:45	Chase & Sanborn	Sterling Products	Gen. Motors	
MONDAY...	.....	Open Ralston Gen. Mills Open	5:00 5:15 5:30 5:45	.....	Pepsodent Miles Lab. Open	7:00 7:15 7:30	Johnson Firestone	8:00 8:30	Warner Studebaker	9:00 9:30	Carnation Republicans Open Communists	10:00 10:30 10:45-11:00 11-11:15
TUESDAY...	.....	Bowey's Ralston Gen. Mills Open	5:00 5:15 5:30 5:45	.....	Pepsodent Wasey Open	7:00 7:15 7:30	Phil Morris Lady Esther	8:00 8:30	Molle Packard	9:00 9:30	Packard Ludens Open	10:00 10:30 10:45
WED....	.....	Open Ralston Gen. Mills Open	5:00 5:15 5:30 5:45	.....	Pepsodent Miles Drene Open	7:00 7:15 7:30 7:45	Stand Brands Lady Esther	8:00 8:30	Bristol- Myers	.....	Lucky Strike	.....
THURSDAY	Morrell Open	4:00 4:30	Open Ralston Gen. Mills Open	5:00 5:15 5:30 5:45	.....	Pepsodent Wasey Open	7:00 7:15 7:30	Fleischmann	Maxwell	Kraft-Phenix	.....	
FRIDAY....	.....	Open Ralston Gen. Mills Open	5:00 5:15 5:30 5:45	.....	Pepsodent Miles Open	7:00 7:15 7:30	Cities Service	Sterling Prod. Macfadden	9:00 9:30	Campana Sinclair Open	10:00 10:30 10:45	
SATURDAY	.....	Open Quaker Oats	5:00 5:30	.....	Sinclair Open	7:00 7:15	National Dairy Products	Open Shell	9:00 9:30	Shell Open	10:00 10:30	

**NBC BLUE-NIGHT TIME**

	4 to 5	5 to 6	6 to 7	7 to 8	8 to 9	9 to 10	10 to 11
SUNDAY...	.....	Open Gen. Food 5:00 5:30	.....	Open Stand. Brands 7:00 7:30	.....	Jergen Woodbury 9:00 9:15	Real Silk Open 10:00 10:30
MONDAY..	Open P. & G. 4:00 4:45	Open Kellogg Wander 5:00 5:30 5:45	Open Sun Oil 6:00 6:45	Open Goodyear Horlick Open 7:00 7:15 7:30 7:45	Gen. Food Sterling 8:00 8:30	Sinclair Open 9:00 9:30	Barbasol Open 10:00 10:15
TUESDAY..	Open Modern P. & G. 4:00 4:30 4:45	As Above	As Above	Anacin G. O. P. Horlick Open 7:00 7:15 7:30 7:45	Gen. Food Household 8:00 8:30	Am. Can Open 9:00 9:30	Open Gen. Shoe 10:00 10:30
WED.....	Open P. & G. 4:00 4:45	As Above	As Above	Anacin Goodyear Horlick Open 7:00 7:15 7:30 7:45	Sterling	.....	Lucky Strike
THURSDAY	Open P. & G. 4:00 4:35	As Above	As Above	Anacin G. O. P. Horlick Open 7:00 7:15 7:30 7:45	.....	Borax Open 9:00 9:30	.....
FRIDAY....	Open P. & G. 4:00 4:45	As Above	As Above	Open Goodyear Horlick Open 7:00 7:15 7:30 7:45	Welch Barbasol Standard Brands 8:00 8:15 8:30	Ford N. Biscuit 9:00 9:30	Radio Guide Open 10:00 10:30
SATURDAY	.....	.....	.....	Open G. Wash. 7:00 7:30	.....	Alla Seltzer	.....

# Directory of Radio Columnists

## ALABAMA

William B. Huie  
Birmingham Post  
Birmingham, Ala.

Andy Smith  
Birmingham News-Age Herald  
Birmingham, Ala.

Harry Hall  
Dothan Journal  
Dothan, Ala.

## CALIFORNIA

Dick Wagener  
The Bee  
Fresno, Cal.

Homer Canfield  
Press  
Glendale, Cal.

Zuma Palmer  
Citizen News  
Hollywood, Cal.

John W. Teed  
Long Beach Sun  
Long Beach, Cal.

Miss Vera Kackley  
Long Beach Press  
Long Beach, Cal.

Miss Frances Vanden  
Press-Telegram  
Long Beach, Cal.

Bernard Milligan  
Examiner  
Los Angeles, Cal.

Carroll Nye  
Times  
Los Angeles, Cal.

Kenneth Frogley  
News Post-Record  
Los Angeles, Cal.

Eugene Inge  
Herald and Express  
Los Angeles, Cal.

Bradley Riter  
Bee-News-Herald  
Modesto, Cal.

Jack Burroughs  
Tribune  
Oakland, Cal.

Paul S. Nathan  
Post Inquirer  
Oakland, Cal.

Herbert Caen  
Union  
Sacramento, Cal.

Maurice Savage  
Union & Tribune  
San Diego, Cal.

Willie Werner  
San Diego Sun  
San Diego, Cal.

Geoffrey Archer  
News  
San Francisco, Cal.

Oscar H. Fernbach  
Examiner  
San Francisco, Cal.

Robert Hall  
Call Bulletin  
San Francisco, Cal.

Howard Needham  
Chronicle  
San Francisco, Cal.

R. Houghton  
San Jose Mercury Herald  
30 W. Santa Clara St.  
San Jose, Cal.

## COLORADO

Alberta Pike  
News  
Denver, Colo.

## CONNECTICUT

Frank G. Bradley  
Brantford Review  
Box 47  
Brantford, Conn.

Frederic Thoms  
Times Star  
Bridgeport, Conn.

Rocky Clark  
Post and Telegram  
Bridgeport, Conn.

James Cavallaro  
641 Chapel St.  
New Haven, Conn.

Colly Driessens  
The Register  
New Haven, Conn.

Leo Miller  
Bridgeport Herald  
130 East Ave.  
Norwalk, Conn.

Roger Douless  
South Norwalk Sentinel  
South Norwalk, Conn.

Ted Yudian  
Advocate  
Stamford, Conn.

William J. Slator  
Waterbury Republican  
Waterbury, Conn.

E. Christy Erk  
The American  
Waterbury, Conn.

Raymond J. Fitzpatrick  
Waterbury Democrat  
Waterbury, Conn.

## DIST. OF COLUMBIA

James Chian  
Washington Star  
Washington, D. C.

Alice M. Martin  
Washington Tribune  
920 U. St., N. W.  
Washington, D. C.

Dorothy Moore  
Washington Times  
Washington, D. C.

Lillian Cutlip  
Washington Herald  
Washington, D. C.

John Heiney  
Washington Post  
Washington, D. C.

Dick Tenelly  
Washington Daily News  
Washington, D. C.

## FLORIDA

Richard G. Moffett  
Florida Times-Union  
Jacksonville, Fla.

Gene Lindsay  
The Herald  
Miami, Fla.

Boorman Byrd  
Miami Daily News  
Miami, Fla.

C. F. Soule  
The Radio Journal  
46 S. W. 1st Street  
Miami, Fla.

Virginia L. James  
The Times  
Tampa, Fla.

Harry Schaden  
Tribune  
Tampa, Fla.

## GEORGIA

Sol Greer  
Atlanta Constitution  
Atlanta, Ga.

Ernest Rogers  
Journal  
Atlanta, Ga.

Max Hall  
Sunday American  
Atlanta, Ga.

## ILLINOIS

Paul K. Damai  
The Times  
Calumet City, Ill.

Harold Holmes  
Champaign News-Gazette  
Champaign-Urbana, Ill.

Chester Brouvier  
The Spotlight  
32 W. Washington  
Chicago, Ill.

H. J. Houser  
Southwest News Press, Inc.  
6138-40 South Western Ave.  
Chicago, Ill.

Curtis Mitchell  
Radio Guide  
741 Plymouth Court  
Chicago, Ill.

Chas. J. Glichest  
Chicago Daily News  
Chicago, Ill.

Don Foster  
Chicago Times  
Chicago, Ill.

Larry Wolters  
Chicago Tribune  
Chicago, Ill.

Ulmer G. Turner  
Chicago Herald & Examiner  
Chicago, Ill.

Lois Watt North  
Music News  
310 S. Michigan Ave.  
Chicago, Ill.

Miss Esther Schultz  
Chicago American  
Chicago, Ill.

W. F. Hardy  
Decatur Herald  
Decatur, Ill.

Grace Leone Barnett  
Journal Standard  
Freeport, Ill.

F. R. Oakley  
Peoria Star  
Peoria, Ill.

R. M. Shepherdson  
Journal-Transcript  
Peoria, Ill.

J. W. Mossman  
The Argus  
Rock Island, Ill.

E. J. Macklin  
News-Sun  
Waukegan, Ill.

## INDIANA

J. C. Kerlin  
Evansville Courier-Journal  
Evansville, Ind.

John Koehl  
2530 Warsaw St.  
Fort Wayne, Ind.

Shirley Wayne  
Tri-State Microphone  
122 W. Creighton Ave.  
Fort Wayne, Ind.

Herb Swartz  
News-Times & Democrat  
Goshen, Ind.

Aaro Hirsikami  
Ind. Farmers Guide  
Huntington, Ind.

C. L. Kern  
Indianapolis Star  
Indianapolis, Ind.

Moncel a Vonts  
News  
Indianapolis, Ind.

Robert Thorpy  
Times  
Indianapolis, Ind.

Josef Mossman  
Marion Leader-Tribune  
Marion, Ind.

King Detzler  
News Times  
South Bend, Ind.

Mary Stockdale  
South Bend Tribune  
South Bend, Ind.

## IOWA

Ina Wickham  
Democrat  
Davenport, Iowa

Paden Powell  
Register Tribune  
Des Moines, Iowa

Carl C. Ochs  
Catholic Daily Tribune  
Dubuque, Iowa

## KANSAS

Frank Tiffany  
Topeka State Journal  
Topeka, Kansas

E. D. Keilmann  
Topeka Daily Capital  
Topeka, Kansas

S. A. Coleman  
Beacon  
Wichita, Kansas

## Inside Stuff—Radio

Announcement of the incorporation of a company planning to obtain from FCC a license and to build in Troy a modern station with network affiliations, served to focus attention on the unusual radio situation in that city of 70,000-odd population. For more than a dozen years, the only local transmitter has been WHAZ, owned by Rensselaer Polytechnic Institute and operated on a one-night weekly schedule (with added DX broadcasts). The first college station in the radio field, it is classed as non-commercial, despite the fact a few sponsored programs are broadcast.

WHAZ, very active during the pioneer days, has a number of 'firsts' to its credit, perhaps the most important being that 10 years ago it introduced to the ether the audience Alfred E. Smith.

Sid Andora, Bob Evans and Graves Taylor, WGAR's special events crew, were assigned to handle President Roosevelt's visit in Cleveland recently. Laugh climax of their adventures is just revealed. President's train was set in leave a siding. The President was on the rear platform. Andora was ready to open the final descriptive broadcast of the day. Came the station's standby signal and then—an Ohio National Guard plane overhead began a 21-bomb salute.

First bomb exploded not far from WGAR's mobile transmitter. Andora talked on. Then Taylor spouted for three minutes and finally Evans took over. For twenty minutes the lads talked—but they weren't on the air. The first bomb explosion had knocked the short wave transmitter off the air.

Major Bowes had Long Beach, Cal., dialers in pretty much of a dither couple of Sundays ago when he announced that Albany, N. Y., would be saluted the following week. Beach Chamber of Commerce had spread the bally far and wide and the town was getting ready for a gala party on the strand where loud speakers were set up. They couldn't figure Albany cutting them after they were told the Sunday was to be theirs and preparations had gone ahead. What happened was the Major pulled the wrong slip, intending to honor Long Beach, as scheduled. Apologies were profuse and speedily dispatched with 'Little Iowa' over their mild peeve and back into the spirit of the coffee salute.

Reported shake-up in Federal Communications Commission before resumption of public hearings in its Tel & Tel investigation in October, despite vague denial by Commissioner Paul A. Walker, was seen in Washington this week as more than possible.

With exception of Commissioner T. H. Brown, who refused to comment other than to say investigation was Walker's 'baby,' all members of FCC were out of town when story broke. Walker returned to Washington last Friday (21) and immediately issued statement that reports were unauthorized but did not specifically deny that changes were contemplated.

Following a move by W. C. Alcorn, WBNX, New York, in which he sent out 138 letters to regional stations on the upper k band indicating that the National Assn. of Regional Broadcasters was discriminatory in picking members, John Shepard, 3rd, chairman of the exec committee of the association, has sent out the following reply:

"If you have carefully read the notices which have been sent out by the NARBS relative to its aims and purposes, I am sure you are convinced this organization is going to represent in its presentation all stations on all regional channels as designated by the Federal Communications Commission."

Central States Broadcasting studios, KOIL, Omaha, and KFOP, Lincoln, haven't learned definitely yet here just when the Mutual system plans going through to the Coast, but figure to play a prominent part. Two dates set so far indicate MBS programs will be available to the two links either on Sept. 27 or Dec. 29, depending on Columbia's action regarding the Don Lee Coast hookup and KNX, Hollywood.

KFAB, Lincoln, is completely out of the deal as far as MBS is concerned. KFAB is under ironclad contract to CBS which will not allow any other net to service it.

Net profit of Zenith Radio rose nearly \$950,000 in the July quarter over the comparable quarter in 1935, according to the report made by the company last week. Net profit of the company in the quarter ended on July 31 amounted to \$706,940, after taxes and charges, as against net profit of only \$65,422 in the July quarter a year ago.

Zenith company a short time ago acquired certain valuable radio factory properties in and about Chicago, purchase being made at a low figure and being regarded as further enhancing the company's financial position.

Owen W. Matthews, Jr., Portland (Ore.) Eagle scout, who won Eddie Cantor's \$5,000 peace prize, will leave soon for the east to take up his studies at Massachusetts Institute of Technology. The past week he returned from a three-day visit in San Francisco with Cantor and described the comedian as 'a real man—he makes you feel so at home.' Cantor spent three days showing young Matthews the city.

While Irene (Singing Lady) Wicker was in Cleveland recently she revealed plans of doing a series for children in which she will record the youthful days of this nation's Presidents. She plans to visit Washington, D. C., soon to gather material for the series.

Negotiations are in progress whereby the National Barn Dance radio hour program broadcast over NBC each Saturday night, will be made an exchange feature with the Canadian Radio Commission.

Stephen Cartwright, blind and deaf news commentator of Omaha was wrongly ascribed in a news story to KFOP, Lincoln. He broadcasts over KFAB-KOIL, Omaha.

Entire estate of Wilfred W. Fry, N. W. Ayer president who died July 27, was left to his widow, Mrs. Anna Gilman Ayer Fry, in will probated in Camden last week. Value estimated at \$100,000 and upward.

## KENTUCKY

Wesley Carly  
Kentucky Advocate  
Danville, Ky.

Casner Browder  
Courier Journal  
Louisville, Ky.

James Sullivan  
Times  
Louisville, Ky.

Mary Theobald  
Herald Post  
Louisville, Ky.

## LOUISIANA

Robert Meyer, Jr.  
Item-Tribune  
New Orleans, La.

Fred Cumbs  
Times-Picayune  
New Orleans, La.

Joe Happolo  
Times  
Shreveport, La.

## MICHIGAN

J. Ray Simmons  
Battle Creek Moon Journal  
Battle Creek, Mich.

Wayne Converse  
Bay City Daily Times  
Bay City, Mich.

H. B. Mallory  
Detroit Weekly Radio Dial  
250 Lafayette Blvd., Room 813  
Detroit, Mich.

Mrs. Ella McCormick  
Detroit Free Press  
Detroit, Mich.

Pat Dennis  
Detroit Times  
Detroit, Mich.

(Continued on page 68)



# An Advertising Agency View of Air Sales Reps

By FRANCIS C. BARTON, JR.

N. W. Ayer & Son, Inc.

(In view of the current agitation over station sales representation, what Barton of N. W. Ayer has to say on the subject should find avid interest among station owners and managers and the broadcast trade generally. Adman is an experienced radio time buyer and is secretary of the New York office of his firm. Long list reps may derive some, but unqualified, satisfaction from Barton's peep-peeking of distinctions, currently underlined, between long and short lists.)

If the many articles of recent date appearing in the trade press are to be taken seriously, there is currently a lot of discussion here on the matter of station representation. The relative merits of the so-called "long list" versus "short list" approaches bear the weight of most of the columns of printers' ink.

Being a time buyer I am exposed to the efforts of practically all the gentlemen in the group under discussion and have an opportunity to observe them in action, hence, my opinion has been asked.

Personally, I am keenly interested in station representation. I watched it come into being. As a house we have had long and valuable experiences with the various publication representatives, hence, we gave our encouragement, support, and guidance as we could to the change from brokers to exclusive representatives.

From this background I feel the current "long list" vs. "short list" is a completely wrong approach. I feel with many others that station representation is only just feeling its way—generally speaking—and note I am generalizing. There are many shortcomings, much to learn and much to put into practice. But, I can also say it has come a long way. Many good boys are constantly being done and some excellent ones, to my own knowledge.

## Individual Counts

So, it seems to me, this talk about lists is foolish. Who cares how many stations a man or a company represents? The idea back of the whole setup is to get a job done. Is there a relationship between the length of a list and the quality of the job? I don't think so. There might be for representative A but not for B. This then is an individual problem.

Which brings us to the old slogan, "It's not what you do, but how you do it." One organization with a long list and its consequent large income may employ a lot of salesmen, engage in constructive research, get out extra promotion and so do a bang up job. Another with a short list may have less man power, fewer salesmen, but extra, but once he has only a few ideas to hammer home his work also may be in the top group.

Accordingly, the problem is not generic, but rather one of evaluating individual representatives. To this, of course, there must be some standards against which to check. But in any such checking the stations should check on themselves and see how they are being handled by the representatives in doing this job. Let's consider some basic points.

Of course, the fundamental effort is to sell the station—its time, its local programs and its special events. However, in checking the effectiveness of a representative on this point, the cold hard total of his billing, could not always be taken. It is necessary to consider how he has been allowed to devote his time and energy to selling.

## Negative Zeal

Many representatives spend a good part of their time not endeavoring to get orders, but trying to find out why they failed. In fact, I have had representatives tell me bluntly that in dealing with their stations it was just as important for them to have a good excuse as to why they lost a piece of business as it would have been to have gotten it. Obviously, this entails a great waste of time and effort. No representative, and no station can get all the business that goes to his town. After the order is placed with a competitor to spend time and energy tracking down an excuse appeals to me as sheer folly. Time could better be spent in trying to get some other order.

Further, many stations send to their representatives a constant stream of miscellaneous tips as to what advertisers are going to do and bound the representatives on these so-called "leads." Of course, every lead should be followed up but a

great deal of lost motion is engendered by harassing a representative with a quantity of misinformation and making him send back detailed reports.

On this point I can speak feelingly from my own side, for a great deal of my time is wasted answering meaningless questions as to reported activities of our clients.

Perhaps even more fundamental in this major job of selling a station is the matter of time. If business is to be secured in a steady stream over period of many years, a firm foundation must be built. The market must be established in the minds of buyers, complete information about the station must be gotten across, confidence in the station, its management, and its ability to produce results must be developed. This is not the work of one or two calls or a couple of letters. Yet, if sales results are demanded immediately, a representative has no choice but to sacrifice this foundational work to get orders that would naturally go to the station sent through his hands so that he might get the all necessary credit.

## Information Bureau

Another proper function of a representative is to supply information. He is the fountain head at hand for the station located far distant. Agencies and clients have a duty of wanting, or thinking they do, a great many things about a market, a station, certain programs, activities of other advertisers, special events, etc. The answering of these questions entails a lot of time and effort and frequently has no connection with any business interest in the near or distant future. Yet at the time these items frequently are of extreme importance to the agency and the customer.

To fulfill this need the representative must have on hand, readily accessible, and in complete form a wealth of data about his station and territories.

As a coterminous word complete. All representatives have a lot of information but complete information is something else again. On this score also it is well to check and see whether the station is actually keeping the station's in never having supplied the proper information in the first place.

## Candor

Not long ago a representative called on me and made the flat statement that he probably knew more about his stations than he did as he had not been in business very long and I undoubtedly knew how hard it was to get any information from a radio station.

Of course, it is the representative's function to get and have all necessary information but it is obvious that he cannot do this unless he has the station's in this, sufficiently important to warrant consideration under a special heading is the function of supplying to buyers the latest information. Available program features, current sponsors, etc. are changing from day to day. Questions concerning these are in a little different category than merely a request for information. Frequently when these facts are needed it is with a definite order in prospect. These things concern not the data file but the immediate status of things at the station. If the representative is not absolutely up-to-date he must write, wire or phone which reduces him from the representative class and makes him a mere messenger boy.

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## Speed Is Vital

Since the function of a representative in supplying facts and figures is a service function, other considerations also enter into the picture. Service to be service must be quick. Here again in evaluating a representative, the quality as well as kind of service rendered must be considered, but in checking against this standard the stations need to ask themselves what co-operation they give from their end. My own experience teaches that time and time again letters and wires remain unanswered for unbelievably long periods.

When problems arise, they must be settled. Frequently the need for settlement is urgent. The whole idea of a representative is to bring the distant station closer to the buyer so that business may be conducted more conveniently and yet, as a general thing, representatives are unable to make decisions for the station with the result that whenever a problem arises the station is still hundreds of thousands of miles away, which makes the working out of a solution difficult. There is a great need for representatives who really represent their stations, who have the ability and authority to make decisions.

In addition to a knowledge of the station in question, plus sales ability, a good representative should also have a broad knowledge and comprehension of radio and all advertising in general. I have had a number of experiences with men, apparently excellent salesmen, armed with a host of information about their station but completely ignorant of what radio was all about and its place in the general advertising picture. While these men could present ideas, figures and facts, they were unable to correlate them with advertising practice or to present them other than as abstractions.

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## KECA GETS THICK

### SLICE OF NET BIZ

Los Angeles, Aug. 25.

Heaviest run of commercial business in the station's history breaks on KECa, which is owned by Col. A. Station recently returned to the NBC net, serving local area as blue outlet. Net will feed transmitter 13 new shows to supplement the five now airing.

In the group are Tapoca, Ivory Soap, International Silver, Fisher Bodies, Barbasol, Sloan's Liniment, General Shoe, Goodyear Tires (Lil-grazy Digest presented pop), Sanka Coffee (Helen Hayes), Log Cabin Syrup, National Biscuit, Red Silk Hosiery, Associated Oil (football games), Alka-Seltzer (Frank Wata-mah, things at KECa), Lucky Strike Hit Parade, Jergens Lotion and Woodbury's Soap.

Local biz pickup will also set a new high for the station, in the opinion of Harrison Hollaway, manager of the KFI-KECA.

## Crumit's Family Illness

Syracuse, Aug. 25.

Frank Crumit and Julia Sanderson, expected in Syracuse last night for the national convention of Phi Delta Theta, telegraphed they felt forced to cancel the trip because of the serious illness of Crumit's brother-in-law.

Brock Pemberton, producer, is due here late today for the convalesce.

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When problems arise, they must be settled. Frequently the need for settlement is urgent. The whole idea of a representative is to bring the distant station closer to the buyer so that business may be conducted more conveniently and yet, as a general thing, representatives are unable to make decisions for the station with the result that whenever a problem arises the station is still hundreds of thousands of miles away, which makes the working out of a solution difficult. There is a great need for representatives who really represent their stations, who have the ability and authority to make decisions.

In addition to a knowledge of the station in question, plus sales ability, a good representative should also have a broad knowledge and comprehension of radio and all advertising in general. I have had a number of experiences with men, apparently excellent salesmen, armed with a host of information about their station but completely ignorant of what radio was all about and its place in the general advertising picture. While these men could present ideas, figures and facts, they were unable to correlate them with advertising practice or to present them other than as abstractions.

But, enough of this. It is not my purpose to function to give out a complete chart by which to judge the merits of a representative but rather to present a few of my own thoughts in the hope that they might give some additional ones in other quarters. I believe a great deal has already been accomplished by the representatives as a group. However, I feel that there is a great deal left to be done. Some of this is the burden of the men who have gone into this field, while another good part of the progress is solely dependent upon the stations themselves. This business needs to draw to itself more men experienced in radio advertising and possessing a real knowledge of clients' needs. The day is rapidly passing when opportunists, glit high-pressure salesmen and youngsters desirous of getting into radio have any real place as station representatives.

Of course, it is the representative's function to get and have all necessary information but it is obvious that he cannot do this unless he has the station's in this, sufficiently important to warrant consideration under a special heading is the function of supplying to buyers the latest information. Available program features, current sponsors, etc. are changing from day to day. Questions concerning these are in a little different category than merely a request for information. Frequently when these facts are needed it is with a definite order in prospect. These things concern not the data file but the immediate status of things at the station. If the representative is not absolutely up-to-date he must write, wire or phone which reduces him from the representative class and makes him a mere messenger boy.

Of course, the supplying of information of any type might be put under the heading of service but I

rather think this merits separate consideration.

Speed Is Vital

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# REPORTS FROM SCATTERED MARKETS; LACK OF MERCHANDIZING UNIFORMITY

**Question of How Much Stations Should Give Advertisers Without Extra Remuneration Still Wide-Open—Some Regard It as Rate-Cutting**

Admittedly merchandising is controversial. It is not the rather closely with another controversial question, national versus local rates. To a considerable degree the demands a station anticipates for special service is reflected in its time rate structure so that what seems to be 'free' may not be actually so.

## ALBANY

Albany, Aug. 25. WOKO does only a limited amount of merchandising for its commercial accounts. Spot announcements are made to plug a new program, newspaper contacts made for publicity, and letters sent to the trade all without cost to the advertiser. This is the limit of the station's activity. Station management feels that radio advertising is strong enough to stand on its own feet and does not need elaborate ballyhoo.

## ATLANTA

Atlanta, Aug. 25. J. M. Swiggood, manager of WATL, is belicver in merchandising. No extra charge is made time buyers for service. Red Rock Brewing Co., of Cincinnati, Ohio, Eli Cohen, agent, during last year had \$175,000 business in Atlanta. This year hopes to hit \$1,000,000. Plenty of merchandise is used by WATL. Whole station personnel worked on boosting Red Rock beer, even going so far as to personally induce cafes and cold drink stands to stock this particular beverage. WATL is only Atlanta station that ever stays on air after midnight. WBS turns thumbs down on merchandising. Owned by The Atlanta Journal, station lends strong editorial support to contractors, but that's as far as they'll go. Newspaper devotes four columns daily to radio, mostly WSB programs and activities, and from 6 to 8 columns on Sunday. Other stations get nothing editorially except bare listings.

WGST has a merchandising man whose services are available free to advertisers and will cooperate with them in promoting their programs. The station makes calls on local wholesale outlets and will get letters out to trade, with advertiser footing postage bill.

## AUGUSTA, ME.

Augusta, Me., Aug. 25. Merchandising to a limited extent is supplied free of charge over WRDO. Dealers are contacted by mail or personal call and informed of an advertiser's radio broadcast and asked to push the sale of the advertiser's merchandise. Extra service is sometimes given if required.

## BALTIMORE

Baltimore, Aug. 25. Merchandising has always been an exceedingly hot potato in Balto. There are those pro and those con. In final analysis only one station really practices it regularly—WFER. Couple years ago when the Balto. broadcasters used to hold monthly huddles to iron out difficulties, there was pressure exerted on WFER to make station drop merchandising and conform on subject with the burg's three other stations. Instead of dropping it, WFER bridled and enlarged scope upon which it is practiced.

WCAO does no merchandising; station has reciprocal tieup with Sun newspaper, which gives sheet spot plugs over station and station daily space in rag; station uses its space as institutional ballyhoo for WCAO. Hearst-owned WBZ has made gesture or two toward merchandising, but at present and for past six months has had nothing. WCBM officially frowns on it, apparently, but under certain conditions may in-

dulge; on the indie broadcaster at present there is large bakery which bankrolls programs stressing sales—first for kids; program has formed a big club, and station has assigned three persons to handle club, paying for this help itself.

### WFER Will Merchandise

WFER will do rather a deal of merchandising, treating all clients about equally. Station runs ads in Yellow Cabs, each week plugging different commercial program; has tieup with local weekly newspaper and local monthly mag, in which station plugs products and their programs. Just now station has not organized food touring Maryland towns which ballyhoos not only station, but every product, advertising on station.

Parrell Gould, commercial chief at WFER, defines merchandising as 'showmanship in short trousers.' He keeps regular rates on merchandising efforts station will make, and tries to get advertiser to 'come in on it. Following is outline:

Station will send out 50 letters free, as many more as wanted at cost to every account; will mail free 50 letters (more at cost) to acquaint retail trade with a program; 50 displays (all material) free to programs that run 13 or more periods, more at cost; free contact of wholesale and chain-store buyers to obtain co-op featuring advertisers' product and plugging programs. There are no newspaper columns that will plug programs in Balto.

WFER will sometimes make free air announcements plugging new series of programs in advance, providing they're good accounts. Station plants stuff in a local drug trade mag and local grocery trade mag. Station also spots large display sets at fairs, conventions, etc., which ballyhoos all programs and products in line. These are called 'Products Behind the Programs.'

## BOSTON

Boston, Aug. 25. Merchandising facilities here vary from nil to a comprehensive policy of the Yankee Network (basic station WMAZ and WABX). Charles W. Phelan, sales manager of the Yankee Net, says:

'The word 'merchandising' is much maligned in radio. Advertisers and their sales are thoroughly familiar with the methods used in the merchandising department of magazines and newspapers. As yet no definite basis has been established as customary procedure in the radio field.'

Primary object of the Yankee Network in its radio merchandising in New England is close affiliations with chain store, jobber, wholesaler and the retailer.

Following merchandising services are offered by Yankee without cost to advertiser:

- (1) Definite investigations and surveys relative to the market prior to the inception of the radio program.
- (2) Personal calls on major wholesalers, jobbers and distributors of products, urging upon them the necessity of co-operation with the radio program.
- (3) Follow-up letters to this same group on the letterhead of the Yankee Network, urging further co-operation.
- (4) A periodic check-up furnished in tabulated survey form as to distribution, sales increase and retailer enthusiasm for the advertiser's product.
- (5) In the case of drug products, a half-page ad without cost in the 'Apothecary' magazine, the official publication of pharmaceutical associations in New England.
- (6) The supplying, without cost, of names and addresses of prospects among retail and wholesale establishments.
- (7) Advice and assistance in the preparation of window displays, posters, newspaper advertising and other printed tie-ups with radio advertising.
- (8) The addressing and multi-graphing of Yankee Network radio-

grams in any quantity to a given list on a given item to the retail establishments which sell this item. This radiogram is similar to a Postal Telegraph telegram, written in short concise language and sent out merely for the postage (one cent each).

No attempt has been made on the part of the Yankee Network in its merchandising efforts to affect the rate structure of the network in any way. Merchandising co-operation of the Yankee Network is accomplished with its present personnel and staff. It is recommended that if a highly intensified sales drive is required, that a specially equipped organization be retained.

### Says Harold Fellows

Harold E. Fellows, general manager of WEEI, says: 'My principal concern is keeping broadcast time charges to a minimum and, therefore, I am anxious to be in the various ramifications of merchandising for the present. There are merchandising organizations, handling food and drug products available in the Boston area, and a special merchandising for these particular accounts. Later, WEEI may go more elaborately into the merchandising of commercial programs.' WEEI has leased space 'directly under the executive offices on the street floor in heart of Boston's Radio Centre, with approximately 30-foot frontage. It will be used as a large display auditorium on an exhibition display of the various programs are broadcast over WEEI will have free use of the suites therein in which their product can be displayed to the public. Various rooms will be dressed up to suit the commodity advertising. There will be rooms displaying electric oil burners, for apparel, living rooms, etc.

Public will be invited to come in and ask advice of attendants on various products. It will be a sort of bureau where the home owners, prospective and otherwise; may come in to have their difficulties ironed out. Sales talks will have no place. Attendants will positively refuse to sell any item. It is merely a place to render service and advice to those who seek info on product.

WEEI staff is equipped to handle merchandising within reason. On a children's amateur program, in which thousands of wrap-pers were sent each week, the WEEI staff handled the correspondence, counted them, and tabulated each sender, to secure prize winners.

'All mail for clients can be handled by staff.'

What is done and included in the regular service to a client pur-chasing time on this station:

### WBZ-WBZA's Idea

WBZ and WBZA are equipped to offer the following services to clients in assisting them to derive the maximum benefit from their radio advertising:

- (1) Letters are drafted and sent to dealers regarding the program of a sponsor. However, lettershead, envelopes, postage charges, reproduction and addressing expenses, are billed to the sponsor for whom this service is performed.
- (2) Clients are assisted in planning their advertising in other media, through the maintenance of displays which show how national and sectional radio advertisers use other forms of advertising to promote radio programs.
- (3) Facilities are provided for promotional announcements over the air calling attention to new program series. These are short announcements giving the essential facts only. There is no number of such announcements, nor is the number determined by the size of the contract. Number and frequency of the announcements depends wholly upon the time available on the station schedule.
- (4) Within limits we are glad to co-operate with sponsors in obtaining lists of dealers, and we are glad to counsel sponsors' salesmen in planning their calls on the trade.
- (5) Facilities are provided for an audience to be present at sponsor broadcasts. Standard admission tickets are supplied in such cases.
- (6) When a sponsor is conducting a contest over its station and has his mail sent to us, the mail is counted and forwarded to him.
- (7) We are equipped to advise, plan, and co-operate with the spon-

sor's advertising agency and his own organization in working out complete campaigns.

Rates are based upon a fair charge for broadcasting service only, as we regard it as our primary duty to supply first class broadcasting service. Merchandising service costs money for personnel, operating expense and materials.

WBZ and WBZA do very little in way of merchandising and have no point of such service in their appeal to sponsors.

## BRIDGEPORT

Bridgeport, Aug. 25.

WICC's merchandising has been negligible, although accounts will be serviced for needy sponsors. Most service is handled, however, attend to their own wants.

New Yankee network alignment, with WICC joining NBC-Blue at end of year, may mean more concentration on production and merchandising at local Yankee waters.

## CLEVELAND

Cleveland, Aug. 25.

All four stations here assist sponsors in the general ballyhoo of radio shows. WTAM's staff includes several men, one of whom is an agency and merchandise selling experience. These men are in readiness at all times to assist the advertiser with the merchandising of his program. This service includes advice but not material or service involving expense. WTAM's policy in this is comparable with that of a newspaper Accounts of WTAM conducting merchandising campaign in connection with radio programs include Sohio, Leisy Brewing, Gold Bond Beer, etc. Sohio is offering automobiles as prizes. Webster-Eisenlohr offers prizes in the Cleveland Baseball Club for ten Girard cigar wrappers. Gold Bond Beer offers a salt and pepper shaker to those who can guess the name of a mystery tune each midday broadcast.

WHK has the following merchandising policy: To contact all chain drug and grocery outlets regarding sales of items now advertised by radio; to do special merchandising for distribution to service home accounts; to watch for new products on the market and inform the trade of new sponsored programs or spots; to handle mail orders for clients as well as local orders.

### WGAR's 2 Depts.

WGAR has two departments for the merchandising of the client's programs and products. The publicity department handles releases of program notes relative to the client's program. Sales Promotion Department is headed by Elroy George Venard. Through him the client receives every assistance not only through contacting possible outlets for distribution but also the preparing and mailing special direct mail pieces to distributors and consumers. There is no additional cost for the publicizing of programs or for the services of the merchandising manager. The cost to the client is that of mailing, typing and printing.

WJAY merchandising service includes a checkup on the product, territories in which it is demanded. Walter Wilder who heads this service makes daily calls on drug stores, chain food stores and independent stores checking up on WJAY's advertisers. His daily report shows the number of outlets in which the product can be credited to radio. His reports together with the names, addresses, etc., necessary are turned over to the sponsor for their own use. This is a station courtesy for which there is no charge.

## DETROIT

Detroit, Aug. 25.

Merchandising finds favor with all WWJ, the Detroit's six stations, being the lone exception. Several of the stations make special effort to help clients sell products. WXYZ, the King-Trendle NBC Blue outlet, has a very extensive mail-chasing department. Under the direction of Harold Christian, it employs permanent staff of five men provided without cost on all non-cancelable contracts, and includes advertising surveys, lining up of new dealers, pepping up of old sponsor's product, arranging and designing of displays. Check is also made on comestich products and sup-

plies weekly reports of conditions to clients.

Service at WJBK consists mainly of clearing mail for sponsors. Also pulls ticket stunts, drawing aid to sponsors for a special charge is made for station's service.

WJR provides limited merchandise service and charges are not fixed. Activity at WMBZ is confined chiefly to foreign-language programs and service is provided by independent firm in co-operation with station. Rates vary.

CRWV, the Windsor-Detroit station, on clients at certain merchandise service, and covers every angle possible. WWJ believes its coverage sufficient and won't offer merchandising service to its sponsors.

## FT. WAYNE

Ft. Wayne, Aug. 25.

Regarding merchandising, WOWO quotes from the manual used by its national representatives, E. Katz Special Advertising Agency:

'WOWO is equipped and ready to give national advertisers intelligent, effective merchandising co-operation, including:

- (1) Mailing of program publicity to a list of more than 70 daily and weekly newspapers, to the Indiana Farmer's Guide and to other periodicals.
- (2) Distribute window cards and counter displays to a limited number of dealers in the territory, without charge.
- (3) Mail postcards or letters to dealers in the territory (advertiser to pay postage).
- (4) A member of the merchandising department will spend as much time as is necessary with advertiser's jobber or salesman acquainting him with the radio advertising and market this station covers. In this connection, Mr. J. A. Becker, of the WOWO staff is now organizing a complete and comprehensive set-up which will enable any agency or client to gain a complete picture of the market in which WOWO operates, the distribution methods advisable, success of like products in the territory, and other important factors which are important and necessary for a complete sales analysis.'

## FT. WORTH

Ft. Worth, Aug. 25.

KFJZ has a merchandising department and provides a 'reasonable' amount of service free. Letters are mailed if sponsor provides stamps and letterheads. Telephone service also is included.

WBAP also sends out letters and will distribute literature to stores handling sponsors' products. A reasonable amount of this service is provided free. Telephone service is offered to help start new programs. KTTAT also is in line with the other stations, providing reasonable service without charge. A laundry is giving prizes to boys and girls who get the most customers, running its broadcast program at the station theatre. This station has a better service whereby persons exchange articles by number.

## INDIANAPOLIS

Indianapolis, Aug. 25.

At the present time neither WFBR nor WIRE offers any merchandising service. Both stations have been to play its value down, and to support idea of letting broadcasting stand on its own merits. Letters are sent to dealers at times telling of new products and new shows. All this service is done without charge.

WIRE formerly employed a merchandising agent, who worked in the field to make personal surveys and visit merchants requesting support of goods plugged on air. However, station has no provision for such service.

## KANSAS CITY

Kansas City, Aug. 25.

Merchandising set-up in KC is pretty much the same as in other cities. If he demands merchandising policy all stations are willing to sit in on the usual routine policy of mail distribution, small displays ads in newspapers opposite program listings and other new shows. All stations have merchandising policies (Continued on page 60)

# Newspaper Advice On Rates, Merchandising

(Growing problem of local versus national rate differentials looms in any forecast of broadcasting as a thorny shrub with which radio stations must ultimately come to grips. Most observers from the older groups in advertising see the radio local-national problem with its inevitable link to 'free service,' usually called merchandising, as a case of history repeating itself. Newspapers went through and still are going through, similar difficulties.)

VARIETY requested two qualified newspapermen to speak on this subject. One of them, George M. Burbach, sketches the motives and reactions involved in the well-known decision effective last June of the St. Louis Post-Dispatch in seeking to close the national-local differential.

## ELIMINATING RATE DIFFERENTIALS AT THE ST. LOUIS POST-DISPATCH

By GEORGE M. BURBACH  
As Told to an Interviewer

Although the difference between the local and national advertising rates in the St. Louis Post-Dispatch was comparatively small, and therefore not an individual irritant to advertising agencies and advertisers, there remained the disconcerting knowledge that, in fairness, the same net rates should be available to all advertisers regardless of whether they are local or national.

The rate differential controversy has, over a long period of time, developed almost every conceivable pro and con. There is merit to many of the favorable as well as the unfavorable arguments, but it is admittedly inequitable and uneconomic to maintain a multiplicity of rates applicable to various groups of advertisers.

Space in a newspaper which is sold to any advertiser has a definite, fixed value—not a sliding scale of worthiness controlled by the geographical location of its purchaser or changed by the character of the commodity advertised.

To attempt to fix an equitable price for space based on circulating productivity, as gauged by every advertiser, would be a never-ending calculation involving decisions as numerous as the number of advertisers. If one rate should be charged a retail store and another rate fixed for the general advertiser, should the differential stop with those two, or should it extend to others who have a fancied idea of the value of certain groups of the newspaper's circulation?

To illustrate: Does an oil burner device appeal to as many readers as a popular priced automobile? Or, can a neighborhood beauty shop attract as many customers as a downtown dress shop? There may be a difference, but who can accurately fix that difference and interpret it in the price per page line?

The potential value of advertising is the same to one advertiser as to another and no subsidies should be extended. This cannot be accomplished immediately, but what the Post-Dispatch has done is a big step forward toward the ideal rate card.

### Revenue Losses

The calculations made by the Post-Dispatch during its study of the probable consequences of lowering the national rates indicated a substantial reduction in revenue. This was expected to be offset to some extent by increased lineage. At the present time it seems that the revenue loss will be less than anticipated because the lineage volume will be considerably increased if the stated plans of agencies and advertisers materialize.

In all of its history, with many achievements to its credit, the Post-Dispatch never before received from advertisers as large a number of plaudits as was produced by its announcement of the abolishment of the rate differential.

The reception was extraordinarily enthusiastic. Hundreds of letters, telegrams and long distance telephone calls were received—many of them from high executives who rarely express their opinions in matters of this kind. It seemed like a spontaneous outburst of hearty approbation.

The Post-Dispatch ideas of rate differentials concerning the sale of space in newspapers was reflected in the arrangement of rates for Radio Station KSD, which is owned and operated by the Post-Dispatch. The sales staff of KSD has one schedule of rates which applies to all advertisers, whether local or national. The basic principal involved in selling time over the radio and the selling of advertising space in a newspaper are identical. Every advertiser should be permitted to buy time at the same rate as any other.

In every contract made by KSD is the following guarantee: 'It is unequivocally guaranteed that no advertiser using the facilities of KSD is given a secret rate, rebate and percentage.'

## A NEW ENGLAND DAILY'S ATTITUDE

By ITS ADVERTISING MANAGER

Newspaper advertising men, who see in radio an important competitor, are amused at the anxiety of radio men over merchandising and free time received from large advertisers. Newspapers, year ago, began to give 'merchandising co-operation' and 'free publicity,' and wish they hadn't. Naturally, they hope to see their competitor fall into the same pit.

Despite all the furor over local and national rates in newspapers—and the question is miles away from solution at present—newspapers at least have cleaned up the cut-rate situation. The advertiser can be sure that he is getting the same rate his competitor is getting, volume of copy and conditions of insertion considered. Rates are published, and held to. Attempts to get preferential rate treatment get nowhere.

Large newspapers, with plenty of circulation outside the retail trading area, may have an excellent reason for a wide differential between local and national rates. Newspapers

with compact circulation areas, where nearly every reader is near enough to buy from retail stores, can usually afford to sell at the same net rate. A newspaper allows a 15% commission to recognized advertising agencies off the gross national and pays another 15% to its special representative. Some newspaper men believe that a differential for the smaller papers covering both these commissions is the correct procedure. Others consider their special representative's commission a worth-while selling expense and believe the national rate should be about 15% over the local. Yet other papers have the same local and national rate, because competition is usually not necessary on national copy. Advertiser attempts to chisel, jockeying for a better competitive position, have made inroads on newspaper revenues, and the local-national subject is a hot one wherever newspaper advertising men gather.

The thing for radio to do on free time and merchandising is to take a firm stand at the start. Most advertisers will be satisfied if they know that no competitor is getting a better break. The same is true of merchandising which may mean anything from sending a letter to dealers to actually taking orders. Progressive newspapers have rules limiting such co-operation to things the newspaper can do better than the advertiser, charging where necessary.

After all, it's all in the bill, and a newspaper or radio station giving away the earth in free puffs or merchandising must put those costs in its rate, or quit.

### Chiseling Angle

Most agencies would be satisfied if newspapers and radio gave no free space or time and offered no merchandising co-operation. However, if these are available, the agency must go after it hammer and tongs. If they don't some other agency will approach the client to switch the account, with the possibilities of chiseling as a selling point.

Newspapers blame themselves for the increase in the importance of radio. When the thing was a new toy, radio programs and radio news were featured as circulation builders. Now, with the public looking for radio programs as a part of the sheet's public service, we have to run the darn things, while radio makes it hard to keep newspaper tills full. Reams and reams of publicity on commercial sports were run to increase circulation—with the result that the public now expects this extensive treatment of sports news—with practically no paid advertising appearing from commercial sporting ventures.

Radio is in a position now to be tough and refuse to add frills, expensive to the state, to its service to advertisers. As a good newspaper man, I hope they react under competition as the newspapers did and give the advertisers the free stuff. Misery loves company.

### An Anchor

Small newspapers in congested areas are up against it on radio. Many of them want an anchor to windward in the shape of a radio station. Even if they have the money to build and equip one and can obtain the license or buy an existing station, they are surrounded by larger stations of such high caliber that it seems foolish to enter the competition.

The available time of many a broadcasting station is likely to be "sold out" this fall. WLW, of course, will be in that general classification. It is significant to note, however, that WLW has already booked more WLW-produced programs sponsored by leading national advertisers than ever before in the station's history.

## Spain's Civil War Fought Over Radio; Both Sides Have Stations

Madrid, Aug. 25.

Bloody civil war now in progress here between Fascist rebels and the Liberal government is being fought over the loudspeakers as well as with rifles, bombs, daggers and brickbats. Although revolutions have been common here in recent years for the first time it is possible for a non-combatant to hear both sides of the propaganda question. Heretofore in previous disputes one side or the other has gained control of broadcast facilities and devoted all political sessions to its own claims. Now what the other fellow has to say may be heard. At least temporarily.

Through the radio, the world at large has been able to listen in on the arguments, contentions and claims of the two sides. Listeners who parley Spanish pick up direct info from both sides. The government sent its bulletins through Union Radio Madrid, EAJ 2, and Union Radio Barcelona, EAJI, while the insurgents used Union Radio Seville, Valladolid, Ceuta, Tetuan, Zaragoza and Burgos. Most of the stations form part of the Union Radio network headed by Ricardo Urgoiti. Radio Seville's new station was inaugurated only a few months ago.

Those unfamiliar with Spanish get 'news' on the tragic events via short-wave broadcasts for the government took over temporary control of EAJ, owned by Transradio Espanola, a Marconi company. EAJ, operating on 30.43 meters, was used for bulletins in Spanish, English, French, German and Portuguese.

When the government decreed seizure of EAJ, it named Lopez Marin, an EAJ announcer and relative of the minister of finance, as station director. All commercial programs were prohibited. This also affected a nightly news bulletin broadcast from EAJ by the UP.

General Union of Workers (Union General de Trabajadores), the principal labor union, set up a short-wave station for the explicit purpose

of denying rebel statements issued over short wave mikes. Calling itself Station UGT, it went on the air on 41.6 meters daily with an emission in German at 12:30 p. m. and 10 p. m., GMT; in English at 12:45 p. m. and 10:15 p. m.; in Hungarian, at 1 p. m. and 10:30 p. m. On occasions it gave French and Russian broadcasts.

Only international broadcast specifically for United States' listeners was one talk over EAJ rebroadcast by the Columbia network. The spiel was officially written by Ogier Pretelle, London News Chronicle correspondent and city editor of the Spanish Left Socialist newspaper, Claridad. Eugene Schachner, a New York writer, read it for him.

Government also took over Radio Espana (EAJ 2) and used it in an effort to grab Radio Seville, which uses the same wave length as Radio Espana. The latter went on the air with an endless musical program ranging from hot rumbas to blues and Spanish two-steps. Radio Espana's switch to the carrier wave produced a humming and racket which cut off Seville time and again as far as Madrid listeners were concerned.

Both the government and the rebels used their outlets for appealing to the more intimate feelings of their followers and listeners—the government to the liberals and the supporters of the cause of democracy against the conservatives; the rebels to the religious and conservatives. Most of the news of the revolt was heard over the air before it could be gotten in the press, which made up the great part of its revolutionary news report from what it picked up from the radio. In Madrid, they published the governmental bulletins. In the rebel strongholds, the contrary was true.

Radio was utilized for speeches by President Manuel Azana, the playwright-politician, Prime Minister Jose Giral, Socialist Leader Indalecio Prieto and Communist deputy

### TELEVISION STARTS

British Demonstration Begins in London Today

London, Aug. 25. British Broadcasting Corp.'s first television program is set for a ten-day run commencing tomorrow (26). Only American act selected for the program is Chilton and Thomas, dance team.

## COUGHLIN HALF HRS. SKEDDED

Detroit, Aug. 25.

Father Coughlin's new series of broadcasts, opening Sept. 12, will be 'economic discourses' along the same lines of his previous talks on Sunday afternoons. Broadcasts will make no direct mention of William Lemke, presidential candidate, Royal Oak priest declared.

Saturday evening series will use Mutual system and a total of 31 stations coast-to-coast. Will run only a half-hour instead of an hour, as for the previous Sunday afternoon broadcasts. Stations are being lined up by Leo Fitzpatrick, manager of WJR here, who has handled other bookings since priest went on air several years ago.

Contracts are for 13 to 26 weeks, with probability talks may be switched back to Sunday afternoons if Saturday evening spot doesn't go over.

Dolores Ibarruri, while the rebels frequently heard Generals Francisco Franco, Queipo Llano and other chiefs.

Listeners were frequently mystified by rebel claims contradicted by governmental claims and vice versa but it all made interesting ear food.

In Madrid, microphones were installed in the ministries of interior and war. At first the news bulletins were shabbily put together but after the excitement of the first few days they became more concise and to the point except when one side of the other had to ad lib and pad for lack of something hot to put out.

## Pacific Radio Coast Notes

Olsen and Johnson play a return date on Shell Chateau Aug. 29.

Harry Kerr, publicity chief for J. Walter Thompson in N. Y., planned to Long Beach, Cal., to set the stage for Major Bowes' salute to the burg.

Ames 'n' Andy got a birthday cake from Baron Long, Baltimore hotel operator, on eighth anniversary program for Pepsi.

Three Radio Rogues will imitate Bing Crosby, who will be in Hawaii, on the Kraft show Aug. 27.

Benny Fields remaining on the Coast and awaiting word from CBS on his new commercial.

Jeanne Dante, picture starlet, will play Juliet on Camel Caravan's R & J skit Sept. 8.

John von Cronkhite goes to Hollywood from WBBM, Chicago, to handle sale promotion for Columbia. Clifford Carlson, controller for the chain on the Coast, berthed at KNX, first of the move-ins.

H. Leslie Atlas will sit in for Don Thornburgh in Hollywood when CBS Coast topper goes east to fetch his family.

Kings Men did a sentimental turn on KFVB (Hollywood) last Sunday (23). That's where they were discovered by Paul Whiteman.

Rush Hughes back on the Coast lanes Aug. 31 for Langendorf bakeries after hauling annies out of Mexican waters for six weeks.

Roland 'Chie' Martini of the Gardner agency in Hollywood to look in on the Marion Talley show.

Doris Wester, who was taken in hand by NB artists bureau after she won a Major Bowes contest, given picture contract at Warners. Draws screen de plume of Doris Walton.

Charles Correll (Andy) pointing his new Leica at Coast NBCites.

Jimmy Starr, Hearst picture col-

umnist on the Coast, reported set for a commercial. L. A. Herald Express put price tag of \$750 a shot for airing.

Jack Mullen coasted in for Goose Creek Parson show and to set up Hollywood quarters for Benton & Bowles.

Smith Ballou now ensconced in a hilltop home overlooking Hollywood—but no swimming pool, which he figures rates him some kind of recognition.

Kenneth Carpenter will handle commercials on new Packard show from the Coast.

James Harper quit as radio ed of L. A. Evening News to join Bob Taplinger's Coast publicity staff.

Andre Kostelanetz took off from Hollywood Sunday to keep a luncheon date in Chicago Monday.

Johnny Murray set for a new variety show on KFVB (Hollywood) to break new ground.

Jack Joy's KFVB (Hollywood) ork now augmented to its former strength of 16 men.

Cal Kuhl doing double duty for J. Walter Thompson in Hollywood while Herb Polesie idles for fortnight.

Jimmy Fiedler, Hollywood columnist and radio speller, visited Portland. Did his stuff on KGW for local fans. Mike interview by Dave Hazen.

Carey Jennings, manager of KGW-KEX, Portland, slipped in the street and broke his arm. He's improving.

Larry Keating, KGW-KEX, Portland announcer, left for a new job with NBC at San Francisco.

Virginia Vereque LaRae, coloratura soprano of the Metropolitan, has a summer engagement with KOIN, Portland, as staff artist.

*Inestimable value*  
Defines value beyond price . . .  
value that is expressed in WCAU's  
prestige and public acceptance.

**WCAU**  
PHILADELPHIA • PA.

50,000 WATTS

ROBERT A. STREET, Commercial Manager





*Way up here!*  
*in coverage!*

**THESE SEASONED SALES-SEEKERS  
ARE USING MUTUAL FOR MAJOR  
MARKETS AT MINOR COST...**

*Client*

Armin Varady Inc.  
Continental Baking Corp.  
Co-operative Department Stores  
Crazy Water Hotel Co.  
Crown Overall Mfg. Co.  
Crusaders, The  
Estate Stave Co.  
Fels & Co.  
General Mills Inc.  
Gordon Baking Co.  
Grave Laboratories Inc.  
Gruen Watch Co.  
Health Products Corp.  
Denby Cigars  
Household Finance Co.  
Lehn & Fink (Lysol)  
Lehn & Fink (Minds)  
Lutheran Laymen League  
Macfadden Publications Inc. (Liberty)  
Macfadden Publications Inc. (True Detective)  
Murine Co. Inc.  
Squibb, E. R. & Sons  
Wander Co.  
Wasey Products

*Agency*

Baggaley, Harten & Hoyt, Inc.  
Batten, Barton, Durstine & Osborn, Inc.  
Dorland International Inc.  
Lurkey Bowman, Inc.  
H. W. Kaster & Sons Inc.  
Marshall & Pratt Inc.  
Ralph H. Jones Co.  
Young & Rubicam Inc.  
Blackett-Sample-Hummen, Inc.  
Sehl Advertising Agency  
Slack-Goble Advertising Co.  
deGarmo Corporation  
Wm. Eby & Co.  
Ruhrauff & Ryan Inc.  
Charles Daniel Frey Co.  
Lennen & Mitchell Inc.  
Wm. Eby & Co.  
Kelly & Stuhlman Inc.  
Lennen & Mitchell Inc.  
Ruhrauff & Ryan Inc.  
Neisser-Meyerhoff Inc.  
Geyer, Cornell & Newell Inc.  
Blackett-Sample-Hummen, Inc.  
Erwin, Wasey & Co.

*Way down here*  
*in cost.*



THIS IS

**THE MUTUAL BROADCASTING SYSTEM**

OFFICES: CHICAGO, TRIBUNE TOWER—WGN NEW YORK, 1440 BROADWAY—WOR  
CINCINNATI—WLW DETROIT—WINDSOR—CKLW LOS ANGELES AND SAN  
FRANCISCO—DON LEE NETWORK BOSTON—WAAB COLONIAL NETWORK  
ENGLISH OFFICE COULSDON, SURREY

# Directory of Radio Columnists

(Continued from page 52)

Hershall Hart  
Detroit News  
Detroit, Mich.

W. B. McClaran  
Grand Rapids Press  
Grand Rapids, Mich.

Miss Ruth L. Weir  
Grand Rapids Press  
Grand Rapids, Mich.

## MAINE

Frank L. Bass  
Commercial  
Bangor, Maine  
Margaret Mitchell  
Lewiston Sun-Journal  
Lewiston, Maine

Hal Cram  
Sunday Telegram  
Portland, Maine

A. M. Goodwin  
Portland Evening News  
Portland, Maine

Mrs. Ina Summerville  
Express  
Portland, Maine

## MARYLAND

Irvin Press  
290 W. Biddle St.  
Baltimore, Md.

J. Hammond Brown  
News and Post  
Baltimore, Md.

Harry Haller  
Sunday Sun  
Baltimore, Md.

Harry Stenart  
Sun  
Baltimore, Md.

## MASSACHUSETTES

Steve Fitzgibbon  
Boston Daily Record  
Boston, Mass.

Howie Fitzpatrick  
Boston Post  
Boston, Mass.

Lloyd C. Greene  
Boston Globe  
Boston, Mass.

F. W. Hobbs, Jr.  
Boston Transcript  
Boston, Mass.

Albert Hughes  
Christian Science Monitor  
Boston, Mass.

Frank Jenkins  
Boston Traveler & Herald  
Boston, Mass.

G. Carleton Pearl  
The Microphone  
30 Court Square  
Boston, Mass.

Lester Smith  
Boston News Bureau  
30 Kilby St.  
Boston, Mass.

Newcomb F. Thompson  
Boston Amer. & Sun. Advertiser  
Boston, Mass.

Miss H. Anderson  
Lynn Item  
Lynn, Mass.

K. R. Fall  
Berkshire Evening Eagle  
Pittsfield, Mass.

Benjamin Buxton  
Republican  
Springfield, Mass.

Warren M. Greenwood  
Springfield Journal  
198 Central St.  
Springfield, Mass.

Henry P. Lewis  
Springfield Union  
Springfield, Mass.

Joseph C. Crahan, Jr.  
Catholic Messenger  
36 Federal St.  
Worcester, Mass.

Mrs. Dorothy Mattison  
Telegram & Gazette  
Worcester, Mass.

G. Arthur Swift  
Post  
Worcester, Mass.

George W. Welsh  
Grand Rapids Shopping News  
58 Market Ave., S. W.  
Grand Rapids, Mich.

George H. Ross  
Saginaw County Tribune  
Saginaw, Mich.

Frank G. Schmidt  
News  
Saginaw, Mich.

## MINNESOTA

James Watts  
Duluth Herald  
Duluth, Minn.

C. M. Boone  
Duluth News Tribune  
Duluth, Minn.

Wayne Tiss  
Minneapolis Star  
Minneapolis, Minn.

Ener Ahlstrom  
Minneapolis Tribune  
Minneapolis, Minn.

Don McNerny  
The Journal  
Minneapolis, Minn.

Ted Peterson  
St. Paul Dispatch  
St. Paul, Minn.

George Wagner  
St. Paul Daily News  
St. Paul, Minn.

## MISSOURI

H. Dean Fitzer  
Star  
Kansas City, Mo.

John Cameron Swayze  
Journal-Post  
Kansas City, Mo.

Harry La Mertha  
St. Louis Globe Democrat  
St. Louis, Mo.

James L. Spencer  
St. Louis Post-Dispatch  
St. Louis, Mo.

## NEBRASKA

Mark Fearn  
Beatrice Daily Sun  
Beatrice, Neb.

Larry Hall  
Journal & Star  
Lincoln, Neb.

W. O. Wiseman  
Omaha Bee-News  
Omaha, Neb.

Miss Evelyn Simpson  
World Herald  
Omaha, Neb.

## NEW HAMPSHIRE

Richard H. Keeler  
Monitor-Patriot  
12½ S. Spring St.  
Concord, N. H.

## NORTH DAKOTA

William Moeller  
Tribune  
Bismarck, N. D.

Miss Alma Riggle  
Forum  
Fargo, N. D.

## NEW JERSEY

Justin Gilbert  
Bergen Evening Record  
Hackensack, N. J.

J. C. Ingram  
Jersey Journal  
Jersey City, N. J.

Horace G. Howard  
Newark Union-Gazette  
Newark, N. J.

W. G. Crane  
Jersey Review  
1172 Raymond Blvd.  
Newark, N. J.

William Maxwell  
Ledger  
Newark, N. J.

Hubert Ede  
News  
Newark, N. J.

A. E. Sonn  
Sunday Call  
91 Halsey St.  
Newark, N. J.

Edna T. Fisher  
Star Eagle  
Newark, N. J.

Will Baltin  
Daily Home News  
New Brunswick, N. J.

Lee Stark  
Herald News  
Passaic, N. J.

## NEW YORK

William H. Haskell  
Albany Evening News  
Albany, N. Y.

Mary O'Neill  
Commodore Apartments  
385 Morris St.  
Albany, N. Y.

W. J. Lyon  
Binghamton Sun  
Binghamton, N. Y.

Murray Rosenberg  
Brooklyn Citizen  
Brooklyn, N. Y.

Jo Ranson  
Brooklyn Eagle  
Brooklyn, N. Y.

Tim Marks, Jr.  
Brooklyn Daily Times  
540 Atlantic Ave.  
Brooklyn, N. Y.

Enoch Squire  
Buffalo Evening News  
Buffalo, N. Y.

Rod Reed  
Buffalo Times  
Buffalo, N. Y.

F. B. Rogger  
Everybody's Daily Publishing Co.  
928 Broadway  
Buffalo, N. Y.

George Oliver  
Buffalo Courier-Express  
Buffalo, N. Y.

Donald Seely  
Sunday Telegram  
Elmira, N. Y.

Edward J. Caldwell  
Cornell Daily Sun  
Ithaca, N. Y.

Everett Walker  
N. H. Herald Tribune  
225 W. 40th St.  
New York, N. Y.

Dinty Doyle  
New York American  
210 South St.  
New York, N. Y.

Moe Entler  
New York Sun  
280 Broadway  
New York, N. Y.

Miss Belle Landesman  
Radio Mirror  
1928 Broadway  
New York, N. Y.

Mike Porter  
American Weekly  
235 E. 45th St.  
New York, N. Y.

Chas. Butterfield  
Associated Press  
383 Madison Ave.  
New York, N. Y.

Dan Walker  
N. Y. Daily News  
East 42nd St.  
New York City

Ben Gross  
N. Y. Daily News  
220 E. 42nd St.  
New York, N. Y.

Nick Kenny  
New York Daily Mirror  
235 E. 45th St.  
New York, N. Y.

Lester Grady  
Dell Publishing Co.  
149 Madison Ave.  
New York, N. Y.

Aaron Stein  
New York Evening Post  
75 West St.  
New York, N. Y.

Tom Brooks  
N. Y. Evening Journal  
210 South St.  
New York, N. Y.

E. L. Bragdon  
New York Sun  
280 Broadway  
New York City

Orrin Dunlap  
New York Times  
229 W. 43rd St.  
New York, N. Y.

Melv Spiegl  
New York Morning Telegraph  
345 W. 26th St.  
New York, N. Y.

Richard O'Brien  
New York Times  
229 W. 43rd St.  
New York, N. Y.

Alton Cook  
N. Y. World-Telegram  
125 Barclay St.  
New York, N. Y.

John J. Decent  
Middletown Times-Herald  
9 James St.  
Middletown, N. Y.

E. W. Stratton  
Rochester Daily Record  
29 N. Water St.  
Rochester, N. Y.

Burgess Smith  
Journal-American  
Rochester, N. Y.

F. E. Kessinger  
Rome Sentinel  
Rome, N. Y.

E. R. Vadeboncoeur  
Journal-American  
Syracuse, N. Y.

R. M. Hofmann  
Syracuse Herald  
Syracuse, N. Y.

John Pepp  
Watertown Daily Times  
Watertown, N. Y.

## OHIO

Dorothy Doran  
Akron Beacon Journal  
Akron, Ohio

William Costen  
Akron Times-Press  
Akron, Ohio

Clifford Grass  
Repository  
Canton, Ohio

Paul Kennedy  
Cincinnati Post  
Cincinnati, Ohio

Peg Maloney  
Radio Dial  
22 E. 12th St.  
Cincinnati, Ohio

Ted Fink  
Cincinnati Times-Star  
Cincinnati, Ohio

Maurice R. Merryfield  
Central Press Association  
1435 E. 12th St.  
Cleveland, Ohio

R. S. Stephan  
Cleveland Plain Dealer  
Cleveland, Ohio

Normal Siegel  
Cleveland Press  
Cleveland, Ohio

Elmore Bacon  
Cleveland News  
Cleveland, Ohio

Tod Raper  
Columbus Dispatch  
Columbus, Ohio

Harold Eckert  
State Journal  
Columbus, Ohio

J. V. Skaates  
Citizen  
Columbus, Ohio

Charles Gay  
Dayton News  
Dayton, Ohio

Jim Proud  
Herald & Journal  
Dayton, Ohio

Phil Glanzner  
News Service Bureau  
P. O. Box 497  
Dayton, Ohio

Mr. H. A. Fish  
Republican-Courier  
Findlay, Ohio

La Verne J. Huth  
Fostoria Daily Review  
Fostoria, Ohio

Gray Knisely  
News  
Lima, Ohio

Joseph K. Rukenbrod  
Springfield Newspapers  
Springfield, Ohio

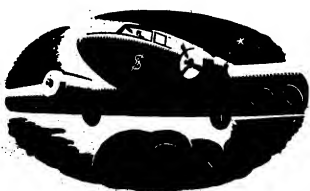
Ralph E. Phelps  
Toledo Blade  
Toledo, Ohio

Mitchell Woodbury  
Times  
Toledo, Ohio

Dave Lewis  
Vindicator  
Youngstown, Ohio

(Continued on page 62)

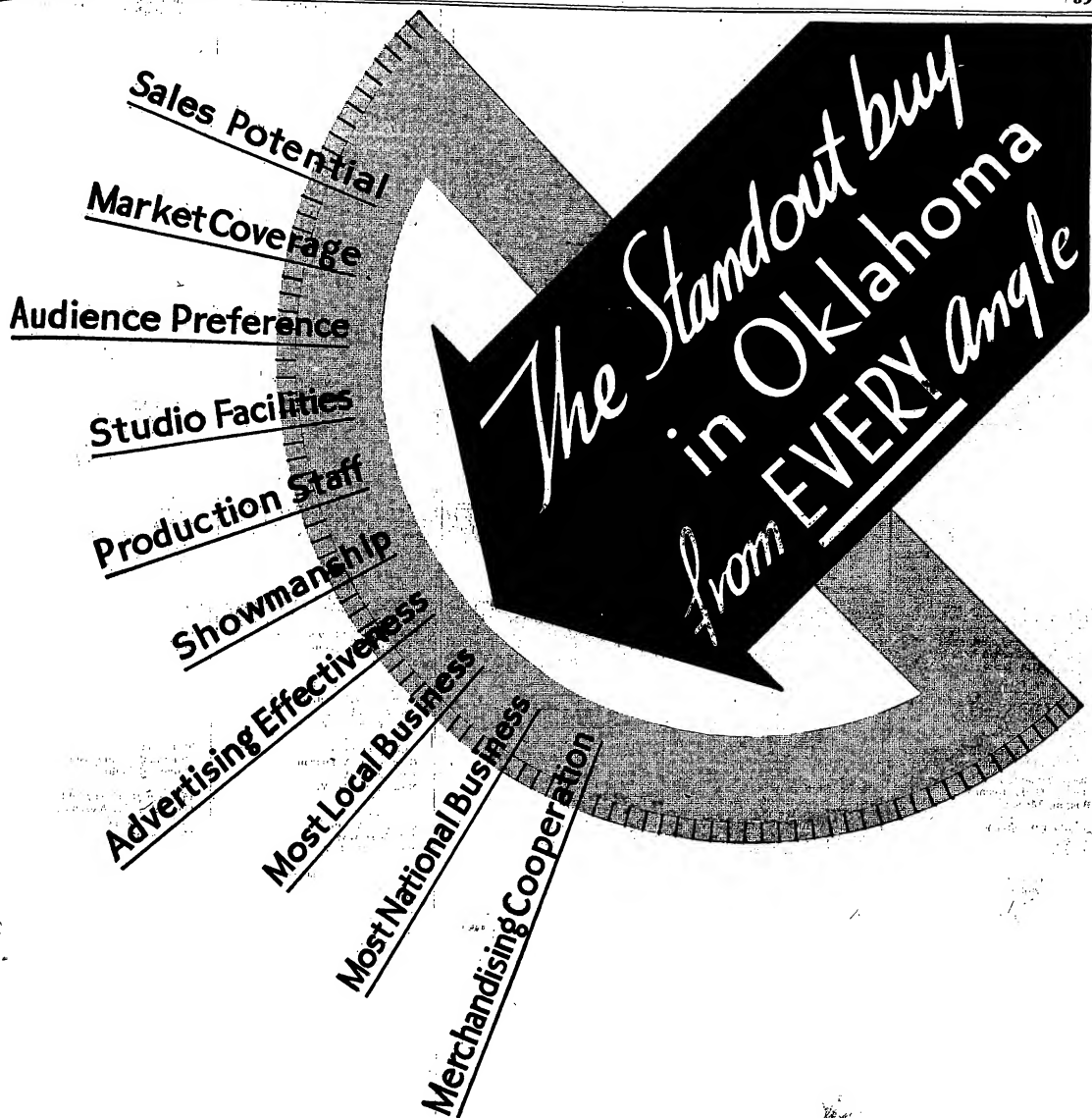
## FLYING HIGH



Sales go up when your advertising covers not only Northern California, but all the important communities over the mountains in Idaho, Nevada and Oregon. Long a favorite with listeners, KPO pays profit dividends on local and spot campaigns.

**KPO** 50,000 WATTS  
NBC Pacific Coast Red Network  
SAN FRANCISCO

Completely programmed by NBC



● WKY is Oklahoma's star air salesman. It works a full 18 hours a day. It gets over more territory in this State every hour of the day than any other station. It makes most of the calls, gets a hearing in the most homes . . . and checks in with the most orders. From any angle and every angle . . . market, service, facilities, selling power...WKY is the standout radio buy in Oklahoma.

**WKY • OKLAHOMA CITY**

Affiliated with The Daily Oklahoman,  
The Times and The Farmer-Stockman

REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

*On or About October 1st*

**5000  
WATTS**

DAYTIME

1000 WATTS NIGHT

**OKLAHOMA'S ONLY FULL-TIME NBC OUTLET**

# SURVEY OF MERCHANDISING POLICY

(Continued from page 54)  
that are dependent on amount of time sponsor has purchased.  
This includes wholesale and dealer lists, contacts with buyers on future campaigns and telephone surveys.

## KNOXVILLE

Knoxville, Aug. 25.  
WNOX has complete merchandising department, staffed with experienced personnel. Staffers make dealer calls and set up displays and window exhibitions, lobby displays and street and billboard layouts.  
Department uses direct mailing advertising to dealers and gives liberal publicity in afternoon sheet, the News-Sentinel.

## LINCOLN

Lincoln, Aug. 25.  
Merchandising is a relatively new thing with KFAB and KFOR here, but a staff was recently set up and will be functioning with the coming season. R. Bruce Wallace has been assigned the department and will be assisted by Don Findlayson.  
These men will swing back and forth between the Central States Broadcasting Co.'s Lincoln and Omaha studios. In addition, to local duties, they will also figure for KOIL, Omaha, another member of the string. Newspaper part ownership of the stations has opened the way for merchandising, such opportunity being unknown here before in days of battle between print and ether.

## LOUISVILLE

Louisville, Aug. 25.  
Outstanding example currently is the Minute Club account, which sponsors a "Man on the Street" broadcast 15 minutes daily. In this case Lon Ricker of WAVE works through the distributor, sees local dealers and distributors, and helps to place any counter displays. For this service or any other co-operation, there is no extra charge. Station works as much as possible to get stories and art in local papers, and succeeds to some extent. Also sends publicity to other publications in this city, notably the Highlander, a throwaway of some 25,000 circulation.  
Station's policy is not an out-and-

out one of either "playing it up or playing it down." They are willing to co-operate and have designated a salesman to handle merchandising when called upon. However, no one member of the staff is expected to take over the merchandising end exclusively.  
As far as could be ascertained WHAS has no definite merchandising policy. Apparently no attempt has been made to make merchandising a definite selling point.

## MONTGOMERY, ALA.

Montgomery, Ala., Aug. 25.  
WSPA of Montgomery has specialized in assisting distributors in merchandising products advertised over the station. While the station does not maintain a department exclusively for merchandising assistance, nevertheless the station policy has been to throw full station facilities behind merchandisers who request assistance from the station.  
WSPA maintains a sizable advertising staff, all members of which began their advertising careers on newspapers.

## MONTREAL

Montreal, Aug. 25.  
Merchandising of radio is handled in Montreal mostly by advertising agencies, viz. McKim's Ltd., Ronald J. Walker Thompson, Cockfield Brown & Co., these handle English and French programs. United Radio and Canadian Broadcast Co. handle English programs only.  
All stations make extra charge for merchandising.

## NASHVILLE

Nashville, Aug. 25.  
Radio Station WSM gives a reasonable amount of merchandising service depending entirely upon the amount involved in the contract, according to Harry Stone manager. There is no service on network accounts except on basis of cost plus 10%. No charge on service for spot business.  
Merchandising includes organizing dealer meetings, sending letters to trade, Jumbo telegrams and window displays based on the number of broadcasts. WSM's auditorium studio provides admirable facilities for

dealers and trade meetings right at the point of broadcast.

Sampling is done in instances where product is small and of approved nature by 3,000 field representatives in 21 states of the National Life and Accident Insurance Co., owner and operator of WSM. Examples have been Faultless Starch and Raisin Bran.

Insurance men who call at half-million homes weekly distribute program with certain times underscored. WSM's merchandising service includes personal calls on trade, contact with local distributors and merchandising letters to retail outlets, according to J. Truman Ward, manager.

Executives of Station WSIX, which will open next month, were not ready to give a statement on their merchandising policy and plans at the time material was being gathered for this issue.

## NEW HAVEN

New Haven, Aug. 25.  
Two out of three local stations play the merchandising angle down to zero. WICD and WICB have completely mixed that tangent of radio, stating they are in the business to sell time, and leave actual merchandising headaches to sponsors.  
Third spot, WELI, has a single merchandising tie-in that is working out satisfactorily. It's a C.O.D. mail order arrangement with the manufacturer of Martin razor blades. Martin originally signed an exclusive store-outlet agreement with local department store. Deal proved to be a distribution cramp, so the radio gag was a way around it.

## OAKLAND, CAL.

Oakland, Cal., Aug. 25.  
Frown is currently on merchandising in this locality, stations contending they have their hands full writing continuity and spinning records.  
Product display and dealer contact is available to sponsors of KROW's radio kitchen, an extra charge being made. Programs currently airing five times weekly from 3 to 3:30 p.m. with spot announcements. Cooking classes in conjunction.  
KLX and KRE maintain hands-off policy on subject while KLS will occasionally go for it for short time

only. With frequency change and time extension applications pending, KLS policy is in state of flux.

## OMAHA

Omaha, Aug. 25.  
Commercial Manager Beryl Lottridge of KOIL-KFAB confines his merchandising mainly to three methods, direct mail, newspaper space and window displays. Personal contacts are made only to wholesalers in all cases client pays only the actual cost.  
WOW did not offer any information on this subject, but this station is probably the most prolific user of newspaper space of any of the Omaha radio stations.  
Radio station WAAW, owned and operated by the Omaha Grain Exchange, is less concerned with the national situation than its two competitors, but offers somewhat similar merchandising facilities.

## PEORIA, ILL.

Peoria, Ill., Aug. 25.  
Regarding merchandising, Charles Caley, commercial manager of WMBD, CBS link in Peoria, Ill., has this to say:  
WMBD has a strong merchandising record. We believe in it thoroughly and have practiced it in building a national business on this station. We notify jobbers and dealers of all campaigns, the main outlets, with personal calls and if a large number is involved, with the aid of a letter to the trade. The advertiser pays the postage.  
We also check dealers on the campaign in order to find out the results and keep advertiser posted on the success of the schedule. We confine our personal call activity to the city of Peoria. Any merchandising outside that area we will arrange for the advertiser, with client, to stand the cost.

## PHILADELPHIA

Philadelphia, Aug. 25.  
Merchandising policies of local stations run between two opposite extremes. General trend, however, is to "play it up as gratis service to clients."  
In past Levy-operated WCAU and KTW played down merchandising from station angle. Belief by Doc Levy is that merchandising is sponsor problem and should be so assumed. Only free service supplied by station is use of mailing list and printing and addressing of circulars.  
Other extreme is represented by WFIL, NBC (blue) outlet, which plunges heavily on gratis merchandising. Station is sole local one with special department for that special job. Jerry Moorehead is in charge. Services supplied free include use of newspaper space station obtains in time swaps with Record, Inquirer and News, local dailies; use of window displays in Strawbridge & Clothier and Lit department stores (which own station); circulars slipped in packages delivered from stores; billboards and trolley card displays.  
With exception that it has no special merchandising department, WFIL offers close parallel to WFIL in free services. Also gives "em space in three papers, with window displays, package circulars and signs about Gimbel store.

## PORTLAND, ORE.

Portland, Ore., Aug. 25.  
Merchandising is a definite part of KOIN's service to radio advertisers. That station publishes monthly a tabloid sheet called "Radio Advertiser," distributed to 5,000 retail outlets in the burg. Every program commercially sponsored on KOIN during the month is exploited to retailers through this news medium. It urges the retailer to promote the sale of radio advertised merchandise.  
KOIN does not use window displays or direct mail circulars unless these items are paid for by the advertiser. The station's policy is to co-operate in merchandising: by booting every account, small or large, without discrimination or special advantages to one customer.  
Merchandising on KGW-KEX is done to a limited extent. Tleups

have been made in the past with a large department store devoting window space to radio advertised products. Window displays include pictures of personalities and exhibition of merchandise as advertised on that station. Daily Oregonian, which owns KGW, also puts out a monthly sheet called Oregonian Merchandising to local trade, which occasionally exploits radio advertised products.

## PITTSBURGH

Pittsburgh, Aug. 25.  
Most of Pittsburgh's stations are willing to cooperate with advertisers on merchandising. Only one, WIAS, the CBS outlet here, frowns upon the idea, in its entirety and will have nothing to do with it.  
Town's smallest station, WWSW, has facilities available and will peddle product free providing the contract is large enough to warrant the additional work and expense. KGW will produce and handle merchandising campaign and bill advertiser at cost with no profit at all station.

## PROVIDENCE

Providence, Aug. 25.  
Radio hasn't developed to the point here where merchandising is of any particular consequence. Few programs have originated locally where merchandising might have been needed.  
However, the first of next year will see a complete change in radio here since two stations have severed relations with present chain units, and taken on new status. The stations, WEAN, now Columbia and Yankee network outlet, will go NBC on the blue network Jan. 1. WPRO will shake Inter-City and Mutual and take over the Columbia spot. WJAR will retain its present NBC affiliation.  
There is no doubt that all three spots are jockeying for top position in Providence. WEAN has started the ball rolling by hiring production and sales manager with the avowed purpose of working up local commercials. Money being spent all-around to increase efficiency of all studio equipment.

## READING, PA.

Reading, Pa., Aug. 25.  
WRWA and WEEU follow a definite merchandising policy. Merchandising rate is included in the time charge. Merchandising service includes laying out campaigns, preparing special copy, window displays, placard preparation and campaign promotion work. W. A. Ripkoke is in charge of this branch of the two stations' service.

## ROCHESTER, N. Y.

Rochester, N. Y., Aug. 25.  
Both Rochester radio stations aim to give some merchandising service. WHAM gives pre-announcements of new programs and sends letters to dealers on station letterheads. Other service, when required, is performed by outside organizations at cost to the client.  
WHBC seeks co-operation of dealers in merchandising service. For example it broadcasts free a weekly program dedicated to druggists and in return expects special co-operation in displays and tie-ins.

## ST. JOHN, N. B.

St. John, N. B., Aug. 25.  
None of the maritime provinces' stations play up merchandising, although one gives this phase some attention. CHNS, Halifax, N. S. sponsors contests in cooperation with advertisers, the prizes consisting of items manufactured or distributed by the advertisers, stressing articles produced in the province of Nova Scotia. There is no direct merchandising from the station. CHNS, St. John, N. B.; CFNB, Fredericton, N. B.; CKCW, Moncton, N. B.; CHNC, Campbellton, N. B.; CJB, Sydney, N. S.; CILS, Yarmouth, N. S.; CFCY, Charlottetown, N. S.; CHGS, Summerside, P. E. I.; CHCK, Charlottetown, P. E. I.; CKIC, Wolf-

# Always a Step Ahead!

# W I R O

Steps out January 1st, 1937 when this  
Progressive PROVIDENCE Station

Joins the

# C O L U M B I A

## BROADCASTING SYSTEM

(BASIC NETWORK)

New Rates Soon in Effect . . . Why Not  
Take Full Advantage of Present Lower  
Rates . . . and Contract NOW?

CHERRY & WEBB BROADCASTING CO.  
PROVIDENCE, R. I.

Representatives: PAUL H. RAYMER CO., 306 MADISON AVENUE, NEW YORK CITY



vile, N. S., are inactive in merchandising.

All Canadian stations are forbidden to mention radio in advertising, this applying to the independents as well to those broadcasting entities directly affiliated with the CRC network. CRC also frowns on direct merchandising at the station, although there is understood to be no absolute taboo on the station merchandising.

## ST. LOUIS

St. Louis, Aug. 25.

Advertisers using facilities of KSD for marketing product receive station merchandising service and full benefit of Merchandising Research Department of St. Louis Post-Dispatch. Two large show windows in a building adjacent to the station, down town, are used for express purposes of displaying exhibits for advertisers. In addition to this merchandising includes a window poster service to tie-in with the displays of the various jobbers and dealers and calling attention to the sponsor's program over KSD.

Merchandising Research Department has 15 years' experience and data, such as distributor, jobber and dealer distribution; consumer acceptance; percentage of home ownership; percentage of radios in homes; Market characteristics; success stories of various products.

Several unique merchandising stunts are used by KMOX. A tieup with the St. Louis Amusement Co. operators of 26 neighborhood theaters gives film trailers nightly. Each trailer plugs two outstanding programs of station every two weeks. When present construction is completed there will be three large, modernistic wall display cases in the public hallway at KMOX for products of sponsors. Estimated 50,000 visit studies monthly.

Stage of new playhouse has also been arranged to permit display of products. For the 'Saturday Night Club' program sponsored by Phillips 66 gasoline, the footlights are large glass globes such as adorn the top of filling station gasoline pumps. Ushers for these shows are attired in filling station attendant uniforms. No charge is made for merchandising at this studio which also arranged for a stage demonstration of meat cutting before 500 meat dealers, a local packing company sponsoring show. Harry W. Flannery, daily news commentator, gave a special airing of the demonstration for the benefit of housewives who have to cut the meat they cook.

## SAN FRANCISCO

San Francisco, Aug. 25.

Merchandising is an important part of the activities of three San Francisco transmitters, KFRC, KJBS and KSFO, all of whom charge sponsors only the actual cost of materials, mailing and incidentals.

Most active merchandising campaign in town is conducted by KJBS, local NCBS station, in connection with its sustainer, the 'Stamp Club,' whose merchandising services are available to all KJBS sponsors.

Broadcast five days weekly, Mondays to Fridays, at 4:30 p. m. PST, the 'Stamp Club' has enrolled 11,317 members in its first six weeks on the air. New members are sent 20 stamps and a membership sheet, for each new name on which 20 additional stamps are sent. Daily mail requires three people to handle.

Ralph Brunton, owner of NCBS, has set up a department whose function it is to work out merchandising angles and plans of all descriptions, a procedure which is a definite departure from past practices of the station. He believes a station has more to sell than kilocycles and also that San Francisco is a conservative city, where to make a dollar it is necessary to spend one.

KFRC's merchandising and promotional activities are varied. They include sending letters and display cards to dealers; distributing posters; promoting contests; arranging studio parties for transpeople to call attention to accounts in which they are interested; distributing tickets and tabulating votes for amateur shows; preparing special analyses for sponsors; handling contest replies and requests for samples; literature and premiums; circularizing Northern California; operating a special travel and resort information bureau for travel advertisers; and co-operating with clients in arranging special meetings and entertainment for large groups of sales representatives.

At KSFO letters are mailed for

sponsors over the station's signature, telegrams sent, stores checked to ascertain the movement of merchandise, surveys made, display cards designed and placed. Among clients for whom the station has done merchandising are Murine eye lotion, Alka Seltzer, Speedy Mix pie crust, United Remedies, Eopa Remedies, and Bulova watches.

## SEATTLE

Seattle, Aug. 25.

Policies vary at local radio station as to merchandising help. KOMO-KJR cooperate with clients along this line at no extra cost if the regular staff can handle; if outside help must be hired, cost is assessed against sponsor. Chuck Baile heads sales promotion and merchandising department for these stations.

KOL is in the class of stations that looks askance. KIRO has no special department for this type of stuff, nor has KXA. Policy of KRSO is to carry out only agency instructions, not stepping out on its own, except with one or two special local accounts.

## SOUTH BEND, IND.

South Bend, Ind., Aug. 25.

Stations WSBT-WFAM have done very little merchandising. Not particularly interested. Will do so for proper remuneration.

Will attend to mailings and surveys if requests are reasonable.

## TACOMA

Tacoma, Aug. 25.

Station KVI (CBS) issues monthly a four-page merchandising publication, 'KVI on the Air,' as a part of its merchandising service. This publication, containing news and merchandising notes pertinent to radio programs of national advertisers using KVI, is distributed every month in Tacoma and nine neighboring cities to 2,300 dealers handling nationally advertised products. Edited by Miss Dorothy Doernbecher, daughter of the president and general manager of the station.

## WINSTON-SALEM, N. C.

Winston-Salem, N. C., Aug. 25.

Merchandising is done within certain limits by WSJS, Norris L. O'Neill, manager, states. Local retailers are notified of the schedule and at times they have distributed window cards and arrange for window displays.

Station has never made any charge for the limited merchandising service and has never been asked to go beyond the present established limit to contact the distributor.

## WINNIPEG

Winnipeg, Aug. 25.

Both stations, Richardson's CJRC, and government-owned CKY, follow much the same plan where the mer-

## Skeptical Broadcasters

### Frown at Agency's 'Test' Idea for Unidentified Sponsor

Merchandising angle is concerned. Both co-operate on direct mail plans, window displays, premium tieups, contents, etc. No charge except for postage.

## WHITE PLAINS, N. Y.

White Plains, Aug. 15.

Regulations governing the merchandising service of WFAS here are highly flexible and can be made to adapt themselves to any reasonable requirement. Service is extended to advertisers using 20 or more spot announcements or to any sponsored entertainment. Few local users have taken advantage of the service although national advertisers frequently make use of it. Service does not extend to introducing merchandise to dealers except through circularization. Station is prepared to supply lists of dealers, wholesalers, etc. and has compiled market data on retail and wholesale sales in Westchester county and the surrounding area covered by WFAS.

Chet Blommestein, KGW, Portland sales manager, off on an auto tour of the Middle West. He'll check up on sales systems in the hot belt.

Chicago, Aug. 25. Stations around the land are again looking gift horses in the mouth and are raising eyebrows at an offer being presented to them by the Ford, Brown & Mathews agency here. Deal, according to the station men, is for the transmitter to put on two shows free of charge for one month, with the agency to deliver one announcement for each show for some client which the agency refuses to disclose. No other advertiser may be mentioned in this period by the station, which means that the advertiser is getting a 15-minute show for the price of one announcement.

Agency, however, informs station that at the end of the month the client will take one of the shows which proves most successful for 13 weeks under regular sponsorship. Most of the stations can't see why they should turnover a full 15-minute show to any agency for one announcement, without even reserving the right to put additional advertisers on that same program.

Margaret Schaeffer, recently appointed continuity and production chief of WFIL, Philly, takes over station's Women's club, replacing Helen Hughes, who takes fashion styling assignment.

WHAT  
no Rabbits?

No Sir! We employ no tricks. No zealous letters from Eskimo listeners . . . no supposedly spectacular records of coverage of the South Sea Islands.

We don't care (and we don't think you do either) whether somebody out in Hellangone hears your broadcast or not. To reach the buyers is the important thing.

And that's what we do to perfection. We give a powerful signal in seven Ohio counties (Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake) . . . a concentrated market where homes are seldom a good stone's throw apart, and where people rub elbows more often than at county fair time.

Within this blanketed area of ours is nearly one-third of the state's population, better than one-fourth of the retail outlets, the automobiles, and the residence telephones. And tie this. More than one-third of the state's retail purchases are made within the boundaries of these same "big seven" counties.

Advertisers must figure the way we do, too. They have put more money into our cash register within the past year than they have spent with any of our worthy competitors.

And we believe the reason is that we concentrate on the buyers . . . charge only for reaching those buyers . . . and leave the hocus-pocus to the Houdinis and the Thurstons.



W·G·A·R  
"CLEVELAND'S FRIENDLY STATION"

Member N.B.C. Blue Network  
John F. Patt, Vice-President and General Manager  
Edward Peiry & Co., Inc., National Representatives

## BASIC N.B.C. RED NETWORK

## Theatre License Mandatory; Judge Nixes 'Free' Plea

Appeal will be taken from the decision of Supreme Court Justice Lloyd Church, who, last Wednesday (18), denied the application of the Dry Dock Savings Institution for an injunction to restrain License Commissioner Paul Moss and Police Commissioner Louis A. Valentine from interfering with broadcasting performances at the New Amsterdam Roof. Although he gave no opinion, Judge Church's decision means that every theatre or public auditorium in which audiences gather to hear radio broadcasts must obtain the regular theatre license.

Old license covering the New Amsterdam Roof expired on Aug. 6, and the bank, which had just taken over the property, refused to apply for its renewal. Moss then announced that unless the regular theatre permit was obtained he would have the police step in and stop further broadcasts. Mutual and the Columbia systems had contracted to use the New Amsterdam studio for broadcasts on Tuesday and Sunday nights, respectively.

In the arguments on the restraining order the attorneys for the bank contended that radio broadcast performances were given to invited audiences, and therefore were private exhibitions and did not come under the ruling pertaining to the regular theatre. They pointed out that the ordinance did not specify broadcasting performances due to the fact that the law was passed before radio performances came into being. If Moss's contention was to be upheld, the bank asserted, an amendment to the old law should be passed.

Corporation Counsel, on behalf of Moss and Valentine, declared that the licensing of broadcasting auditoriums was necessary to insure safety against fire and building hazards. There was no intention of the Police Commissioner to have his menoust audiences attending future broadcasts unless a license was obtained. The bank reps had declared such a threat had been made by Moss. Only action which would be taken, the corporation counsel declared, would be to stop the performance.

### SAN JOSE BURNS UP

Doesn't Like Proposed Removal of KQW From Town

San Jose, Cal., Aug. 25. Proposed removal of KQW, NCBS outlet here, to Sacramento is meeting with heavy opposition. After a City Council meeting last Thursday the protests were referred to a committee for study in collaboration with a group of engineers. C. L. McCarthy, NCBS manager, explained to councilmen that San Jose is so close to San Francisco that large local stations are not necessary, also that for the same reason San Jose transmitters stand little chance of getting network affiliations. If KQW moves to Sacramento the power would be upped to 5,000 watts, provided the FCC gives its okay.

### Jannsen on B. B. C.

Werner Jannsen is slated to conduct over the British Broadcasting Corp. on a special series next season. American maestro-composer first conducts in Denmark and from there goes to London for the BBC series.

### Luddy in 'Nighter'

Hollywood, Aug. 25. Femme lead for new 'First Nighter' series from here goes to Barbara Luddy, local air actress. Dom Ameche returns for the other lead, doubling between pictures.

### Burrell Quits KJBS

San Francisco, Aug. 25. Jack Burrell resigns as chief engineer at KJBS here effective Sept. 1 to move to KYOS, new Merced (Cal.) station, where he will supervise the installation of the transmitter and other equipment. Burrell has been at KJBS four years. Burrell is Coast-rep of the NAB engineering committee.

### Arnheim, Foy at Radio Show in Tulsa, Sept. 1-5

Tulsa, Aug. 25. 'Radio Circus' is on tap for 6,000-capacity Coliseum Sept. 1-5, inclusive. KTUL and KVOO, together with the Tulsa Tribune, are the auspices.

Gus Arnheim orchestra, Eddie Foy, Jr., Dick Bennett, Frank Payne, Muriel dance troupe, Casper Sisters, Heat Waves, plus local talent, will entertain the public.

Radio distributors and dealers will have booths.

### Hot Springs to Fight

Hot Springs, Ark., Aug. 25. More than 100 business men last week banded together in an effort to preserve the 'Hot Springs identity' of radio station KTHS, 10,000-watt Hot Springs station, and authorized Mayor Leo P. McLaughlin to name a committee to seek to have the unit kept here. Plan for moving the station to Little Rock—which is without an NBC outlet—is being planned by Colonel F. H. Barton of El Dorado, subject to approval of Federal Communications Commission.

### Visiting

#### IN NEW YORK

Harry Trenner, WNBF, Binghamton.

Lester H. Gilbert, WNBF, Binghamton.

W. Walter Tison, WFLA, Clearwater.

Ovelton Maxey, WCHV, Charlottesville.

H. P. Sherman, WJJD, Chicago.

E. Roberts, KFRU, Columbia (Mo.).

#### In Chicago

Plug Kendrick, WIRE, Indianapolis.

Clarence Leich, WEOA, Evansville.

Bob Buckley, William G. Rambeau, New York.

Frank Smith, WLW, Cincinnati.

Don Becker, WLW, Cincinnati.

Bill Gillespie, KTUL, Tulsa.

Gayle Grubb, WKY, Oklahoma City.

Matt Bonebrake, WKY, Oklahoma City.

Arthur Church, KMBC, Kansas City.

Holly Noble, CBS, New York.

## WLW, Cincinnati, Stays with Mutual, But Withdraws from Stock Partnership

WLW, Cincinnati, has changed its status in the Mutual Broadcasting System. The Cincy superwater this week dropped out as a partner-member of Mutual but arranged to continue with the web on an affiliate basis.

Under the new arrangement WLW's facilities will continue to be available for all Mutual clients and WLW and Mutual will continue to feed sustaining programs to one another. This new participation arrangement will be ratified by the Mutual board at its next meeting some time in September. Change in WLW's status makes WOR, Newark, and WGN, Chicago, the remaining holders of Mutual stock. It was not made known whether CKLW, Detroit-Windsor, the remaining third basic station in the network, will replace WLW on the Mutual board.

Mutual Network came into existence in October, 1934, but didn't incorporate as such until Jan. 31, 1935. KWK, St. Louis, will, starting Sept. 27, take both commercial and sustaining programs from Mutual.

### Ken Fry's New Berth


Chicago, Aug. 25.

Kenneth D. Fry, for the past three years city editor of the press department of the Chicago office of NBC, moves into the program department on Sept. 1 as manager of special events and news broadcasts. This marks the inauguration of a special events department in Chicago, and fills a gap which has been yawning around NBC midwest division for years.

# WREC "OUTSTANDING" AMONG 77 NETWORK STATIONS

*Read*

What Campbell Soup Co. Says -



**CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC - In The Responsive Mid-South Market - They Won't Work in Any Market Anywhere**

**Wide-Range Transmission. Memphis' Most Modern Broadcasting Plant - 5,000 Watts Power.**

**Place your next campaign with WREC, and . . . "every bloomin' soul" will go to work for you. Try it - you'll be the winner.**

**WREC**

NATIONAL REPRESENTATIVE: PAUL H. RAYMER, NEW YORK, N.Y.

TENNESSEE'S FIRST AND MEMPHIS' FIRST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Radio Station WREC, Memphis, Tenn.

Gentlemen:-

We have gone over carefully the recent reports made by stations of the Columbia Network on merchandising activities for our two programs, "Hollywood Hotel" and Burns and Allen.

We want you to know that we feel you are doing an outstanding job, equalled only by a half dozen stations using the entire seven-sevens on the network and now we feel certain that your fine work on our broadcast must be producing excellent results in your unending efforts to build the audience of WREC.

Thank you again for your excellent cooperation.

Yours very truly,

J. E. McLaughlin  
Advertising Department.

"It ain't the individual  
Nor the army as a whole,  
But the everlasting teamwork  
Of every bloomin' soul."

## Novelty Trend Continues

(Continued from page 47)

quarter-hours per week with U. S. Marshal John J. Murphy. Arrangements have been made with clubs, etc. to have members fingerprinted; printees will get a card with their fingerprint, photo, and other info serving as identification. 100,000 cards have been printed.

**Hearts Adm' (WCOF):** quarter-hour stint devoted to 'friendship'; incorporates the following twists: (1) seeks lost friends and relatives; (2) introduces new friends to one another; (3) founding of 'Friendly Circles' or clubs; (4) psychological treatment of friendship problems.

**Mrs. Charles Geissler (WOL):** personal rep of Ely Culbertson playing out and commenting on bridge hands. Big mail puller.

**PHILADELPHIA**

**Marriage Clinic (WLBZ):** prescriptions for wedded bliss in dramatized form by Judge Francis MacDonald (mag and newspaper scribbler).

**BALTIMORE**

**Fishing talks (WBAL):** 15-minutes per week with rod 'n' reel devotees which will take up hunting when the angling season shrouds.

**NASVILLE**

**Gossip column (WLAC):** five-minute stanza, no malicious stuff. Facts are gathered by woman known in social circles who gets most of her dope from the tattle-tales. Program never lacks material about some secret marriage or debutante's getting herself locked out and having to sleep on porch. News gatherers have made a game of it, creating further interest.

**KANSAS CITY**

**Applause meter (KWBZ):** stunt gag, with applause meters in downtown theatres registering the presidential candidate reaction. Station also has a pool with ballot boxes in luncheon clubs, etc.

**SAN FRANCISCO**

**Laffs from Life (KJBS):** awarding \$75 in merchandise each time for best true humorous yarn submitted by listeners. Added gag is that commercials are limited to 30 seconds, with listeners getting a \$2.50 merchandise order if they catch a plug running longer.

**American Campaign (KFRC):** written and produced by John B. Hughes, news commentator, with cast of 15 men. Capitalizing on current political interest, the program is strictly non-partisan and reviews in narrative and drama high spots of previous presidential campaigns. Controversial points handled cau-

tiously, and doesn't touch on this year's election.

**Night Court (KYA):** re-enactment of actual trials, with local judges, District Attorney Matthew Brady and frequently also Public Defender J. E. Kenney appearing together in person together with litigants.

**FORTLAND, ORE.**

**Current Events (KGW):** quarter-hour, once-a-week, designed for children's interest. Through tie-up with school board it is broadcast by loudspeakers in schools as part of curriculum.

**Pet Peeve Clinic (KKL):** reading of pet peeves with listeners invited to send in theirs. Quarter hour daily.

**CINCINNATI**

**Problem Court (WKCY):** airing of boy and girl problems.

**OMAHA**

**Yours Truly, Mr. Dealey (WOW):** one-man show, based on the question-and-answer theory plus the curiosity angle. In connection with the broadcasts Dooley Curiosity Clubs have been founded, which now number about 165,000 members. Pays special attention to kids, and questions steer clear of love, creed or domestic frays. A sort of Fred Astaire, Bob Ripley or John Hix, but garbished with personal and human interest touches.

**MONTGOMERY, ALA.**

**What to do and Where to go To-night (WSFA):** theatre and night club information, and special events, such as wrestling and boxing, etc.

**FEORIA, ILL.**

**His Majesty the Baby (WMBD):** stanza heralding new arrivals at hospitals with special record opening, music, baby squawks, etc.

**BRIDGEPORT**

**Health Department (WICC):** program handled by the city's Health Officer Linde with an eye to drugs, medicines, etc.

**NEW HAVEN**

**First Offender (WELI):** handled by High Sheriff Slavin of New Haven county, and offering a different angle on the crime-doesn't-pay idea. Scripts penned by jail inmates, and in some cases broadcast direct from the jug. Stanza is to steer clear of unnecessary blood-and-thunder, with appeal to parents and younger generation.

**CLEVELAND**

**Youth Speaks Out (WGAR):** similar to 'March of Time' but from a viewpoint toward the juve dialer. News is based on INS and Universal Service.

**ROCHESTER, N. Y.**

**My Job Is—(WHAM):** girl interviewer quizzing public servants, waitresses, policemen, doormen, etc.,

on experiences connected with their jobs.

**PITTSBURGH**

**Town Meeting Poll on Pittsburgh Opinion (KDKA):** precisely what label indicates.

**Station Sweepstakes (KQV):** imaginary horse race.

**WASHINGTON, D. C.**

**Word Man (WTMA):** five-minute talk answering queries about misused and mispronounced words.

**MONTREAL**

**French Variety (CKAC):** French m.c. with girl as foil. Rapid fire 'group' show which links every advertiser up into one complete dramatic sketch. This is about the only French group show running locally that affords any possible audience other than straight recording shows, and commands largest French audience.

**My Kingdom Come (CFPC):** semi-Biblical offering with good following among the femmes.

**Ici Paris (CRCM):** glimpse of Paris life with humor, song, and music appealing to French Canadians.

## WSAF's Fall Forecast IS BIGGER 'N' BETTER

Cincinnati, Aug. 25.

WSAF, Croley's local station, is greatly enhancing its biz schedule for the new season. Availability of talent from the staff, its big brother, the 500,000-watt WLW, for special shows, and centralized relocation of the WSAF transmitter plant contribute to the boost.

Bob Jennings, under Frank M. Smith, offers commercial department of the Croley's small.

New accounts include Alms & Doeppke Co., and Rollman's department stores; French-Bauer, Inc., burg's leading dairy; Norge Dealers, a contract dealer in tires, and the Cincinnati Cigar Co., among others. Norge account features Red Barber, Croley's newscaster, in evening blasts on general spots.

Cincinnati Cigar Co., starts Sept. 6 for evening quarter-hour stanzas on dramatized flashbacks of Cincinnati Twenty Years Ago. Account handled by Walter Haehnle.

French-Bauer is sponsoring weekly half-hour pick-ups of community sings from many parks, with Tom Slater, of station's staff, as m.c. John Bunker, Inc. is the agency.

Eight neighborhood cinemas are linked in sponsorship of 'Our Hollywood' block-buster on Tues. and Sat. from 5:30 to 5:45 p. m. Chatter on film stars playing in pictures current at the theatres is rattled off by Sidney Mason of the WLW-WSAF staff. Accounts through Walter Haehnle agency.

## Balto's 1st German

Baltimore, Aug. 25.

First German language program ever aired in Balto started today (Tuesday) in new series over WBCEM. Station will air four half-hour early a.m. periods weekly index.

Programs are participatory, with time being bought in bulk by Georg Gerhardt in association with the Balto German Correspondent, daily Deutscher newspaper, and sold in piecemeal spots to advertisers. German music electrically transcribed is the entertainment, and, of course, all the talk is in the Teuton tongue. Gerhardt runs a similar sort of program on WIAK, Philly.

Prior to this only foreign-language programs heard on Balto broadcasts have been Yiddish and Polish.

## Henry Busse on Afternoon Chi Shampoo Commercial

Chicago, Aug. 25.

Henry Busse orchestra has been set for a network show under the sponsorship of Mar-O Oil shampoo, starting Sept. 9 on a 34-station coast-to-coast hook-up on the NBC red. Originating in Chicago in order to tie in with Busse's regular in-person engagements at the Big Chae Farce nitery show will hit for 30 minutes every Wednesday afternoon at 3 o'clock.

Deal, set through personal representative Sam Lutz and the Music Corporation of America, was made with the Bagally, Horton & Hoyt agency, handling the account.

**School Kid Sings**

Philadelphia, Aug. 25.

As a variation of new 'Community Sing' shows, WCAU is planning series of 'School Children's Songs' to ether after fall term begins. Figure using five 15-minute shows weekly, picking up morning auditorium exercises from different public school every day.

## Mutual Time Bookings

(Present and Future)

### SUNDAY

**Dryden & Palmer (Gravymaster):** 10:15 to 10:30 a.m. WOR, WNAC, WFIL.

**Armin-Vardy:** 10:30 to 2 p.m. WGN, WGR, WBAL, WCAE, WGAR, WSAI.

**H. Fendrich (Derby Cigars):** 1:30 to 2 p.m. WGN, WLW, CKLW, WGR, WSM.

**Lutheran Church:** 1 to 1:30 p.m. WLW, CKLW, WGR, WAAB, WGAR, WICC, WHEI, WJJD, WBAL, WCAE, WSM, WWA, WWA.

**Feenami:** 6 to 6:30 p.m. WGR, WLW, WDRC, CKLW, WBAL, WFIL, WCAE, WGAR, WNAC, WGN.

**Continental Baking:** 9 to 10 p.m. WOR, WGN.

**MONDAY THROUGH FRIDAY**

**Cudahy Packing:** 10:15 to 10:30 a.m. WLW, WGN.

**Leah & Pink:** 4:15-4:30 p.m. off Sept. 28. WGN, WLW.

**General Mills:** 12:45 to 1 p.m. WGN, WLW.

**Wander Co. (Ovaline):** 3 to 3:15. WOR, WGN, WLW.

**MONDAY THROUGH THURSDAY**

**Grove Laboratories (Bromo Quinine):** 9 to 9:15 p.m. WOR, WGN, CKLW, WAAB; early version, 7:45 to 8 p.m. for WFIL, WBAL, WCAE.

**MONDAY-WEDNESDAY-FRIDAY**

**Squibb:** 10:30 to 10:45 a.m. WOR, WGN, WLW, CKLW.

**Crazy Water Hotel (Crazy Water Fizz):** 1:15 to 1:30 p.m. WOR, WSAI, CKLW, WGR, WHEI, WAAB, WSM, WCAE, WFAL, GAR, WROA.

**Fels & Co.:** 1:15 to 1:30 p.m. WGN, WLW, WGAR, WAAB, WNAC, WTIC, WEAN, WVCB.

**Gordon Baking:** 7:30 to 8 p.m. WXYZ, WOR, WGN, WSPD.

**MONDAY**

**Mennen's:** 10 to 10:45 p.m. WOR, WGN, WAAB, WLW.

**TUESDAY**

**Crusaders:** 7:45 to 8 p.m. WOR, WLW, WPRO, WAAB, WGAR.

**Macfadden (True Detective):** 9:30 to 10 p.m. WOR, WLW.

**Macfadden (Liberty):** 10 to 10:15 p.m. WOR, WGN, WLW, CKLW.

**WEDNESDAY**

**Murine:** 10:30 to 9 p.m. WGN, WLW, WCAE, KFRC, KGB, KDB, SSS Co.: 7:30-8 p.m. WLW, WOR, WGN, CKLW.

**THURSDAY**

**Crown Cereal:** 7:45 to 8 p.m. WLW, WOR, WGN, CKLW.

**Estate Steve (Heatslow):** 9:30 to 10 p.m. WLW, WGN.

**FRIDAY**

**Green Watch:** 8 to 8:30 p.m. WLW, WOR, WGN, CKLW.

**SATURDAY**

**Household Finance:** 8:30 to 9 p.m. WOR, CKLW, WGN, WLW, WBAL, WKWB.

## WHK in CBS RENEWAL

Conferences in Cleveland Lead to New Contract

Cleveland, Aug. 25.

CBS representatives spent a couple of days in Cleveland last week building with WHK head men. Result of conferences as announced by H. K. Carpenter, WHK manager, came in the form of an assurance that WHK will continue to carry CBS programs in Cleveland this fall. Signing of contract, is answer to previous rumors that CBS shows would shift over to WGAR here, which is a sister station of WJR, Detroit. WJR jumped from the NBC fold to the CBS banner some time back. Currently WGAR is carrying NBC's WJZ commercial and sustainer and Mutual commercials. WTAM carries the NBC's WEAF Chain but has Lowell Thomas of WJZ not added. WJAY is Cleveland's only all-local outlet.

### Hearns on WHN

Hearns Department Store returns to WHN, New York, on Sept. 5 with sponsorship of jewel program. Show will be given Saturday mornings at 10:30 a.m. EDT for 60 minutes, from the store.

George Nobbs announcing for the program. Placed direct.

## Kansas City May Stop Baseball Broadcasts

Kansas City, Aug. 25.

Possibility that ball games will not be etherized next season from Wuebach field loomed this week when management of the KC Blues, American Association, expressed a desire to test whether or not broadcasts denied the attendance. Gate clicking this year is about 30,000 ahead of last season but baseballers feel it should be more.

W9XBY has been broadcasting the games for General Mills' Wheaties. On all airings station has pleaded with the fans to attend the games and for a parting gesture have designated an 'appreciation day' at the park this week.

### Covert-Reed on WTAM

Cleveland, Aug. 25.

Ray Covert and Marshall Reed, song and patter team with accompanist, Dio Dato, have been signed for a new series of two-week sustainer on WTAM here. John F. Royal, NBC program director, heard the boys during a Cleveland Rotary Club Radio Day show here last spring and was favorably impressed. Boys appear nightly at the Vogue Room of Hotel Hollenden here.

## DIRECT HIT



Harpooning the New England market for advertisers—and it's a whale of a market—is the regular job of WBZ and WBZA. Concentrated where most of the money is spent, they have a potential circulation of 1,156,000 radio families, or 4/5ths of the buying power of New England.

**WBZ**

50,000 WATTS  
NBC Blue Network  
BOSTON, MASS.

**WBZA**

1,000 WATTS  
NBC Blue Network  
SPRINGFIELD, MASS.

Completely programmed by NBC

**KSL**  
THE VOICE OF THE WEST

SALT LAKE CITY, UTAH

- First in popularity.
- First in volume of local and national business
- First in power and coverage.
- First in showmanship.
- First in years of service.
- First in listener influence.





## COLUMBIA invites you to study the strongest network schedule in the history of broadcasting

Only to VARIETY'S readers could we show a page of such solid type, with the full expectation that its significance will get over. For VARIETY'S readers will see *this* solid type as solid entertainment—the greatest concentration of sponsored programs, in our opinion, ever presented on any one radio network. Here are the shows the radio audience will find on Columbia this Fall (as listed at the time this went to press); *each program attracting and holding the audience for the others.*

Broadway Varieties . . . . .	American Home Products Corp.
Your Hit Parade . . . . .	American Tobacco Co.
Atlantic Family . . . . .	Atlantic Refining Co.
Your Unseen Friend . . . . .	Beneficial Industrial Loan Co.
Hollywood Hotel . . . . .	Campbell Soup Co.
Burns and Allen . . . . .	Campbell Soup Co.
Carborundum Band . . . . .	Carborundum Co.
Rubinoff, Jan Pearce & Virginia Rae . . . . .	Chevrolet Motor Co.
The Goose Creek Parson . . . . .	Colgate-Palmolive-Peet Co.
Palmolive Community Sing . . . . .	Colgate-Palmolive-Peet Co.
Gang Busters . . . . .	Colgate-Palmolive-Peet Co.
Renfrew of the Mounted . . . . .	Continental Baking Corp.
Major Bowes Amateur Hour . . . . .	Chrysler Corp.
Bachelor's Children . . . . .	Cudahy Packing Co.
Joe Penner . . . . .	R. B. Davis Co.
Cavalcade of America . . . . .	E. I. DuPont de Nemours & Co.
Elgin Football Review . . . . .	Elgin National Watch Co.
Ford Sunday Evening Hour . . . . .	Ford Motor Co.
Fred Waring's Pennsylvanians . . . . .	Ford Motor Co. (Dealers)
Guy Lombardo's Orchestra . . . . .	General Baking Co.
Betty & Bob, Modern Cinderella, John K. Watkins, Betty Crocker, Hymns of All Churches . . . . .	General Mills, Inc.
Community Sing . . . . .	Gillette Safety Razor Co.
A&P Hour with Kate Smith . . . . .	Great A&P Tea Co.
Great American Tourist with Phil Baker . . . . .	Gulf Refining Co.
Bobby Benson & Sunny Jim . . . . .	Hecker H-O Co., Inc.
Heinz Magazine of the Air . . . . .	H. J. Heinz Co.

Swing with the Strings . . . . .	George E. Hormel Co.
Hammerstein Music Hall . . . . .	Kolynos Sales Co.
Quality Twins . . . . .	Knox Gelatine Co.
Krueger Musical Toast . . . . .	G. Krueger Brewing Co.
Wayne King's Orchestra . . . . .	Lady Esther Co.
Doctor Allan Roy Dafoe . . . . .	Lehn & Fink Products Co.
The Gumps . . . . .	Lehn & Fink Products Co.
Ted Malone . . . . .	Lehn & Fink Products Co.
Lux Radio Theater . . . . .	Lever Brothers Co.
Laugh with Ken Murray . . . . .	Lever Brothers Co.
Chesterfield Program . . . . .	Liggett & Myers Tobacco Co.
Floyd Gibbons, Vincent Lopez and Orchestra, and Guest Stars, Nash Motor Co.	
Pet Milky Way . . . . .	Pet Milk Sales Corp.
Boake Carter . . . . .	Philco Radio & Television Corp.
Pittsburgh Symphony Orchestra . . . . .	Pittsburgh Plate Glass Co.
Camel Caravan . . . . .	R. J. Reynolds Tobacco Co.
(To be decided) . . . . .	Sears Roebuck & Co.
Flying Red Horse Tavern . . . . .	Socony-Vacuum Oil Co.
Alemite Half-Hour with Heidi's Brigadiers . . . . .	Stewart-Warner Corp.
Texaco Fire Chief—Starring Eddie Cantor . . . . .	Texas Co.
Pick and Pat in Pipe Smoking Time . . . . .	U. S. Tobacco Co.
Vick's Open House, with Nelson Eddy . . . . .	Vick Chemical Co.
News of Youth . . . . .	Ward Baking Corp.
Popeye . . . . .	Wheatena Co.
Judy Starr and Charioteers . . . . .	Wildroot Co.
March of Time . . . . .	Wm. Wrigley, Jr., Co.

## 70 Network Premieres

### AUG. 30

**Acme White Lead and Color Works:** Smiling Ed McConnell, Irma Glen, organist, plus orchestra and chorus under the direction of Palmer Clark; Sundays, 5:30 to 6 pm. Via NBC Basic Red, WLW (Boston to be added later).

**Colgate-Palmolive-Peet (Supersuds):** 'Goose Creek Parson' script show; Sundays, 7:15 to 7:30 pm, and Wednesdays and Fridays, 7:30 to 7:45 pm. (Note: on Sept. 28 the Sunday show switches to Mondays, 7:30 to 7:45 pm.) Via 58 CBS stations, plus 27 on a rebroadcast.

### AUG. 31

**Procter & Gamble (Camay):** 'Pepper Young's Family'; Mondays through Fridays, 10:30 to 10:45 am. Via split NBC Blue (WJZ, WSYR, WHAM, KDKA, Chicago). Note: this stanza duplicates an older version running on the Red.

**Lever Bros.: Indef program;** Mondays through Thursdays, 11:30 to 11:45 am, rebroadcast at 2 pm. Via 63 CBS stations.

**Wheaties: 'Poppye the Sailorman';** Mondays, Wednesdays, Fridays, 7:15 to 7:30 pm. Via 23 CBS stations.

**General Mills (Wheaties):** 'Jack Armstrong' juve serial; Mondays through Fridays, 5:30 to 5:45 pm. Via split NBC Red (WEAF, WEEI, WVIC, WJAR, WTAG, WCHS, KYW, WPBR, WRC, WGY, WVEN, WCAE, WTAM, WWJ, with Chicago added later).

### SEPT. 2

**H. J. Heinz: 'Magazine of the Air';** with Grand Duchesse Marie and guests, Lee Stevens' orchestra and chorus, Reid Kennedy, baritone, plus 'Trouble House' script show; Mondays, Wednesdays Fridays, 11 to 11:30 am, with rebroadcast 3 to 3:30 pm. Via 50 CBS stations, plus 8 on the rebroadcast.

**Crazy Water Hotel (hotel and azz):** spiels from the hotel lobby in Texas, M-W-F 1 to 1:15 pm. Via the following Mutual stations: WOR, WSAI, CKLW, WGR, WPIL, WSM, WRVA, WGAR, WCAE, WBAL (after Sept. 28) WAAB (after Sept. 14).

**Goodyear Tire and Rubber: 'Literary Digest Nationwide Poll Results'** with John B. Kennedy, Mondays, Wednesdays, Fridays, 7:15 to 7:30 pm (for nine weeks only). Via split NBC Blue with WJZ, WBEZ, WBEA, WFIL, WBAL, WMAL, WSYR, WHAM, KDKA, WPBR, WGAR, WXYZ, Chicago, SE, WPBC, WSCS, WLW (KWK, WMT, KSO, KOIL, SC and NW starting Sept. 28) from 7:45 to 8 there is a second version for WTAM, WOOD; third version comes on from 11:15 to 11:30 for SW, Pacific Blue, KLO, North Mt., WREN (KWK, WMT, KOIL, KSO, SC and NW up to and including Sept. 25).

### SEPT. 3

**John Morrell (Red Heart dog food):** 'Tea Time at Morrell's' with Jos. Gallicchio's orchestra, Gale Page, and Don McNeill; Thursdays, 4 to 4:30 pm. Via split NBC Red (WEAF, WEEI, WTAG, KYW, WRC, WGY, WVEN, WCAE, WTAM, WJZ, KSD, WIO, WDAF, KSTP, WEEB, WSM, WMC, WBS, KOA, KFI, KOMO, plus Chicago and Group B).

### SEPT. 4

**Wasey Products (Barbasol):** rebroadcast for Bost.; 'Singin' Sam, the Barbasol Man'—Harry Frankel; Fridays, 8:15 to 8:30 pm, with rebroadcast at 11:30. Via NBC Basic Blue and WLW; rebroadcast to Pacific Blue and KLO.

**Sinclair Refining:** Red, Grange, gridiron, comment; Fridays, 10:30 to 10:45 pm, Saturdays 7 to 7:15 pm (Grange will also participate in Sinclair Minstrels on the Blue on Mondays). Via NBC Basic Red, Group B, NW, SE, SC, SW and Mt. Red.

**Campana Sales (Italian Balm):** 'First Nighter'; Fridays 10 to 10:30 pm. Via NBC Red.

### SEPT. 6

**Andrew Jergens ( lotion):** Walter Winchell; Sundays, 9 to 9:15 pm. Via NBC Blue.

**General Baking (Bread bread):** Guy Lombardo orchestra; Sundays, 5:30 to 6 pm. Via 28 CBS stations.

**Gillette Razors: 'Community Sing';** Sundays, 10 to 10:45 pm. Via 94 CBS stations.

### SEPT. 8

**Packard Motors:** Fred Astaire and Johnny Green's orchestra; Tuesdays, 9:30 to 10:30 pm. Via NBC Basic Red, Group B, Canadian, NW, SE, SC, SW, Mt. Red, Pacific Red.

### SEPT. 9

**Procter & Gamble (Drene):** Frank Parker and Ann Leat in an untitled show; Wednesdays, 10 to 10:45 pm. Via two NBC Red stations—WEAF, and Chicago. For eight weeks only.

**J. W. Marrow (shampoo):** Henry Busse orchestra and vocalists, Wednesdays, 4:00 to 4:30 pm. Via NBC split Red with WEAF, WCAE, WTAM, WWJ, Chicago KSD, WOV, WDAF, CRTC, CFCE, KVOO, WKY, Dallas, KPRC, WOA!, Mt. Red, Pacific Red. SEPT. 13

**Pittsburgh Plate Glass:** symphony concerts; Sundays, 2 to 2:45 pm. Via 49 CBS stations.

**General Motors: 'General Motors Concerts'** with Erno Rapee conducting; Sundays, 10 to 11 pm. Via NBC Basic Red, WOOD, Canadian, SE, SC, SW, NW, Mt. Red, Pacific Red, N. Mt., KTAR.

**Sterling Products (Dr. Lyons):** 'Backstage Wife' script show; Mondays through Fridays, 11:15 to 11:30 am (to 11:45 on Tuesdays and Thursdays). Via NBC Red.

**Sterling Products (Dr. Lyons):** 'How to Be Charming'; Mondays, Wednesdays, Fridays, 11:30 to 11:45 am. Via NBC Red.

**American Home Products:** Anacin; Outdoor Girl and/or Kisproof; Kolynos; three script shows, one of which will probably be 'Mrs. Wiggs of the Cabbage Patch'; Mondays through Fridays, 10 to 10:15 am for Anacin, 10:15 to 10:30 for Outdoor and/or Kisproof, 10:30 to 10:45 for Kolynos; rebroadcast 11:15 to 11:30 am for NBC Basic Red and WSAI, repeater for Mountain Red, Pacific Red.

**International Cellulose (Kleenex):** 'Story of Mary Martin' script serial; Mondays through Fridays, 12:15 to 12:30 pm. Via NBC Basic Red, except WTAG, WCHS; plus Group B, KSTP, WAVE, Mt. Red, Pac. Red. Maltex: 'The Treasure Adventures of Donald Ayer'; juve serial; Mondays, Wednesdays, Fridays, 5:30 to 5:45 pm. Via 16 CBS stations.

### SEPT. 15

**General Shoe (Jarman):** musical featuring a different pop band each week; Tuesdays, 10:30 to 11 pm. Via NBC Basic Blue, Group B, SE, SC, SW.

**American Home Products:** undecided show; Mondays through Fridays, 12:30 to 1:15 pm. Via an undecided CBS list of stations.

### SEPT. 17

**Great Atlantic & Pacific Tea:** Kate Smith with Jack Miller's orchestra and variety; Thursdays, 8 to 9 pm. Via 45 CBS stations.

**Chrysler:** Major Bowes and amps; Thursdays, 9 to 10 pm. Via 81 CBS stations.

**Sears, Roebuck:** Golden Jubilee musical-dramatic cavalcade; Thursdays, 10 to 10:30 pm. Via 95 CBS stations.

### SEPT. 19

**G. Washington Coffee:** 'Jim Williams—Prof. Quiz'; Saturdays, 7:30 to 8 pm. Over the NBC managed and owned network (WGR, WGY, WTAM, Chicago, WJZ, WBEZ, WBEA, KDKA).

### SEPT. 20

**Standard Brands (Coca & Sanborn):** 'Goodwill Court'; Sundays, 8 to 9 pm. Via same NBC Red hookup now occupied by Major Bowes (who shifts to CBS and Chrysler).

**Texas:** Edna Cantor, Bobby Breen, Harry Einstein, Reynard orchestra; Sundays, 8:30 to 9 pm. Via 89 CBS stations, plus 12 on rebroadcast at 11 pm.

**Ford Motors:** Ford symphony; Sundays, 9 to 10 pm. Via 86 CBS stations.

### SEPT. 27

**International Silver:** unnamed musical series; Sundays, 4:30 to 5 pm; Via NBC Basic Red, WLW, Pacific Red, Mt. Red.

**Gulf Refining:** Phil Baker and supporting cast with Hal Kemp's orchestra; Sundays, 7:30 to 8 pm. Via 62 CBS stations.

**Vick Chemical:** Nelson Eddy with Josef Pasternack's orchestra; Sundays, 8 to 8:30 pm. Via 76 CBS stations.

**Packer's Mfg. Co. (Goulds):** 'Drummond' script show; Sundays, 2:30 to 3 pm. Basic Red and Group B.

**Chas. Denby Cigar:** 'Smoke Dreams' musical, Sundays, 1:30 to 2 pm. Via the following Mutual stations: WLW, WGN, CKLW, WGAR, WSM.

**Ralston Wheat Cereal:** Tom Mix, Mondays through Fridays, 5:15 to 5:30 pm. NBC Red.

### SEPT. 28

**General Foods (Sanka Coffee):** Helen Hayes; Mondays, 8 to 8:30 pm. Via NBC Blue, with rebroadcast at 12:30 to Pacific Blue.

**Cadbury (Old Dutch):** 'Bachelor's Children' script show; Mondays through Fridays, 9:45 to 10 am. Via 6 CBS stations.

**Cadbury Packaging:** 'Bachelor's Children,' dramatic script with Hugh Studebaker, Margery Hannon, Patricia Dunlap, Mondays to Fridays, 10:15 to 10:30 am. Via the following Mutual stations: WLW, WGN.

**Grove Laboratories (Bromo Quinine):** Gabriel Heatter newscasts, Mondays through Thursdays, 9 to 9:15 pm. Via the following Mutual stations: WOR, WGN, CKLW, WAAB; an earlier version 7:45 to 8 his WFIL, WBAL, WCAE.

### SEPT. 29

**General Foods (Log Cabin):** 'Log Cabin Bar Z Ranch,' with Louise Massery and Westerners; Tuesdays, 8 to 8:30 pm. Via NBC blue with rebroadcast at 11:30 to Pacific Blue.

**Knox Gelatine:** East and Dumke, Dick Ballou, Jean Ramey; Tuesdays and Thursdays, 11:15 to 11:30 am. Via 20 CBS stations.

**Pet Milk:** undecided show; Tuesdays and Thursdays, 11 to 11:15. Via 48 CBS stations.

### OCT. 2

**Radio Guide (fan mag):** undecided variety show; Fridays, 10 to 10:30 pm. Via NBC Basic Blue and Group B.

**National Biscuit Co. 'Twin Stars':** with Rosemarie Brancato, Helen Claire, Josef Bonime's orchestra, Melodiots; Fridays, 9:30 to 10 pm. Via NBC Basic Blue, WLW, WOOD, NW, SE, WPBC, WSCS, SC, SW, KTAR, KGIR, KGH, Basic Pacific Blue, KLO.

### OCT. 3

**Elgin Watch:** orchestra and Ed Thorgersen; Saturdays, 8:30 to 9 pm. Via 50 CBS stations.

**Nash Motors:** Vincent Lopez orchestra and Floyd Gibbons; Saturdays, 9 to 9:30 pm. Via 46 CBS stations.

**Pet Milk:** undecided show; Saturdays, 9:30 to 10 pm. Via 55 CBS stations.

### OCT. 4

**Campana Sales (Dreskin):** 'Grand Hotel'; Sundays, 3:30 to 4 pm. Via NBC Red.

**Personal Finance:** unnamed musical and script show; Sundays, 5 to 5:30 pm. Via 44 CBS stations.

**General Foods (Minute Tapioca):** variety show with Tim and Irene, Don Wilson and Don Voorhees orchestra; Sundays, 5:30 to 6 pm. Via NBC Basic Blue, Group B, Pacific Blue, KLO.

**R. B. Davis (Coca-Cola):** Joe Penner in a script serial penned by Harry Conn; Sundays, 6 to 6:30 pm. Via 42 CBS stations.

**Standard Brands (Fleischmann yeast for bread):** Robert Ripley 'Believe-it-or-not'; Sundays, 7:30 to 8 pm. Via NBC Blue.

**Real Silk Hosiery:** undecided show; Sundays, 9 to 9:30 pm. Via NBC Basic Blue and WLW.

**Lutheran League:** 'Lutheran Hour,' Sundays, 1 to 1:30 pm. Via the following Mutual stations: WLW, CKLW, WGR, WAAB, WEAN, WICC, WTHH, WJJD, WBAL, WCAE, WSM, WRVA, WGAR.

### OCT. 5

**Lehn & Fink (Lynol, Pebecco, Hinds):** Dr. Allen Roy Dafeo spiels Mondays, Wednesdays, Fridays, 11:45 to 12 noon (Lynol); undecided show, Mondays through Fridays, 12 to 12:15 pm (Pebecco); undecided show, Mondays through Fridays, 12:15 to 12:30 pm (Hinds). Via 26 CBS stations for Lynol; 21 for Pebecco; 22 for Hinds.

**Wasey Products (Barbasol):** 'Singin' Sam'; Mondays, 10 to 10:15 pm. Via NBC Basic Blue, WLW, Pacific Blue, KLO.

**Wm. E. Warner (Sloan's):** 'Warden Lawes in 20,000 Years in Sing Sing'; Mondays, 9:30 to 10 pm. Via NBC Blue.

### OCT. 6

**Modern Food Process (Thrive):** undecided show, Tuesdays, 4:30 to 4:45 pm. (Continued on page 74)

## HERE AND THERE

**Don Eggert and Don Moore:** for years known on air and theatre as 'Ron and Don,' duet organists, now in Seattle in life insurance biz.

**Winthrop Steele:** insurance man, joins recording studio of E. V. Brinkerhoff, New York City, as Director of Sales.

**Gertrude Lutal:** soprano, has quit Shea's Buffalo pit for radio.

**Elmore Vincent (Senator Fish-face):** to Tulsa, Sept. 1-4, for press and radio show.

**Anne Hard:** Washington newspaper woman, will be off the NBC blue as commentator on a sustainer while taking a brief vacation in Europe.

**Virginia Veronique La Rae:** coloratura soprano, who has just concluded as soloist with Portland Stadium Philharmonic orchestra, will do a series over KOIN, Portland.

**Cyrus B. Briggs:** farm program director for KOAC, Corvallis, Ore., has resigned to become regional director of information and education for the soil conservation service in the United States Department of Agriculture with headquarters at Spokane, Wash.

**Tom 'La Brum,'** of Crowley-La Brum agency, Philly, vacating to Texas via freight boat, 'Will plane home.'

**Paul Nathan,** Oakland Post-Enquirer radio ed for past six years, resigned recently for a flier at Manhattan. Bill Holmes replacing.

**Charlie Fohl,** KROW, Oakland, mikeman, to KXOE, Eugene, Oregon. Dudley Manlove from KYA, San Francisco, into Fohl's spot.

**Frank Cannon Chamberlain,** asst. prod. mgr. at KROW, Oakland, marries on Aug. 30.

**Merritt Schoenfeld** joins the NBC sales staff in Chicago. Previously had been with the Montgomery Ward company.

**Robert Shoemaker,** formerly in newspaper work at Oskaloosa, Ia., has joined the sales force of WQXX, Kansas City.

**Lee Goldsmith,** studio manager of WCKY, Cin., quickied to and from Kansas City to return his daughter Gloria from vacash.

**George Moore,** commercial manager of WCKY, Cincinnati, to Michigan for his annual escape from hay fever.

**Hawley Todd,** trumpet player on Crosley's WLW-WSAI staff, Cincinnati, newly admitted to the bar in Ohio.

**Three Pals of Harmony,** juve vocal trio, have joined talent lists at WFIL and WIP, Philly.

**Margie Ann Knapp,** 11-year-old singer on Sears, Roebuck program over WGBY, Evansville, Ind., is in New York Monday accompanied by her mother, Lucille Knapp, also a singer.

**Fannie Brice** returned to the air last Thursday (20) on the Fleischmann program, her first appearance since the extended illness which caused the legit 'Follies' to fold last spring.

**Betty Lenox (Mrs. Lawrence H. Pike),** WGY, Schenectady household expert, scheduled for a tonsilectomy as part of a three weeks' vacation.

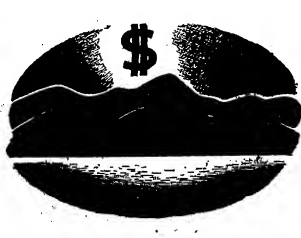
**Kolth D. Hager,** WGY manager, Mrs. Hager and twin daughters headed for New England and Provincetown-on-Cape Cod for vacation.

**Harry W. Crull** joins the Radio Department of the Peck Advertising Agency, New York.

**Phillips-Jones,** makers of Van Heusen shirts, resumes its radio activities Sept. 14 over WEAF with a news interpretation program of 15 minutes. Gilbert Seides, columnist-writer, will do the scripting and spiel.

**Bob White,** original radio Lamp-lighter and also known as Mark Tyne on the air, now with KSTP. Formerly with Yankee Network and Insull chain.

## ALTITUDE—LATITUDE —PLENITUDE!



Which is another way of describing the high, wide and prosperous market served by station KOA. Telling your sales story and selling your products is an everyday job for the most popular, most powerful and most influential station in the Rocky Mountain area.

# KOA 50,000 WATTS DENVER

Completely programmed by NBC

# + ADVERTISING AGENCIES' FORECASTS +

## F. WALLIS ARMSTRONG PHILADELPHIA

'Hollywood Hotel,' the full hour radio program for Campbell Soup Co., continues under long-time contracts, with Dick Powell, Frances Langford, Igor Gorin, Anne Jamison, Louella Parsons and Raymond Paige. CBS, Fridays.

Burns and Allen, the half-hour Wednesday CBS program for Campbell's Tomato Juice, also continues. Henry King and his orchestra have been engaged from the week of Sept. 2 until the return of Burns and Allen to New York toward the end of the year, when Eddie Duchin and his orchestra will resume. Jimmie Newell continues as tenor. L. Ward-Wheelock, Jr.

## AUBREY, MOORE & WALLACE CHICAGO

Herewith is a list of our programs for the 1936-37 season.

Campana's Italian Balm commences its fifth year Sept. 4 over the NBC Red, Fridays, 10 to 10:30 p.m. with the 'First Nighter.' This series features new and original three-act plays in Broadway, 'first night' setting. Cast includes Don Ameche, new 20th Century-Fox player; Barbara Luddy; Cliff Soulier, and Harry Jackson's orchestra. Campana's Dredskin on Oct. 4 resumes its 'Grand Hotel' over the NBC Red, Sunday afternoons, 3:30 to 4. This musical and dramatic program has a cast composed of Ann. Seymour, Lester Tremayne, Ray Johnson, Jim Ameche, plus other players and an NBC orchestra.

Marshall Field & Co. (retail) starts its sixth year of 'Musical Clock' over WBBM, Chicago, 7 to 9 a.m., Mondays through Saturdays. Milk Industries will hit the Mutual network from Chicago starting Sept. 27, Sundays, 6:30 to 7 p.m. The series is to be called 'Stars of the

Milky Way,' a musical show with Robert Trendler's orchestra; Gina Vanna, soprano; Wayne Van Dyne, tenor; Gunther Decker, tenor; Grenadiers' Quartet; Celestial Strings, and Dolores Gillen and Edward Prentice, commercial dramatists.

Kester Solder Co. begins its third year of 'Grand Ol' Opry' over WSM, Nashville, on Oct. 3. Julian & Kokenge (Foot Saver Shoes) has spot announcements on various stations throughout the country. Ditto for Wayne Knitting Mills.

Personal Loan & Savings Bank is sponsoring a local Chicago show entitled 'Money Music Makers.'

F. G. Ibbett.

## N. W. AYER NEW YORK

Following is a list of network and spot shows placed by us, as of today. We have omitted a few shows that will be off the air in the next two or three weeks. There will be other programs, but they have not yet reached the stage where details are definite.

Ford Dealers' Program: Fred Waring and his Pennsylvanians, CBS network, Tuesdays and Fridays, 9 to 9:30 p.m., with repeat show reaching the Coast at the same time. Ford Motor Co.: Ford Sunday Evening Hour, starting Sept. 20, CBS. Ford Symphony orchestra will be conducted by Kolar, Kurbi, Smaliens, Ormandy and Reiner.

Kellogg Co.: Gene and Glenn, heard on the Cornbelt network, Tuesdays, Thursdays and Saturdays, 8 to 8:30 a.m., over stations WOC, KMBC, KFAB, KOIL and WIBW. A repeat on this is broadcast from V.H.O. to WCCO from 8:30 to 9 a.m. the same days.

Kellogg Co.: Singing Lady, juvenile series, Mondays through Fridays, 5:30 to 5:45 p.m., NBC Blue network.

Kellogg Co.: Girl Alone, dramatic

series Mondays through Fridays, 12 to 12:15 p.m., NBC Red network.

Kellogg Co.: Texas Rangers, 5:30 to 5:45 p.m. Texas Quality Group, WFAA-WBAP, KPRC, WOAI.

Ford Dealers' Program: Ford V-8 Revue, 15-minute transcriptions featuring Bob Crosby's orchestra with the Freshmen trio, carried by more than 300 stations, varied time schedule.

Golden State Dairy: Menu flashes, Monday and Friday, 10:45 to 11 a.m. Featuring Jean Andres and her food recipes over KPO, San Francisco.

Golden State Dairy: Cousins Sue and Bud, electrical transcription series, Monday through Friday, on a varied time schedule, over KJBS, San Francisco.

Golden State Dairy: Announcements on staggered schedule over KDB, Santa Barbara, and KIEM, Eureka.

Luick Sealtest Dairy: Charlie Chan, Monday, Wednesday and Friday, 9 to 9:15 p.m., over WTMJ, Milwaukee.

Sheffield Farms: Billy and Betty, WEAF, Monday through Friday, 6:45 to 7 p.m.

Webster-Eisenlohr: Transradio News, sports news, baseball scores, and racing results over KFH, WOW, KYW, KOA, WCCO, KMBC, WOR, WET, KILD, WOAI, WTMJ, WGN, WNAC, WWI, KVOO, WTAM, WMCA, KSO, KLZ, WCBM, WOL, WIP.

McKesson & Robbins (Calox tooth-powder): Participation in Uncle Don juve program, WOR, New York. Also announcements on WHK and WMAQ.

Atlantic Refining Co.: Baseball games of American and National teams, play-by-play each day over WIP, Philadelphia, by Dolly Stark.

Kellogg Co.: Melody Time, girl trio, two piano tones, baritone, xylophonist, Monday, Wednesday and Friday, 6:15 to 6:30.

Kellogg Co.: News flashes over WSYR, Syracuse, six days weekly.

Kellogg Co.: Baseball, all weekday games of the St. Louis Major League

Baseball Clubs, over KMOX, St. Louis.

Ford Motor Co. of Milwaukee: Spice of Life, electrical transcription variety show, Sundays from 5 to 5:15 over WTMJ.

Kopper's Seaboard Coke: Make Believe Ballroom, transcription, 15 minutes, Mondays, Wednesdays, Fridays, 6:30 to 6:45 over WNEW, N.Y. C. (starts Sept. 14).

Kellogg Co.: Baseball series, for duration of season, over WENR, Chicago.

Kopper's Coke Co. of Philadelphia: Election returns on night of Nov. 3, over KYW from 11 p.m. to 1 a.m.

Atlantic Refining: University of Pennsylvania football games over WCAU; University of Pittsburgh games over Virginia network plus WDBJ, Roanoke, Norwich at Dartmouth over WEEI; Providence at Holy Cross over WEEI, WTAG, WJAR; Holy Cross at Dartmouth over WEEI, WTAG; Western Maryland at Providence over WJAR; Brown at Dartmouth over WEEI, WJAR; Carnegie at Holy Cross, WEEI, WTAG; Brown at Penn over WEEI; Miami at Boston U. over WEEI; Colgate at Holy Cross over WEEI, WTAG, WJAR; Williams at Amherst over WEEI, WTAG, WJAR; Boston C. at Boston U. over WEEI; Holy Cross at Boston C. over WEEI, WTAG, WJAR.

Kellogg Co.: Has bought rights to baseball games of St. Louis Major League Baseball clubs over KMOX for 1937.

International Silver Co.: New musical series to start Sept. 27 over the NBC red, Sundays, 4:30 to 5 p.m. Sealtest Laboratories: Variety hour starting Oct. 17, Saturdays from 8 to 9 over the NBC red and supplementaries.

## BAGGALEY, HORTON & HOYT CHICAGO

Baggaley, Horton and Hoyt Agency (formerly known as Sellers

Service) has new afternoon program on NBC red for Mar-o-oil Shampoo beginning Sept. 9. Show will feature Henry Busse's orchestra.

Agency is also placing live talent and recorded programs all over the country for Pinex and is scheduling announcements for W. A. Sheaffer Pen Co.

## BENTON & BOWLES NEW YORK

Show Boat, for General Foods' Maxwell House Coffee, inaugurates its 1837 edition with Lanny Ross. Sam Hearn is introduced in a new characterization—Horace Nimble. Helen Jepson is to appear from time to time, and Honey Dean, as Georgia Lee, becomes the new blues singer. Al Goodman's 30-piece orchestra presides and there will be a return of the old favorite characters who were with the show in its first year—Jean Mason, Walter Jamison, the husband of Maria, and others. Ross Graham will be launched as a new blues singer. Al Goodman's 30-piece orchestra presides and there will be a return of the old favorite characters who were with the show in its first year—Jean Mason, Walter Jamison, the husband of Maria, and others. Ross Graham will be launched as a new character named Frank Willoughby. The Modern Choir, an ensemble of 21 voices under the direction of Meyer Rappaport and Emil Cote will make its debut. The old favorites aboard will be Molasses and January, Maria and Tiny Ruffner.

After four years of mythical travel, the Maxwell House Show Boat will actually move out of New York's Radio City for the first time on Thursday, Sept. 3, and go to the stage of Cleveland's huge public auditorium. The program there will be given as a feature of the Great Lakes Exposition over the NBC red

(Continued on page 70)

MICHIGAN'S GREATEST ADVERTISING MEDIUM

# W J R

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50,000 Watts

CBS Network

G. A. RICHARDS,  
President

LEO FITZPATRICK, Vice-President  
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# REGIONAL NETWORKS ANTICIPATE BIG SEASON AS CONTRACTS HYPO OPTIMISM

Increase in Number of Regionals Notable—See Aid to Independent Stations' National Business-Chase

The individual station in its maneuvers to obtain a larger share of the advertising pie has turned to networks operated on a regional or mutual basis in contradistinction to the NBC or CBS type of network in which a central organization more or less overshadows the component memberships within the network. Regionals now include Affiliated, Colonial, Cornbelt, Buckeye, Don Lee, Empire, Inter-City, Iowa, Mason-Dixon, Michigan, New England, Northern California, Southern California, Texas Quality, Virginia, West Texas, West Virginia and Yankee.

Fall Forecast reports from a number of these suggest that the future is definitely brighter than at any time since regionals came into being as an organism of broadcast advertising.

## Affiliated

Chicago, Aug. 25.

At present Affiliated (ABC) has five commercials. They are Princeton Park Campuses, Yale Trees, Remington-Brand and Carhart Overalls. Best selling point offered by ABC is fact that they merchandise a sponsor's product at no extra cost to the advertiser.

Stations comprising the Affiliated Broadcasting Co. are:

- | STATION | CITY               |
|---------|--------------------|
| WLAX    | Springfield, Ill.  |
| WGLS    | Joliet, Ill.       |
| WJBL    | Decatur, Ill.      |
| WROK    | Rockford, Ill.     |
| WBFB    | Rock Island, Ill.  |
| WWAE    | Hammond, Ind.      |
| WERC    | Elkhart, Ind.      |
| WSOW    | Terre Haute, Ind.  |
| WEOA    | Evansville, Ind.   |
| WGBF    | Evansville, Ind.   |
| WIBC    | Muncie, Ind.       |
| WGRC    | New Albany, Ind.   |
| WJW     | Madison, Wis.      |
| WDMT    | Mantowau, Wis.     |
| WBYB    | Green Bay, Wis.    |
| KEFZ    | Pond du Lac, Wis.  |
| WBRL    | Sheboygan, Wis.    |
| WLOD    | Farmersville, Wis. |
| WIL     | St. Louis, Mo.     |
| WKBB    | Dubuque, Iowa      |

In addition to the above 20 stations, chain has working agreement with the following five outlets: WIND, Chicago; WJJD, Chicago; WDPG, Minneapolis; WKBB, La Crosse, Wis.; WIBU, Poyntette, Wis.

Ota Gyg.

Rob Elson will handle the mike for the Standard Oil broadcasts of the Bears pro football games over WGN, the Chicago Tribune station, starting Oct. 11.

## Buckeye

Cleveland, Aug. 25.

Buckeye Network, at present is composed of five radio stations: WHK, Cleveland; WHKC, Columbus; WKBN, Youngstown; WSPD, Toledo, and WPAY, Portsmouth.

Object of this network is to thoroughly cover the State of Ohio, which contains 1,396,900 radio homes, and which, with a local network, can be reached at a very economical cost.

We will also use the Buckeye Network for sustaining shows.

WHK, Cleveland, is the basic outlet for the Buckeye Network. WHK has six studios located in the Terminal building in downtown Cleveland. WHK's studios maintain all facilities that are necessary for a basic network outlet.

Buckeye Network will get under way this fall with several accounts whose products are manufactured in Ohio.

Buckeye Network makes available a complete supplementary service for its advertisers and their agencies. It has an Artists Bureau, Program and Continuity Departments, announcements, Merchandising Sales Service, and a Publicity Department.

H. K. Carpenter, Vice-President and General Manager of Radio Station WHK, is General Manager of the Buckeye Network whose offices are located at 1311 Terminal Tower, Cleveland, Ohio.

C. A. McLaughlin.

## Michigan

Detroit, Aug. 25.

The 1936 Fall season for commercial commitments on the Michigan Radio Network, bids fair to reach SRO. We feel this is not accidental but the logical outcome of over three years of carefully guarded progress and particularly through network administration that we flatter ourselves equals the Coast to Coast webs.

Michigan Radio Network is operating identically the same as NBC and Columbia, mechanically, and the key station, WXYZ, feeds 16½ hours of sustaining and commercial every day.

On Jan. 31, 1933, when the Michigan Net started, George W. Trendle, President of King-Trendle, envisioned the Michigan Territory as an excellent test market, because of its scope of trading volume for farm territories and rural centers to large cities topped by the big Detroit

Metropolis. This hunch has since proven correct.

Today the Michigan Radio Network's lines connecting the eight stations are Grade A, and WXYZ is enabled to feed many of NBC's Blue Network sustainings to all the outlets, thereby lending additional audience attraction to the many offerings emanating from WXYZ's production staff. Most notable among these on "The Lone Ranger," created by WXYZ. This program proved a smash hit on Michigan Net from inception, and now under continued sponsorship, is a successful radio half-hour drama on WGN, Chicago, WOR, New York, WSPD, Toledo, which stations receive it three times weekly direct from the panel of WXYZ.

WXYZ's management predicts a duplication of this success in a new thriller called "The Green Hornet," now fed to Michigan Radio Network twice weekly in half-hour periods. And "The Big Broadcast," a musical variety half-hour weekly already sponsored by a cigar manufacturer, and circulated to WGAR, Cleveland; and WSPD, Toledo. George W. Trendle and executives have had an enriched experience of 25 years in the show business to draw upon in creating entertainment that is marketed for showmanship. In consequence, WXYZ rightfully earns its nationally known reputation as a big time outfit.

H. Allen Campbell.

## Texas Quality

Texas Quality Network, comprised of WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; and WERC, El Paso, was organized on September 11, 1934. Since its inception, it has been operated on a mutual basis, without a central office and with each station acting for the others.

Network has grown rapidly in the two years it has been in operation, and at this writing the accounts using or having contracted for fall use of TQN facilities are as follows:

Dr. Pepper Co. (Beverage), using one half-hour per week on an extended network which includes 17 stations in addition to the basic TQN.

Wm. Cameron & Co. (Building Materials), using three quarter-hour programs per week.

Employer's Casualty Co. (Insurance), using one quarter-hour program per week.

Fast Milling Co. (Gladioli Flour), using three quarter-hour programs per week.

Kellogg Co. (Cereals), using three quarter-hour programs per week.

Argotone Laboratories (Argotone), using three quarter-hour programs per week.

Great Mineral Water Co. (Crazy Crystals), using six quarter-hour programs per week.

Bewley Mills (Bewley's Best Flour), using six quarter-hour programs per week.

W. Lee O'Daniel Co. (Hillbilly Flour), using one quarter-hour program per week.

Hawk and Buck Co. (Work Clothing), using one quarter-hour program per week.

Universal Mills (Gold Chain Flour and Red Chain Feed), using seven quarter-hour programs per week.

Humble Oil & Refining Co. (Humble Products), using required time for broadcasting play-by-play description of football games.

Thus the Texas Quality Network's present line-up of Fall business includes 10½ hours of regular live talent programs per week plus approximately three hours weekly for football broadcasts, or a total of 13½ hours of commercial programs per week.

All Texas Quality Network stations are affiliated with the National Broadcasting Company.

Irvin Gross.

## Yankee

Revised Yankee network starts off the fall season with around \$350,000 in contracts already lined up. As we say at Harvard, that ain't half bad. Signed contracts are in from

Penn Tobacco, Tide Water Oil, Dawson Brewing, Durkee Mower, Fela, John Morrell, Gretchen McMullen and commitments from various others.

In connection with the new Colonial Network, which we expect to announce within the next few days, the stations on this will definitely be:

- WAAB, Boston
- WHIT, Hartford
- WLBI, Bangor
- WERA, Manchester
- WSEB, Fall River
- WNBH, New Bedford
- WLH, Lowell
- WATR, Watbury

(Probably—WSPR, Springfield)

At certain hours WEAN, Providence, and WICC, Bridgeport-Norfolk, will also be available on the Colonial Network.

Colonial Network as such will be a member of Mutual Broadcasting System and will be available in connection with Mutual with no line charge.

Station WAAB and the Colonial Network will also be available at no line charge to WHV, New York; station WINS, New York, and the New York State Network.

Programs can be fed from either Boston or New York, the line charges to be assumed entirely by the stations.

WNAC and the Yankee Network are also available to be hooked up with no line charge to either of the three stations in New York mentioned above, with program originating either in Boston or New York, provided that no stations other than in New England and New York City are used.

John Shepard, 3rd.

## WLW, Cincinnati

WLW is now concluding the most successful August in its history with revenue up more than 40% over the same month last year. In addition to increased business from NBC Red and Blue networks and from Mutual, WLW's own programs are far ahead of this time last year.

Estate Stove Company began on Aug. 6 its Heatrola Town Herald program, a large half hour musical and dramatic show, featuring Vicki Chase and Herbert Speakman and William Stoess' orchestra, in the 9:30 to 10:00 P.M. period on Thursday. This program is placed through the Ralph H. Jones Agency of Cincinnati, and is to run for 26 weeks.

Smoke Dreams, Don Becker show, sponsored by H. Hendrich, Incorporated for the past year, expands on Sept. 27 from a quarter hour evening program to a half hour Sunday afternoon show.

SS Company has renewed Music Box Hour for another 52 weeks. Serial story "The Life of Mary Sothern" is renewed for an additional 52 weeks, by Lehn and Pink, for Hind's Honey and Almond Cream.

Macfadren Publications is presenting two evening half hour shows, both dramatic, starting early in September. The True Story Court of Human Relations with WLW and production is to be broadcast on

Sunday evening from 6:30 to 7:00, and True Detective Mysteries, likewise originating in WLW's studios, take the air from 9:30 to 10:00 p.m. on Tuesday.

Crown Overall Company has again renewed Pleasant Valley Frolics. Pinex Company has bought the Pinex Portfolio, taking the air early in October. Kenrad Corp. has renewed Unsolved Mysteries program, which is now in its fourth year. Foley Co., through Laussen & Salomon, Chicago, bought six quarters starting in early October from 8:45 to 7:30 a.m. featuring Ma and Pa McCormick, the Brown County Revelers.

Shaffer Pen begins a 13-week campaign with three early evening musical periods, starting Aug. 31. Mennen Company, through H. M. Klesewetter, brings back to the air on Sept. 28, Famous Jury Trials. Program, written by Don Becker, originating at WLW, is to run for 26 weeks from 10:00 to 10:45 p.m., Monday evening.

A. H. Lewis Medicine Co., in behalf of Tums, has two quarter hours through H. W. Kasior and Sons, Chicago, between 7:15 to 7:30 p.m. next week.

Red Barber, WLW's sports announcer, will be sponsored by American Tobacco Company for Rot Tan Cigars and also do a play by play description of football for Ohio Oil.

Kroger Grocery is planning an expansion of radio activities on WLW, which have consisted of two half hours day time, and two half hours in the evening for the past 63 weeks.

Cashko, Overall, through Ruthaun & Ryan, Chicago, begins their early morning quarter hour broadcasts, Monday, Wednesday, and Friday weekly, for a period of 13 weeks, starting September 28. This program also will utilize WLW live talent.

Wasey Products will present Singing Sam from WLW's studios, weekly, starting September 4 on Monday and Friday. This program is to be fed to NBC's Blue Network.

WLW originations have also been sold to the Procter & Gamble Company, and the Pure Oil Company with definite times not yet decided upon.

Above specific programs do not, of course, include WLW's local business via transcriptions, which will be almost 75% of the volume covered in WLW's live talent programs. Details are not available with regard to other WLW accounts who will utilize WLW's talent and production. WLW's staff of talent and artists, even during the month of August, is now at an all time peak, and WLW's scouts under Don Becker are still trying to increase the staff for the Fall shows.

Frank Smith.

## Jolson for Radio

Al Jolson is slated to discuss program propositions with two ad agencies while in New York this week. They are J. Walter Thompson and Young & Rubicam.

Jolson got in from the Coast Monday (24).

SEEKING FOR SHOWMANSHIP IN PORTLAND



**KGW KEX**

**THE RADIO SERVICE OF**

The Morning Oregonian through its two Radio Stations, KEX (N.B.C. Blue network) and KGW (N.B.C. Red network), has the listener audience of the Oregon Country.

This, combined with the highest calibre of local productions—and "scops" on everything in local Sports, Shows, Outdoor events and Civic programs keeps Mr. and Mrs. Oregon tuned in on either station the greatest portion of broadcasting time.

Having the largest staff of artists, writers, composers and technicians—those who are after outstanding showmanship invariably choose this service.

**The Radio Service of The Oregonian Portland, Oregon**

Representatives—EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco

"FIRST IN SHOWMANSHIP"

FIRST IN PULLING POWER

'Variety' has consistently rated WGR and WKBW first in showmanship in the Buffalo area.

Buffalo and Western New York Advertisers consistently rate WGR and WKBW FIRST IN PULLING POWER with an overwhelming preference for these two stations

WGR—The Ends Of The Dial—WKBW

BUFFALO, NEW YORK

National Representatives—FREE & SLEINGER



## All Forms of Radio Zooming: Mutual to Gross \$2,000,000; New Broadcast Season in Gear

Radio is virtually certain to hit a \$100,000,000 gross this year, thereby topping 1935 by something like \$13,000,000. Over half of this gain—or \$7,000,000—will go into the pockets of the major networks.

Most spectacular showing of this spectacular year will be turned in by CBS, which, according to its own prophecies, will seal the books at \$22,084,000. Last year the web grossed \$17,600,000.

NBC's combined hookups are likewise due for a gain, though NBC is reticent on estimates of annual volume. Right now, after seven months, the combined links are still trailing 1935 by \$135,000. But the margin of loss is diminishing with July income reports, and fall bookings should provide the steam to keep the chain in the record-breaking class. Unofficial guesses assign NBC a year's total of \$32,000,000. Last year was worth \$31,150,000.

Mutual, which so far has just rounded out \$1,000,000, ought to close shop with \$2,000,000 on January 1.

In toto, current crystal gazing gives the four webs a year's gross of \$58,000,000 as against 1935's \$49,500,000.

### How It's Divided

On the basis of experience during the first six months, 54% of radio's \$100,000,000 revenue will be for national network advertising, 46% for national non-network, 21% for local, and the remainder for regionals.

Survey of the take for the first six months gives this sector of 1936 a gross of \$50,802,179, of which \$28,181,976 was national network, \$11,827,860 national non-network, \$10,447,870 local, and \$644,473 regional. While the last half of the year normally is less productive than the fore part, the seasonal upturn which usually comes in September and October occurred this year in July and August, leading to expectations that

the last half of the year will be a virtual doubleton of the first half. (Gross for last year was placed by James Baldwin, NAB managing director, at \$87,523,848.)

Result of an early heavy season, Baldwin believes, may mean that advertisers who dropped out during summer with a view to returning to the ether in fall, may find their berths occupied by somebody else. Network time books are virtually closed, Baldwin says, and large advertisers who have not reserved time may be out of luck.

Situation may mean a bonanza for the platter trade, NAB execs opined. "I think the big trend that we are going to see in radio development," he said, "is a sharp increase in the use of transcriptions. I have had some inquiries in the last few days and have been giving a little attention to that, and it looks to me as though the only way a large advertiser can get in on national scale operations is to break in by way of electrical transcriptions."

## CHAIN STORES LACK POWER TO SPEND

Various local stations, approaching chain store outlets in their cities with a view to discussing local radio, have found the store managers unresponsive. In most instances, the apostles of the big companies have argued that all talk of radio is up to the headquarters.

Radio boys who have pried into this situation further have found out that in the majority of cases this argument is true. Most chain stores consider their local managers little better than bookkeepers or clerks from the standpoint of appropriation responsibility. In cases where managers have had authority, it still doesn't help the station much to point out this fact, because the manager insists on hiding behind the alibi which generally holds good. To carry the point further and start an argument leads to a row, but not much business.

Independent and voluntary chains are better home ground prospects, and some satisfaction can generally be obtained by speaking to the upper stratum of authorities in the region. Local outlets here, too, are unproductive, but the execs are "locally-minded" and generally understand the situation in their community.

Big national chains should be approached through key city headquarters when contacts are desired, according to experiences cited by several broadcasters.

### Paul Whiteman as M.C.

Fort Worth, Aug. 25.

First presentation of Frontier Roundup, old-time-jamboree, will be made, Thursday night (27), and thereafter will be a regular Thursday night feature from 12 to 2 a.m. CST over WBAP. Merle H. Tucker, radio director of the Fort Worth Frontier Centennial, in charge. Paul Whiteman will m.c., assisted by Ken Douglas of WBAP. Everett Marshall, singing star of Casa Manana; Sally Rand, Ann Pennington and others will have part on program, along with five bands. Western Union is installing teletypes, and telegrams will be read on air eight minutes after being sent. Each one sending in request will be made a "longhorn."

WBNY, Buffalo, Expands

Buffalo, Aug. 25.

WBNY, which started transmitting Feb. 26, is expanding already. Taking over fifth floor of Nellany building for organ studio, exec. and accounting offices.

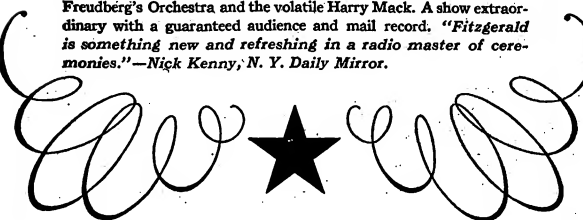
Already occupies all of sixth floor.

# WOR SHOW SHOP Presents

THE INIMITABLE

## ED FITZGERALD & COMPANY

... Starring Ed Fitzgerald, world-traveler, genteel wisecracker and many-sided thespian, the dulcet-voiced Marilyn Duke, contralto, Pauline Alpert, whirlwind pianist, Danny Sullivan, Frank Riccardi, Freudberg's Orchestra and the volatile Harry Mack. A show extraordinary with a guaranteed audience and mail record. "Fitzgerald is something new and refreshing in a radio master of ceremonies."—Nick Kenny, N. Y. Daily Mirror.



## ALLIE LOWE MILES CLUB

... Bringing to you the voice of Allie Lowe Miles and her outstandingly popular woman's club. A program in which the product stars and is tested by the audience you wish to sell. Intimate, unusual, effective. Pulled 13,746 dimes, or \$1,374.60, during four weeks offer was made. Increased sale of 89¢ product 28% in two weeks.

## UNCLE DON

... Children's perennial favorite. Now going stronger than ever. Amazing sales record. Ask for presentation containing enthusiastic endorsements from America's outstanding advertisers. Brings to a product or service the undivided attention of thousands of faithful followers.

## RAINBOW HOUSE

... An hour of juvenile talent under the direction of Big Brother Bob Emery. Audience recently demanded 1200 photographs after two announcements. A remarkable show for the alert advertiser eager for immediate results at a very low cost-per-cent.

# ★ ★ ★ ★ ★ ALSO ★ ★ ★ ★ ★

### -STAN LOMAX

... Brings to the WOR microphone the delivery of a fast, accurate sports reporter with the smooth, clear, quick style of a veteran news observer. Sponsored by one advertiser for a period of 61 weeks. Recommended by outstanding national advertisers. Ask for amazing 4-page story describing this popular feature.

### THE HOLLISTERS

... A light comedy sketch. Swift-paced dialogue and keen characterization. Spontaneous hilarity and consistent audience response justifies its dominating position among competitive programs.

### MORTON GOULD

... The gifted young arranger who brings to music the smooth, smart, sophisticated arrangements of the ultra-modernist. A remarkable buy for the advertiser seeking an outstanding personality and a loyal following.

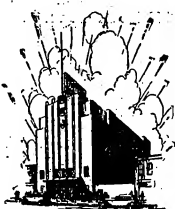
### STORY TELLER'S HOUSE

... Fantasy and fact woven into a program that has built a tremendous juvenile following for its creator, Richard Blondell. This same following is assured the advertiser.



SALES OFFICE: 1440 BROADWAY, NEW YORK  
HOME OF THE STATION-TESTED PROGRAM

# W W J



America's Oldest  
Radio  
Broadcasting  
Station

Covering America's fourth market with the finest broadcasting facilities in the world. New studios to be dedicated September 16, with week of gala programs.

# + ADVERTISING AGENCIES' FORECASTS +

(Continued from page 67)  
network at 9 p.m. (with repeat for the Coast).

'Gang Busters,' for Colgate-Palmolive-Peet (shaving cream) continues on CBS 10 p.m. every Wednesday evening with Phil Lord.

'Goose Creek Parson,' also for Colgate-Palmolive-Peet (Peet's Granulated), hits an extensive CBS network on Aug. 30. It will be heard three weeks.

'Log Cabin Syrup (General Foods)' is starting the 'Log Cabin Dude Ranch' over the NBC blue, Tuesday, Sept. 29, 8 to 8:30. Louise Massey and the Westerners will be in this new series, a musical narrative with romantic stories of the old west dramatized. Supporting cast is John Milton, Henry Overwater, and others. The Dude Ranch will have its local in the Valley of the Moon, a romantic spot glorified by Jack London in one of his novels.

'Community Sing' for Colgate-Palmolive-Peet (Palmolive) continues at 9:30 p.m. over CBS with Homer Rodheaver, as song leader, and 'Tiny' Ruffner carrying a portable microphone, as the man in the audience who asks questions of the 1,000 guests in the theatre.

Palmolive's spot schedule calls for 100-word announcements during newscasts, two-a-day, five days a week for three weeks, with a fourth week in prospect. Hits the following stations: WNAC, WAAB, WEAN, WICC, WORC, WMAS, WLIZ, WFEA, WLIL, WNBH, WATR. In New York Palmolive has 100-word

announcements, twice daily, five-a-week, for a month on FAB during the Jewish program. On WOV (Italian) a similar schedule prevails.

Nucos has released a sizable spot schedule as follows: 100-word announcements every day, except Sunday, on WOOD and WASH from Aug. 17 to Sept. 10. Further 100-word Nucos announcements, six days weekly Aug. 11 to Sept. 9 hit WGY, WFEL, WORC, WCSH, WFEA, WRVA, WCAE, WDEI, WHAM, WOCL, WIP, WJSV, WWVA, WGR, WEEL, WMAS.

Another batch of similar announcements, from Aug. 12 to Sept. 10, goes on KMBC, WJR, WHK, KFH, WAVE, KSD, WCFL, KIZ, KWB, KFBE, KRM, KERN, KHJ, WDB, KPRC, KQW, KGB, KEXM, KOIN, KORE, KMED, KDYL, KTAZ, KVCA.

Hundred-word Nucos announcements running daily, except Sunday and Friday, Aug. 12 to Sept. 10, hit WEIG, WPTF, WJAX, WELA, WSUN, WQAM, WAP, WFAA, WBAP, WQAI, WWL, WSB, WBT (30 words), KTSM.

Another Nucos 100-word schedule, running daily except Sunday, Aug. 20 to Sept. 10, includes KGBR, and KEBB.

## BIOW CO. NEW YORK

Philip Morris continues the half-hour coast-to-coast on the NBC Red network, 8 to 8:30 p.m., Tuesdays.

with a re-broadcast from 11:30 to 12 midnight. The radio expenditure for Philip Morris is approximately \$700,000. The program will continue with Leo Reisman's orchestra, Phil Duce, Loretta Clemons, the Eton Boys and a girl's trio. We will also continue with our 'Billie' under the direction of Charles Martin.

Krueger Brewing Co. continues over a split network, Maine to Florida hook-up, over CBS, on Tuesdays from 7 to 7:30 p.m. The talent on this show remains as at present—Ray Block's orchestra, Jerry Cooper, Sally Singer and the Krueger Debonairs, a male trio. The expenditure for this account is approximately \$250,000.

Bulova Watch Co. continues with time signals over 101 stations in the United States and Canada. Bulova expenditure is approximately \$750,000.

There will probably be some extra spot business during the year amounting to \$100,000. Pro-K Laboratories may go on the air in Fall, although this, too, has not yet been definitely decided.

Reggie Schuebel.

## BLACKETT-SAMPLE- HUMBERT CHICAGO

Will bill almost \$3,000,000 worth of air business this year—a 25% increase over 1935.

Among the new accounts acquired during the past year which are using radio are Purity Bakeries and Swift's Brookfield Products. At present a test campaign is being conducted in Minneapolis and Fargo for Purity and before the year is over schedule will probably be expanded greatly. Shows are also being built now for Brookfield (Swift Packing Co.) and Parker Pens.

For Ovaltine this fall, B-S-H will have the greatest coverage in the country. For first time in history of radio sponsor is 'Buying the United States' as a whole and not by section or by network as has previously been done. Live talent program has been put on NBC net and recordings are being spotted from coast to coast in an intensive drive to completely cover the country. Ovaltine has 'Molly of the Movies' on MBS and 'Little Orphan Annie' on NBC plus disc programs spotted all over the country.

General Mills has 'Gold Medal Hour' every morning on CBS coast to coast and, in addition, has 'Hymns of All Churches,' 'Betty and Bob,' and the 'Inlaws' spotted in wax over the nation.

Another GM show, 'Jack Armstrong,' goes back on NBC Red net five times weekly, beginning Aug. 31, in the interest of 'Wheaties,' and will also be waxed and spotted over the country.

Gold Medal 'Kitchen Tested' Flour (General Mills) has 'Kid Sister' on Mutual.

J. A. Folger & Co., a coffee account, has 'Judy and Jane' platters on 20 midwest stations.

Draft (Procter & Gamble) is using 25 stations 15 minutes, five times weekly. Wax show, 'Fitty Keene, Inc.' yarn about women detective, is being used.

Oxydol (Procter & Gamble) has 'Five Star Jones' on an NBC split network and 'Max Perkins' on an NBS-Red net, plus recorded versions of latter show on 58 other stations.

College Inn Food Products is being plugged over numerous eastern stations in various participations.

## EMIL BRISACHER SAN FRANCISCO

Geo. W. Caswell Co., San Francisco, roasters of Caswell's National Crest Coffee, will continue its weekly 20-minute broadcast on the Woman's Magazine of the Air, Pacific Coast NBC network, as well as on the Home Forum program of WBZ-A, Boston, featuring Chicken of the Sea Brand and White Star Brand Tuna.

Moonlight Cosmetics Co., Los Angeles, will continue its twice-weekly afternoon musical program on the CBS-Don. Lee network featuring Moonlight and Nail Polish. California, Conserving Co., San Francisco, will inaugurate this fall

a Sunday night 15-minute program featuring C-H-B Condiments on the Pacific Coast NBC network as far east as Denver.

Acme Breweries, San Francisco, will continue spot announcements throughout the far western territory.

O'Keefe & Merritt, Los Angeles, will continue spot announcements on electrical refrigeration in Southern California.

California Animal Products Co. (Calo Dog Food), has radio plans on a transcontinental basis under consideration for Fall use.

Emil Brisacher.

## BYER & BOWMAN COLUMBUS

We shall have a sports radio program of national interest this year, but we are forced to withhold announcement of the details for several weeks.

Joel M. Burghalter.

## LEO BURNETT CHICAGO

Realsilk will be back on the air Oct. 12 on a red NBC web with a program starring Edwin C. Hill.

Minnesota Valley Canning Co. and Hoover Co. (electrical cleaners), two sponsors who were on last year, aren't figuring on spending radio money this fall.

## CAMPBELL-EWALD NEW YORK

General Motors will return to the air with the General Motors Concerts on Sunday night, Sept. 13, between 10 and 11 p.m., on a nationwide hookup of more than 80 stations of the NBC Red network. Contents of the broadcasts has not yet been completely determined, but in general will follow the past pattern. Conductors and soloists and orchestra have not yet been named—newsprint guesses to the contrary notwithstanding. Exact nature of the program and content will not be conclusively set until next week when the corporation is expected to decide and announce its plans.

Chevrolet will resume its broadcasting over 94 CBS stations beginning Oct. 18, 9:30 to 7 p.m. This network program will be augmented by transcriptions on a similar scale as heretofore. The talent on both network and transcription shows will consist of Rubinfon and his orchestra with assisting artists to be announced later.

Louis E. Dean.

## DONAHUE & COE NEW YORK

For the Ice Industries, Inc., we are planning an evening national network program, using a name band along with musical specialties—on a formula that we hope will escape the routine of the usual variety show.

Also for Ice Industries, a national network morning program is in prospect on a topic of special interest to housewives.

Walker-Gordon (for Acidophilus Milk) has participation in the

Martha Deane program (WOR, New York) on tape.

Additionally, a nationally known low-price utility product for women is interested in an evening dramatic serial, probably thrice-a-week, 15-minute periods. Plans are now being formulated for final client approval.

Lynn Farnol.

## ERWIN-WASEY NEW YORK

Wasey Products is to have the 'Voice of Experience' on 32 NBC Red stations, Monday, Wednesday and Friday, 11:45 to noon; also Tuesdays and Thursdays at 7:15 to 7:30 p.m. On Mutual the same sponsor will have 'The Lamplighter' via four stations, Mondays, Tuesdays, Wednesdays and Fridays, 9:30 to 9:45 a.m.; also on Sundays, 3 to 3:15 p.m. Barbara brings 'Singin' Sam' to 25 (Continued on page 73)

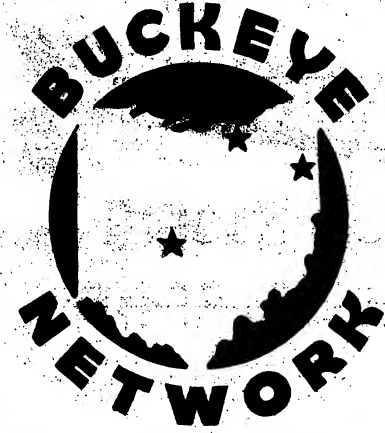
## WJJD CHICAGO'S LARGEST INDEPENDENT STATION

HAS—  
**POWER**  
20,000 WATTS  
BUILDS—  
**PROGRAMS**  
THAT BUILD LARGE  
AUDIENCES

GETS—  
**RESULTS**  
THAT YOU CAN'T  
AFFORD TO PASS UP

SO—  
**INVESTIGATE  
NOW**  
**WJJD**

201 N. WELLS ST.  
CHICAGO  
National Representatives  
**WEED & CO.**  
350 Madison Ave.—N. Y. C.



## Reaches More Than 1,250,000 Radio Homes in Ohio

More than a million and a quarter families with billions of dollars to spend can be reached by the Buckeye Network. This new network enables advertisers to obtain in a single transaction a thorough coverage of Ohio's richest markets. With Ohio farm and industrial activity at top levels, The Buckeye Network should be the key medium in any Ohio sales offensive.

## WHK --- CLEVELAND (Originating Point)

1390 K. C. — 5,500 Watts Daytime  
— 1,000 Watts Night time. Basic  
Columbia Station.

## WHKC --- COLUMBUS

640 K. C. — 500 Watts

## WKBN-YOUNGSTOWN

570 K. C. — 500 Watts  
Affiliate Columbia Station and  
supplementary stations.

## THE BUCKEYE NETWORK

H. K. CARPENTER, General Manager  
1311 Terminal Tower, Cleveland  
or

FREE A. SLEENINGER—National Representative  
New York — Chicago — Detroit — Los Angeles — San Francisco.

## WIND FULL TIME!

"THE 22-HOUR STATION"

## IMPORTANT ANNOUNCEMENT!

WIND's business has justified  
an increase of rates which will  
become effective October 1, 1936

NATIONAL  
ADVERTISING  
OFFICE

201 N. WELLS ST.  
CHICAGO, ILL.

## Chain Income from Time Sales

### NBC

	1936	1935	1934	1933
January	\$2,681,815	\$2,895,037	\$2,391,667	\$1,869,885
February	2,707,148	2,758,319	2,211,637	1,742,784
March	3,036,353	3,025,306	2,507,890	1,807,463
April	2,728,376	2,682,143	2,373,890	1,590,177
May	2,565,920	2,691,513	2,472,594	1,862,887
June	2,345,843	2,380,845	2,177,557	1,512,139
July	2,429,983	2,208,935	1,864,420	1,370,993
Total	\$18,496,438	\$18,642,100	\$15,999,955	\$11,756,328

### CBS

	1936	1935	1934	1933
January	\$1,901,023	\$1,768,949	\$1,405,948	\$941,465
February	1,809,146	1,654,461	1,387,823	884,977
March	2,172,382	1,829,553	1,524,904	1,016,102
April	1,960,939	1,615,399	1,371,601	775,487
May	1,749,517	1,287,455	1,255,887	624,256
June	1,502,768	1,066,729	925,939	553,056
July	1,292,775	910,470	620,290	445,414
Total	\$12,478,650	\$10,133,006	\$8,492,392	\$5,240,757

### MUTUAL

	1936
January	\$166,266
February	162,358
March	191,493
April	139,834
May	129,907
June	104,510
July	109,561
Total	\$1,003,919

## WSYR's A Capella Choir

Syracuse, Aug. 25.  
At the instigation of Col. Harry Wilder, directing head of the Central New York Broadcasting Corporation, operating WSYR (NBC), Ralph Ewing, director of voice at Ithaca College, Ithaca, is organizing and directing a new capella choir, modeled after Dr. F. Melius Christiansen's St. Olaf's Choir.  
Using the facilities of the station, Ewing has sifted out 10 voices from a prospective list of 200.

## Lion Replaces Barnsdall

Little Rock, Ark., Aug. 25.  
Lion Oil Sales, now sponsoring news broadcasts every hour on the hour over radio station KARK, Little Rock, another T. H. Barton project. News comes direct into station over INS-US hookup from 6 a. m. to midnight.

Lion-sponsored news programs replace four news periods daily which were Barnsdall Oil company sponsored. Barnsdall now bankrolling 'Colonel Courtesy' show on Friday nights, which uses local talent as well as five-string ensemble picked from WPA ork.

## WGST Personnel Shakeup

Atlanta, Aug. 25.  
Personnel shakeup at WGST, Georgia Tech Station, moved Frank Gaither into commercial department, with John Fulton taking over Gaither's post as program director.  
Don Naylor, newcomer from Dallas, Texas, where he scripted for Paul Whiteman show, is new production manager.

Red, Blue \$2,429,983 for July;  
CBS' \$1,292,775 Is 42% Over '35

## Tradition Smashed

NBC last week reversed another one of its traditional policies when it forwarded to KWK, St. Louis, a canned speech by President Lenox R. Lohr for airing during the station's new transmitter dedication services.  
Ceremonies took place Sunday night (23).

## Ed Wynn's Accident

Alexandria Bay, N. Y., Aug. 25.  
Ed Wynn had a close call from injury when the Rag, driven by William Linkroom, Jr., member of the Thousand Island summer colony, crashed into the side of the comedian's cruiser on the St. Lawrence river here last Saturday.

Linkroom, friend of Wynn, started to cut across the bow of the actor's craft as a signal to the cruiser to stop at Point Vivian, but instead the Rag struck the side of the boat. None in Wynn's party was hurt and the cruiser was able to proceed under its own power to Thousand Island dock. Linkroom was severely cut about the forehead and the Rag sank.

NBC's July time billings did a reverse English. Instead of slipping, as has been the custom, for years, they topped the figures for June. NBC's July tally was \$2,429,983, or 10 per cent better than prevailed for the parallel month of 1935. Columbia last month grossed \$1,292,775 from the sale of broadcast facilities. Latter figures represent a boost of 42 per cent over the billings for July, 1935.

Past month saw NBC's red (WEAF) link again leading CBS on aggregate billings. Breakdown of the NBC total gave the red \$1,613,148 and the blue (WJZ) \$816,835. An unusual angle about these two tallies is that the blue income is almost exactly a half of the red's.

NBC in July, '35, gathered \$2,208,935. The year before, it was \$1,864,420, and in 1933, \$1,370,893. Columbia in July, 1935, accounted for \$910,470, while July, '34, brought \$620,290. CBS's gross for the parallel period in '35 was \$445,414.

## Tulsa Trib-KTUL in Deal

Tulsa, Aug. 25.  
Anticipating the Tulsa World's establishment of its own radio station the Tribune has made a deal with Station KTUL.  
Exchanges a column of space devoted to KTUL programs, etc., for a daily broadcast period.



# DETROIT'S

# WXYZ

# NBC BLUE OUTLET

## ... not only TOPS in SHOWMANSHIP..

For over 25 years, the name King-Trendle in Detroit has been associated with stage and screen successes. That same flare for showmanship has been brought to radio in WXYZ's own studio productions—and it's TOPS with Detroit and Michigan radio audiences.

## but TOPS in RESULTS

WXYZ does not stop at winning and holding a tremendous listening audience for you. WXYZ's job begins at the point of sale contact. At no extra cost, WXYZ renders a MERCHANDISING SERVICE which gives distribution—the all important outlets in the Detroit and Michigan markets. Let us tell you more about this plan of securing reliable dealers and distributors.

Ask the GROCER... Ask the DRUGGIST  
what Detroit Radio Station Really  
MOVES GOODS... When a product, advertised on WXYZ,  
or the Michigan Radio Network is presented to the druggist or grocer—that product has ready acceptance  
because these merchants KNOW that the coverage of WXYZ in the Detroit area and the coverage of the  
Michigan Radio Network in the state will CREATE DEMAND and MOVE merchandise. We refer you to the  
men upon whom the success of your advertising depends—the merchants themselves. Druggists and  
grocers have had ample proof of successful results. They pick WXYZ  
and the Michigan Radio Network.

### KING-TRENDLE BROADCASTING CORP.

300 Madison Theater Building • Detroit

Eastern Office  
507 Channon Building  
New York, New York

Wm. G. Rambeau Co. Representative  
Home Office: Tribune Tower, Chicago

Western Office  
Rust Building  
San Francisco, Cal.

WXYZ and the  
Michigan Radio Network with 8  
stations in Michigan's 8 largest cities.





# + ADVERTISING AGENCIES' FORECASTS +

(Continued from page 70)

stations of the NBC Blue, Mondays, 10 to 10:15 p.m., and Fridays (18 stations), 8:15 to 8:30 p.m. Bost Toothpaste, likewise has "Singer" Sanitary, 11:30 to 11:45 p.m., over seven stations of the NBC Blue Mountain and Pacific hookups.

Hecker H-C will sponsor "Bobby Benson" on nine CBS stations, Mondays, Wednesdays and Fridays, 6:15 to 6:30 p.m. S. Milliken.

## FEDERAL ADV. NEW YORK

We are continuing the Sinclair Greater Minstrels on the NBC Blue Monday nights, 9 to 9:30. Sinclair Refining Co. is also beginning a 13-week series on Sept. 4 of football forecasts and results with Red Grange.

Forecasts by Grange take place Friday nights, 10:30 to 10:45 N. Y. time, and results on Saturday nights from 7 to 7:15 N. Y. Time. Some 50 stations will be used on the NBC Red network. A contest will be conducted through the series with winners being announced each week by Grange himself on the Monday Minstrel show.

Beginning Sept. 29, Ed East and Ralph Dumke will broadcast as the "Quality Twins" for Knox Sparkling Gelatine and Knox Jelly. The series will run for 26 weeks over CBS. The days and time are Tuesdays and Thursdays, 11:15 to 11:30 a.m. Eddie and Ralph will be assisted by Dick Ballou's orchestra and Gene Ramey, tenor. George Compton.

## FLETCHER & ELLIS NEW YORK

Ward Bread's "News of Youth," a 15-minute dramatization of news about kids, enacted by kids, will continue to be broadcast from 6:15 to 6:30 p.m. three times a week over the following 18 stations of CBS: WOV, WCAO, WLBB, WNAU, WICC, WDBC, WABC, WCAU, WZLX, WFIL, WIBX, WORC, WADC, WHK, WBN, WJR, WVV, WBBN.

A new twist will be given the program this fall by featuring different football stars once a week starting with Bernie Bierman, who is said to have developed more football stars than any other living coach. Each program will dramatize some spectacular play. At the same time a booklet, "How to Play Football," written by Bernie Bierman, will be offered to listeners. George Bijur.

## FREITAG CHICAGO

Pure Oil Co., continuing with "Super-Songsters," musical program on wax, which is aired 15 minutes once a week over 42 stations.



We're not in the employment business — but we did put two watchmakers to work as result of a single 1/4-hour program over KSO, and they are looking for a third. Results like this prove that we build shows to do a job for the advertiser — which means that we have to entertain the listeners.

## IOWA NETWORK KSO-WMT-KRNT

Radio Stations of the Des Moines Register and Tribune  
Representatives: E. KATZ

## GARDNER ADV. NEW YORK

Our list of fall work isn't entirely complete, but here's what we have on hand:

Beginning Sept. 28, Mondays through Fridays, Tom Mix waxes will be sponsored by Ralston Wheat Cereal, 5:15 to 5:30 p.m. on the NBC Red.

"Dan Harding's Wife," will be issued in Chicago, Mondays through Fridays, 9:15 a.m. for Staley's Starch.

Pet Milk, beginning Oct. 3, will have a weekly half-hour musical show on CBS, Saturdays, 9:30 p.m., with Victor Arden's 30 piece orchestra, a choir of 16 voices, and guest star soloists.

Beginning Sept. 10, twice weekly on Tuesdays and Thursdays, Gunpert's Butterscotch Creme Dessert will sponsor "Inspector White of Scotland Yard" over WOR, New York. It's a dramatic detective script.

Plans for American Rolling Mill are still indefinite.

Ry-Krisp program starring Marion Talley and Joseph Koestner's orchestra, switches: from 15 minutes on Friday nights to one-half hour Sunday afternoons, 5 p.m., on the NBC Red hookup. Rolo Martin.

## J. STIRLING GETCHELL NEW YORK

Our radio plans are still largely in a state of preparation, so that at the moment it is impossible to cite a complete list of clients' activities. We do have a few spot programs which are expected to continue.

H. D. Lee News of the H. D. Lee Mercantile Co., broadcast over WRVW, Topeka, is expected to continue.

Scoony-Vacuum Oil Co. will sponsor the Northwestern University football games this fall over WBBM, Chicago, and will probably have a variety show on network. J. Lloyd Williams.

## GEYER, CORNELL & NEWELL NEW YORK CITY

Our radio plans for fall and winter are still in the making. At the present time, we have nothing definite except a morning Squibb show on Mutual—with discs going out to the Coast and New England—twice a week. We have just finished making a series of 16 quarter-hour recordings for Kelvinator.

Dwight Cooke.

## I. A. GOLDMAN & CO. BALTIMORE

Gunther Brewing Co. is buying sports and newscasts on seven stations in this vicinity (the client's home territory). Schedule lines up as follows:

WCBM, Baltimore, four daily Transradio periods of five minutes each; WBAL, Baltimore, quarter-hour daily sportscast; WRC, Washington, thrice-weekly musical program, 15 minutes apiece; WMAL, Washington, two five-minute newscasts daily; WOL, Washington, two five-minute newscast daily, plus five spots daily on a special sport result stanza running from 4 to 5 afternoons; WFMD, Frederick, three five-minute newscasts daily; WMBG, Richmond, three five-minute newscasts daily.

I. A. Goldman.

## HENRI, HURST & McDONALD CHICAGO

Red Heart Dog Food (Morrell Packing Co.) starts "Tea Time at McNeill's" in September on NBC net.

Acme Paint Co. continuing with Smiling Ed McConnell on NBC red 15 minutes once a week. Also several spots.

## H. W. KASTOR & SONS CHICAGO

Drene Shampoo (Procter & Gamble) will start new show on WEA-F and WENR with more NBC stations to be added later. Frank Parker and Ann Leaf are talent.

Other Drene show is wax and is spotted 15 minutes nightly over 40

stations. Jack Randolph and band are talent.

American Family show, also for Procter & Gamble, continues 15 minute news broadcasts over WBBM six times weekly with Truman Bradley as commentator. Other American Family program is heard over WGN five times a week at 10 in morning. Show is a musical revue tagged "Friendly Neighbor House Party" and features weekly guests.

Armand Cosmetics has local test campaign on WMAQ on Sunday nights at 9.

Crown Overall Co. continuing with its quarter-hour hill-billy show, "Pleasant Valley Frolics," over WLW, WOR and WGN on Thursday nights at 7:45. CKLW will probably be added this fall to complete MBS basic.

Welch Grape Juice continues with Irene Rich in a 15-minute dramatic show over NBC each Friday night at 8:15.

Included in list of one-minute spot advertisers are: Drene, Armand, Pluto Water, Tums, Wm. Penn Cigs, Booth Fisheries, Four Way Cold Tablets and Zenith Radio.

## LEIGHTON & NELSON SCHENECTADY

This is a relatively new agency. Winslow Leighton, former national representative of NBC in charge of this area, and the writer, former commercial manager of WGY-NBC, resigned to open this agency, March 1 of this year.

Here's an outline of our larger fall radio plans (not including the very (Continued on page 75))

**WHN**  
THE STATION OF THE STARS

- Ida Bailey Allen Participating
- Phillips' Milk of Magnesia Tablets Amateur Hour
- Watkins Multisified Coconut Oil Shampoo M.G.M. Movie Club
- C. Houston Goudiss Participating
- 20th Century Sporting Club Adam Hats — Boxing
- Broadway Melody Hour
- They're Off! Sports Results
- Tomorrow's Stars Winning Amateurs

## \* FOR OUT-OF-CITY BROADCASTING RIGHTS

PHONE OR WRITE

**WHN**

1540 BROADWAY  
New York City  
BRYANT 9-7800

## Directory of Radio Execs In Advertising Agencies

### NEW YORK CITY

**Alkerton & Currier**  
420 Lexington Avenue  
MOhawK 4-8795  
Ralph Wentworth  
N. W. Ayer & Son  
500 Fifth Avenue  
Chickering 4-5800  
Fred Pfugfelder  
B. B. D. & O.  
383 Madison Avenue  
ELdorado 5-5800  
Arthur Fryer, Jr.  
Herb Sanford  
**Benton & Bowles**  
444 Madison Avenue  
Wickersham 2-0400  
Tom Revere  
**Berningham, Castleman & Pierce**  
136 East 38th Street  
LExington 2-1550  
Roul Mario  
**Blow**  
444 Madison Avenue  
Wickersham 2-2200  
Milton H. Blow  
**Blackett-Sample-Hummert**  
247 Park Avenue  
Wickersham 2-2701  
Frank Hummert  
**Blackman**  
630 Fifth Avenue  
Circle 6-3800  
John McMillin  
**Blaine-Thompson**  
321 West 44th Street  
Chickering 4-6169

### WILLIE and EUGENE

# HOWARD

Every Wednesday 8 P.M. DST.

DR. LYONS TOOTH POWDER

WJZ • • • • • NBC

### GRACIE

# BARRIE

HELD OVER  
CHICAGO THEATRE,  
CHICAGO

Sole Direction, HERMAN BERNIE,  
1619 Broadway, New York

### HENRY

# BUSSE

And His Orchestra  
CHEZ PARÉE

CHICAGO  
—INDEFINITELY—  
Starting Sept. 8th for

MAR-O-IL

NBC—Coast to Coast  
3-3150 P.M. EST—4:10 P.M. EDT  
Management: M.C.A.

### Myer Lesser

Lucky Newman  
Empire State Building  
Chickering 4-5448

Martin Munzer, Jr.  
**Brooke, Smith & French**  
247 Park Avenue  
ELdorado 5-0510

D. Elman  
**Brown & Tarcher**  
630 Fifth Avenue  
Circle 6-2626

Wm. E. Larcombe  
**Calkins & Holden**  
247 Park Avenue  
Wickersham 2-6900

F. J. Fitzgerald  
**Campbell-Ewald**  
1790 Broadway  
Circle 7-6383

M. A. Hollinshead  
Louis Dean  
**Ceell, Warwick & Ceell**  
230 Park Avenue  
Murray Hill 2-7898

J. H. McKee  
**de Garmo**  
30 Rockefeller Plaza  
Circle 7-1085

Lewis de Garmo  
**Danahoe & Coe**  
RKO Building  
1270 Sixth Avenue  
Columbia 5-4252

Lynn Farnol  
**Erwin, Wasley**  
420 Lexington Avenue  
MOhawK 4-8700

Lewis R. Amis  
**William Esty**  
100 East 42d Street  
CAledonia 5-1990

Sam Moore, Jr.  
**Federal Adv. Agency**  
444 Madison Avenue  
ELdorado 5-6400

George Comtois  
**Ferry-Hanly**  
500 Fifth Avenue  
L'ONGue 5-5000

H. E. Lehman  
**Fletcher & Ellis**  
500 Fifth Avenue  
Lackawanna 4-3570

George Bijur  
**Fuller & Smith & Ross**  
444 Madison Avenue  
ELdorado 5-5750

Geo. J. Podyen  
**Gardner**  
330 West 42d Street  
BRYant 9-0800

Roland Martini  
**Gleare-Maxton**  
420 Lexington Avenue  
MOhawK 4-0880

Radcliffe Romeyn  
**J. Striling Getchell**  
405 Lexington Avenue  
Vanderbilt 3-4800

Frank L. Sharpe  
**Geyer, Cornell & Newell**  
745 Fifth Avenue  
Wickersham 2-5400

John J. Flanagan  
Gotham  
250 Park Avenue  
ELdorado 5-3728

Wm. Menkel  
**Lawrence C. Gumbinner**  
9 East 41st Street  
Vanderbilt 3-3550

Herschel Deutsch  
**Charles W. Hoyt**  
11 East 38th Street  
ASHland 4-0151

C. B. Donovan  
**Hanf-Matzer**  
580 Fifth Avenue  
MEDallion 3-3380

Louis A. Witten  
**E. W. Hollweg**  
9 East 40th Street  
LExington 2-3080

G. V. Carhart  
**Joseph Katz**  
247 Park Avenue  
Wickersham 2-2740

Osborne B. Bond  
**Kelly, Nason & Roosevelt**  
30 Rockefeller Plaza  
Columbus 5-6300

Joseph Burland  
**Kenyon & Eckhardt**  
247 Park Avenue  
Wickersham 2-3920

Jack Nelson  
**Arthur Kunder**  
630 Fifth Avenue  
Circle 6-3200

C. G. Cannon  
**Lambert & Feeley**  
400 Madison Avenue  
PLaza 3-1472

Martin Horrell  
**Lenzen & Mitchell**  
17 East 45th Street  
Murray Hill 2-9170

Burt McMurtrie  
**Lord & Thomas**  
247 Park Avenue  
Wickersham 2-6600

Thos. McAvity  
**Marshall & Pratt**  
535 Fifth Avenue  
Vanderbilt 3-1525

Curt Peterson  
**J. M. Mathes**  
122 East 42d Street  
LExington 2-7450

Wilfred S. King  
**Maxon**  
570 Lexington Avenue  
ELdorado 5-2830

M. S. Gould  
**McCann-Erickson**  
285 Madison Avenue  
LExington 2-1700

Donald S. Shaw  
**Newell-Emmett**  
40 East 34th Street  
ASHland 4-4900

William Reydel  
**O'Dea, Sheldon**  
400 Madison Avenue  
PLaza 3-1670

J. T. Quick  
**Paris & Pearl**  
370 Lexington Avenue  
CAledonia 5-9843

Frank H. Pamentel  
**Peck Adv. Agency**  
444 Madison Avenue  
PLaza 3-0900

Arthur Sinsheimer  
**Pellmar & Ryan**  
250 Park Avenue  
ELdorado 5-7700

Gregory Williamson  
**Frank Presbrey**  
247 Park Avenue  
Wickersham 2-8200

Fulton Dent  
**Publicity Associates**  
350 Fifth Avenue  
Fred Coll

**Richardson, Alley & Richards**  
370 Lexington Avenue  
LExington 2-3020

H. M. Billerbeck  
**Ruthraut & Ryan**  
Chrysler Building  
Vanderbilt 3-6400

Myron P. Kirk  
**Slack-Goble**  
400 Madison Avenue  
PLaza 3-7445

Richard A. Porter  
**Sternfeld-Godley**  
280 Broadway  
BARclay 7-3030

S. I. Godley  
**Street & Flinn**  
330 West 42d Street  
BRYant 9-2400

John F. Mayer  
**J. Walter Thompson**  
Digby 4-7130

Robert Colwell  
**Topping & Lloyd**  
485 Madison Avenue  
Wickersham 2-0842

E. J. Leisa  
**Tracy-Loche-Dawson**  
22 East 40th Street  
ASHland 4-1090

Joe M. Dawson  
**Young & Rubicam**  
285 Madison Avenue  
CENTral 7803

E. A. Fellers  
**Reinke-Ellis-Younggreen-Finn**  
520 North Michigan Avenue  
WHITEhall 7440

Russell E. Williams  
**Roche, Williams & Cunningham**  
310 South Michigan Avenue  
HARRison 8490

Ben F. Abelling  
**Rogers & Smith**  
20 North Wacker Drive  
DEArborn 0021

Everett G. Ople  
**Ruthraut & Ryan**  
360 North Michigan Avenue  
RANdolph 2825

Dale M. Perrill  
**Slack-Goble**  
8 South Michigan Avenue  
RANdolph 0180

Bes N. Johnson  
**J. Walter Thompson**  
410 North Michigan Avenue  
SUperior 0393

Henry T. Stanton  
**Wade**  
208 West Washington Street  
STATE 7372

W. A. Wade  
**Young & Rubicam**  
333 North Michigan Avenue  
CENTral 3144

D. G. Schneider  
**CHICAGO**  
**Aubrey, Moore & Wallace**  
410 North Michigan Avenue  
SUperior 1600

F. G. Ibbett  
**Blackett-Sample-Hummert**  
221 North LaSalle Street  
DEArborn 0890

R. S. Hatz  
**Burnett, Leo**  
360 North Michigan Avenue  
CENTral 5959

Joseph T. Ainley  
**Caples**  
225 East Erie Street  
SUperior 6016

W. E. Gibson  
**Critchfield**  
612 North Michigan Avenue  
SUperior 3081

E. Greenboom  
**Doremus**  
208 South LaSalle Street  
CENTral 9132

H. Ray Henderson  
**Erwin Wasley**  
230 North Michigan Avenue  
Holland E. Engle

**First United Broadcasters**  
201 North Wells Street  
RANdolph 7800

Hugh Rager  
**Freitag**  
Pure Oil Building  
CENTral 5771

Hale R. Talbot  
**Frey, Charles Daniel**  
333 North Michigan Avenue  
STATE 8161

H. C. Klien  
**Galt & Fletsch**  
333 North Michigan Avenue  
STATE 9570

M. A. Kanealy  
**Heard, Hurst & McDonald**  
400 North Michigan Avenue  
SUperior 3000

N. H. Pumpian  
**Frances Hooper**  
400 North Michigan Avenue  
SUperior 5430

Frances Hooper  
**H. W. Kaster**  
360 North Michigan Avenue  
CENTral 5331

E. A. Aleshire  
**Kirtland-Engel**  
333 North Michigan Avenue  
FRAnklin 0315

Stanley H. Hamburg  
**Lord & Thomas**  
919 North Michigan Avenue  
SUperior 4800

George Isaac  
**Matteson, Foxrity, Jordan**  
307 North Michigan Avenue  
RANdolph 7000

T. W. Davis  
**McCann-Erickson**  
910 South Michigan Avenue  
WEster 3701

Homer Havermale  
**McJunkin**  
228 North LaSalle Street  
STATE 5080

Frank Steel  
**Mitchell-Faust**  
230 North Michigan Avenue  
STATE 6610

Paul Holm  
**Needham, Louis & Broby**  
360 North Michigan Avenue  
STATE 5162

Helen Wing  
**Neuser-Meyerhoff**  
400 North Michigan Avenue  
DELaWare 7880

Frank B. Avery  
**Phelps-Engel-Phelps**  
919 North Michigan Avenue  
SUperior 7857

M. Bowman

## Network Premieres

(Continued from page 66)

pm. Over split NBC Blue with WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, WABY.

OCT. 7

Bristol-Myers (Ipana, Sal Hepatica): Fred Allen in 'Town Hall Tonight'; Wednesdays, 9 to 10 pm. Via NBC Red.

OCT. 17

Sealtest Laboratories: undecided show; Saturdays, 8 to 9 pm. Via NBC Basic Red, WLW, SE, SC.

Carborundum: Dana's band with Francis Bowman, narrator; Saturdays 7:30 to 8 pm. Via 18 CBS stations.

OCT. 18

Chevrolet: Rubinoft orchestra with Virginia Rea and Jan Pearce; Sundays, 6:30 to 7 pm. Via 88 CBS stations.

FUTURE

Jell-O returns Jack Benny and troupe to the NBC Red (note change from last year's Blue), Sundays 7 to 7:30 pm sometime in October.

Firestone Tire returns Richard Crooks and Margaret Sparks to the NBC Red, Mondays 8:30 to 9 pm sometime in October.

Fleishmann's: Xeast drops from the NBC Red and Royal Gelatin assumes its place as sponsor of Rudy Vallee and troupe, Thursdays, 8 to 9 pm.

## 'THE O'NEILLS'

By JANE WEST

NOW RADIO'S MOST POPULAR

FAMILY BRINGS YOU MORE

LAUGHTER TEARS AND HEART-THROBS

Presented by Ivory Soap - 99% pure

LISTEN 3:45-4:00 P.M., EDST - WEAF

NBC NETWORK - COAST-TO-COAST

IN • • • Every Mon., Tues., Wed., Thurs., Fri.

Mgt., ED WOLF - RKO BLDG., NEW YORK CITY

DR., BLACKMAN ADVERTISING, INC.

**CA Goodnight**  
AND HIS ORCHESTRA  
Featured on  
**MAXWELL HOUSE SHOWBOAT**  
Every Thurs.  
9 P.M., EDST  
7:15 P.M., PCT

THE 15TH WEEK  
**BENNY RUBIN**  
Every Sunday Night,  
6 P.M., EDST  
For  
**FEEN-A-MINT**  
MUTUAL BROADCASTING SYSTEM

**AL DONAHUE**  
RAINBOW ROOM  
RADIO CITY  
NEW YORK  
WJZ-NBC  
Mon. 12-12:30 P.M.  
Thurs. 8 P.M.

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE, INC.

**Victor Young**  
SHELL OIL  
SATURDAYS  
WEAF  
2:30-10:30 P.M.  
DST  
AND HIS ORCHESTRA

EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE, INC.

**DON NORMAN**  
Chicago's Leading  
**NEWSCASTER**  
WILLIAMS OIL-O-MATIC  
(52nd Week)  
Tel. SUperior 5380, CHICAGO

# ADVERTISING AGENCIES' FORECASTS

(Continued from page 73)  
considerable amount of local business we do).

Hudson Coal Co.—36 half-hour programs Sunday afternoon, 2 to 2:30. NBC Red network, of approximately 15 stations, including most major cities, through Detroit, starting Sept. 20; featuring the Landi Trio and White, Colonel Jim Healey, commentator, on WGY, WBZ A, and several smaller stations. This is our first network show.

W. W. Lee and Company, manufacturers of "Save-the-Baby" group and cold remedy, will feature Bradley Kincaid and guest artists on early morning programs, WGY, WBZ, WBZA, and other stations to be added as the campaign progresses; programs are tentatively set for six days per week; time tentatively set at 7:45 to 8 a. m.

Our agency has gone in heavily for dramatization, marking the first time in this area that live talent has been employed on one-minute plugs of this nature. Campaigns of this sort now running on basis of one or more times per day for the Saturday Am. (Saturday "Track"), H. S. Barney Co., department store; Central Markets (large local food chain); Fern Furniture Co., etc. George R. Nelson.

## LAKE-SPIRO-COHN

MEMPHIS

Looking forward to one of the most active radio seasons in recent years, we are now conducting a series of sectional test campaigns.

A number of our clients, including Plough, Inc., makers of St. Joseph Aspirin and other products; Pilo Medicine Co., manufacturers of Pilo's cough remedy; and Tennessee Brewery Co., makers of Goldenrod beer, are currently using sectional spot announcements.

L. F. Muller, Jr.

## CARR LIGGETT

CLEVELAND

The I. T. S. Co., Elyria, Ohio, will probably continue use of spot announcements for I. T. S. Left and Right Rubber Heels this fall, but whether the territory will be extended outside of Cleveland has not been settled. Spots after Cleveland Indian baseball games have been used this summer. Carr Liggett.

## LORD & THOMAS

NEW YORK

Among our radio clients for the 1936-37 season, American Tobacco is continuing "Your Hit Parade" and "Lucky Strike Sweepstakes" dance music with the 15 hit tunes of the week—Wednesdays on both NBC links and Saturdays on CBS. RCA keeps up with "The Magic Key" on the NBC Blue Sunday afternoons.

Cities Service again has the "Cities Service Concert" (Jessica Dragonette, The Revelers, Rosario Bourdon) on the NBC Red, Friday evenings. Additionally, this same sponsor is signing twice-weekly local show via WESG, Elmira, called "Woodhull's Old Time Music Makers." WIBC, Rochester, has two Cities Service shows—Kodakmotor

Amateur Hour" on Mondays, and "Kodakmotor Song Festival" on Thursdays. WGR, Buffalo, has one of the local gasoline shows, this one being broadcast on Tuesdays under the title, "Kodakmotor Song Festival."

Radio Guide, fan publication, will start a variety show over the NBC Blue on Fridays this fall.

Pepodent continues "Amos 'n' Andy" Monday through Friday on the NBC Red.

Horlick's Malted Milk has just renewed "Lum and Abner" Monday through Friday over a split NBC Basic Blue with a rebroadcast to the Pacific Coast.

Quaker Oats has "Kaltenmeyer's Kindergarten" comedy show on the NBC Red on Saturdays.

Dexdale Hostery sponsors Romance, Inc., dramas over WEAH, New York, on Tuesdays.

Kleenex brings on the "Story of Mary Marlin" Monday through Friday over the NBC Red.

Lavens Corp., shooting spot announcements to WCCO, Minneapolis. RCA Radiotron uses spot announcements on about 20 stations.

Associated Oil on the Coast has again brought in shell broadcasts, using 30 Coast stations.

Thomas A. McAvity.

## McCANN-ERICKSON

NEW YORK

"Death Valley Days," sponsored by the Pacific Borax Co., begins its seventh year on the NBC Blue network with a change of time to Fridays, 8:30 to 9 p. m., starting Sept. 4.

"Twins Stars" begins for the National Biscuit Co. on Oct. 2, Fridays, NBC Blue, 9:30 to 10 p. m. This service will feature two new stars—Rosemarie Brancato, coloratura soprano, and Helen Claire, actress, supported by Josef Bonime and concert orchestra, the Melodiers, male quartet, and dramatic cast.

"The Mystery Chef" (John McPherson), sponsored by Regional Advertisers, Inc. (a group of gas companies cooperating in this radio campaign), returns Sept. 16 over a split NBC Blue network, 10:45 to 11 a. m. Wednesdays and Fridays. Recorded version, twice-weekly, are scheduled for WJAM, Rochester, WSYR, Syracuse, WTIC, Hartford, WCSR, Portland, and WTAG, Worcester.

Also the National Biscuit Co. will sponsor official news of the National Amateur Golf Tournament at Garden City during the week of Sept. 14. Fifteen-minute resumes from the locker room of the club, daily Monday through Friday, at 5:45 p. m.; 15 minutes at start of final play on Saturday, 2 p. m., and wind-up of the tournament, interview with winner, etc., one hour on Saturday afternoon. Via the NBC Red network, coast to coast.

Through our Chicago offices, the National Biscuit Co. continues "Melody Bakers" on transcriptions 15 minutes, three weekly, over WMAQ, WFL and WGN.

Ford dealers throughout the country either have 15-minute live talent or e. t. shows on 70 stations, three or five times weekly.

Community Motor (Chicago Pontiac dealer) continues with 15 minutes on Sundays over WMAQ (recording), and 15 announcements daily over WCFM.

Studebaker keeps on with 15 minute sports periods, with Pat Flanagan, six times weekly over WBBM. Morris B. Sachs will switch the 60-minute "Amateur Hour" over WGNB from 2 to 4 on Sunday afternoons.

Sachs will also change 15-minute discs (Sunday through Thursday) over WCFM to live talent. Continued, is a 39-minute transcription over WCFM on Fridays, and Breakfast Express, 30 minutes of recordings every morning except Sunday over WAAF.

Margaret Jessup.

## MACLAREN ADV.

TORONTO

This season all Fall broadcasting plans have been delayed (due to a variety of reasons) to the extent that it is impossible to give any detail whatever in connection with our largest feature—the Saturday night hockey broadcast—beyond the fact that it will be sponsored this winter by the Imperial Oil Company. In the case of other clients, even tentative plans have not yet received approval.

Next year we hope that conditions may be sufficiently back to normal to permit a forecast of Fall activities sometime during the Summer.

(Ed note: One of the reasons for delayed broadcast plans in Canada is the slow pace at which the Ottawa government is setting up the new rules and radio commission.)

## MCJUNKIN

CHICAGO

Princess, Pat, Cosmetic Company

will continue NBC programs throughout next year and longer, running the same half hour serial drama, "A Tale of Today," as is now being used. However, on Aug. 30 this program goes to the Red Network, Sundays, 6:30 to 7 p. m. Hook-up includes Denver and Salt Lake City, and may be extended to the Coast if the proper time can be secured. During the past few months this program has run on the NBC managed and owned network.

In addition to the NBC chain program, Princess Pat has an order in to have half-hour three-act plays, "The Play of the Week," by the Princess Pat Players on the Affiliated Broadcasting network. This is a transcription series to run Sunday afternoons.

Princess Pat expects also to continue their present broadcasting in Mexico, and also to carry campaigns in Canada, as were carried last year.

Builders of Life Insurance program, which has run on station WBBM, Chicago, all last year, will be continued. This series uses the voice of Opal Craven with a serial dramatic background. Program may be extended to other sections.

Curtiss Candy Co. is running a spot campaign on the Michigan net-

work. Extension depends on results. Chicago Roosevelt Steamship Line and Chicago-Milwaukee Steamship Line will continue radio advertising next year, as they have done this year, according to expectations. H. Frederich, Inc., will do spot advertising, varying from one-minute transcriptions to 15-minute programs, extension depending on results. Frank R. Steel.

## DAN B. MINER

LOS ANGELES

Forest Lawn Memorial Park has an hour Sunday afternoons over KNX here called "Reunion of the States." Program is dedicated to each state, with drama, music and community singing. The series is tied up with the California Federation of State Societies, numbering more than 1,000,000 members. A visual audience of 1,000 is on hand, and former residents of the state are honored.

W. J. Ross Co. (dog and cat food) is running a spot campaign for the Pacific Coast.

Western Auto Supply, though it has announced no definite plans, will probably use a chain on the Coast again, this winter following the last series over NBC—"Death Rides the Highways" (broadcast in 11 western states).

Wilshire Oil has proposed a spot campaign, though no definite plans are announced. Clyde Scott.

## PECK ADVERTISING

NEW YORK

Following are those radio schedules which will be active this fall and winter (additionally there are a few more in the offing):

Beverlywick Breweries, Albany, will buy either 15-minute or half-hour spot broadcasts in New England and New York State.

George Button Corp. (cosmetics) will have spot announcements in selected territories. Fairfax Tobacco Co. (London Top cigarettes) is contemplating spot announcements in selected territories.

Garcia Grande cigars will have 15-minute programs and announcements in selected territories. S. Grover Graham Corp. (proprietary medicines) has spot announcements in selected territories in mind.

Manhattan Soap (Sweetheart Soap) is ready for a network show and spot announcements.

Phillips-Jones Corp. (Van Heusen shirts and collars) is buying three 15-minute network shows per week and selected spot announcements.

Roxy, Custom, Clothes (men's wear) is to use five-minute and one-minute spots.

Wise Shoes is signing for 15-minute

and one-minute spots. I. J. Fox (furs) will have 15-minute programs and announcements in New York, Boston and Cleveland. Arthur Sinsheimer.

## PEDLAR & RYAN

NEW YORK

Much of our activity is so definitely in the formative stage that any announcements would be premature, but the following programs are on hand:

Beginning Aug. 31 from 10:30 to 10:45 a. m., covering a limited NBC Blue network, we are launching an additional broadcast of our program for Canay ("Pepper Young's Family" by Elaine Sterne Carrington). At the same time we are retaining our present Red network broadcasts of the same show and increasing the number of stations from 27 to 52.

We expect to undertake broadcasting activities on certain products manufactured by the Bristol-Myers Co. some time after the first of the year.

During the late spring and early summer months, we expect to continue our annual hot weather activities, through local broadcasts, for both Borden Ice Cream and for the Pioneer Division of the Borden Co. Gregory Williamson.

## FRANK PRESBREY

NEW YORK CITY

We are producing for our client, Thomas J. Lipton, Inc., the three weekly musical program, "Songs for You," with Ralph Kirbery, the Dramatic Singer, and Al and Lee Slesinger at two pianos. Lipton has recently authorized a new contract renewal for this program.

In Syracuse we are conducting a test radio campaign for the Purepac Corp., manufacturers of a chocolate food drink.

We also have ready a spot rebroadcast program, to be sponsored this fall by the Women's Christian Temperance Union, over an extensive list of stations.

Our Chicago office is now producing a spot program in Cleveland for Chief Bolard, Food Products Co., packers of Chief Bolard Instant Italian Dinner. Fulton Dent.

## ROCHE, WILLIAMS & CUNNINGHAM

CHICAGO

Studebaker Corp. is sponsoring "Studebaker Champions" (Richard Himelrich's orchestra, Stuart Allen, Borden and guests) on the NBC Red Network of 40 stations, Mondays, 8:30 to 10 p. m.

"Sun Oil continues Lowell Thomas (Continued on page 76)



## Two Little Words—

oooH! Yea-a-h!!

Continues to Introduce the Funniest Radio and Stage Comic

# OSWALD

Formerly Billed as "Sassafras"

FEATURED COMEDIAN WITH

"LAUGH WITH KEN MURRAY"

RINGS AND LIFEBOUY PROGRAMS—WABC Coast to Coast Network, Tuesday, 8:30 P.M., EDT

N. Y. HERALD TRIBUNE (June 5)

"An hilarious poker game is played in the Silver Gulch Saloon (1844) and thanks to a lachonic individual known as 'Sassafras' (OSWALD), a stiff set in the days of P. T. Barnum (1875) is catapulted to move you to laughter."

NEW YORK SUN

By Richard Lockridge

"A person, male, who is curiously called 'Sassafras' (OSWALD), is infinitely funnier than he sounds."

"Sketch-Book"

I WISH TO TAKE THIS OPPORTUNITY TO THANK  
EARL CARROLL, KEN MURRAY AND MYRON KIRK  
WHO HELPED IN MY ADVANCEMENT.

## NOTICE . . .

WILLIAM MORRIS AGENCY  
IS MY EXCLUSIVE REPRESENTATIVE FOR RADIO AND THEATRES

# AL JOLSON

# ADVERTISING AGENCIES' FORECAST

(Continued from page 75)  
on 16 stations of the NBC Blue, Mondays through Fridays, 6:45 to 7 p.m. Cudahy Packing Co. (Old Dutch Cleanser) is starting a serial script entitled "Bachelor's Children" over a split CBS hookup of six stations Mondays through Fridays, 9:45 to 10 a.m.; also on two Mutual stations same schedule, 10:15 to 10:30 a.m. Munsingwear Corp. (underthings) sponsors a serial script—"We Are Four"—over WGN, Chicago, Mondays through Fridays, 11:15 to 11:30 a.m. Spot campaigns are on tap for the following: Studebaker (to supplement the network show); Miller Brewing Co.; Kenton Pharmaceutical, and Williams Oil-O-Matic Heating.  
N. J. Cavanagh.

## RUTHAUFF & RYAN NEW YORK

Our tentative network and spot schedules run as follows:  
Major Bowes starts for Chrysler Motors on Sept. 17, Thursdays, 9-10 p.m. via CBS.  
Joe Penner debuts for R. B. Davis on Oct. 4, Sundays, 6 to 6:30 p.m. Also via CBS.  
Gillette's "Community Sing" (for Gillette's Safety Razor) comes on Sept. 6, CBS, Sundays, 10 to 10:45 p.m.  
Laugh with Ken Murray, for Lever Bros' Rinsol-Lifebuoy, continues on Tuesdays, 8:30 to 9 p.m. over CBS.  
Beginning Sept. 14, Lever Bros., in behalf of Rinsol, are starting a CBS daytime series: Mondays through Thursdays, 11:30 to 11:45 a.m.  
Lessons in Hollywood is a 15-minute recorded variety show with name talent, sponsored by Blue Coal, and is to be broadcast on August

approximately 30 stations in the East. The campaign starts about Sept. 30.  
News and sport broadcasts are under sponsorship of Kentucky Winers cigarettes on a continuation schedule.  
Five-minute spots have been bought by Ironized Yeast, coast to coast.  
Stan Lomax is broadcasting sports over WOR, New York, for Noxzema. Spot announcements are going out for Sory (Lever Bros.).  
Through our Chicago division, an additional number of shows is being placed.  
La Fenwick Cigar Co., now using 15 minutes on WLW and WGN with a musical show, may expand to 30 minutes this fall.  
Local Dodge dealers remain on from 11 to 12 a.m. on Sundays over WBMM, using a 15-minute spot. There is a possibility that the Herbie Kay band may be signed up and an extra hour (10 to 11) appended.  
National Bellas Hess (mail order house) is now using one-minute announcements and 15-minute news broadcasts on 20 stations in seven Midwestern states.  
Hixson Hay Fever Remedies are using one-minute announcements and news broadcasts on 15 of the largest stations.  
Oshkosh Overall Co., which has been off the air for the summer, comes back on Oct. 5 with 15-minute live talent programs on six Midwestern stations, six times weekly.  
S. H. Bayler.

## SCHWIMMER & SCOTT CHICAGO

Hollywood Mack (cosmetics) will go this fall. Station and time not yet set.  
Peter Fox beer continues with 15-minute musical over WBMM each Thursday.

## Tomaschke-Elliott OAKLAND, CAL.

"Night Editor," dramatic narrative program starring Hal Burdick, begins its third year on the NBC Coast Red network on Sunday, Sept. 6, at 8:15 p.m. Client is the Cardinet Candy Co., Oakland. Spot transcription-broadcasts of this same program are scheduled for KSL, Salt Lake City, beginning Sept. 17, KDKA, Denver, beginning Sept. 18, KWK, St. Louis, beginning Sept. 15. Once a week in all cases.  
"Night Editor" may probably also hit stations in Texas, Minnesota and New England with spot transcriptions.  
The Garden Guide for the Pacific Guano Co. will be in mid-winter on a California network, as yet unselected.  
Wallace F. Elliott.

## J. Walter Thompson NEW YORK

Nine network programs plus 10 non-network spots are on our work-sheet for this fall season. By the weekdays on which they appear, the network shows line up as follows:  
Sundays, 7:30 p.m., NBC Blue: The Baker, broadcast with Bob Ripley's "Believe It or Not" and Ozie Nelson's orchestra. This series starts Oct. 4. Until then "Husbands and Wives" appear.  
Sundays, 8 p.m., NBC Red; Chase and Sanborn's "Good Will Court," conducted by A. L. Alexander. Starts Sept. 20, until which time Major Bowes holds forth.  
Mondays, 9 p.m., CBS: Lux Radio Theatre with Cecil B. De Mille producing, and Lou Silvers musical director.  
Wednesdays, 8 p.m., NBC Red: Tender Leaf Tea's "One Man's Family."  
Thursdays, 8 p.m., NBC Red: "Rudy Vallee Fleischmann Variety Hour." After Oct. 1 Royal Desserts' take over sponsorship of Vallee.  
Thursdays, 10 p.m., NBC Red: Craft Music Hall with Gene Crosby (now vacationing for a few weeks), Bob Burns, and Jimmy Dorsey's orchestra.  
Saturdays, 8:30 p.m., CBS: Elgin Watch will sponsor Ed Thorngren, sports commentator, and an orchestra. Starts Oct. 3.  
Saturdays, 9 p.m., CBS: Nash Motors will present Floyd Gibbons, and

Vincent Lopez orchestra. Starts Oct. 3.  
Saturdays, 9:30 p.m., NBC Red: Shell Chateau with Smith Ballaw, Victor Young's orchestra, and guest stars.

On our non-network schedule, the Atlantic Sales Corp. (Reckitt's Blue) buys participation in the Allie Lowe Miles program via WOR, New York.  
Kraft-Phenix Cheese (O-Ke-Doke cheese popcorn) has announcements over four Chicago stations—WMAQ, WBMM, WGN, WCFL. Same sponsor participates in Dr. Goddard's "What to Eat and Why" hour on WOR, New York.

Northern Trust Co. has a spot on WGN, Chicago, Mondays 9:30 to 10 p.m.  
Two Standard Brands products (Royal Baking Powder, Royal Desserts) buy a series of spots on WOR, New York.

Swift Co. uses participation in the "Polly the Shopper" program twice weekly on WTSP, St. Paul.  
J. B. Williams is sponsoring Art McGinley, sportscaster, in a daily 15-minute stint over WTIC, Hartford.

Elgin will go on coast to coast on Sept. 3 with Kay Kyster hand and Ed Thorngren, sports commentator. Nash will start same day on same hook-up using Floyd Gibbons and Vincent Lopez-plus guests.

Great Northern Trust Co. (Chicago) continues with vocal group, The Northerners, over WGN for a half hour every Monday night at 9:30. Nothing set for Dr. West.  
Robert Colwell.

## Tracy-Locke-Dawson NEW YORK

We are now working on spot radio in the form of electrical transcriptions to be used by our client, Continental Oil Co. on about 30 stations. This program starts Sept. 27 and runs for 13 weeks. We are working on several other programs at this time, the details of which are not yet completed.  
Our Dallas office, which handles the Dr. Pepper broadcasts over the Dixie network, will in all probability continue 13 additional weeks this fall.  
Joe M. Dawson.

## YOUNG & RUBICAM NEW YORK

Five network shows and three spot schedules are currently on our roster, with probable additions pending.

By way of network fare, Bristol-Myers is returning "Town Hall Tonight" to the NBC Red (55 stations) on Wednesdays, 9 to 10 p.m., with Ed Gurney as the guest host. Gurney, Jell-O returns its Benny cast to its customary Sunday 7 p.m. time spot, but this year goes to the NBC Red, 60 stations. Sanka Coffee is bringing back Helen Hayes, and has signed for the Monday 8 to 8:30 p.m. niche on the Blue, 28 stations. Gulf Oil re-engages the Phil Baker troupe for the old Sunday 7:30 to 8 p.m. period on CBS, 60 stations.  
Packard this year is turning to variety entertainment, with Fred Astaire, guest star, and Johnny Green's orchestra. The show will be an hour in length, and hits the NBC Red, 60 stations, Tuesdays at 8:30.

On our spot radio list, Fels-Naptha continues to be an extensive buyer of local shows in various cities. This client's station list currently calls for broadcasts on the following outlets: WGN, Chicago; WLW, Cincinnati; WGAR, Cleveland; WNAC, Boston; WEAN, Providence; WDRC, Hartford; WICC, Bridgeport; WBOW, Terre Haute; WDKA, Pittsburgh; WCCO, Minneapolis; WTR, Detroit; WHAM, Rochester; WGY, Schenectady; WFBL, Syracuse; KMOX, St. Louis; WGR, Buffalo; WABC, New York; WCAU, Philadelphia; KNX, Los Angeles; KPBC, San Francisco; KGW, Portland; KHQ, Spokane; KOMO, Seattle.

Mini-Rub (Bristol-Myers) is another sizable convert to local show buying, and has series on tap over WJZ, Detroit; KWK, St. Louis; WGN, Chicago; WGAR, Cleveland; WAVE, Louisville; KRNT, Des Moines.

Satin (General Foods) has various spot programs running via KSTP, Minneapolis; WOR, New York; and WHIO, Dayton.  
Hubbell Robinson, Jr.

## WADE CHICAGO

Alka-Seltzer has one hour, every Saturday night over NBC coast to coast (WLS National Barn Dance). "Uncle Ezra" now on three times weekly on a limited red net to be extended to Pacific Coast in near future; transcriptions on 28 major stations all over the country ("Thank You, Stasia"); Tom, Dick and Harry, vocal trio, now on three times weekly (15 minutes) over WGN with transcriptions on WOR. May expand to Mutual; news broadcasts on 10 stations.

Morton Smoke Salt has 15-minute spot program on 10 midwest stations and Murray Feed Products airs 30 minutes of the Barn Dance over WLS on Saturday nights plus 15 minute live talent program on WHO once weekly.

## Air Show'ship

(Continued from page 1)  
were it not for their looks they'd become pests. With the looks and personality, it's a pleasure.

The flying hostess is always at the elbow of the traveler, dishing out chewing gum, lemonade, cigarette, ice water, tomato juice, lunch and information. All on the cuff—it's part of the fare and the gag.

The traveler is never alone. Five minutes off the ground and he's found a friend. She loves everyone. Now and then she gives out with a joke or a Knock-Knock. They're quite often stale, but she has a swell audience. The boys just about become used to her when off the ship she goes and is replaced by another dish. Introductions, more cigarettes, lemonade and the first thing the passenger knows he's at his destination.

Pilots come in for their share of selling air travel. They're all a lot of Robert Taylors with Rover-Boy willingness. Practically all six-footers. One or the other co-pilot makes periodical trips through the plane, tapping the guests on the back, encouraging them to ask questions. If the query has anything to do with the hazards of flying, the pilot laughs it off. A few minutes after the plane is in the air both pilots and hostess know every passenger by name. It's a clubby atmosphere. Men get confidential, but will never admit it's their first trip. You can't fool the stewardess (they prefer that she knows how many trips you've made by the manner in which you sit down and fasten your safety belt when you first enter the plane).

Though the girls hand out the appeal in large doses, before the trip gets hot the male traveler gets the idea forcefully that she is selling air travel first, a Big Sister routine second.

The girls all refuse to take the tips, but charmingly, the personality is still there as you leave each plane, but it's a business personality now. Their job finished for that trip and the boys safely turned over to the successor plane and its stewardess, you start from scratch again. You hear almost the same stories that the previous stewardess had told and by the time the traveler gets back that it's the same libretto with slightly switched lyrics, the trip's over.

## R. R. Scalpers

(Continued from page 1)  
of anything from \$2.50 to \$10 per pastebord.  
Trains such as City of Los Angeles, the City of Denver, the Burlington Zephyr, the Santa Fe's Super-Chief, the 400, the Green Diamond and the Havanna don't handle the demands. Most of these trains can't add additional cars because of the wind resistance.

## Sinclair Lewis

(Continued from page 1)  
do the piece in legit, it is certain that there will be official protests in Washington from Italy and Germany but the government has an out in that WPA printed theater programs always carry a sentence to the effect "the viewpoint expressed in the play

is not necessarily that of the government."

Moffit Collaborating  
Lewis is now in his home in Vermont working on dramatization of the book, on which John C. Moffit, Kansas City Star's film critic, is collaborating. Production is figured to open in 15 cities simultaneously on Oct. 20, although no WFA productions have yet managed to open on schedule in the past. Lewis will personally supervise the opening of the main production in New York, he says, although, in order to get in the required 28 simultaneous productions, there will probably be at least two or three groups doing the play in the city. One of them will be handled by the Yiddish theatre unit.

Cities set for the opening dates thus far are New York, Boston, Los Angeles, San Francisco, Newark, Denver, Chicago, New Orleans, Cleveland, Tacoma, Detroit, Syracuse, Dallas, Indianapolis and either Miami or Jacksonville.

Hollywood, Aug. 25.  
Under new contract signed with Paramount, John C. Moffit, writer, gets leave to go to New York to dramatize "It Can't Happen Here," Sinclair Lewis' best-seller.

## Santa Claus

(Continued from page 1)  
years ago by two attorneys in suburban Dearborn. Equipment of firms now includes a corps of stenographers in addition to Claus. Each year thousands of postcards are sent out, advising children that by paying small sum they can get a letter and pin signed by Santa himself. Claus also intends to "toy" factories, as a trademark for toy factories.

JACQUES  
**FRAY**  
AND  
CHARLES  
**BAUM**  
AND THEIR TWO PIANOS  
Twice Weekly—WABC  
Entire Columbia Network

AN MCA  
Orchestra  
**Don Bestor**  
NOW ARROWHEAD INN,  
SARATOGA SPRINGS, N. Y.  
Met. S. R. KUSHNER

**DICK STABLE**  
AND HIS ORCHESTRA  
HOTEL LINCOLN  
NEW YORK CITY  
CBS COAST TO COAST NETWORK

Dr. M. O. A.  
For Mgt. HERMAN BERNIE  
1619 B'way, N. Y. C.

JACQUES  
**FRAY**  
AND HIS ORCHESTRA  
★  
Nightly at the ST. REGIS ROOF,  
New York City — Broadcasting  
Thurs. 11:30-12 M. WJZ-NBC  
★

**RAY PERKINS**  
IS AT  
The Great Lakes Exposition,  
Cleveland, June 24 to Oct. 23  
Three Half Hours Weekly  
on WTAM and WLW for  
STANDARD OIL OF OHIO  
Thanks to  
NBC Artists Bureau

**CARL HOFF**  
**LUCKY STRIKE**  
"Your Hit Parade"  
WED. 10 p.m. EDT  
NBC RED AND BLUE

**JAN RUBINI**  
and His Orchestra  
Music With  
The Romantic Swing  
Management  
CURTIS & ALLEN OFFICE  
DAVIDOW & SHERMAN  
RKO Bldg., Rockefeller Centre  
New York Circle 7-4124

**SAM HEARN**  
"HORACE NIMBLE"  
MAXWELL HOUSE  
SHOW BOAT  
WEAF, Thurs., 9-10 P.M., EDT  
Management: LEO MORRISON  
Radio Rep. TRED B. NORMAN



Larry Meinerts, KARK, Little Rock, manager, back at desk after a week's siege of illness.

## Chi to Build Music Bowl for '37 As Result of Park Concerts' Click

Chicago, Aug. 25. Click of the free municipal band concerts at Grant Park this summer has spurred a decision to build a music bowl on the lake shore for the coming season. Idea is the brainchild of James C. Petrillo, head of the Chicago Federation of Musicians, and it was through his efforts that the concerts were begun in the first place.

This season the nightly concerts have played to 50,000-75,000 people regularly, and with guest stars even these figures have been topped by many thousands. With Dave Rubinoff as guest, the concert drew 100,000, and last week, with Rudy Vallee in for a one-nighter, the Grant Park area was jammed with 125,000 people. Petrillo is arranging other guests for the rest of the season, with Jascha Heifetz scheduled for an appearance. All guesting done for short coin, out of good-will towards the Musicians' Union, Petrillo and for the promotion of music.

Chicago Park Board has already approved Petrillo's proposal for a music bowl and plans are now being drawn up. It will be modeled after the Lewisohn Stadium in New York and will seat upwards of 50,000 people. It will be designed primarily for music, though the stage will also be able to accommodate spectacles which do not require hanging pieces.

Originally it was figured that the 100,000-seat Soldier Field might be converted into a music bowl in some way, but this idea has been passed up and music will have its own home on

the lake front starting with the 1937 season.

Campaign was started last year by Petrillo, who gave the concerts to the city of Chicago gratis, paying the musicians out of the union's treasury. Was such a surefire click, with the newspapers and radio stations co-operating 100%, that the Park Board this year voted to pay for the musicians out of the city's funds, with the result that the concerts have become the outstanding civic amusement enterprise, replacing the World's Fair as a lake front magnet.

### Music Notes

**Pinky Tomlin**, with Jimmy Grier's orchestra, will give the Benvue last week. Tomlin will sing numbers in 'Love and Kisses', for Melody Pictures. Titles are 'Teched in the Hade', 'Sitting On the Edge of My Chair', 'Right Back Where I Started', and 'With Love and Kisses'.

**Bene Russell** is planning to New York from Hollywood this week for a 10-day stay after placing a couple of musical scripts. On Russell's return to the Coast, Bill Seelig will produce a revue for which Russell wrote the book, lyrics and music.

**Abel Baer**, for past 20 years with Leo Feist in the professional department, has resigned to confine himself to songwriting. Has associated himself with Sam Lewis for time collaboration.

**Ralph Freed** and **Burton Lane** have spotted two tunes in 'Hideway Girl' at Paramount. Titles are 'Dancing Into My Heart' and 'Two Birdies Up a Tree'.

**E. Y. Harburg** and **Harold Arlen** are doing tunes for 'Bowery to Broadway', an org by Milton Krims, next Jolson picture at Warners.

**Lew Pollack** and **Sidney Mitchell** are doing songs for 'Bowery to Broadway', an org by Milton Krims, next Jolson picture at Warners.

**Chet Forrest** and **Bob Wright** have turned in two songs at Metro, entitled 'Moon in the Afternoon', and 'Little Blue Blue'.

**Jimmy McHugh** and **Harold Adamson**, now doing tunes for 'Top o' the Town' (U), go to 20th-Fox upon completion of job.

**Victor Young's** band will make 26 discs for Decca. **Alice Faye** will do 12, while **Bob Eberle**, crooner with Jimmy Dorsey's band will cut a set.

**Al Dubin** and **Harry Warren** are doing tunes for 'The Singing Marine', at Warners for Dick Powell and Ruby Keeler.

**M. K. Jerome** and **Jack Scholl** are cleffing numbers for 'Champagne Hour', Warners short.

**Bob Lee** replaces **Johnny Green** as Select Music's b. and o. rep., moving over from the Isham Jones Co.

### Disc Reviews

By ABEL GREEN

Nice variety of swing and melodic dinnation on the disc the current stanza. Teeming off are the **Fred Astaire-Johnny Green** recordings on Brunswick 7716, six selections by Jerome Kern and Dorothy Fields, on three discs, and impressing as much on the taste buds as the current waxings. As a general thing, it's axiomatic in Tin Pan Alley, a Kern score is noted for its quality, and the composer and his publisher, Max Dreyfus, aren't sure which'll eventuate the hit tunes. Kern's compositions grow on one and thus last longer. The Astaire film musical, 'Swing Time', score however, is sure to get its way in the general quick appeal of all tunes. 'The Waltz in Swing Time' (waltz) and 'A Fine Romance' (sub-captioned 'a sarcastic love song') comprise the first couplet. Green does the waltz instrumentally and stands out on his own with his usual pianistic gymnastics, also essaying some tricks on the celeste. 'Fine Romance' is done here as a vocal solo by Astaire, with Green's orchestra as backer-up.

'The 'You Look Tonight' and 'Pick Yourself Up' comprise the second couplet, with vocals by Astaire, and his first solo tap dancing on the record. Third couplet, 'Is 'Neva Gonna Dance' and 'Bojangles of Harlem', again with Astaire vocals, and tap dancing on the latter. 'Bojangles' is a corking tune, excellently arranged, and of course the 'You Look Tonight' is Robinson's, theme song henceforth. Per usual, Johnny Green scintillates in his Steinwaying and pianistic virtuosity, and his is throughout being of ultra calibre. Green is Astaire's fave maestro and their forthcoming hook-up on the Packard radio hour, starting in September, augurs well all around.

From musicals comes **Tony Martin**, in 'Crosby', on Decca 884, who will be heard from when 'Sing, Baby, Sing' is released, as he features 'Did You Leave Heaven?' same tune he's recorded here with Victor Young's orchestra. 'Far Tell Out of Heaven' is a fitting companion piece. Since Young is Bing's favorite maestro, it's logical to assume the close style of Tony Martin to Crosby is more or less with fraternal blessing. In any event, Martin has it on the ball and in his voice.

**Paul Robeson's** recorded-in-Europe bass solos from 'Show Boat' couples 'O! Man River' with his more recent interpolation, 'Ah Still Suits Me', part of the 1936 productions by Kern-Hammerstein to Universal situation. Latter number is a duet with Elizabeth Welch, with full orchestral accompaniment, and a good parlor concert disc. Victor 25376.

**Bing Crosby** has done some of his finest vocalizing in a Decca 880, 'Aloha Oe' and 'Song of the Islands', two Hawaiian classics. Dick McTear and his Harmony Hawaiians are appropriate instrumental back-up. In line with the currently impending renewal of the Hawaiian vogue (remember the yesterday's bulla cycle of 15-20 years ago?), **Artie Shaw**, clarinet, swings it with 'South Sea Island Melodrama', a moderate swing. **Pea LaCetra** is a songstress in the ultra-modern manner who comprises the vocal aid. Both just opened at the Hotel Lexington (N. Y.). 'It Ain't Right' is more forthrightly swing. Brunswick 7721 and O.K.

**Lee Sims** whips the keys with 'These Foolish Things' and 'When Did You Leave Heaven?' on Decca 879. One of the modern Steinway outsiders, his piano solos are unique wags.

**Eats Waller** cuts up on Victor 25359 with 'Paswonky' and 'Black Rasp-

## Philly Union Dicking for More Men, More Money in Radio, Theatre Spots

Philadelphia, Aug. 25.

Local union sitluth, tranquil for some time, bulging into action once more. Musicians currently confabing on terms with four radio stations, two vaude-film houses and ironing out tangle with one band-leader. Union's annual elections come off soon and incumbents hope to make good showing on pending deals to offer as re-election arguments.

Powwows with Doc Levy for WCAU were abruptly ended yesterday, with little progress made. Present contract ends Sept. 1 and station late yesterday (Monday) arranged to eliminate house band. Negotiations are at standstill at least until return of the three-week European trip, on which he leaves today. Levy was willing to extend old contract, which called for band of 12 men. Union wanted higher per-man fee, four more men and sought to bar use of band for commercial shows except on extra, full-rate basis.

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# MPPA Awaits WB's, Berlin's Approval Before Launching Lyric Mag at 10c

John G. Faline, chairman of the Music Publishers' Protective Association, is awaiting the approval of the Warner Bros. publishing group and Irving Berlin, Inc., before signing a contract which will involve the music industry in another lyric publishing project. This enterprise would be in the form of a monthly magazine, with the International News Co., a Hearst subsidiary, guaranteeing distribution.

Idea for the latest lyric publishing proposition came from George Engel, who with Jerry Van Wiseman put out an MPPA-authorized nickel folio two years ago. Engel-Van Wiseman partnership went into bankruptcy several months ago, owing major sums of money to a number of music publishing firms. Under the proposed setup, Engel would concern himself only with the technical details of the magazine. MPPA would not only do the dealing for the lyric rights, but direct the compilation and editing. Besides pop lyrics, the magazine would contain articles pertaining to the music writing craft and advantage would be taken of its columns to carry on its propaganda against the songbook piracy evil.

It is figured that the income to the music industry from the magazine would be around \$10,000 a month. The MPPA would bill the Hearst organization for the moneys due on lyrics and distribute this coin each month among the music firms involved. Magazine will sell for a dime.

Whether the project will go through depends on the approval of the Warner publishing group and Irving Berlin, Inc. Heads of these factions, Edwin H. Buddy Morris and Saul A. Bornstein, respectively, are currently absent from New York.

## Another Slant

While many a band leader is relieved about the Warner Bros.-ASCAP truce, because it no longer restricts any song material for public performance on the radio and elsewhere, another version of it is expressed by one maestro. He observed:

"Well, for a time it meant four less publishers to worry about. Now they're back in the field soliciting me for plugs."

## Swingski

Hollywood, Aug. 25. Andre Kostelanetz figures he's touched both extremes with his assignment at Radio to baton Jimmy Dorsey's orchestra in a swing number for the Lily Pons pic.

Some years ago he graced the podium in the Petrograd (Russia) opera house.

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**ART SHAW**  
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**"SING, BABY, SING"**  
**"LOVE WILL TELL"**  
**"YOU TURNED THE TABLES ON ME"**

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**MUSIC CORPORATION**  
Sole agents for  
1250 SIXTH AVENUE  
NEW YORK

## CROSBY



Who has just achieved a new triumph with his successful engagement at the Hotel Lexington, New York, and who is taking his swiftest orchestra on tour to delight dancers everywhere. Sure he'll feature:

- "When Did You Leave Heaven?"
- "When I'm With You"—"Would You"
- "San Francisco"—"Oh, My Goodness"
- "But Definitely"

ROBBINS MUSIC CORP. • 799 7th AVE. • NEW YORK

## Berlin-RKO Deal

Saul H. Bornstein, general manager of Irving Berlin, Inc., leaves the Coast this end of this week after consummating another financial alliance with RKO Radio studios. Berlin's published for RKO and Columbia Pictures for some time, the former deal expiring. There were a number of competitive bidders, including Jack Robbins who has been sewing up 20th Century-Fox besides Metro, and Gaumont-British (alliance with Cinephone).

(Columbia deal is a 10-year term and has quite a while to run.)

## Cincy Tooters

### Ask H.Q. Probe Of Own Local

Cincinnati, Aug. 25. Directors of Cincinnati Local No. 1 of the American Federation of Musicians, at a closed meeting Saturday (22) called on the national office to appoint a committee to investigate recent discrepancies in local's accounts.

Action was on petition of members that 'we believe matter has been kept quiet, long enough and that thorough investigation will be beneficial to officers, members and our association.'

An unconfirmed report is that a \$750 deficit caused the rumpus.

## Heidt Huddles in N. Y.

### On Key Hotel Berth

Horace Heidt was in New York this past week for a couple of days to huddle with J. Stein, president of Music Corp. of America, who also came in from Chicago on a proposition to set Heidt for the fall or winter in a key hotel spot. Heidt has been at the Drake hotel, Chi, for some time. His commercial with Alente continues.

Heidt has a band roadshow of about 40 people and the N. Y. engagement would be an all-Heidt entertainment. He has a band of 15 which splits up into four different combos—swing, waltz, old-time fave and tango-rumba—when not dispensing the orthodox 'dancesation. There's a glee club of eight; the 4 King Sisters; Bob McCoy, basso; 8 girl dancers and 3 arrangers.

## Buddy Morris on Coast

Hollywood, Aug. 25. Buddy Morris, general manager of Music Holding Corp. and Art Schwartz, his assistant, have arrived to reestablish departments along the Coast.

Schwartz will remain, while Morris returns east in two weeks.

## Kapp Sails

Jack Kapp, president of Decca Records, sails Friday (25) for three weeks' survey abroad.

Just got back from eight weeks in Hollywood supervising financial talent's recording for Decca.

## Steiner's Chore at WB

Hollywood, Aug. 25. Max Steiner, erstwhile musical director at RKO, goes to Warners to write the score for 'Charge of the Light Brigade.'

## Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the following songs were most played on the networks last week. Combined plugs on WEP, WJZ, and WABC are computed for the week from Sunday through Saturday night (Aug. 16-22).

- Did I Remember?
- When I'm With You
- Bye Bye Baby
- No Regrets
- Star Fell Out of Heaven
- Me and The Moon
- These Foolish Things
- Until Real Thing Comes
- Beach at Ball Ball
- I Can't Escape From You
- Sing Sing Sing
- Rendezvous With a Dream
- Cross Patch
- You Can't Pull the Wool
- I'm an Old Cowhand
- Take My Heart
- When Did You Leave Heaven
- Dancing Until Dawn
- You're Not the Kind
- Empty Saddles
- Knock, Knock, Who's There
- If We Never Meet Again
- Without Shadow of Doubt
- Love Will Tell
- But Definitely

## St.L. Union Nixes WPA Band; Gets \$200 Job

St. Louis, Aug. 25. Heading demands of local Musicians' Union, city fathers have cancelled an engagement for a WPA orchestra to play at annual Playground Day festival in Municipal Opera theatre, Forest Park, Sept. 3. In its place a seven-piece band, costing \$200, will play. The WPA orchestra would have played free.

Sam Meyers, pres. of Musicians' union, said WPA tooters were encroaching upon union territory when they accepted Playground Day festival engagement. Meyers declared the union had the job heretofore and WPA project was not intended to compete with other bands.

## Sam Fox's GN Tunes

Hollywood, Aug. 25. Sam Fox will publish songs used in Grand National pictures.

First to hit stands will be 'So Divine.' 'The Love Fiesta,' 'O Bella Mia' and 'Out of the Hills,' all offered by Jack Stern and Harry Tobias. They are used in 'The Devil On Horseback.'

## MINDLING JOINS MCA

Low Mindling left the Robert Taplington publicity organization yesterday (24) to join Music Corp. of America.

At MCA, Mindling will handle tie-ups and publicity for the bands in connection with radio.

## Am. Society of Recording Artists In Test Suit Versus KFWB, Hollywood

Los Angeles, Aug. 25. First blasts on Coast by American Society of Recording Artists against indiscriminate use of recordings by its members were fired last week when suits for restraining orders against KFWB's continued spinning of the discs was filed in Superior Court. Al Jolson, prez of ASRA, signed a complaint.

Injunction is sought on grounds of unfair competition and that artists' rights are violated by playing the records without permission. No damages are asked.

Leonard Meyerberg, counsel for the Society, said suits are being filed in an effort to get a clean cut legal ruling on the recording situation. Downtown credit house, which bankrolled one of the recorded programs, is named co-defendant in the action to hobble Warner station.

ASRA brought a second action in Superior Court against KFWB in the name of Jan Garber's band. Complaint calls attention to the fact that discs have stamped on them notice that they are not to be played for commercial broadcasting.

Complaint further states that constant repetition of recordings dimin-

# Buck Tells Coast Tuners ASCAP Should Distrib \$5,000,000 Next Yr.

## WB's Disk Plum

Warner Bros. publishing group will deliver between \$10,000 and \$12,000 within the next few weeks from license renewals issued to the various transcription libraries. Of this amount, the World Broadcasting System has already committed itself for \$5,000. Other sustaining program manufacturers involved in the renewal deal are NBC (Thesaurus), Standard Library Service and Associated Music Publishers, Inc.

Transcription recorders have come through with but few applications for Warner music for use on commercial programs since that publishing group rejoined the American Society of Composers, Authors and Publishers.

## KERN DEAL MAY DECIDE FUTURE OF T.B. HARMS

Future of T. B. Harms Co. as a publishing entity is said to be involved in the negotiations which Warner Bros. is now carrying on with Jerome Kern for an extension of the present contract. Kern's affiliation with T. B. Harms works two ways, as a stockholder-officer and as a contract writer.

One report in the industry is that if no deal can be worked out with Kern, WB will either return the firm to a quiescent state or merge the catalog with Harms, Inc., a separate body.

Another non-WB officer of T. B. Harms is Max Dreyfus, who owns no capital stock but shares in the profits as part of his compensation.

## Select Readies Crosby Tunes from Pennies

Hollywood, Aug. 25. With a five-year contract closed with Major Productions for use of tunes, Select Music Co. is lining up masts for numbers used in Bing Crosby's starrer, 'Pennies from Heaven,' for Emanuel Cohen. Crosby controls majority of stock in Select.

Bobby Gross, head rep for Select, Music has opened Hollywood headquarters with Rockwell-O'Keefe agency.

Norm Sherr is grooming his own orchestra currently for appearance on N. Y. stations.

Hollywood, Aug. 25. In addressing more than 125 top line members of American Society of Composers, Authors and Publishers at a specially called meeting last week, Gene Buck, president of the organization, stated that the Society expects to yield \$5,000,000 in royalties for the coming year.

This, he said, is made possible by the mechanical age prevalent in the use of material created by members of the Society. This age, however, Buck stated, is doing much to kill off the incentive of writers to create lasting songs, as by the time a number comes up for classification on the rating of a member, a hit tune is dead and quickly forgotten. It is therefore up to the Society to compensate the members for lack of revenue that he was able to collect before the mechanical era.

In touching on the Duffy copyright bill, which brought about several hearings in Washington, that bill, according to Buck, has become a dead issue and the Society has nothing to fear. Should sponsors of the bill decide to revive it, it must be placed before the senate and the house, which would be a long drawn out procedure.

The monopoly suit now pending in the state of Maine will go by default because it, parallel to the decision handed down in the state of Washington in ASCAP's favor, declaring the Society was not a monopoly and operated within its rights, according to Buck.

In the opinion of those that attended this meeting, there was never a more enthusiastic expression of unity in the history of the Society. This was amplified by such speakers as George Gerstein, Sigmond Romberg, L. Wolfe Gilbert, Jerome Kern, Vincent Youmans, Oscar Hammerstein, Carrie Jacobs-Bond, Saul Bornstein, Gustave Schirmer and R. H. Burnside.

## WEBER OUT OF DANGER

Joseph N. Weber, American Federation of Musicians prez, who collapsed in his office three weeks ago from a kidney ailment, was reported Monday (3) as definitely out of danger. It was also said at international headquarters that his condition had shown a decided improvement during the past week and that unless some unforeseen complication developed he should be able to resume his duties in a month.

Weber, who is in his 70's, has headed the AFM for almost 30 years.

**SANTLY JOY**

Now! Really a Big Hit Song!

**"ME AND THE MOON"**

Cute—Fresh—Appealing  
Rhythm Novelty

**"OH, YOU ROGUE"**  
(YOU STOLE MY HEART!)

The "Swing" Little Japan Novelty

**"Over A Bowl of Suki-Yaki"**

SANTLY BROS. JOY, INC.  
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Deservedly a favorite through the years and currently at the peak of his popularity at the brilliant Rainbow Room in New York and broadcasting via NBC. He features:

"DID I REMEMBER?"

"I'M AN OLD COWHAND (From the Rio Grande)"

"LET'S SING AGAIN"

"KNOCK KNOCK-WHO'S THERE?"

Newest Novelty Grass

"WHERE THERE'S YOU THERE'S ME"

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DONAHUE



## Equity Posts Earl Carroll's Name On List of Defaulting Managers

Earl Carroll's name has been placed on the defaulting managers list at Equity headquarters, also in the chorus branch, for his refusal to pay salary claims which were awarded against him by arbitration in the matter of last winter's southern tour of 'Vanities'. Arbitrators ruled he owed the cast and chorus approximately \$530, while he contends there is only \$43 due.

Latest development in the series of entanglements with the show changes Carroll's standing with the actors' association. Any manager, upon being posted on the unfair list, must thereafter post with Equity a bond or cash guaranteeing salaries and transportation of any company under his direction. Heretofore that requirement did not apply to Carroll because of his previous important activity as a producer and payment of other claims.

Peculiar angle to the arbitration was that the manager's attorney, Herman Hoyer, signed the award but E. J. Hunkall, Equity's member of the board, failed to sign on the ground that although the amount of the claims were correct, the principle was not.

Carroll went to court seeking to upset the award but failed. He then asked that the claims be re-arbitrated. Equity refused, saying it did not grant its members a second arbitration.

Manager put forth another argument to the effect that choristers had waived their claims on the grounds that salaries would be raised. That failed to get any action either. Fact appears to be that when 'Vanities' was turned into a unit with the show going on four and five times daily, the chorus got \$5 more per week.

Upon failing to receive the money awarded, Equity secured a judgment against Carroll. Equity was informed by the sheriff's office that it might as well stand in line, however, there being others.

Carroll started for the Coast Monday (24) and Equity will attempt to collect on its judgment there. Manager is under contract by 20th Century-Fox for one year as a director, taking him out of legit' production for that period, at least.

## GORDON DELAYS 'WILD VIOLETS' FOR A HIT

Max Gordon's production of 'Wild Violets', already seen in London, is to be held up until the first crop of musicals bow in. Show is a spectacle calling for a location risk and, if done over here, will be on an extra-large scale. Gordon often waits to wait and see how 'White Horse Inn' draws first.

First act has been adapted for the U. S. version. Lindsay and Russell Crouse, Charlotte Greenwood, who appeared in the London show, may repeat in the local Gordon production.

Music is by Robert Stoltz. Title may be changed. Hazard Shot would stage. He did it in London. He is due from London this week.

## Theresa Helburn Back

Theresa Helburn of the Theatre Guild board gets back from Europe this week, following a summer on the other side. She looked over the London production of 'Storm in the Teacup', which the Guild holds for this side. She also conferred with the adaptor, James Bridie, on the U. S. production. Play was originally written in German and was once held by Harry Moses in a different adaptation.

Initial casting was also started on 'Jane Eyre', which Katharine Hepburn is to do in November.

## Ullman-Hellinger

James R. Ullman having the script of 'Double Dummy', by Thomas McKnight and Doty Hobart. Mark Hellinger, columnist on the N. Y. Daily Mirror, has joined forces with the producer to produce it.

Displaces Hellinger's own schedule of indie productions as his first legit try.

## NO BALTO STOCK

Once Stronghold of Rep Will do Without 'em This Year

Baltimore, Aug. 25. — Baltimore, once one of the stoutest strongholds of stock companies, will not have a resident legit group this year. Some chance existed till Leonard B. McLaughlin, operator of the indie Auditorium and Maryland theatres here, returned from a three-week o.p. of the New England straw hats. Found nothing there to interest him, and he has decided against a stock troupe for this year. The UBO House, Ford's, will interest itself only in roadshows.

Three years ago there was no stock company here, but through the stretch of years before that and since, there has always at least one holding forth.

## CUTTING 'JUMBO' ALSO CUT THE PLAYERS

When 'Jumbo' was cut down in running time at the Ft. Worth Frontier Festival, six members of the cast were dropped, although they had run of the play contracts. Show was not under equity jurisdiction, going to Texas with the same status as at the Hippodrome, N. Y., where it was considered not to be a musical comedy by the actors' body.

Let-outs included Eddie Foy, Jr., Harry Cameron and George Brooks. Contracts were signed by the Centennial secretary and it was agreed to accept two weeks' salary to terminate the run agreements. Since Equity did not sign the agreements, actors felt they had better accept without dallying, since it would otherwise be a matter of suing an unknown quantity.

Players who worked but one week appeared satisfied to return to New York, Texas heat being one complaint.

Foy insists the temperature was 105 degrees in the theatre on opening night, then the amplifying system went blooey.

## 'Distaff' Opens Duffy's New Hollywood Season

Hollywood, Aug. 25. — New legit season here will be inaugurated by Henry Duffy at the El Capitan theatre Sunday (30) at 8:15. First time he will present 'The Distaff Side'. Cast includes Blanche Yurka, Estelle Winwood, Henrietta Crozman, Margola Gilmore, Hardie Albright, Tom Moore, William P. Carlton, Helena Grant, Winifred Harris, Alan Hanley, Edward Franz and Eleanor Merry.

Duffy's 'Parnell', closing at the House Aug. 29, goes to San Francisco to open Sept. 3 at the Alcazar. Otto Kruger drops out of the title role to resume picture work. His successor has not yet been named.

## IN THE RED—AS USUAL

Cincinnati Opera Season Winds Up With Deficit

Cincinnati, Aug. 25. — A special performance Sunday (23) rang the curtain down on the 1936 season of the Cincinnati Opera Association at the Zoo. The extra show, 'Aida', was announced as a voluntary contribution of the artists of the company, in appreciation of their reception on the season.

Enterprise, managed by officers of the Cincinnati Musicians' Association and financed by the army wing of the burg's music lovers, as other years went on, is in the red. Amount of deficit to be figured up later.

Despite steady string of losers, management persists in sticking to small capacity of limited appeal. Small capacity of Zoo, one-sided pavilion also has its b. o. limitations.

## Ex-Agent

Dick Keene, ex-vaudevillean, on Louis Shurtz's casting staff, heard lots of excitement in the Shubert office about a juve they wanted for 'Floradora' opening last Saturday night at Randall's Island, N. Y., by the name of Richard Kline. Keene told Lee Shubert he was now an agent. The producer told him he could become an actor again. He threw away his 10% black book. He's an actor again.

## 'Idiot' and 'Shrew' As Road Repertory For Lunt-Fontanne

Idea that Alfred Lunt and Lynn Fontanne will revive their production of 'The Taming of the Shrew' on the road this season looks certain. Hinderland demand for it has been steady all summer, and when 'Idiot's Delight' goes out, the Shakespeare comedy may be rotated with it on a rep road.

Matter of casting is said to be easy. Most of the 'Idiot's' company was drafted direct from the 'Shrew' roster last year. Only a few extra characters would have to be engaged to handle the diva-rep.

The Lunts are due to arrive Friday (28) to rehearse the Shrewwood play over the week-end for re-opening on Monday (31) at the Shubert.

## ROAD REPORTS BRIGHT OUTLOOK; MANY SHOWS

Baltimore, Aug. 25. — Legit outlook here is brightening, though not much has been definitely planned up.

Leonard B. McLaughlin, operator of the indie Auditorium and Maryland, has not as yet any contracts for either house; it is known that he has one show underlined for the Auditorium week of Sept. 28, but will not divulge what it is till he has the papers in the safe. Film 'Romeo and Juliet' (MG) will road-show at the Maryland for the fortnight beginning Sept. 20.

John Little, newly named manager of the UBO House, is highly enthused over prospects for the coming season, chiefly because the Theatre Guild, which did not send any productions to Balto last year, but one ('Valley Forge') the year before, has decided to bless the burg with four of its shows this season. First of these, 'End of Summer', comes in the week of Oct. 5. Other three are 'Call it a Day', 'Idiot's Delight', and 'Katharine Hepburn in Jane Eyre'. Latter has been tentatively set for Christmas week, just prior to the play's descent on N. Y.

Another one Ford's has is 'Great Waltz', which will stop off here the week of Oct. 12. House will have to have alternating center installed to accommodate the Max Gordon musical; will cost \$1,000.

Only other touring legit pencilled in is 'Boy Meets Girl'.

## Rochester Plans

Rochester, Aug. 25. — Legit season at the Auditorium is slated to open Sept. 14 with 'Boy Meets Girl'. Manager Will R. Corria, who has booked in occasional shows, mostly one-night stands, the past two seasons, since the demise of the Lyceum, is starting much earlier this year, with a promising lineup.

List at present includes 'Ethan Fromme', 'Great Waltz', 'End of Summer' with Ina Claire, Fontaine and Lunt in 'Idiot's Delight', Jane Cowl in 'First Lady' and the 'Follies'. George Abbott's 'Sweet Summer' is scheduled for pre-Broadway opening here.

## In Albany

Albany, Aug. 25. — Capitol Theatre, Albany's only legit house, will reopen Sept. 11 with 'Boy Meets Girl'. Owner W. W. Farley says that several shows have been booked for the early fall. 'Boy Meets Girl' will play a two-day stand, with matinee performance on Sept. 12.

## Along the Maine Coast

By O. M. SAMUEL

Keenebunkport, Aug. 25. — Inclement weather militated against the opening of Walter Hampden at Keenebunk Town Hall Friday evening and may have accounted for the half-filled auditorium that greeted the actor. However, as Hampden was booked under a flat guarantee, the size of the house was something for the patronage committee to worry about. Hampden did not seem to worry at all, especially about the running time of the performance, which drowsed along until past 11, causing this old show dog to snore now and again, dozing for some others.

Hampden was attired in strict formal attire for summer, dark trousers and a Shantung silk dinner jacket that had some of the shore sartorialists staring and might have brought gasps from some of the Bard's mummies. Hampden's performance consisted of reading two plays, 'Hamlet' and 'The Merchant of Venice', with the latter, 'Cyrano de Bergerac', the most spirited and engaging. During both he merely used a chair with the play in book form lying open to prompt along. Seemed like a nice, soft, easy way to keep a date, or rather, to play one.

Quite a social hub-bub for the actor came at the end of the performance, with a tea given for him at 'Surridge', the estate of George Herbert Walker.

## Feasible for Actors

Garlick Players were scheduled to do a new play, 'Christie's House', but their Keenebunkport theatre this week, but at the 11th hour switched to 'Zat So'. Last week they raised the roof by bringing meliorating 'Sweeney Todd', the Demon Barber of Fleet Street, accredited the first night at York Harbor, coming from her home in Ridgefield, Conn. Same striking appearance as of yore.

Auditors were sold peanuts by ushers at the door, and hurried them at the actors gleefully.

Geraldine Farrar is spending a fortnight at York Harbor, coming from her home in Ridgefield, Conn. Same striking appearance as of yore.

Margaret Anglin is starring at the Ogunquit playhouse this week in 'Fresh Fields', with Charlotte Walker and Daisy Atherton in heavy type, also. Next week, and including an extra performance Labor Day, Walter Hartwig will present 'The Ballet Master', with the same heavy type in a series that will include five ballets. Music by Revel, Scarlati, De Falla and Elliott Carter. J. R. with

## McCLINTIC'S QUARTET

Two Anderson Plays, 'Hamlet' and 'Sea Gull' Revivals Set

Guthrie McClintic's four plays for this season will include the new Katharine Cornell play, 'Wings of Victory', by Maxwell Anderson; John Gielgud in 'Hamlet', with Judith Anderson, Lillian Hellman, Arthur Byron and Malcolm Keen; Burgess Meredith in 'High Tor', also by Anderson, and, in the spring a revival of 'Sea Gull'.

Miss Cornell's new play is set in the upper ship, and calls for period costumes. 'Tor' is laid around a mountain near Nyack.

John Gielgud arrives Thursday (27) from London to start rehearsals on 'Hamlet'. Rehearsals start immediately. Rest of the cast have been studying their roles all summer.

## Rains as Wagner?

Claude Rains is reported scanning the role of Wagner, composer, in 'Prelude to Exile', which the Theatre Guild holds. Play calls for plenty of heavy musical atmosphere. J. M. McNally authored.

## Cochran Summer Spot Near Wash'ton Nixed

Washington, Aug. 25. — Proposed summer theatre of Steve Cochran was nixed last week by the board of commissioners of Montgomery County, Md. Erection of the theatre, which to be placed across labor laws, was opposed by a majority of property-owners present and the board voted down a plan to rezone the area by 4-1.

Cochran will tackle the idea again following fall elections. He has a two year lease on Darby Farms, proposed site of this house.

choreography by William Dollar, Eugene Loring, Lew Christensen and Douglas Coudy.

Hartwig figures he can get more business with a dance diversification, says a money-drawing satellite to his play. His Ogunquit playhouse still remains the top hat of the straw hats.

'As the Earth Turns', dramatization of Gladys Hasty Carroll's book of the same name presented at South Berwick, Me., last week.

Will Rogers, Jr., visited his sister, Mary Rogers, who is with the Lake-wood Players at Snowsho, and as always, went backstage before any performance to insist she do her best as he was out front watching her. Junior Rogers is going to be quite a newspaper guy.

Too many beauty contests at Island Ledge Casino, Wells Beach, and this week it was necessary as a builder-up to bring in two orchestras, those of Carl Brogi and Vic Firth, both popular with the steppers.

Pre-Spanish War Maine is dry, save for ale and beer, with bootleggers thriving in the B. I. town of Biddeford, Bath and Bangor. Licker is pre-war, the one now prevalent in Spain, while the gin would bring in the top's snails. The folly of the liquor law was apparent at the Policemen's Ball in Ogunquit last week, when they gave away a bottle of Canadian Whisky for each ticket sold and advertised the fact. Cops must have closed an eye.

Eve Le Gallienne at the Cape Playhouse, Dennis, Mass., last week in 'Camille', only engagement she has accepted, though offered several.

One of the very odd insurance laws is that of Maine, which insists that a theatre must be operated for two weeks each year or the management cannot collect the insurance.

In quite a number of towns operators of picture theatres have bought out the opposition and closed the competitive house, but they run it a fortnight each year to conform to the law and protect themselves in case of fire.

Mrs. Booth Tarkington presented Harrison M. Lakin at the 'Tarkington' booth at Keenebunkport last week, styled 'The Floats', alongside of which is mounted Tarkington's sailing vessel 'Remora'. Admission was \$1, to a capacity assemblage.

Tarkington, who recently celebrated his 75th birthday, but on his way to Zanbu, every day now, still is quite weak from his long siege of illness.

## Compelish Too Tough, So Pic House Operator Booking in Straw Hat

Peter Latchis, film house operator in New England, has approached the Brattleboro, Vt., summer stock group to play his houses on a one-night a week deal next year. He owns and operates 14 theatres in New Hampshire, Vermont and Massachusetts, but won't use all of them for the innovation.

Summer colonies near his theatres went for the movie productions during the past couple months and theatres felt it on certain nights. Latchis met the competition somewhat this year by bringing in Cornelia Van Stenderghem and the Balala Caravan for several dates but wants to expand next year.

Would turn over several of his houses for dramatic nights. Guest-stars are for use. Tryouts as well as Broadway-produced shows would be mixed.

## Lucky Stage-hands

'Dorian Gray' which resumed with a semi-pro cast at the Comedy, N. Y., last week, is again being picked by the stage hands union. First time the show opened there was a new crew on hand, and there were pickets.

Union pickets got \$12 per session, which is merely during performance time. No ads in dailies and small business; so it is figured the pickets get more than the players.

## Guildites Gather

In from the Coast this week are Clifton Webb, Helen Gahan and Philip Moeller, all to begin work on the Theatre Guild's first production, 'And Stars Remain'. Moeller is directing.



# 'INN' WALKOUT AVERTED

## Jolson May Jump Into 'Follies' On Reopening at \$10,000 a Week

After huddling with Lee Shubert on the proposition of a return to the Broadway musical comedy stage, Al Jolson is still mulling the idea of \$10,000 a week to head the revised edition of the 'Ziegfeld Follies' (Shuberts) when it reopens at the Winter Garden, N. Y., Sept. 14. Jolson is amenable to four weeks but Shubert wants eight. Comedian says he has a new Warner musical, 'Showery to Broadway,' coming up in late October, and that long a period isn't possible for him.

It was Jolson's original object that if he hyped 'Follies' for four weeks he couldn't see any practical benefit as the show would then collapse. Shubert urged him by phone to 'come into New York and talk it over.' Jolson protested he couldn't see why he was taking the risk, although later conceding that the William Morris agency has a couple of radio offers for him also, with the Young & Rubicam and J. Walter Thompson agencies.

It's not a new idea for Jolson and the Shuberts but heretofore Jolson stayed in when the shows had been running 16 to 20 weeks. For the 'Passing Show' at the Winter Garden, some years back Jolson came in after four months, when the revue had dipped to \$17,000, and wound up taking almost as much out of the box office as his share under a sliding arrangement. Show hyped back to near \$45,000 a week and the Shuberts, not anticipating that, balked at a straight \$10,000-a-week and, instead, gave him a generous sliding percentage.

In Chicago, for 'A Night in Spain,' Jolson came in at the straight 10G's for four weeks after the show had run 18 weeks and likewise hyped it back. Both musicals were \$440 top, as will be the 'Ziegfeld Follies' when it reopens.

## Actors Protest Steel Workers In Legit Play

Delegation of actors is reported readying to call upon Norman Bel Geddes in protest against producer's plan to use structural steel workers in the cast of 'Iron Men,' a drama which he is now casting. Idea arose when an actor who thinks looks like the part of an iron worker was turned down.

Play calls for scenes of a construction job, with steel girders being riveted in place on the stage. Geddes asks the steel workers' union to send over candidates for several cast parts, his idea being to lend authenticity to the action and dialog. Understood the cast calls for half a dozen such characters, with the manager figuring on engaging twice that number to be sure there will be enough on hand in case some fall by the wayside.

## Wiman-Weatherly Rejoin For N. Y. Scribes' Farce

Dwight Deere Wiman and Tom Weatherly, who combed on the production of all the Little Shows, 'Gay Divorcee,' etc., have rejoined to produce a new farce comedy, 'What This Town Needs,' by Charles Zerner and Ben Gross. Writers are both N. Y. newspapermen. Zerner being on the Times and Gross on the News.

Show is to go into rehearsal about Sept. 15 for a November 10 opening in N. Y., after a couple stanzas in Boston.

## Under Two Flags

Garon Kanin will stage the book of 'Babes in Arms,' Rodgers and Hart musical which Alex Yoke is producing. He also is the master for the George Abbott 'Boy Meets Girl' companies.

Abbott staged 'Three Men on a Horse' for Yoke (and Warners) but they are not on friendly terms at the moment.

## NOW FREEDLEY MAY INHERIT BERT LAHR

Vinton Freedley and the Shuberts are talking a deal on Bert Laehr, whereby the comic would go into 'Red, Hot and Blue.' Laehr is originally slated for the Beatrice Lillie show (Shuberts) and also has a Universal picture commitment. Shuberts told Freedley that they would release the comic on condition that the Freedley musical is booked into a Shubert theatre. Okay by Freedley, despite his hold on the Alvin. Part involved was originally intended for Willie Howard, who is now tied up with George White's 'Scandals' on a run of the play contract and can't break loose.

Cole Porter's music for 'Red, Hot and Blue' is not quite completed, but isn't figured to hold up proceedings. Russell Crouse and Howard Lindsay, who are writing the book, have just returned from a short trip to Ireland and England.

Among those set for the cast thus far are Bob Hope, Ethel Merman, the Hartmans, George Stewart, Polly Walters and Kay Picture, meaning that the show, when it comes in, will be one of the heaviest, from standpoint of names and nut, for a book show in a long time.

Hollywood, Aug. 25. Forced to repeat east for the Shubert production of 'Show Is On' by Sept. 18, Bert Laehr is out of Universal's 'Top of the Town.' Film goes before cameras Aug. 31.

## 'YES MADAME' CAST DUE TO SAIL FOR U. S.

English cast of 'Yes Madame' is expected to sail for New York next week, departure date having been set back recently by Jack Curtis, who is slated to present the musical on this side.

Claimed that the delay was occasioned by objections of Clayton and Waller, London managers, to Curtis having the book Americanized. Herman Timmer is working on the script. Actually, however, financing has had something to do with the stalling. Show cost approximately \$42,000 to produce in London but is multi-scened and will cost nearly three times that on this side. Sam H. Harris last week is reported to have bought in on it, making it easier for Curtis. Lee Shubert also holds a piece.

## Atwill's 'Everyman'

Hollywood, Aug. 25. Lionel Atwill has been chosen to supplant Ian Keith in the name role in 'Everyman,' California Festival Asm's production in the Hollywood Bowl Sept. 16. Keith was forced to withdraw because of a back injury. Lionel Braham, English actor, has arrived to portray the role of Mammone.

## COMPROMISE ON SAVO; GAXTON IN

Could Have Been First Legit Strike on Broadway in Years—Stebbins Had Refused to Arbitrate

## EQUITY'S TOUGH SPOT

First strike in legit on Broadway in years seemed to be narrowly avoided late yesterday (Tuesday) afternoon when Rowland Stebbins, producer of 'White Horse Inn,' made tentative peace with Equity as regards employment of Jimmy Savo. Protest had held out all week, refusing to go to arbitration on the matter, as Equity insisted, and denying Equity's right to enter the discussion. It was the first time in years that Equity's rules have been challenged by a legit producer and Equity was faced with the possibility of reluctantly declaring itself by calling out all actors of the show. The Equity was loath to do because it entailed throwing nearly 200 actors out of work.

A half dozen meetings were held during the week, culminating in a lengthy council discussion at Equity last yesterday afternoon and then in the evening. At this session Equity was convinced by the producer that he would take care of the matter in some manner and with this assurance Equity had to be temporarily satisfied. Meantime Stebbins had been active in conversations with Lee Shubert and Vinton Freedley, both of whom are currently in the midst of preparing musicals and likelihood is that Savo will be set in one of these two shows before the week is over, thus relieving the tension.

Trouble revolves around a run of the play contract which Savo holds with 'Inn,' being produced by Stebbins with a Warner Bros. bankroll at the Center, New York. Contract was okayed by Erik Charrrel, Contralt's lawyer, and the likelihood is that Savo will be set in one of these two shows before the week is over, thus relieving the tension.

Savo went to Equity with his contract and demand for action. Actor's body, when contacting the producer, was told that it was a business matter between it (producing company) and the actor and nobody else. Equity demanded that Savo and the producer turned this down, claiming it was forced to enter into it. Producer pointed to the fact that there is no contract between it and actors, although admitting frankly that Equity, should it desire, could call out its members.

Equity was thus put in a spot, because primarily it wants to keep its members out of the picture. Its argument that it could settle its difficulties with Savo in normal outside proceedings, even if Savo sued, Equity could not accept either.

Producer's claim is that the show has already cost close to \$150,000 and that probably another such sum would be expended. Therefore, the producer feels, special consideration for a long week's delay is not had asked Equity for an extra week of rehearsal time and was nixed. Equity deemed this unnecessary since the show had been in preparation for a long time. It was done in Europe by the same stage on several previous occasions, Equity contended.

Warner Bros. has not entered the picture officially in any way, though it is the prime mover. It is understood, through having put up a bankroll of \$175,000 for the show. Meanwhile producers have been going ahead quietly settling William B. Davis, who is playing David Freedman has been called in to rewrite the part for Gaxton, although producers deny that the latter is actually set as yet.

## Joe Bickerton Dies at 58; Was Central Cog of All Legit Biz

Passing of Joseph P. Bickerton, Jr., at 58 last Thursday (20), took from Broadway one of the most alert attorney-showmen a veteran figure in many important events concerning the theatre for more than a generation. In his business relations he was on cordial terms with managers, playwrights, actors and newspapermen, all of whom felt he was always to be trusted, making him the focal point of all show biz.

When he entered the Mt. Kisco hospital (Westchester, N. Y.) early last week, where he died after four days, Bickerton's condition was not regarded as serious, yet to those closest to him, Bickerton was known to be weakening for the past year. Never robust, he had survived at least two attacks of pneumonia within the past six years. Last summer, when examined by specialists, it was their opinion that he had the attacks, had affected one of his lungs. For that reason he had difficulty in breathing. In addition there was a serious heart condition.

Bickerton's demise creates a void in the status of the new managers-authors contract, since he was the chief sales agent for the Broadway plays, which post he occupied since the first basic minimum agreement (1928). Confidence in Bickerton by both producers and dramatists was shown by the fact that, during the disputes between both sides, or internally, there never was any idea of displacing him.

Never Doubled There was an inquiry into the arbiter's office by the Theatre League, but the integrity of Bickerton was not involved. Matter of fees was in dispute and, under agreement with the Dramatists Guild, his salary was set at \$15,000 annually, balance of the fees, which averaged \$25,000, being split up between the Guild, League and play brokers.

Last winter, the Guild came forth with its 'take it or leave' contract. Bickerton again was named as arbiter and when the factions came to an agreement he was retained without question.

Matter of selecting a successor will necessitate a special session of the Guild and the near approach of the new season will expedite such action. Under the rules, the Guild may name the arbiter subject to approval of two-thirds of the League's membership. Joint committee of 10, which is to pass on the operation of rules covering picture sales, is supposed to have the arbiter as an umpire in case of the decisions. It is those rules which Bickerton is believed to have declared itself through with legit financing several months ago.

Percentages Bickerton handled the estates of David Belasco and William Harris, Sr. He was on such friendly terms with his backer, that they regarded him as being 'in the family.' Often, over luncheon, he would be asked if he wanted a piece of a new show and frequently he accepted, generally being a silent partner for a small percentage. In that way he doubtless had more inside information about productions than any one individual.

He was also an independent producer, his most successful venture probably being 'Adele,' a farce with music. William Ziegler, Jr., heir to the Royal Baking Powder fortune, was his backer. Show netted around \$200,000 but, when presented in London, flopped and the profits were dissipated. While in London, however, Bickerton secured 'The Vortex,' Noel Coward's debut appearance on Broadway (Henry Miller's) and it was over that play that he split with the late A. L. Erlanger, with whom he was associated as personal attorney and in some of whose shows he was a participant. Through the intermingled interests of the late Flo Ziegfeld and Charles Dillingham with Erlanger, Bickerton figured in those deals.

Although Bickerton continued with Erlanger after the latter's split with Marc Klaw, the quarrel was never patched up. It was after he estab-

lished his own offices that Bickerton built up a clientele among playwrights. That led to his participation with Elmer Rice in the success of 'Counselor-at-Law.'

Among his earlier interests in the theatre was 'Above the Limit' with Charles Graepelin.

Estimates Among his managerial intimates was William Harris, Jr., in whose shows he had a percentage. Last play which he furthered was 'Men Must Fight,' several seasons ago. During the Theatre League fight recently it was suggested that Bickerton should refrain from managerial activities in his position as arbiter, and in that he agreed.

He was active in the affairs of the Treasures' Club, of which he was perennial counselor. Association with the box office men was thus another phase of his many-sided interest in the theatre.

He guided the interests of Phil Dunning and George Abbott, collaborators of 'Broadway,' and guided the sale of the picture rights for that melodrama to big money. Jed Harris, who produced the show, was also his client. Rice, Abbott and Dunning had their offices in Bickerton's suite at the Chandler building on 42nd street for years.

He is survived by his father, widow, who was Lela Taber, a noted beauty at the time of their marriage, and two sisters.

## J. P. BICKERTON SUCCESSOR IS A WORRY

Dramatists' Guild has called a special meeting of its council for the end of this week to consider a successor of the late Joseph P. Bickerton, Jr., as arbiter of film rights. Council will also decide at the same time whether it wants to name the new arbiter definitely or pro tem during further consideration.

Feeling is that, with the season starting this week, the post cannot be left open. Under the terms of the recent will, which the new writers and the managers, the playwrights have the right to name anyone they wish as film arbiter. The managers, on the other hand, have the right to remove the arbiter at any time they wish to. There was never any question of agreement on Bickerton, both sides having complete confidence in him. Whether another such man can be found, and quickly, is doubted, however, both sides now fearing the entrance of politics and bias.

With this in mind there is a possibility that the Dramatists' Guild will insist on the managers' choice for their choice prior to making it, even though they don't have to.

## YOKEL'S N.Y. AND PHILA. HOUSES; NO CHAIN IDEA

Besides taking over the Fulton, N. Y., on a term lease, Alex Yokel is negotiating for the Erlanger, Philadelphia. If deal goes through, Sam Nirdlinger, Philadelphia manager, will operate the house for Yokel.

Report from out of town that Yokel is also talking about operating the Maryland in Baltimore and the Great Northern in Chicago is denied by the producer. Story is to the effect he wants to build himself a chain across the country and enter into indelible competition with the UBO (Erlanger-Shubert) chain. Yokel says nothing to it, but he would like that Philadelphia spot if terms are satisfactory.



# WPA's Costliest Try, 'Macbeth' with Colored Cast, Got the Most Bally

Rated the most costly mistake of the Works Progress Administration's theater project is the Negro units 'Macbeth' which, paradoxically, has brought it the most general attention and acclaim thus far. As a dramatic novelty in Harlem, the Shanties' performance played well enough, but when it was sent out to tour there were a series of headaches traceable directly to bad business.

Show has just completed a 10-day engagement at the Dallas Fair, in Texas, where it was booked at the reputed invitation of Centennial officials. Cost of sending the troupe down there from New York is estimated at around \$30,000. Nightly takings were between \$180 and \$190, according to estimates. Opening night business was top, with the gross at approximately \$450. Only other performance to reach anywhere near that figure was last Wednesday (19), when slightly more than \$400 was grossed, special occasion that night being Negro 'Macbeth' attraction was presented in a 6,000 seat house, so that, even at WPA low admission prices, the take has been pycnue.

Show players in the Texas date on a touring arrangement and it was possible to finance the trip on the grosses if the show drew patronage. However, a jump of such proportions for a troupe of 100 people, would be inconceivable under commercial auspices.

**Tough Luck Show**

'Macbeth' played Bridgeport and Hartford in WPA houses before the Texas leap. Poor attendance in both states was a tipoff, but didn't worry the government officials. Hurricane damaged the Dallas Fair grounds and the show was put off for a while. Booked into the Long Beach, L. I., in the interim and still hard luck dogged the show, theatre burning down before show could open.

Macbeth troupe returned from Dallas Sunday (23) and will play five days at Keith's, Indianapolis, starting last night (25). Goes from there to the Great Northern, Chicago, for a 12-day booking starting Aug. 31. Lafayette, Detroit and Federal, Cleveland, will follow, closing being slated for the Civic, Syracuse, Sept. 26, a one-day booking.

In addition to the extra high transportation costs, the players, orchestra members and staff of the 'Macbeth' company are paid \$3 each per day "subsistence allowance" plus the regular \$10.40 per month.

An earlier road tour try by the WPA was 'Jefferson Davis', which opened in New York for three days and headed south. It, too, flopped badly and players and staff were, under touring and cast brought home.

Peculiarity of the Texas date for a colored show was the general optimism in WPA circles. Many staff members pointing to good grosses of 'Green Pastures' as their answer. However, southerners are understood to have felt that colored plays in a colored playhouse is one thing, but colored players in Shakespeare is another.

## Albany Stock

Albany, Aug. 25.

Jack Stern will inaugurate a stock company at the Capitol theatre here beginning Sept. 28. First production will probably be 'Night of January 16' if rights can be cleared.

Policy of the house will be to alternate with past season Broadway successes and revivals. Itinerant companies will also be booked in as available.

Recent okay of Sunday shows in New York State allows Sabbath showings, which Stern plans to utilize with an opera company.

## WARFIELD STARTS

Lynchburg, Aug. 25.

Robert Warfield, new Little Theatre director, is in town from Washington and ready to start work on his first piece—probably 'The Royal Family'. Takes the job vacated by Edith Madeline Mack, who went to Delaware as a WPA theatre director.

'Fiddlers', musical comedy by Frank Gabrielson, David Lisan, Milton Lazarus, acquired by Richard Aldrich and Richard Myers for full production.

## WPA's Harvard Staff

Boston, Aug. 25.

Some talk here of forming a Harvard Club within the Boston WPA writing project. Out of 27 writers there are 16 Harvard alumni are on the pay roll. Aid of the Harvard clique there are nine Doctors of Philosophy.

Minimum wage is \$60 monthly scaling up to \$80.

## CHICAGO JUST WAITING FOR STREETCAR

Chicago, Aug. 25.

Everything now waiting for the start of the season gets underway on Sept. 6 with relighting of the Selwyn for 'Night of Jan. 16' and the House 'End on' Sept. 13. 'End', which will have the good many local people in the cast, marks the first New York click to come into the Michigan Boulevard Suburban in a long while.

'Meanwhile 'Scandals' goes into its final week at the Grand and will be head west. House 'End' will be up late September, when 'Ziegfeld Follies' is scheduled. Erlanger will remain in the city for some time with the roadshow film. 'Romeo and Juliet' (MG), usurping the house for a run, starting Aug. 31.

**'Scandals'** Grand (2nd week, \$330) (9th, final week). Holding up on an announcement of finals, but the heat is causing box, tardiness. Around \$14,000 a week.

**'Broken Dishes'** Blackstone. Home-and-mother comedy an attendance click from all angles, though little come.

**'Triple A'** Civic. Still lagging, with few customers and practically no money. Despite much effort, hasn't been able to get going.

Wynn, J. Hammond Dasky, Harry Rogers, Katherine McKel, Charles Rogers, 'All Through the Night', Lakewood Players, Skowhegan, Me.

Helen Richards, Audrey Ridgewell, Alexander Clark, Edmund George, Ellen Hall, 'Private Lives', Berkshire Players, East Hampton, L. I.

Frank Lyon, Nancy Duncan, Mass. 'Grant, Robert Perry, Ramon Greenleaf, 'Murder at Midnight', Whalom Theatre, Pittsburg, Mass.

Ann Dunnigan, Barbara Fulton, George Lloyd, William Prince, Helen Dunlop, Joseph Anthony, Dorothy Dubel, Edmund Wilkes, 'The Eternal Ingenu', Barter Theatre, Abingdon, Va.

Eleanora Powers, Ada Cavell, James Todd, Merwin Williams, Edna Borch, 'Camille', Milbrook Theatre, Milbrook, N. Y.

Vincent Price, Barbara O'Neill, Edward McNamara, Jean Adair, Mah Anderson, Joshua Loyall, Allen Marshall, Nodens Metcalfe, John Holland, 'Raffles', Suffern County Theatre, Suffern, N. Y.

Thore, Sullivan, Edith Emerson, Abner Biberman, David Leonard, Frank Harvey, Herbert Rudley, Florence Linden, 'Winterset', Boulevard Theatre, Jackson Heights, L. I.

Shirley Oliver, Greta Granger, Ferek Fairman, Sydney Shields, 'Three Boys and a Girl', Alden Theatre, Jamaica, L. I.

William Edmunds, Gladys Shelley, Olga Edwards, Mary Wood, Over Mulberry Street, Brighton Theatre, Brighton Beach.

Julie Berni, Camille Schone, E. McDonald, 'The Night of January 16', Stony Creek Theatre, Stony Creek, N. Y.

Eva Gallienne, Leslie Auster, Averil Harris, George Graham, Eva Leonard Boyne, 'Guy Roperenny', Julie Berni, Camille Schone, Westport Country Playhouse, Westport, Conn.

Viola Roche, Mildred Natwick, 'Three-Cornered Moon', Westchester Theatre, Suffern, N. Y.

J. Burleigh Morton, Douglas, Gilmore, 'Three Men on a Horse', Chapel Playhouse, Guilford, Conn.

Dorothy Mullen, 'White Cargo', Ivoryton, Conn.

Margaret Anglin, 'Fresh Fields', Playhouse, Ogden, Mo.

Neil Skinner, 'Leona Roberts, Stephen Fox, 'The Show Off', South Shore Players, Chelsea, Mass.

John W. 'Blind Alley', Playshop Theatre, Point Pleasant, N. J.

Abraham Sofaer, Walter Roy, 'Victoria Regina', N. Y.

'As You Were' by Henry R. Misrock replaces 'They Took the Town' in the leadoff spot on Jack Kirkland and Sam Grisman's fall production, sked.

# '37 B'way Season Officially Opens With D'Oyly Carte, \$12,000, 4 Shows

## 'THREE MEN' COASTING

Seventh Week Fall at \$6,000 in San Francisco

San Francisco, Aug. 25.

Three Men on a Horse, the only legit attraction in town with the exception of two WPA offerings, is just about clearing the hurdles the last few weeks of its engagement. Cool, foggy nights and unusually large tourist trade have helped keep the show going. After last week's performance was extended to Sunday night (30). This will prevent the house from going dark until 'Parnell' comes in the following night.

WPA's 'Farmers' Wife' at the Columbia, announced to open after three weeks, will be held over for a fourth week. End of the third week picked up considerably. Marionette Varieties, the Ridge theatre has had a fair third week.

**Estimates for Last Week**

**'Three Men on a Horse'** Alcazar (8th week) (1,269; \$1,50). Just coasting along until 'Parnell' comes in next week. Making some money at \$6,000.

**'Farmers' Wife'** Columbia (3d week) (1,700; \$1,50). After excellent first two weeks, attendance dropped off and then picked up again; \$2,850 on last week's show.

**'Marionette Varieties'** Federal theatre (2d week) (200; 25c). Ten act puppet bill did \$200 in second week, fair.

## 'Glory' Stout \$11,000 in L.A., 'Parnell' Pat

Los Angeles, Aug. 25.

Tallulah Bankhead is again demonstrating her draw ability at the box office. Her latest production, 'Glory', is holding up well. Trade is holding remarkably strong and the original three-week stay has already been extended.

Henry Dufly's Coast production of 'Parnell' wind up six weeks at the El Capitan next weekend and gives way to 'Distaff Side', also produced by Dufly.

Federal Theatre Project continues to keep three one-time regular legit houses going, in addition to its various off-WPA in the district.

**Estimates for Last Week**

**'Reflected Glory'** Belasco (Los Angeles), (2nd week) (C-1,005; \$2,75). Second stanza of this Tallulah Bankhead starrer wound up to nest \$11,000, which provides plenty of profit and advance (indicating) will hold good for another fortnight, at least.

**'The Black Crook'** (Hollywood), (5th week) (C-1,571; \$1,85). Otto Kruger continues to hold his own in this Dufly production, as attested by \$9,000 in ticket sales after this week due to film engagements of Kruger, which cannot be sidestepped.

**'The Black Crook'** Mayan (1st week). Revival of this burlesque extravaganza of the late '60s has Frankie Blake, aged, playing her original role and still able to kick a high heel.

**'Wild Birds, Musart'** (2nd week). Tragic story of an illegitimate love affair of an orphan and a runaway reform school youth attracting considerable favorable comment from the few attendees.

**'The Whole Town's Talking'** (Los Angeles), (2nd week) (C-1,020; \$2,75). Comedy comedy, comes to today (25) for customary two weeks at 10-20-30 gate.

**'Miracle at Verdun'** Experimental (Los Angeles), (1st week). Unique play stays on until Sept. 1, playing to slim but appreciative audiences.

**'The Greek Theatre'** Griffith Park, (1st week). Moved here from the Mayan and set for a minimum of two weeks.

**'Bill' Big \$42,500, S. L.**

St. Louis, Aug. 25.

'Glamorous Nights' opened at the Municipal Opera in Forest Park last night (24) to the biggest crowd in the history of the theatre. First night take was approximately \$5,000, which indicates the best gross of the season for the week.

**'Reel'** Will closed Aug. 23 after a seven-day stretch with an estimated gross of \$42,500, fine.

**'Spirit of the Hell Fighters'** by Dennis Donoghue to be shown in the fall by Allen Productions.

With one new show in this week, two established hits returning from vacation next week, and half a dozen new plays preparing to follow in the '36-'37 legit season on Broadway has officially opened. Nevertheless, it is unlikely that the list of available productions will be materially altered or lengthened before mid-September.

D'Oyly Carte troupe from London, in Gilbert and Sullivan's 'Pirates', really started the week last Thursday (24) with the first new play of the season booked in last night (Tuesday), 'Spring Dawn, Empire, Latter, incidentally, is considered a new Barry play and bringing Jed Harris back to the active list of managers. Several weeks' tryouts in New York had the comedy favorable reports.

Imported British operetta troupe got off to a good start. The usual hordes of the American Savoyards cheering them on. Agencies didn't have much call on direct bookings, but a bit early for this type of show, a lot of likely customers still being out. 'Gavotte' Howard's 'I saw him' was brisk over the week-end, with advance sales predominating. Management claims to be close to \$12,000 on a Broadway show.

Business is figured to get a real impetus next week, with the 'Lunt-Fontanne' production of 'The Good Girl' to the Shubert and the Helen Hayes 'Victoria Regina' due back at the Broadhurst. 'The Good Girl' and 'Victoria Regina' were practically capacity at the time. Whether they can open the same way again remains to be seen. But advance sales indicating that Broadway may have found an anomaly. Gilbert Miller management is sure that 'Reverie' will open without losing a seat, but at the Guild office there is some slight worry about 'Delight'. Still optimistic about 'Delight' sales will pick up, but, thus far, they haven't been.

Only two important precedents of the sort in recent Broadway history. Dodsworth laid off at a high b. o. point and couldn't get started again. On the other hand, 'Gavotte' of Wynne's, with Katherine McKel, laid off for a while and started right back as though there had been no interruption. 'Parnell' show definitely slated to come in as 'As You Were', 48th Street, Sept. 15, but the revamped 'Gavotte' will be due to precede it by a day at the Winter Garden.

Last week saw a lot more heat on Broadway. 'The Good Girl' and 'Victoria Regina' were practically capacity at the time. Whether they can open the same way again remains to be seen. But advance sales indicating that Broadway may have found an anomaly. Gilbert Miller management is sure that 'Reverie' will open without losing a seat, but at the Guild office there is some slight worry about 'Delight'. Still optimistic about 'Delight' sales will pick up, but, thus far, they haven't been.

**Estimates for Last Week**

**'Roy Meets Girl'** Cort (41st week) (C-1,000; \$1,50). Fractionally to a new high last week, but still a homey.

**'Dead End'** Belasco (44th week) (C-1,000; \$1,50). Standout meller holding up nicely; about \$9,000 again last week, fine.

**'Milk and Honey'** Ambassador (45th week) (C-1,000; \$1,50). Still holding on mysteriously at about \$2,500; road show preparing, figuring to cash in on the 'Milk and Honey' boom.

**'New Faces'** Vanderbilt (15th week) (R-804; \$3.30). Intimate revival of the 'New Faces' of 1916, owned; about \$4,500 last week, but claimed to be better than even break.

**'On Your Toes'** Imperial (18th week) (M-1,468; \$3.85). The only real top gross for the only major musical comedy on the 'B'way. Long run, sure, to hold up in the new season, despite oncoming opposition.

**'Pre-Bottomless'** Lyceum (18th week) (C-1,000; \$1,50). Long run, sure, to hold on to slight bit; under \$4,000 last week, claimed better than even break.

**'Spring Dawn'** Empire (1st week) (C-1,000; \$3.30). Opened last night (Tuesday); well received in summer of '36. 'Spring Dawn' is a new Barry play, produced by Jed Harris.

**'Three Men on a Horse'** Playhouse (32d week) (C-869; \$2.20). Long run, sure, to hold up on slight bit; under \$4,000 last week, claimed better than even break.

**'Revels'**

D'Oyly Carte, Martin Beck; Gilbert and Sullivan, specialists from England opened Thursday (20) to fine reception and okay box, sale, though not much agency call. 'Revels' (C-1,000; \$1,50). Long run, sure, to hold on to slight bit; under \$4,000 last week, claimed better than even break.

**'An Act of Grace'** Broadway (1st week) (C-1,000; \$1,50). Opened last night (Tuesday); well received in summer of '36. 'An Act of Grace' is a new Barry play, produced by Jed Harris.

**'The Good Girl'** Shubert (1st week) (C-1,000; \$1,50). Opened last night (Tuesday); well received in summer of '36. 'The Good Girl' is a new Barry play, produced by Jed Harris.

**'Victoria Regina'** Broadhurst (1st week) (C-1,000; \$1,50). Opened last night (Tuesday); well received in summer of '36. 'Victoria Regina' is a new Barry play, produced by Jed Harris.

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# Robin Hood, Philly, with More Ups Than Downs, Ends Biggest Summer

Philadelphia, Aug. 25. Last lap spring of Philadelphia Orchestra's summer concert season in Robin Hood Dell clicked off heavy take for final three nights. Last Tuesday's (18) 'Aida' repeat was extra-capacity 7,000 for around \$5,000. Wednesday (19), with Irturi batoning and Albert Spalding soloist, pulled \$6,000 for \$4,500 more, while Thursday (20) finale drew 5,500 for \$4,300. Post season concert Friday (21) for benefit of unemployed musicians pulled disappointing 2,000 for only \$1,500, when weather held down attendance and ultimately doused show.

While season grosses were not up to expectations, summer was best in Dell history, both financially and artistically. First time conductor of Irturi's note has batoned so many concerts. Record number of ace soloists, guest conductors, opera and ballets. Season attendance was around 115,000 at 44 concerts, compared to 125,000 at 46 concerts last season. Receipts, however, topped 1933's figure of \$75,000 by about \$10,000. Men made about \$100,000 as against last year's \$44,25, their guarantee being \$80 a week for winter concert season. Wednesday open night to allow for rained out concert was figured paying much less, and suggestion has been made for two open nights next Dell season.

Management of Dell season was co-operative affair of Philadelphia Orchestra musicians. Arthur Lipkin was chairman of committee William K. Huff was general manager and Crowley-LaBum agency handled publicity. Started with b.r. of 3000 left over from last season, plus gifts of \$500. Spent \$5,000 reconditioning Dell, plus \$3,500 improvements done by WPA. Fees for soloists and guest stars ran \$8,000 for 10, of which \$2,000 went to Jascha Heifetz and \$6,000 to the killing. Jose Irturi was season's busiest conductor, batoning 23 concerts, besides 29 podium appearances at Lewisohn Stadium in New York and single solo and one solo-ensemble date here and at Stadium.

**Politics vs. Music**  
Last Wednesday's (19) concert, with Irturi conducting and Spalding as solo fiddler, brought some unexpected fireworks. Mayor and Mrs. La Guardia and Charles S. and Mrs. Guggenheimer, of New York, were guests. Late arrival of Mayor S. Davis Wilson, of Philadelphia, brought barrage of flashes from newspaper cameramen. Irturi was hissed at disturbance and Irturi hit ceiling. Spoke, his mind in strong language (not Spanish) which a system picked up and chucked to crowd as Senator's dramatic monologue. Finally got him back after warty explanations. Intermission speech by Mayor Wilson brought announcement of series of Sunday afternoon pop Philadelphia Orchestra concerts next winter in Convention Hall at 25 cent top.

Friday (21) night's benefit concert, besides Efrem Zimbalist as soloist, brought Alexander Hillberg as batoner, it being his podium debut. He's orchestra's vet concertmaster.

## Bentonelli's Incoq

Stockbridge, Mass., Aug. 25. Joseph Bentonelli (Joseph Benton of Oklahoma), opera and radio tenor, played a small role under an assumed name last week in the Stockbridge Playhouse's production of 'Men in White' with Alexander Kirkland in his original part. Bentonelli's appearance was made to obtain stage training.

## Summer Theatres

### (NEW PLAYS)

'All Through the Night', Lakewood Players, Skowhegan, Me. (24).  
'Bachelor's Ddagey', Haultbert Theatre, Newfoundland, Pa. (27).  
'Charmed, You Sure', New London Players, New London, N. H. (27).  
'Chilvestra's House', Garrick Players, Kennebunkport, Me. (26).  
'Hedley', Milbrook Theatre, Milbrook, N. Y. (26).  
'Lovers Are Fools', John Drew Memorial Theatre, East Hampton, L. I. (26).  
'Murder at Midnight', Lake Whalone Theatre, Fitchburg, Mass. (24).  
'The Eternal Ingenue', Barter Theatre, Abingdon, Va. (27).

## Rochester Orch. Line-Up

Rochester, Aug. 25. Some 43 concerts by the Rochester Civic Orchestra, Guy Fraser Harrison conducting, are scheduled for NBC net between Oct. 19 and Apr. 26. Twenty-eight will be full hour matinee concerts, Mondays, 3 to 4 p.m. Fifteen will be Children's Series aired directly from auditoriums of Rochester high schools in 'School of the Air' project.

In addition the Rochester Philharmonic Orchestra is tentatively booked for 12 concerts, coast to coast, nine under baton of Jose Irturi and three conducted by Harrison.

## LEMONADE WITH BIZET OPENS HIPPO OPERA

Opera returned to the Hippodrome, N. Y., last Friday (21) for week-end showings under Alfredo Salmaghi company at 99-cent top. In between auditorium is given over to fights, roller skating exhibition and sundry athletic events. Only 'Jumbo's' trappings left include the red, white and blue decor, the candy striped curtain and usher's uniforms. Main ring has been covered over to provide close-at-hand seating position, with orchestra on same level with audience.

However, there's a circus atmosphere to the place still. Vendors sell ice-cream bars down front, also work. And there's a lingering aroma of the 'Jumbo' menagerie around. Opening performance of 'Carmen' could best be described as red, hot and blue. No cooling system, which had troupe and musicians in wilting states.

Nut is low on the productions. Outlay on costumes and set is meagre, and company arrayed is low-geared when it comes to appearance and actual vocalizing. Offerings do cater to certain patronage however, with the Salmaghi style okay to this particular opera-going public.

Fitz Mahler makes his American debut as conductor of the new series. Also numerous U. S. singers are included in roster, with the impresario putting them in leading roles to show off for the opera scouts who turn up. Bruna Castanga, now with the Metropolitan Opera, N. Y., is famous case of a diva arriving via the Salmaghi route.

'Carmen' cast included: Grace Agarnen, Geraldine Nolan, Mildred Ippolito, Ivy Dale, Charles Hart, Angelo Pilotto, Nino Risi, Constante Olivarro, Fausto Bozza, Pietro Rigni. Singing ensemble is a mature bevy.

## San Carlo Fall Start May Be Delayed; Gallo Tied Up with Open-Air Staff

Fortune Gallo's regular touring attraction of San Carlo Opera Company may be late in starting this year due to his two open-air attractions now current in New York. Tour is supposed to begin Sept. 10 in Montreal, but date may be pushed back.

Troupe has been in and out of the Jones Beach, L. I., series most of the summer, and opening of Randall's Island last Saturday (22) is also using other singers. Business staff is still concentrating on these productions.

San Carlo company will again number 125 when it goes out. Three weeks in Chicago are signed for October, with a return engagement in the spring. Itinerary also makes the Coast during the winter. Company will be refurbished on sets and costumes.

## CONCERT

### FURTWÄNGLER AWAY

Berlin Concerts Will Have Series of Conductors

Berlin, Aug. 15. Coming season of Berlin Philharmonic Orchestra will be without the leadership of Dr. Wilhelm Furtwaengler, who goes on a long vacation. Of the ten Berlin concerts announced thus far, two will be directed by Carl Schuricht. Other leaders will be Willem Mengelberg, Victor de Sabata, Hermann Abendroth, Hans Pfitzner, Erneste Ansermet, Bernardino Molinari and Karl Boehm.

Soloists are Alfred Cortot, Claudio Arrau, Arthur Troester, Gauda Bustabo, Ernst von Dohnanyi, Siegfried Borries and Walter Gieseking. Eugene Jochum's cycle of four concerts has Dussling, Giannini, Georg Kulenkampff, Rilly Ney and Eduard Erdmann as soloists. Bruno Kittel with his choir gives three recitals, and Leo Borchard an English, French and Hungarian evening.

Of foreign conductors, George Georgescu-Bucarest and Looro von Matichich-Zagreb are named. Annual Beethoven cycle will commence in February.

### Pianist's Change of Profess

Fort Wayne, Aug. 25. Constantine S. Beaver, concert pianist, said she met with an accident two years ago calling off her career, has been made dress buyer for Wolf & Dessauer, local department store.

Girl had studied for years and was considered a sure-fire bet in musical circles, until the auto smash which injured her fingers permanently.

## Opera Stymied By Conditions Demanded in St. L.

St. Louis, Aug. 25. Too much hazard in the weather, requirements for posting a \$100,000 accident bond and dealing with St. Louis Municipal Theatre Association were hurdles too tall for St. Louis Grand Opera Association to clear and plans for a week of grand opera in open air theatre in Forest Park this year have been abandoned. After going to trouble to obtain permission from Board of Public Service to use theatre for week of Aug. 30 to Sept. 6, immediately after close of municipal opera season, for presentation of 'Faust' opera execs were notified they would be required to post big bond to absolve city of all accident claims.

Guy Goltzman, impresario of St. Louis Grand Opera Assn., is proceeding with plans for indoor grand opera in Municipal Auditorium during late fall and perhaps another brief season in the Spring.

### Florence Austral Back

Florence Austral who has been away for three years returns for a U. S. concert tour in Nov. Her husband, John Amado, will be with her. Duo arrives in San Francisco from New Orleans. NBC Artists Service is handling.

### Ziegler to Hawaii

Edward J. Ziegler, business manager of Metropolitan Opera, N. Y., left for the Coast this week, prior to sailing to Hawaii. He will vacation several weeks, then returning eastward and preparing for the new season.

Staying in Pasadena up to sailing time.

### Asbury Park's Concerts

Philadelphia, Aug. 25. Annual Symphonic Festival may be inaugurated this season at Asbury Park. Idea is to have men from Philadelphia Orchestra play next season, Sunday and Monday (30, 31) and in Convention Hall here. No conductor mentioned. Nothing set.

## Opera in Condensed Form Sung in Front of Color Moving Pictures

### McCormack Due Oct. 1

John McCormack arrives Oct. 1 after a two year absence. He is scheduled for 40 concerts on this coming fall and winter season, starting in Nashville on Oct. 12. He remains through March.

## DISINTEGRATION OF DETROIT'S ORC FEARED

Detroit, Aug. 25.

Gradual disintegration of Detroit Symphony ork and its affiliate, Detroit Civic Opera Society, is feared in many quarters here unless something is done soon about the continued absence of Conductor Ossip Gabrilowitsch, who has been ill for two years.

Another contributing factor is use of symph by Ford Motor Co. for its Sunday night broadcasts over CBS. Leopold Stokowski has been signified to oversee this year's ethering, with a series of guest conductors who will crowd local assistant conductor, Victor de Sabata, out of majority of 37 broadcasts. It's also understood Stokowski will import outstanding players, frequently augmenting size of ork.

Added to this will be the airing of Ford concerts this year from the 5,000-seater Masonic auditor instead of from Orchestra Hall, which holds only 1,500. With distribution of these free tickets for a program, which will no doubt have more vitality and interest than the Detroit Symph's regular subscription concerts. Thursday nights, attendance at the paid concerts is expected to drop sharply.

There's nothing to worry about for the 1936-37 season, however, for a good array of soloists and conductors has already been lined up, and financed by last Spring's fund drive. After that, however, with local backers hesitant to throw money into a hole, things look anything but rosy.

### Loosing Teppers'

Already symph has lost Stagliano, its first horn, and it's possible John Wummer, first flute, may also fail to return. Others are considering acting likewise.

Some of blame for decline of local symph's prestige is placed on the Civic Opera Society, which has suffered considerable financial reverses lately. After taking a sock on the jaw last Spring on 'The Dybbuk', opera society's finances have been reorganized with Oliver Spaulding as treasurer to aid Impresario Thaddeus Wronski in clearing up debts. Opera group gets share of symph's annual drive, but hasn't been able to do much with it.

Further complications have developed in the concert field, as result of guest soloists on Ford broadcasts, and local impresarios see gloomy outlook for coming season. Many of the concert stars booked for concert series by Masonic Temple and Detroit Civic Society, including Jascha Heifetz, violinist, and John Charles Thomas, baritone, are also to appear on the free broadcasts.

Concert impresarios here so far see only solution to buck free concert series is to make shorter for their courses, hoping that majority of their artists aren't picked up for Ford broadcasts.

### Regina Concert Series

Regina, Sask., Aug. 25. Don Cossacks Chorus; Kayla Mitchell, violinist; Myra Hess, English pianist; and Nimura, dancer, and complete is what Frederic Shipman is offering Regina and other western Canadian audiences this winter in his Celebrity Series concerts. They will play Regina Nov. 10, Nov. 30, Feb. 23, and March 8, respectively.

London, Aug. 18.

A new attempt to float shows consisting of a combination of screen and stage will be made by Union Cinemas in a scheme they have for a series of miniature operas to be presented in theatres on the circuit throughout the U. K. On the stage will appear known radio and opera singers, who will put over highlights from famous musical works against a filmed background shot in Technicolor.

First step in the experiment will be a presentation of 'Cavalleria Rusticana', which will be produced at Kingston, Surrey, and subsequently tour the provinces. Vaudeville, cabaret and revue shows are also scheduled for presentation on similar lines, with organist Harold Ramsay controlling the whole entertainment scheme.

The acts will also be played in the big houses operated by Paramount.

## No Free Peeps At Nelson Eddy; Protecting B.O.

Strict policy of closed broadcasts will be observed during Nelson Eddy's trans-continental airings for Vicks starting shortly. Columbia Concerts Bureau, which manages the singer, is taking no chances on studio lookers detracting paid business from the regular concert hall b.o. intake. Eddy begins broadcasting Sept. 27 over CBS, and after 16 programs from the Coast, swings to Portland, Ore., for his coast road remote. Concert dates are strung along the remainder of the eastern trek. C. M. Franklin, of Columbia Concerts will be present throughout and watch.

Salt Lake City, Kansas City, Cincinnati, Chicago are the other stopovers en route. His concert tour is one of the biggest money-makers Columbia Concerts has packed this year. Last season he was biggest draw on CBS list.

## Villainy on the High C's

Flock of film villains are being considered by J. Walter Thompson agency to support Grace Moore in etherized version of 'Trilby' on Lux here over CBS on Sept. 21. Swagals under consideration include, about the No. 1 menaces now on the Coast, with Peter Lorre, Bela Lugosi, John Barrymore, Basil Rathbone, John Miljan and Ian Keith.

Considerable scripting on broadcast so as to insert appropriate singing stanzas for the star. Also various methods of hypnotic stretches are being tested to make the hocus-pocus business sound plausible over the air.

Program will be her first since returning from Europe where she filled 20 concert dates. Diva is already booked to sing in Albert Hall, London, during coronation ceremonies next spring. Date there this string was a sell-out.

Columbia Concerts has no concert tour planned for Miss Moore this year, due to her heavy picture commitments. First for Columbia, and then Metro, which will keep her out on the Coast until after Christmas.

In March, the singer returns east to appear at the Metropolitan Opera, N. Y. She will sing two roles. Negotiations handled through F. C. Schang, Jr., her manager.

### Goldman on Tour

Goldman Band under Dr. Edwin Franko Goldman goes to Ottawa, Canada, Aug. 24-29 for twice daily appearances. On Sept. 13, orchestra will play twice in Reading, Pa. The 20th, goes to the Eastern States Expo in Springfield, Mass., and on Sept. 27 to the Trenton Fair. Last Friday and Saturday (21-22), they were at the Afton Fair, Afton, N. Y. New York City's oper-air season closed Aug. 16.



## Kurt Singer Defends Activities of Jewish Culture League in Berlin

Berlin, Aug. 15.  
Dr. Kurt Singer, former general manager of the Civic Opera House, Charlottenburg, and since 1933 general manager of the Jewish Culture League is annoyed by critics who assail him for his alleged 'pro-Jewish attitude.'

Singer says the last judgment of his programs for the J.C.L. since 1933 must be left to history. If our critics complain that he has produced, in those three years only one Jewish play ('Grüne Felder' by Perez Hirschbeim), he points to such offerings as 'Sonkin', 'Esther', 'Judas Makkabeus', 'Nathan', etc. And in the second and third years, he produced 'Jakob's Dream', 'Nabucco', 'Belsazar', 'Bronx Express'.

It's useless, Singer continues, to make him or his group responsible for the lack of programs in the ensemble. How could he have chained such stars as Gitta Alpar, Grete Mosheim, Elisabeth Bergner, Paul Graetz, Fritz Kortner, Wallburg, Deutsch, Stieklitz, Gerwitz, Gruenbaum, or such producers as Jessner, Barnowsky, Graff, Lindberg, all of whom emigrated?

'Our 1936-37 program,' he says—is the result of three years of hard labor. Our current production, 'Molnar's Great Love,' is praised by all, and on those lines we will continue. We are also making preparations for showing films of Jewish works by Jewish authors, producers and actors, and in grand opera we will produce Rossini's 'Moses' and Molière's 'Joseph.'

## YANK BALLROOM TEAM ESCAPES FROM SPAIN

Paris, Aug. 16.  
We Adams and Lisa, ballroom dancers, are now enjoying the Paris boulevard after just managing to beat a hot spot of the Spanish revolution out of San Sebastian.

Team was finishing a three month tour of Spain at the Casino in San Sebastian when the bullets got too numerous. Came out of the country in the last overland bus allowed over the French frontier under the protection of the British Embassy.

But they left in such a rush they were compelled to leave most of their luggage, consisting of three trunks, two typewriters and a large hat box, behind. With San Sebastian developing into a first class war center they have little hopes of ever seeing any of it again.

Adams says it took three hours to get out of the town. They had to pass innumerable barricades and at each one they were stopped and the papers of every person in the bus checked. On the edge of town an airplane circled overhead flying low and militiamen started taking pot shots at it until someone shouted: 'Stop, it's on our side.'

## HAGUE GETS TOUGH ON FOREIGN TALENT

The Hague, Aug. 14.  
Embargo on foreign artists in Holland has stirred up plenty of trouble, with vigorous protests being lodged by Germany and Austria on two recent ban edicts. Absence of any clear ruling on the matter further complicates the situation.

Government branch dealing with unemployment assurance vetoed the license for a German cabaret troupe, 'Die Pfeffermühle,' headed by Erika Mann, and a Vienna company, 'Die Spielzeugschachtel.' Refused the latter a permit for the Hague. Although the federal branch granted one to the Nelson revue to play nine months in Amsterdam, it was nixed for the Hague.

German legation squawked threatening that Dutch musicians working in Germany might be ordered to leave that country. This was followed by a similar communique from the Austrian legation.

As a result, the ban on 'Spielzeug-schachtel,' Austrian company, was lifted and it will play this month at the Hague. Other two vetoes, however, stick.

## Sir Ben Fuller's Irish Plays for Melbourne

Melbourne, July 28.  
Sir Ben Fuller will produce a series of Irish plays at the Princess with James Fennell in the leading roles. Princess was until recently on lease to F. W. Thring but has not housed an attraction for some time.

Sir Ben's other legit venture at the Apollo with 'Billie' is meeting with great success. It is expected that 'Billie' will cop a run of seven weeks, with 'Tunny Face' coming in for a try, to be followed with a revival of 'The O'Brien Girl.' At the end of the year a pantalo will be produced, the first for several years here.

## VAUDE SET IN 10 PARIS HOUSES

Paris, Aug. 16.  
Paris variety house managers, and operators of theatres where acts are run in addition to films, are optimistic about the coming fall season. If all of the present plans connect 10 first-class houses offering either straight variety or several acts will be open by the middle of September, which is a new high for recent years.

The A. B. C. Alhambra and Empire—all reopening during the first part of next month—will offer one week showings of straight variety. The Trianon, Mitty Goldin's new house, Robino and European, will run two-week standards.

Gaumont-Palace, Paramount, Rex and Pathe-Orleans will continue their policy of giving the customers a chance to view several acts besides film showing.

## Dime-a-Dance Union

Barcelona, Aug. 16.  
Tuxid dancers in Barcelona have felt the union urge and are getting together to defend their interests. They're forgetting their jealousies and petty differences to form a genuine dime-a-dance union.

## Stranded Legit Troupes in Spain Helped by Unions; Many Benefits

Madrid, Aug. 11.  
Stranded stock companies in Barcelona were given a lift by the General Workers Union. Caught off their guard by the revolt, the outfits were unable to work for several weeks and were hard pressed. The union intervened and succeeded in getting the pros the salaries due them, totaling over \$5,000, plus expense money to cover their jaunt back to Madrid. Union is also helping out 73 actors who are broke.

None of the stock co. members suffered any accidents during the Barcelona blowup. Show groups working there when the bullets began to fly were Ormaechea company at the principal Paris theatres, Martin co., at the Comico; Maria Isabel co., at the Poliorama; Lopez Heras-Aguero co., at the Barcelona; Eugenia Zuffoli co., headquartering in Barcelona while playing the city; Melia Cibiran co., at the Romea; Manole Paris co., rehearsing at the Tivoli.

Union Joins Up  
Theatrical Artists Union of Barcelona decided to join the syndicalist National Confederation of Labor, while Catalan dramatists did likewise. Salvador Sierra was named president of the Artists Union.

National Confederation of Labor stuck its sign out on all Barcelona showhouses except the Liceo, stating

## Renee Out of W'garten

Berlin, Aug. 16.  
Franz Renee, who was engaged as co-director of the Wintergarten two months ago, is out after some fireworks with Ludwig Schuch, general manager. Principal reason is reported to be Renee's ill-advised booking of 'Kassner, magician' in last month's bill.

Renee claims a full settlement of his contract, with a compensation of \$8,000 reported to be pending. He has returned to his first love, the Schumann Theater, Frankfurt-Main.

Poliorama theatre of Barcelona is being annexed by the Catalanian government and attached to the Academy of Sciences and Arts. It will be destined for Catalan thespian art and will be known as 'Catalan Theatre of the Comedy.' The Catalanian Generalidad will run the house and performances will be in the Catalan language. Carlos Capdevila will be the Government's delegate in the theatre.

Theatrical life is being renewed throughout the city. Legit lineup now is as follows: Tivoli, opera, with Hippolyte Lazare, Carmen Bona Bonapla, Ricardo Fuster, Novedades, Antonio Palacios stock, Barcelona, Enrique Borrás company, Poliorama, Catalan company, Comico, musical revue directed by Joaquin Vela; Victoria, melodrama; Nuevo, Catalan lyric company; Espanol, Pepe Sanpere with vaudeville outfit; Apollo dramatic company; Barcelones, vaudeville; Olimpia, equestrian circus.

Salaries of all artists and employees is \$2 a day. That goes even for Enrique Borrás, who's one of the top figures on the Spanish stage. Chorus girls and prompters also come in the \$2 class.

Authors' Society of Barcelona has been taken over by members belonging to the Spectacles Union, affiliated with the syndicalist C. N. T. New headmen say the entry of the Society into the syndicalist union will not affect its relations with the Authors' Society of Madrid, which is faithful to the socialist U. G. T.

'Gipsy' Flop  
Sydney, July 28.  
'The Gipsy Princess' did a quick flop here for Williamstown, showing out after three weeks. After the first week Maria Elmer quit the show to return to Vienna and was replaced by a local girl.

## Stranded Legit Troupes in Spain Helped by Unions; Many Benefits

Madrid, Aug. 11.  
It had taken them over. Liceo, seized by the Catalanian government, will hereafter be known as the Catalan theatre.

Josem de Diaz Artigas and Nicolas Rodriguez, who thought of the idea of a home for aged and incapacitated actors and actresses here, were favored by events in Madrid when the militia caught there by the private police in a sly residential district and turned it over to them.

Benefits  
Staging of benefits for victims of the revolution caused plenty of headaches. Some artists failed to offer their services in a hurry and the left wing press made no bones about accusing them of being Fascist sympathizers. This brought quick action from the theatre. Marcos Redondo, a pop barytone, sent a letter to the press denying he was a Fascist and placing himself at the service of the legitimate government and the people.

Encarnacion Lopez, known as 'La Argentina' and who has appeared in America, snappily offered her talents for the benefits after the reds planned her for allegedly not answering the call for artists' co-operation.

A rumor circulated that Ernesto Vilches was arrested, but it turned out to be Ernesto Vilches, Jr., who was held for only a couple of hours while militia examined his papers. Rumor still exists that Luis Sagi

## France Ready More 'Pop Front' Theatres; Feared Show Biz Danger

## Int'l Theatre Congress Starts in Salzburg

Vienna, Aug. 16.  
International Theatre congress starts in Salzburg on Aug. 26, lasts until Aug. 31, then the delegates come to Vienna from Sept. 3 to Sept. 8. It is the ninth of its kind, to be presided by chancellor Kurt von Schuschnigg.

Minister of Education Hans von Perner is taking special interest in it. U. S. Minister to Austria Messersmith belongs to the honorary committee. American delegates were not named to the Austrian committee, but it is believed that several important theatre and film reps will attend from the U. S.

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Sydney, July 28.  
Clifford Odets' play, 'Till the Day I Die,' presented at the Sydney group of amateurs, has earned the displeasure of the Chief Secretary and a stop order has been given it. Play was in progress late last week when police stepped onto the stage and called a halt. Amateurs refused to stop and the cops retired, pending instructions from the higher-ups.

Said that the ban followed protests from the German community to the Chief Secretary. The play was notified to watch the opening night. After the police left the theatre, the Chief Secretary issued a prohibition order on the producer (V. Arnold) and no further show has been staged.

Body of local scribblers passed a resolution to protest against the government's action as a 'gross infringement of the cultural liberties of democracy.'

New Theatre League, sponsors of the play, issued an invitation to the Chief Secretary and other governmental bodies to witness a free performance of 'Till the Day I Die' to see if the ban was justified. By giving a free performance it is stated no action can be taken under the Theatres and Public Halls Act.

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Paris, Aug. 16.  
The national theatres of France—the Opera, the Comedie-Francaise, the Opera-Comique and the Odeon—are assured of a new lease on life, but that assurance has brought about some unpleasant speculation in theatrical circles.

A statement made by Minister of Education Jean Zay while asking for extra credits for the theatres amounting to \$326,000 during the Chamber debate on the bill appropriating the money has brought about the uneasiness. Ostensibly the money was asked for to cover extra expenses brought about by the Popular Front government in new social laws, but Zay revealed other things also. He said:

'We must definitely renounce the humiliating and dangerous formula of 'patron of art' and include the Opera-Comique in that popular theatre policy. Not only must the existing houses take on the character of popular theatres, but two new large popular houses must be built in the Paris belt where troupes of the State theatres will play.'

'Immediately, the program of popular works must include the construction of those houses; immediately, at last, and in complete accord with the syndical organizations of the theatrical world, the expansion of national theatres in the provinces is under study.'

This statement is interpreted in some quarters to mean that the State is planning to actively compete with popular theatres and, if the money is forthcoming, could present some stiff competition.

Chamber passed the bill by a large majority and it has now gone to the Senate, where its passage is assured. Money will be apportioned among the four theatres as follows: Opera-Comique, \$116,000; Comedie Francaise, \$100,000; Opera, \$90,000; Odeon, \$100,000.

## Marionette Shows In Parks at Night Called Immoral

Paris, Aug. 16.  
What French boys and girls might do while watching marionette in late evening shows in the Luxembourg Gardens here is deemed contrary to the betterment of their morals by solemn French Senators.

For years, Robert Desarthes has been experimenting with marionettes in his small but ultra-modern theatre in the same Gardens. French folks in the neighboring thorough enjoy Desarthes' work but, owing to the Gardens closing at dusk, they are unable to witness as much of it as they wish.

At the Luxembourg Gardens are the Senate House Gardens, a petition was sent, to that body by the inhabitants of the borough, asking that they be allowed to enjoy the Luxembourg Theatre's marionettes shows until midnight.

Senatorial objections to a previous and similar petition they checked by offering to pay all costs for whatever lighting change would be necessary. But the Guardians of the Constitution are pessimistic. It's immoral. The Gardens still close at dusk.

## U.S. ACTS ARE TOPS AT M' CARLO CASINO

Monte Carlo, Aug. 16.  
American acts are getting the big play at the Monte Carlo Sporting Club so far this summer.

Getting off to a good start at the gala opening, July 31, the offering featured the Monte Carlo Girls brought from New York by Jim Witterick; Chaz Chase and Mansfield and Lamar, dance team.

A complete change of program on Aug. 7, with the girls doing a new set of numbers; Bob Robinson and Virginia Martin, Dimirle Dimitrijevic and Cyril Oumoff.

Jerry Mengo is batoning the City jazz orchestra, with Bela Blizony and his Viennese orchestra with Charlie, German crooner.

**Heard Seattle Daily Still Shuts**  
Intense bitterness but negligible violence has marked the continuation of Seattle's Newspaper Guild strike at Hearst's Post-Intelligencer, the first important daily newspaper in the United States to be closed by a strike of its editorial employees, and the second Hearst organization to have editorial labor trouble this year. First was the Wisconsin News, where a strike more than six months old is still in progress.

The Seattle strike grew out of the refusal of Vaughn Tanner, resident publisher, to reinstate two Guildsmen, Everhard Armstrong and Edna Critch, and Frank M. Lynch, head of the photographic department, both discharged early last July and each of whom has served the paper more than 15 years.

Effectiveness of the strike, and which has forced the suspension of the P. I. since August 13, is due to the powerful picket lines thrown up by sympathetic unions of hard-hat laborers, particularly the painters, woodmen and longshoremen, together with Univ. of Washington professors, teachers, unemployed workers, and many allied groups, following the demand by the National Labor Council that the P. I. was 'unfair to organized labor.'

Complaint was filed by the Guild alleging intimidation, discrimination and interference with the right to bargain, collecting money for the National Labor Relations Act, and filed with Charles W. Hope, regional director of the National Labor Relations Board. Management was until Aug. 15, when the hearing is set for Sept. 8. Jonathan Eddy, international executive secretary of the Guild, who arrived in Seattle by plane from N. Y., replied to the management by charge of 'strong-arm methods' by stating that the newspaper was 'trying to make an ordinary strike look like mob violence.' Rowland Watson, district investigator for the United States Federation of Labor, was sent to Seattle by William Green to report on the legality of the strike after telegrams had been sent to Green by presidents of three international unions, typographical, pressmen, and mailers, protesting that they were violating their contracts to work thus presenting the situation of three A. F. L. unions protesting against the strike of another. A report on the legality of the strike will be filed by Watson, but the power to declare the strike illegal rests not with Green but with the executive boards of the various unions.

There were seven days of vigorous, bitter, and mutual denunciations. In addition to denunciations of the Guild there were denunciations of the Guild's mayor, John F. Dore, who allegedly failed to keep order; David Beck, head of the Teamsters' Union and Seattle's labor boss; Oregon's Governor, Clarence D. Martin, who refused to send troops, and other attacks which were broadcast four times daily from Seattle's radio stations on time bought by the P. I. Statements attacking the Guild were released by Hearst executives and widely published; were called for front page publication from Rome, Italy, by the Hearst-owned Hearst, who alleged for the 'action of the war' against Communists and the fight for a 'free press.'

There was denunciation of lawlessness by Hearst's two Seattle newspapers, the Times and the Star, which supported the management's stand in the strike. So did Editor & Publisher, which does not sympathize with the Guild, in an editorial against the strike, which was published by the N. Y. Times.

Strikers are retaliating through Seattle's only morning newspaper, the Guild Daily Post-Intelligencer (a strike), which also prints some general news. The Hearst management refused to accept three arbitration proposals. It imported non-Guild newspapermen from Los Angeles by plane, but failed in its efforts to have type set up in rival plants when additional pickets were posted around the buildings.

N. Y. Times, recognizing the importance of the strike, sent Russell B. Porter to Seattle. His dispatches last week were the only complete accounts of the events there to reach New York.

**Sup. Ct. Inside Changes Ends.**  
'Nine Old Men,' a study of the Supreme Court by Drew Pearson and Robert Allen, will be published in October in Doubleday, not by Reynard & Hitchcock as announced in the latter's catalogue.

Book, which is written by authors of the 'Merry Go Round' series, was considered too hot to handle by original publisher and an alternate arrangement made when Doubleday took over the book.

## Best Sellers

Best Sellers for the week ending Aug. 23, as reported by the American News Co., Inc.

Fiction	
'Gone With the Wind' (\$3.00).....	By Margaret Mitchell
'Drums Along the Mohawk' (\$2.50).....	By W. D. Edwards
'Big Money' (\$2.50).....	By John Dos Passos
'Eyes in Gaza' (\$2.50).....	By Aldous Huxley
'Doctor, The' (\$2.00).....	By Mary Roberts Rinehart
'Mountain and the Plain' (\$3.00).....	By Herbert Gorman
Non-Fiction	
'Around the World in 11 Years' (\$2.00).....	By Patience, Richard & John Abbe
'Wake Up and Live' (\$1.75).....	By Dorothea Brande
'Live Alone and Live It' (\$1.50).....	By Marjorie Hillis
'Listen For a Lonesome Drum' (\$3.00).....	By Carl Carmer
'My Ten Years in a Quandy' (\$2.50).....	By Robert Carson
'Way Of A Transgressor' (\$3.00).....	By Negley Farson

### News Censorship Tough in Spain

Due to the severe censorship in Madrid, the rebels got a big break from the border points when the Spanish revolt began. Space-rate men at Lisbon, Gibraltar, Tangiers, Hendaye, Port Bou pitched in to collect heavily for a change, facing little censorship.

Special correspondents on the story include Karl von Wiegand, who flew in on a special plane with a Hearst Motron crew. Edgar Mowrer of the Chicago News, who stayed a week; Maxwell Stewart, associate editor of The Nation, New York; Claude Cockburn, editor of The Week, London; W. H. Auden, in the north are H. R. Knickerbocker, for Hearst, and Reynolds Packard, for the U. P.

Extremely severe censorship, established on cables and phone calls in Madrid when the revolt started, still existed Aug. 18. Private calls abroad or to the provinces are prohibited, while press calls are restricted to the newspapers sitting on the side of the newspapermen reading from censor-approved copy. Cable censorship involved translation into Spanish of all dispatches in foreign languages. Correspondents were not allowed to send their messages, were cut partially or entirely. Incoming messages were severely censored involving sometimes twelve or fifteen hours delay.

Story broke late Friday, July 17. All telephone lines were immediately seized by the government, while the word 'revolution' or Melilla, where the uprising started, could not get through in cables. U. P. got through the story Friday night containing official admission that a revolution had broken out in Melilla and who was leading it. Exchanges received in London. Melilla was the only dispatch to reach the outside world the night of the uprising. The following day the government admitted to the nation by radio that there was a revolution in Morocco.

### WPA Scribbles Protest Cuts

Pay cuts and new professional classifications were protested by employees of the Works Progress Administration Writers' Project in Philadelphia. A committee headed by William N. Hagerly filed protest with Joseph P. Cunningham, aide to Pennsylvania Governor George H. Earle, who has been committed to bed with severe bed stings.

Committee members include a Newspaper Guild of Philadelphia and Camden, Writers' Union, and the Writers' Project Protective Assn., are also active against pay reductions. According to Hagerly, under a ruling of Aug. 5 salaries of a majority of workers were cut from \$34 to \$35 monthly. Also, he said, new classifications were established that failed to give proper consideration to writers' experience.

### G. M. Polling Tastes in Mags

General Motors, on the G. M. has been conducting a poll on mags for about a month now. Firm asks public to name the mags each reads, the ones in which it finds the most attractive, the one or ones it gives special ad-sponsoring, and the type of ad it finds most alluring. Also asks each person polled just what mag he would buy if his purse limited him to only one.

As far as can be determined, persons being polled are only those owning cars. Probably General Motors used sales list to collect names and addresses for the questionnaire.

### Dr. Myra Reynolds Dead

Dr. Myra Reynolds, 83, professor of English literature and known as an author of textbooks and poetry, died in Los Angeles Aug. 20.

She was a grad of Vassar and C. I. C. University and was professor of English at Chi U. until the age of 70. Survived by two sisters.

### Philly Inquirer's Officers

Following officers were elected at meeting of the board of directors of Philadelphia Inquirer: M. L. Annenberg, chairman; Charles A. Tyler, managing editor; Walter H. Annenberg, vice-president; William Hemphill, secretary. Members of the board are M. L. Annenberg, Charles A. Tyler, Walter H. Annenberg, Ralph B. Evans, John T. Custis, George G. Steele and Pierre du Pasquier.

John T. Custis will continue as editor of the paper. M. L. Annenberg recently purchased publication.

### Teachers Vote Hearst Boycott

Boycott of all Hearst radio stations, newspapers, and magazines was urged by the American Federation of Teachers at concluding session in Philadelphia convention. Federation membership totals more than 20,000 teachers and is affiliated with American Federation of Labor.

Organization also went on record favoring American Newspaper Guild and International Typographical Union for strike against Hearst's Seattle Post-Intelligencer.

### A. P. U. Post Cuts F. M. Service

Associated Press in Hollywood is pepping up its service for afternoon clients. Has Robert Coons send out production column, features and

Heretofore, Hollywood was played heavily in the a.m.'s.

### Stinson's Play Break

Herbert Stinson has tossed up his editorial job on the Los Angeles Examiner and is heading for Broadway to ready his play for production. Stinson is a brother-in-law of Ann Nichols.

### CHATTER

Robert Haas on the coast seeing authors and bookellers.  
Gale Wilhelm is dramatizing her novel, 'No Letters for the Dead.'  
The Cedric Beaufrage (Molly Castle) expect their first baby around Labor Day.

M. C. Matthews has sent Russell B. Porter to cover the Seattle newspaper strike.

Hudson Strode has completed a tour of South America by plane and is writing a book.  
Herbert Asbury has written a history of the New Orleans underworld titled 'The French Quarter.'

Mortimer J. Adler's 'Art and Practical' study of motion pictures, postponed until November.

Mother of Arthur L. (Cappy) Marek, city ed. of Los Angeles Herald-Express, died there Aug. 21. H. G. Wells, 70, in October, will be elected mayor in London.

J. B. Priestley is in charge of arrangements.

Lillian Gish, of the Philadelphia Public Ledger syndicate, doing series of interviews with picture stars in Hollywood.

Monica McCall has resigned from Ann Watkins agency to take charge of plays and pictures for Curtis Brown in N. Y.

Ernst V. Hayn, editor of Screen Guide, confabing on Coast with Carl Schroeder, western rep of Annenberg publications.

Clare Boothe Luce has revised 'Bartlett's Familiar Quotations' with the help of Louella D. Everett. New edition appears next year.

The Frank Scullys into their new Hollywood mansion next month. Been hibernating at Harry Carey's Saugus (Calif.) rancho until finished.

Second tome written by Flannery Lewis, former pic ed. of the Los Angeles Evening News, will be published by Macmillan. Titled 'Cubs Must Tick.'

Beth Brown will speak at the Manhattan Forum Aug. 27 with wires to Manhattan, Brighton and Oriental beaches. She is talking of the ups and downs of an author's life.

## Fiction and Films

By WOLFE KAUFMAN

### True Amerianness

There are those who say John Dos Passos, the most important American living novelist. Certainly there is no doubt that he is one of the half dozen most important and, even more so, there is no doubt that he is one of the most important living writers in the American language, employing it thoroughly, consciously, rather than English. Even H. L. Mencken, who has put up shrines to the American language, doesn't write in it—Dos Passos does.

This is made even more clear than in the past in the newest Dos Passos book, 'Big Money' (Harcourt, Brace, \$2.50). It is a strong, beautiful novel of the United States, attempting to give a complete portrait for the past quarter of a century. To do this, Dos Passos interweaves two or three ordinary lives in their own ways through the years. Basically, the yarns are as true as life itself. These stories move along calmly in their own channels while the background is laid in with several series of events. There are three series: a series of chapters called 'Newsreel' or 'camera eye,' a bit difficult for some readers to figure out, which give a sense of time, place and mood. They are a series of unrelated group of clippings from newspaper headlines, common expressions of the streets, speeches, radio announcements.

Also there are a series of astonishingly accurate and almost descriptions of the lives of some of the leading Americans of the period: Hearst, Ford, Isadora Duncan, Thorstein Veblen, etc. These are exceptionally well written and brilliant and are used for purpose of authenticating the era.

It is a strong, fine, important novel. But what makes it really in a class of its own is the fact that it is written by a man who knows how, and uses the American idiom to perfection.

There are four or five film story possibilities in the book if a film company were to bother, but Dos Passos has done as well, from that standpoint, in the past without any bites.

### Book Itself Answers

Arthur Goodrich, playwright, has himself some fun in his newest novel, 'You Wouldn't Believe It' (Appleton-Century, \$2). But the title is a giveaway—the book's great fun—'You wouldn't believe it.'

Goodrich finds a homespun backwoods wise man and gets him elected President of the United States via a series of highly unlikely circumstances. A good deal of it is amusing, but a lot of it gives the reader the feeling it is intended to be important preaching—and it isn't.

Not for films.

### Clears the Trenches

R. C. Sheriff, who wrote 'Journey's End,' turns to fiction in 'Green Gates' (Stokes, \$2.50) and manages to write a good deal of it that will surprise his readers. From the stark realism of his war play he goes now to a sheer little story about a middle-class English elderly couple. It is a charming, pleasant and unimportant little tale.

The story of the old man who is at a loss what to do when he is retired, until he thinks of a pleasant way out, won't amuse any reader. It is a perfect gift to a maiden aunt. But it will hardly stimulate any excitement.

Not for films.

### Omibus of Crime

John W. Vandercook sets his yarns in exotic spots and that is largely in their favor. His newest is 'Murder in Fiji' (Crime Club, \$2). It is the color and background that is almost entirely responsible for its entertaining qualities. The actual mystery elements of the novel are not so hot. Not for films.

James G. Edwards is doctor who turned scoundrel sleuth and all his yarns are set in hospitals. His newest is 'F Corridor' (Crime Club, \$2) and it is up to par for him, which is quite good. Breezily paced and ingeniously populated with interesting characters, Edwards' yarns always hold their readers. Could be filmed.

Capt. Billy Fawcett due in for two-month N. Y. visit after Sept. 1 from his Breezy Point, Minn., retreat. Then Canals it to the Coast.

By EFES W. SARGENT

### Best Showout

Billy Bryant, whose showboat still peddles the inland yachts in summer and ties up around Chicago for the winter season, has written his own story of a third of a century of showboat life. It adds a distinctly authentic touch to the shadowy history of the river shows, and it is to be hoped that Bryant carries out his expressed intention of writing another one for his predecessors.

In 'Children of Ol' Man River' (Furness, \$3), he confines himself to the story of the Four Bryants, tells it simply, interestingly and convincingly. Lavishly illustrated with old photos and show bills. A book for the public as well as private libraries.

### Novel Design

Naomi Royce Smith has written both plays and novels, but in 'All Star Cast' (Macmillan, \$2.50) she develops an oddity in the shape of a novel incorporating the full story of a stage play. There are some characters, but the side of the footlights, but the major space is given to a running story which very completely tells the story of the play the others are attending. Sidelights are explained in a digression, as demonstrated in the play; slight digressions on the art of criticism and rummaging comments on the reaction of a number of press men who are sitting in judgment, but the plot is that of the play.

It is a novel device and gains through that novelty, but at base it is thoroughly readable. The play's characters are explained in a digression, though its last act hasn't much strength.

### Tiresome Hero

Kathleen Norris' latest story of the American family scene seems somewhat of an inexperienced choice of a hero, though most of the interest centers upon Penelope Fitzcarr, who married him.

The American Family (Doubleday, Doran) tells of a clanish crew who resent marriage of one of their number to anyone outside their particular fold. But they persuade Pen to marry Jeff when he is supposed to be dead. She is a very delightful character, to ease his mind. She doesn't love him, but she makes a determined effort to reform the black sheep, without much success until in the end, when he forces her to the land and starts a ranch. Vividly told, but in the last analysis Jeff isn't worth worrying about. Perhaps a picture.

### Wildlife Injury

Morrill Cody, in his 'Passing Stranger' (Macaulay, \$2), contributes an unusual figure to exotic literature. She is a sort of mental degenerate who takes a delight in checking lives for no better reason than that it amuses her. She talks a poor devil in Paris into committing suicide by convincing him he is an inherent degenerate. The story is the affair of her married friends through sheer wantonness and makes life more or less a hell for the man she is living with.

It is a peculiar personality that will interest, but not attract. Rather tough. No picture.

### Family Circle

The adventures and misadventures of a family are the theme of 'World War to Today' is the theme of 'Crowned House' (Doubleday, Doran, \$2), by Katherine Ball Ripley. It is the simple picture of life in the old-fashioned New England with the Robb family within the charmed circle but not quite of it.

Homey stuff largely dealing with the matrimonial affairs of the family. Shrewdly planned and well told, but not developing more than passing interest. Because of many plot leads, it would make a confused picture.

### Photo Gallery

Dependable Maysie Greig goes into a commercial photographer's studio for her 'Workday Lady' (Doubleday, Doran, \$2). Serge Chaloner is told in 'advertising photography, but finds a rival in Jake Henderson, one of his cameramen. A story of cross purposes is unrolled with everything ending happily.

Another outstanding literature, but readable, well sustained and good backing for a picture, with enough story to carry it.

Glady's Hastings, Carroll in Maine working on a new novel, 'Neighbor to the Sky.'



## Mgr. Olsen of Lyric, Indpls., Tells Booker to Ban Certain-Type Acts

An innocuous backstage rib a few weeks ago at the Lyric, Indianapolis, resulted in an edict by the theatre's manager, Charles Olsen, to his bookers, Ferdie Simon agency in N. Y., banning any more "wase-cracking Jews" Order the same path of some kidding by "tells, Kirk and Howard, with Ted Nicholas, of the theatre's staff.

Of the trio, only Jules Howard is of Jewish descent. Joe Kirk and Moon Mells are of Italian extraction. Boys are well liked in the trade, have a host of friends, and have never had trouble with a theatre management before.

A carbon copy of Olsen's letter to Simon was delivered to the performers backstage the last day of their engagement. Olsen's letter panning the act also made a crack about Hitler maybe being right.

When the boys attempted to see him at the theatre and explain that Nicholas had taken the rib too seriously, they were told that Olsen, an ex-wrestler, had departed for Chicago. They also made an effort to see him in the latter city, but failed.

### 15 YEARS AGO

(From VARIETY and Clipper)

Eddie Cantor breaking in over in Astoria, started in vaude but first time he had attempted a talking-singing act.

William Fox agitating a new selling plan for his roadshows. To charge a house \$10 a seat and permit it to run the film as long as desired. Large houses paid \$5 per seat. Too radical.

Complications over Black theatres in New England abundant headache to Paramount.

Loew announced about-to-open State, would play a higher grade of acts than the remainder of the circuit.

Nick Long and Idaleme Cotton back in vaude with a sketch. To give Nick, Jr., a chance. Just a kid then.

Eddie Foy and his family and Victor Moore and Emma Littlefield at the Palace and both helping the draw. Palace shows perking up with summer nearly over.

Shorts badly hurt when Paramount declared its usual dividend of \$2 in cash. Had argued internal troubles would prevent, but guessed wrong.

Babe Ruth ogling vaude for end of season. \$2,000 bid, \$2,500 asked.

"Fins" written to Musicians' Local 310 when Federation of Musicians issued a new charter to 50 seceders

All from 310 eligible to join except the trouble-making radicals.

William H. Crane in a sketch at the Orpheum, Frisco. Written by George Ade. Carson and Willard were in for the laughs on the bill.

Pantages circuit going for afterpieces. Had been a winner in the east.

Jimmy Hussey made some ultimatums after the dress rehearsal of "Minnie World of '21" at the Century roof. They took James Barton, out of the downstairs show, to fill in until a successor could be obtained.

Broadway roster showed 30 legit offerings with nine due the following week. Mostly a \$250 top. Chicago had 10.

"Lightnin'" ended its run at the Gaiety Theatre, N. Y., closing on the 1,231st performance. Show had drawn about \$2,500,000. Frank Bacon, its star, feted and escorted to railroad station by a brass band and members of the theatrical clubs.

Rosina Galli, Met premier dancer, complained that prohibition was hurting her act. Held that dancers needed a nip now and then to keep their minds active and their legs supple.

Comstock & Gest cutting prices for road showings of "Mecca," "Aphrodite" and "Chu Chin Chow." Road could not stand N. Y. prices.

### 50 YEARS AGO

(From Clipper)

Variety acts were strafing the Atlantic City managers. Claimed they were hired for two weeks and fired after one. Also had to do two shows on Sundays.

Agent advertising for acts for a circus to be given at Covent Garden, opera-house, London, around Christmas.

Ticket agent advertising for a job, added that in addition to acting as treasurer he would play trombone in the band and handle small parts.

Clipper printed its annual list of stars. About 1,500.

Almee and Rose Austin, just back from abroad, opened in Boston with Austin's Australian Novelty show. Standout vaude troupe in after several circus years.

Boston dime museum was featuring a girl who floated in a tank of water for 80 hours. Big winner for biz.

Keith & Batcheller opened their Bijou theatre in Boston. Upstairs theatre that was about to be abandoned when Keith took over. In the Adams house building. Seats 20-30c.

Hunky Dory, trick elephant on the Doris show, broke his leg in Tarburytown. Manager sent the beast to Central Park menagerie for treatment. No hope so they killed him and fed the meat to the lions and tigers.

S.P.C.A. jumped on a small show for permitting a little girl to enter the lions' cage as part of an act.

Adrian Forepaugh, Jr., bought a trained bear in Montreal. Could understand only French. Bear figured it only to teach the bear English than to learn to speak French. But the cues were signals, not words.

Kiraly Beez took another crack at "Around the World in 80 Days" at Niblo's garden. Always reliable, though only the ballet new.

Ned Harrigan reopened his Park theatre, N. Y., with a revival of "Investigation."

Beatrice Cameron, visiting in Troy, identified as Susie Hagerman for the locals.

Pennsylvania state fair, moved to Philadelphia, had been a failure. Announced that shows and free acts would be restored. Had been tossed the previous year.

Cleveland theatres were 100% electrically lighted for the first time. Bulbs instead of the crude arcs.

## Nitery Doings

Gene Austin pulled out of the Blue Heaven cafe in L. A. Ralph Hatch, his partner, plans to bring in name band.

Jimmy Dorsey's band goes into Sebastian's Cotton Club in Culver City Sept. 1. Nitery will be reopened as ballroom cafe. Dorsey also has been set as swing musical advisor on the next Lily Pons picture at RKO.

Avallon Four extended at Fairmont hotel, Frisco, for six weeks. Act then will go to Hollywood to do a flicker for Hal Roach.

Phil Harris's orchestra supplants Benny Goodman's band at the Palomar ballroom in L.A., Sept. 15. Judy Janis has replaced Lela Ray, torcher, who left outfit in New Orleans recently to go under contract at Twentieth-Fox.

Leon & Eddie's new show this week has Town Tatters, Charles Palloy, Buddy Burston, Tex King and Willie Chase, Jai-Leta, Connie Ray, Phil Scott Trio and Sophisticates orchestra.

Margie Nicholson, contralto at station WMCA, N. Y., is doubling in Joe Romero's nitery at Great Kills, Staten Island.

Benay Venuta quits New York Friday (28) to fulfill a Los Angeles nitery date.

## TROCADERO

(SYDNEY)

As a build for matinee biz, J. C. Bendroff has introduced a fast moving floor show for the afternoon tea patrons. Australians, like Londoners, go big for the tea. To the tea drinkers Bendroff gives a good show, and trade is building.

Talent in the current hit is mostly local, but good enough to present clinching entertainment. Bunch includes, besides Frank Coughlan's orchestra, the Lowells, Olive Leitch, the Santells, Lois Lynette, Jack Coughlan, Edna Emmett, and the Trio ballet. Show is titled "A Rumba Fantasy" and runs from 3 p.m. to 5 p.m. at a top of 40c, including tea.

Most of the acts have played around in vaude here for some time, but tea patrons do not as the frequent vaude houses so the idea is quite new to them. Pretty hard on the acts to do their stuff while patrons sip tea. Bendroff has spotted mostly dancers in the show, tearing crooners would not make the grade over the noise of the teasippers. Applause is of the polite kind, but sincere.

Has been reported that things are not running too sweetly in the managerial end of this spot, with some of the boys interested in the venture asking for a cut in overhead. But J. C. Bendroff is a showman and knows his nite clubs. Bendroff has built the Trocadero up into class something this city has never seen before. Rick.

## UNIT REVIEWS

### KING GOES SWING

(EAKLE, PHILLY)

Philadelphia, Aug. 22.

New unit built around Herb Williams includes Nitta Vernille and troupe of 18 Chester Hale gals; Andrea Marsh, Marty May and juve Negro tap duo. Plenty of entertainment, due chiefly to fact Williams has two tap specialties, but also has number of blank spots. Possibly that will be remedied, as understood he has undergone extensive carpentry since first show at Earle yesterday (21).

Idea of spotting Williams on twice is okay. Williams' turns in each show are so long that even he would lose sight if two spots were combined. As it is material begins to wear slightly this before he finally srams. Introduced first time by "Breakfast in Bed for Mr. Williams" ditty warbled by gals. Herb climbs out of feathers to attempt a song while being heckled by stooge in pig. Then comes "Romance of Life-guard" routine. Second appearance includes his piano stuff. Flock of howls for audience in each.

Le Vernille has paid out a few appearances and also gets short comedy spot in front of curtain with Marty May. Comic's turns in each show are so long that even he would lose sight if two spots were combined. As it is material begins to wear slightly this before he finally srams. Introduced first time by "Breakfast in Bed for Mr. Williams" ditty warbled by gals. Herb climbs out of feathers to attempt a song while being heckled by stooge in pig. Then comes "Romance of Life-guard" routine. Second appearance includes his piano stuff. Flock of howls for audience in each.

Besides acting as m.c. (Job he disclaims at outset), May wanders for several comedy turns. Some are good, couple of others hard to justify. Smooth-sounding, gent. May has neat timing and handles lines deftly. Best is his fiddle bit. Could improve by playing to house rather than to himself. May's timing and band leader seemed to be trying to break each other up. Probably a right-to-left.

Torcher for show is Andrea Marsh, popular here for nitery appearances but never on a local stage before. Gals delivery of throxy blues warbling proves better suited to stage than floor. Emancipation exceptional, looks nitry and has pleasant stage manner. Does two numbers, of which second, speedier "Stompin' at the Savoy," is best.

Hale ensemble of hoofers, better than average lookers, show topnotch all "round" repoulid in three awesomely colored tapers, make efforts to have some spontaneity, although that may be because unit is new. However, gals know their footlights. Fair delivery of music, but no billing offer stock bellhop uniforms and fairish prancing. Need more selling. Rhythmic, roller-skating film is so-so.

Entire show runs slightly more than 60 minutes and could be pruned some. Elaborate film along current scene idea needs development or else elimination entirely.

Film is "I'd Give My Life." Hobe.

### DUDE RANCH

(MICHIGAN, DETROIT)

Detroit, Aug. 21.

With Alexander Gray as the pivot, this western-styled revue revolves into socko entertainment. It's not as lavishly costed as some other units, but has talent.

Although it includes only three acts, plus a male-female line, it runs about 45 minutes and never lags. There's comedy, warbling and dancing by the chorus, but the unit could use a novelty turn and possibly a solo hooper to advantage. Cow-country setting and warbling, not seen in these parts for some time, appears to be a smart idea, for a jammed house at show caught packed the theatre. The end of the show, where the m.c. sings, is over-shadows similar attempts in this line.

Gray, garbed in sombrero and while chaps, leads the m.c. duties niftily, not trying to force applause. He comes on midway in the show to render, in a heart-throbbing baritone voice, a new number of tunes from shows and flickers he's appeared in.

Rivalling Gray's popularity are Louise Masser and the Westerners from "Showboat" airing. They're warbling and strumming a cowboy melody when the curtain rings up on a western scene, consisting of mountains, a ranch house and the pit ork logged in cowboy clothes.

Next time around, near the end of the show, they have to beg off after Miss Massey, abetted by the four male musicians, warbles a couple of nice western tunes.

Comedy element, plenty of it, is furnished by the Lassiter Brothers. Their nonsense, acrobatics and burly dancing scores.

Exceptional talent and routine are found in the Dare Dancers, a six girls and a like number of men. In spiffy Spanish costumes, chorus turns in a rumba number, followed later by the Red Ballroom adagio. Line's costumes are the only deviation from cowboy atmosphere, and

they're a pleasing contrast. Only the Westerners are on for the finale. Added feature is a special symphonic anniversary overture, marking Edward Werner's 10th year as director of the Michigan's pit orchestra. Consists of Victor voice operettas, aided by a 16-voice chorus and Virginia Hooper, soprano, and John Hart, baritone.

### Saranac Lake

By Happy Benway

Gertrude Broderick (Detective Jimmy's sister), who has spent most of the summer trying to make a theatrical colony a cheerful one, left for Long Island.

Late summer check-up at the NYA lodge gives 10 their 'go home' okay. Leaving ozoners have covered from one to seven years of airing.

Winter is already here; frost and fur coats in vogue.

Tommy Vicksa (Vicks and Lawrence), who is summing here, ogling warmer spots for the coming fall and winter.

Gene Rosenberg has gone to Denver, Colo., resuming the ozoning at the Jewish Consumptive Relief Sanatorium.

Chris Hagedorn leaves the NYA lodge to resume care at 28 Church St.

Write to these you know at Saranac.

### Wahl-Oldfield Split

Comedy team of Walter Dore Wahl and Emmett Oldfield, paired for the past nine years, split at the Casa Manana, Ft. Worth, two weeks ago.

Wahl and new partner remain at the Ft. Worth spot.

### Fitzgerald's Rheum

Hollywood, Aug. 25.

Harry Fitzgerald is back in the Queen of Angels hospital for muscular rheumatism treatments.

### AKRON REPENS

Akron, Aug. 25.

Palace, after several straight flickers, has resumed its policy of combination stage and film program. First flesh of the new season is Major Bowe's band headed by Ted Mack.

Policy of the house, as in the past, will be stage units when they are available, otherwise straight films.

**bradley martin**  
the magician  
AUG. 27-  
LIVERPOOL  
ENGLAND

**PATTI SAMMY**  
**MOORE AND LEWIS**  
TIVOLI THEATRE  
MELBOURNE, AUSTRALIA  
Direction:  
William Morris Office

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(DELLA AND BILLY MACK)  
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## Marx Bros. Use 11 Different Acts In 11 Shows in Windup Vaude Wk.

San Francisco, Aug. 25. For the first time in the many years he has been on the stage, Harpo Marx broke his long silence and made a curtain speech during the closing performance of "A Day at the Races" at the Golden Gate Theatre here last Tuesday (18). Harpo, Groucho and Chico wound up the show by destroying all their scenery and stage props before the amazed spectators.

Iring Thalberg and Norma Shearer were both up here over the week-end to catch the show. Miss Shearer, who timed some of the gags with Sam Wood, made a personal appearance on the stage.

The boys tried out practically everything being considered for their forthcoming Metro picture during their week at the Gate. During the last few days at the theatre, they presented 11 different acts as many performances. In fact, while they were on the stage they were being coached from the wings.

The Marxes gave the Gate a gross of \$28,000, about \$6,000 less than Eddie Cantor did the preceding week, but the second best gross the house has ever had. Admish was raised from 40 to 55c in the evening.

Company disbanded immediately after the Gate engagement.

## VAUDE OUT IN BALTO FOR BOB TAYLOR'S PIC

Loew's Century, Baltimore, for the first time goes straight sound week of Sept. 4, but only for the run of the Joan Crawford-Robert Taylor starrer, "Gorgeous Hussy" (MG). Pic may stay two weeks.

Loew's is figuring on Taylor's current strong popularity (especially in Balto) to carry the house without a stage show.

## Detroit Nitery in Jam Selling Liquor to Jukes

Washington Boulevard here, faces loss of its liquor license as aftermath of charges made by two girls, under the legal age limit, that they had been served liquor there.

Girls were found in car of Louis R. Brosky, 40-year-old cleaning and dyeing executive here, after he was arrested for drunk driving. Girls also accused several other nite spots, which are being investigated by police.

## A NEW LOW IN CHISELING AMS

Demonstrating a chiseling genius that is unique, one 'amateur' booker manages to get six acts together for the cost of two by dint of mulcting four newcomers weekly.

Agent gathers four or five likely lysts that have flopped at the weekly audition of one of N.Y. city's houses. He then sales-talks them into signing with him for coaching and improvement for which they don't pay. Gag is, in fact, instruction and practice is acquired at paid dates in five small New Jersey houses. The youngsters think they are getting the break until warned. Two of latter are among complainants.

Kids who take their first failure to heart are impressed with the booker's glubness. Living on genuine embryos he promises them sufficient polish after the "schooling" to cop the theatre date and other prizes.

Other smallie bookers are beefing because of the new low in competitive methods. Few of the ilk are above back tactics but they are unanimous in deprecating the means taken by their latest big rival.

## Izzy's 5th Anni

Baltimore, Aug. 25.

Next Friday (28) will mark fifth anniversary of vaudlin Hippodrome under Izzy Rappaport regime, and because house is essentially a vaude house, celebration will be held on stage and not on screen. Bill of 10 acts will be offered for biggest single show seen in Balto since two-a-day was entombed.

Set are Sylvia Harris, Bert Gordon, Harry King and Sinclair Twins, Tony Caboch and Dona Dew (radio act on WBAL here), The Manhattanites, Teddy Bergman, Shirley Howard and Cappy Barne's Harmonica Swing Ensemble. Two acts yet to be spotted.

## Remos' Quick Repeat

Paul Remos' midget act, going into Radio City Music Hall, N. Y., for the three-week run starting tomorrow (Thursday) with the Astaire-Rogers "Swing Time" (RKO) pic, is setting a record for quick repeats at the spot. Turn played the R.C. house eight weeks ago.

Deal set by Phil Bloom of the Simon agency.

## F&M Books Collins

Charles Collins, who closed a week at the Roxy Thursday (20), left Saturday (22) by car for Frederick, Okla., his home town, before going into St. Louis for Fanchon & Marco week of Sept. 4.

He returns to the Roxy, N. Y., on repeat engagement Sept. 16, following which he reports to Hollywood for Selznick-International film commitment.

## Lopez Set at N. Y. Par

Vincent Lopez's band, with Lucille Paige as an added starter, goes into the Paramount, N. Y., Sept. 9 with "The General Died at Dawn" (Par).

Lopez crew follows Lud Gluskin's.

## DANCEERS ABROAD

Lydia and Jereco leave next week for England, where they're under an eight-week vaude contract at \$850 a week.

## Casa Loma to Reopen Chicago's Urban Room

Chicago, Aug. 25. Casa Loma orchestra has been set to reopen the Congress Hotel's Urban Room when it's relegated as an enlarged nitery Oct. 5.

Clifford Fischer has been given the contract to book the floor show talent, much of which will be foreign type of acts, according to present plans.

## Special Produced Show Is Next for Dorchester Hotel

London, Aug. 16.

Dorchester hotel show, which is due Sept. 17, is the first attempt in London for a floor show to be done on the lines of a musical production.

Show is to be produced and presented by Henry Sherwin, with Ian Grant, local m.c., doing the book and lyrics. Eddie Horan is responsible for the music, and Buddy Bradley is staging the dances. Both are American.

Line-up is about the biggest in town, says the Clif. Fischer, London Casino. It comprises Magda Kun and Steve Geray, two Hungarians who have already established themselves in the West-End; Lydia and Jereco, who were booked by cable through the Jules Stein office; Phyllis Stanley, Wier brothers, and 12 English chorines.

Show will cost approximately \$10,000 to produce, and has a nut of about \$3,000 per week. Acts are guaranteed 12 weeks with options.

## TED LEWIS TO OPEN CLEVELAND MAYFAIR

Cleveland, Aug. 25.

Ted Lewis, orchestra and unit revue is spotted by the Mayfair Casino to reopen its main dining room Sept. 8, two weeks previous of original date set.

Benny Goodman was originally scheduled to launch the big cabaret-theatre's fall season, but his date has been postponed. Lewis is in for two weeks. Early reopening was decided by spot to catch some of the 250,000 American Legionnaires expected here for national five-day convention beginning Sept. 21.

Max Marmorstein, co-owner, closed the quarter-of-million-dollar Music Corp. of America deal calling for 20 name bands this winter, each for a two-week stand with a unit show of its own. No hike in prices planned. House's regular prices to be \$1.50 minimum charge including dinner, and \$2.50 for Saturdays.

Ben Bernie is lined up definitely for second attraction, followed by Goodman and others, like Wayne King, Ozzie Nelson, Art Jarrett and Leo Reisman, Guy Lombardo set for Oct. 23.

## Dempsey No. 2

Pittsburgh, Aug. 25.

Former heavyweight champ Jess Willard, who has made his home here for several months, has an idea of beating the Jack Dempsey of Pittsburgh in an eatery way. He's dickering for the Commodore restaurant, with an eye to converting the downstairs into a dining room and the upstairs into a supper club similar to the Dempsey layout in Manhattan.

Willard came on from the coast last spring and, after spending some time at his wife's home in New Castle, Pa., hit Pittsburgh, where, recently, he has been active as a referee.

## Philly Band Bookings

Philadelphia, Aug. 25.

Arcadia International here gets Wayne King for four-week stretch beginning Sept. 18. Ben Bernie follows for another quartet of weeks, then Hal Kemp comes in for similar run. Will be first Philly appearances for King and Kemp.

Arcadia is booking name bands through that period to compete with Locust cabaret-theatre due to be opened in October.

## Frank Neil Scouting U.S. Acts for Australia; Offers Possible 20 Wks.

Hollywood, Aug. 25.

## New 250G Spot to Hypo Frisco Nitery Competish

San Francisco, Aug. 25.

Competition here for swank trade at hotel time and dance spots will become keener with the opening of the new Persian Room at the Sir Francis Drake hotel Thursday (27). Built at a cost of \$250,000, Persian Room figures to be one of the finest supper rooms in the west. Its adjoining cocktail room has an enormous horseshoe bar of ebony and rosewood.

Larry Kent, who comes here from Santa Monica, will furnish the music, which will be broadcast over the Don Lee network nightly. Opening show will consist of Larry Blake, Baron and Blair, dance team, and the Continental Trio.

## ORIOLE NITERY, DETROIT, FOLDS

Detroit, Aug. 25.

Oriole Terrace, once Detroit's top nitery, has given up the ghost. Plagued by bankrupcy and police raids for many years, 1,000-seat landmark yielded last week before the trade to small niteries and the yen of local natives for the hole-in-the-wall in the new block.

All that remains of the spot, following public auction last Thursday (20), are the four walls, the property of R. E. Olds, auto maker. Last of the many Jesses, most of whom lost plenty in the nitery, was a company headed by Joseph Becker, of Cleveland. Latter had been running spot for almost a year, but went into voluntary bankruptcy following several recent failures to "pay off."

In June, Sophie Tucker and band were barred from playing in Terrace by local Federation of Musicians after Becker had been unable to pay off Benny Meroff, who preceded Miss Tucker. Nitery then started lower-priced shows, but last month two acts complained to State Private Employment Bureau that they had been let out minus their full week's salaries.

Aside from the late Lester Briggs, who conducted it for a short time several years ago, spot had never made money.

The nut was so high (shows often cost between \$5,000 and \$10,000) that unless its 1,000 seats were filled at least four nights a week a loss was shown.

## Theatre-Cabaret Plans For Philly Locust Set

Philadelphia, Aug. 25.

Deal for alteration of 1,580-seat Locust Street Theatre, legit and house, into cabaret-theatre similar to French Casino, was finally set last week. Mitten Bank, which controls property, will b.r. it, with Sam Stiefel, formerly operator of Negro houses here, in charge.

Alterations to house, scheduled to be completed in mid-October, expected to run around \$75,000. Shows will probably be unite to each run about four weeks. Will have two bands. Figure place will need gross of \$20,000 a week to sh. profit.

Final decision to change house into cabaret-theatre ended possibility of its use as legit house this season. Several tentative bookings had already been pen in it, among them annual Mask and Wig show and Clare Tree Major children's shows.

## 3 N.O. Spots Open

New Orleans, Aug. 25.

The French Casino, newest of the city's night spots, opened its doors Aug. 19. Spot is located in heart of the French quarter.

Leon Prince, brother of Louis, has closed his Penthouse on Lake Pontchartrain for the summer and reopened his Shim Sham club in the French quarter for the fall and winter seasons.

Pete Herman, former world's bantamweight champ, and Gaspar Gullotta have reopened the Club Plantation after closing it for renovations.

American vaude acts are not only in demand for playing time in Australia, but Aussie audiences relish the turns from this country in preference to local, or British acts as a general rule. Most of the American vaude material is okay with Australian audiences, and upwards of 60 to 75 acts from these shores are being booked over the Tivoli circuit annually, according to Frank Neil, managing director of the circuit, who left early last week for New York after 10-day stopover here for conferences with his American rep, Sam Kramer, of the Bert Levey office.

Neil, who came to this country primarily in search of new talent, expects to book passage on the Hindenburg en route to London, and will plane from there to Sydney, his home port after lining up additional British turns.

A musical-vaude unit is being produced by Neil for the Tivoli time every six weeks and these shows, as well as straight time, can take care of around 60 acts from the United States, which are assured a minimum of eight to 10 weeks and up to 20 or more weeks of consecutive playing time.

Deal is now being worked out, whereby Neil hopes to add another 10 weeks of time that will be made a part of this season's routes. Normal taxes for actors is 5%, with 4% considered an average, against which plenty of deductions are allowable.

Vaude turns play only two shows daily, six days a week. Top admission in the Tivoli in Sydney and Melbourne is \$1.25. Shows, in addition to playing the two Tivolis for extended runs, are booked into number of nabe and suburban theatres. Tivoli circuit presently is playing some 80 units in halls, under canvas, etc.

This is Neil's eleventh trip to America in search of talent, with most of the voyages culminating in hours virtually around the world. He plans to spend three or four weeks in New York before going back.

## Ruhl Heads F&M School

Hollywood, Aug. 25.

George Ruhl, formerly of the vaude team of Melville and Ruhl, has succeeded Murray Pennock as head of Fanchon & Marco's school. Ruhl was Pennock's assistant for three years.



Ruby Keeler with Don Klaytan in "Go Into Your Dance"

## The Dancing Companion of:

RUBY KEELER  
MYRNA LOY  
DOLORES DEL RIO  
CLAIRE TREVOR

in recent pictures . . .

## DON KLAYTAN

Dancing the Numbers He Did with Them in Pictures, with—

## MARIA EVALENA

(Maria Evalena and Don Klaytan were featured together in four technicolor shorts.)

1st N. Y. Appearance Soon!

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\$2.50 Min. Sats. & Hols. \$3

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THEATRE-RESTAURANT



## Variety Bills

**NEXT WEEK (AUG. 28)**  
**THIS WEEK (AUG. 21)**

**Numerals in connection with bills below indicate opening day of show, whether full or split week**

**RKO**

**CHICAGO**  
Palace (21)  
Follow the Stars  
**CLEVELAND**  
Palace (28)  
King Goes Swing

(21)  
Glorified Follies '36  
SAN FRANCISCO  
Golden Gate (26)  
Marcus Show  
(19)  
Maj. Bowes Unit

**Loew**

**NEW YORK CITY**  
State (28)  
Milton Berle  
Maxellon  
'A Day at Broke  
Ralph Sanford  
**ATLANTA**  
Grand (28)  
Ted Lewis Oro

**BALTIMORE**  
Century (28)  
Phil Spittainy Oro.  
Dale Winthrop  
**WASHINGTON**  
Capitol (28)  
Jane & Lynton Rev  
Frazee Sis  
Al Norman  
Britton Oro

# JACK POWELL'S

**Syncoption: Solidly Sold**  
**By LADDY & SMITH**

# Paramount

**NEW YORK CITY**  
Paramount (26)  
Lud Gluskin - Oro  
Buddy Clark  
Gogo Delys  
Hal Sherman  
R & E Reyes  
Chiquito

**BOSTON**  
Metronolltan (28)

**DETROIT**  
Michigan (28)  
Titan 3  
Carl Shaw Co  
Holm & Jarrett  
20th Century Rev  
**MONTREAL**  
Paramount (28)  
Duke Ellington Bd  
**SPRINGFIELD MASS**

# Warner

**PHILADELPHIA**  
Earle (28)  
Ben Blue  
Eilda Dancers  
Syvia & Clemen  
(21)  
King Goes Swin  
Herb Williams  
Marty May  
Andrea Marsh

**PITTSBURGH**  
Stanley (28)  
Follies of 1936  
(21)  
Maj Bowes Annl Co  
**WASHINGTON**  
Earle (28)  
Will Osborne  
D & D Rogers.

**CHICAGO**  
State Lake (22)  
Abbott & Tanner  
Ben Yost Co.  
Gale & Carson  
Jackie Heller  
Earl LaVere & M  
**INDIANAPOLIS**

Vic Oliver  
Robbins Fam  
Gilbert Bros  
Caryl Gould  
Alphonse Berg  
**KANSAS CITY, MO**  
Tower (28)  
Condon Bros

**DR. JULIAN SIEGEL**

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## Londen

**Week**  
**Canterbury M. B.**  
 1st half (24-26)  
**Norris & Crowley**  
**Levanda**  
 2d half (27-29)  
**Olsen & Jean**  
**Anna Rogers**

**Aug. 24**  
**EDMONTON**  
Empire  
R & E Myles  
3 Australian Boys  
Bob Barlow  
Rafini Bd  
**FINSBURY PARK**

Victoria	Harty &
Indollers	Leon &
	Gordon

Les Allen  
Low-Skaya  
Ernest Shannon  
Retta Ray  
**BRIXTON**  
Astoria  
Castoli Serenade  
**CHADWELL HT**  
Palace  
Bernardi

Michael & Hero  
Al Burnett  
Mario Lorenzi  
2- Heltanos  
Wen Hai Tr  
**HAMMERSMITH**  
**Palace**  
Pegleg Bates  
Dudley's Midgets  
Rhodes & Stephens  
J. Ford

**CHISEA**  
Palace

for surer  
singing-  
Bert.  
**Raid**  
Aug. 25.  
Within two  
Hollywood  
Hollywood  
night, Sam  
booked on  
immoral  
are booked  
one.  
3 persons  
and on half  
month.

## NEWSREELS

**2d Minsky H'wood Raid**

Hollywood, Aug. 25.

For the second time within two weeks, police raided "Hollywood's second Minsky" at the Hollywood Playhouse last (Monday) night. Sam Hartzel, producer, was booked on suspicion of producing an immoral show. Nine principals were booked on charges of performing one.

In the previous raid 18 persons were arrested and released on bail for trials sometime next month.

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In the previous raid 13 persons were arrested and released on bail for trials sometime next month.



## News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. VARIETY takes no credit for these news items; each has been rewritten from a daily paper.

### East

Federation of Liquor Dealers of N. Y. worrying about women standing up to the bars. Feel they're likely to get the saloon into disfavor again.

Jacksonville (Fla.) Judge sentences speedsters to a fine and to sit for an hour in a car in which four persons were recently killed. Supposed to meditate their speed sins.

Otis Skinner declares the Dionne quintts are the best picture actors in the world, because they are the most natural.

Frances Miller, San Francisco dancer who was touring Spain with a Columbia troupe, now in France, is telling that all entertainers have been conscripted to amuse the militia. Paid \$1 a day and food.

Jam in Robin Hood Dell, Philly, last Wednesday when Albert Spaulding and Jose Turbi quit the stage. Had stopped to permit press photos to snap Mayor LaGuardia, but when Mayor Wilson turned up and the flashlights started again, they walked off the stage. Came back a few minutes later, but no one would tell who tossed a chair out on the stage.

Greenwich Village picture house in the Village, stench-bombed Wednesday night. House has been having labor trouble since it opened six months ago.

Bruno Hauptmann's widow settles the U. S. income tax claims against his estate.

Father Divine's Harlem heaven turned out Thursday for a trip to Kingston, where he has established a rural annex. Just a day's ride for 3,000 of his followers, but propaganda for the farm. Legionaire's complaint when Divine's name was sewed into a U. S. flag.

Douglas Leigh, sign expert, plans to make Columbus Circle the new White Way. Would put big signs on all buildings and make the area so attractive new theatres will be built.

Raymond Crossett and the staff of Yeland Hayward. Old associate of Elizabeth Marbury.

New Romeo and Juliet sign on the Astor has 12,000 bulbs. Said to top the record.

Oscar and Lincoln N. Stevenson, father and son, filed an advertisement of \$1,400 for using mails in selling Irish Sweepstakes tickets. Got off light because

without criminal records, but Judge warns that subsequent sentences will be stiff.

N. Y. Real Estate Board campaigning to keep radios out of bars after set hour. Hurts rental values, it claims.

Mayor LaGuardia announces he wants Broadway sidewalks to be kept as clean as a John Golden play and as attractive as a Lee Storch performance. No mention of the Mincks.

Daniel Frohman celebrated his 65th birthday Saturday. Says he is going to have a big benefit for the Actors Fund in N. Y. this season. He is the last of the charter members of the Fund.

Flue fire in a Times Sq. restaurant, at a knot Friday in the St. Regis at 41st street. Just a slight blaze, but 11 pieces of apparatus answered the first call. No room for traffic with the street partly torn up.

Park Commissioner Moses steamed up over charges the new Randall's Island stadium is unsafe, due to hurried building. Admits he has seen engineers report on unsoundness, but regards it as campaign stuff.

Kirkland & Grisman's switch production plans to give first place to "As You Were," but "They Took the Town" still included on their schedule, though moved up.

Jack (Curley) Mills, Los Angeles middleweight auto racer, critically injured at Madison Sq. Bowl, Long Island city, last Wednesday when his car collided with a tree he was seeking to pass.

Gambling casino at Starr Island, catering to the socialite colony at Montauk, raided Saturday morning and six charged with operating the place. About 30 patrons, mostly in evening clothes, charged home.

Monday (24) the 10th anniversary of the death of Rudolph Valentino and his body still lies in a borrowed grave in spite of two funds started at the time of his death.

Private pure food campaigners after Coney Island spots. Contentless methods favor production of bacteria. Malted milk tops the list with 3,000,000 wrigglers to the cubic centimeter. Hasn't decided what to do about it if anything.

"Seen But Not Heard" first of the straw hat comedies to get a Broadway release in Sept. 17.

Betty Van Auken, actress, grand-

daughter of Clare Kummer, thrown from her horse in Montclair, N. J., Saturday (22). Serious cuts across chin and forehead and possible fractured nose. Plastic surgery used at New York hospital. Expected to be in the hope of avoiding scars.

Entire section of Jones Beach stadium gets auditions for the de V. Violet Carlson married to Alfred E. Rosenhirsh at Armonk, N. Y. June 30, but did not announce it until Sunday when she added she was bringing suit for annulment because he refuses to live with her.

Quest: Mary in with speed record finally her westbound trip. Beats the Normandie's 29.64 knots by doing 30.1.

Lindenhurst theatre, Lindenhurst, L. I., put out of business for a time when the juice was cut off by lightning. Patrons panicky, but quieted by names who got them out with the aid of the ushers' flashlights.

First opera, "Aida," at the Hipp pulled 5,000. Salma's stunt.

Group Theatre may come in late this season. Script trouble.

Federal Judge Knox, of N. Y., has appointed Francis X. Burns, of Boston, to take testimony there in the suit for libel brought by J. Raymond Crossett against the Boston Outgrowth of that alleged kidnapping threat in '34.

Box-Fox to build a permanent studio at Calender in which to mug the foxes.

Monty Banks, ex-Hollywood, hurt in auto collision near Bremon, Italy. Not serious.

Paulino Uzcudun, reported killed in Spain, turns up at Pamplona. Explained he was on the lam from the Communists, who objected to his clean shirt and his smoking cigar.

Those strangers in town are the Nat. Fraternal Congress. Benefit societies. Meeting at the Waldorf.

Mrs. F. S. Brokaw, Mrs. White, announces from Mt. Kisco, Maine, that she is going to marry Henry Ford.

Having accused the manufacturers of automatic phonograph machines, filed a patent infringement suit, against the Rudolph Wurlitzer Mfg. Corp. in New York federal court last week. A temporary injunction sought also an accounting of funds received. Rock-Ola claims totalled \$1,000,000.

Interstate Commission refuses to permit Chicago, Ill., go on Eastern Standard time. Says it will cause too much confusion. Making it easy for radio.

Balt. parade at Wildwood, N. J., drew 100,000. First of the shore events.

New York City Guide compiled by literary branch of WPA, completed. Pointer-out will be distributed next week. Calls New York world's greatest summer city.

Brethon B. Somerville, local WPA administrator of the music project, threatened to disband the entire outfit if it threatened strike, instigated by Local 802 of American Federation of Musicians, was carried out. Union looking for reasons to break among Federal subsidized musicians.

### Coast

Charge of drunk driving filed against Edding C. Gwyne, screen writer, in Hollywood. He was released on \$250 bail and ordered to appear for trial Aug. 26.

June Clayworth, stage and screen actress, asked L. A. court for annulment of her marriage to Benedict Arnold.

Malibu Township court fined Al Rogell, screen director, \$25 for carrying firearms in game preserve.

Louise Dudley Lynch, singer, and Gene Paul Getty announced their engagement in L. A.

Cumulative basis for Edith Fellows, 19-year-old screen moppet, given up by mother in L. A. when child said she had no love life. Mother deserted her when she was baby. Actress remains in custody of grandmother, with whom she has lived for 10 years. California Bank appointed guardian.

L. A. court approved contracts of Anna May Wong, and Jackie Cooper, 13, with Fanchon & Marco to make transcriptions.

Edna May, screen actress, fled suit for divorce in L. A. against Busby Berkeley, dance director.

Screen divorce granted Bobbi Arast from Robert Cavanaugh, Chicago lawyer.

Delight Howell, legit actress, caused arrest of Valerie Soule, dancer, on charge she forged six travelers checks in L. A.

George Barnes, cameraman, and Betty Wood, screen dancer, were denied marriage license in L. A. because his divorce from Joan Blondell is not final.

Jeannette MacDonald and Gene Raymond announced their engagement in Hollywood. Date for wedding not set.

Ruby Lorraine, English actress, visiting Hollywood, treated to hospital for minor cuts and bruises, when attempted attack was made on her by unknown assailant, who fled.

Divorce granted Mrs. M. J. Hartgrave, pianist, in L. A. from William Hargrove, concert singer.

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### Midwest

Estelle Taylor was severely bruised by auto in downtown Chicago last week. Miss Taylor was on way home after finishing at the Coconut Grove, roadhouse.

Virginia Lee Corbin, juvenile film star, who died, suing her husband, Theodore Corbin, in a cross-bill filed in Chicago Circuit Court last week.

Krol filed suit for divorce on Aug. 14 and obtained temporary custody of two children. In cross-bill, ex-actress asks for separate maintenance and costs of children.

Rock-Ola Mfg. Corp., manufacturers of automatic phonograph machines, filed a patent infringement suit, against the Rudolph Wurlitzer Mfg. Corp. in New York federal court last week. A temporary injunction sought also an accounting of funds received. Rock-Ola claims totalled \$1,000,000.

Interstate Commission refuses to permit Chicago, Ill., go on Eastern Standard time. Says it will cause too much confusion. Making it easy for radio.

Balt. parade at Wildwood, N. J., drew 100,000. First of the shore events.

New York City Guide compiled by literary branch of WPA, completed. Pointer-out will be distributed next week. Calls New York world's greatest summer city.

Brethon B. Somerville, local WPA administrator of the music project, threatened to disband the entire outfit if it threatened strike, instigated by Local 802 of American Federation of Musicians, was carried out. Union looking for reasons to break among Federal subsidized musicians.

Charge of drunk driving filed against Edding C. Gwyne, screen writer, in Hollywood. He was released on \$250 bail and ordered to appear for trial Aug. 26.

June Clayworth, stage and screen actress, asked L. A. court for annulment of her marriage to Benedict Arnold.

Malibu Township court fined Al Rogell, screen director, \$25 for carrying firearms in game preserve.

Louise Dudley Lynch, singer, and Gene Paul Getty announced their engagement in L. A.

Cumulative basis for Edith Fellows, 19-year-old screen moppet, given up by mother in L. A. when child said she had no love life. Mother deserted her when she was baby. Actress remains in custody of grandmother, with whom she has lived for 10 years. California Bank appointed guardian.

L. A. court approved contracts of Anna May Wong, and Jackie Cooper, 13, with Fanchon & Marco to make transcriptions.

Edna May, screen actress, fled suit for divorce in L. A. against Busby Berkeley, dance director.

Screen divorce granted Bobbi Arast from Robert Cavanaugh, Chicago lawyer.

Delight Howell, legit actress, caused arrest of Valerie Soule, dancer, on charge she forged six travelers checks in L. A.

George Barnes, cameraman, and Betty Wood, screen dancer, were denied marriage license in L. A. because his divorce from Joan Blondell is not final.

Jeannette MacDonald and Gene Raymond announced their engagement in Hollywood. Date for wedding not set.

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## Las Vegas Resort

### Will Make a Play For H'wood Mob

Las Vegas, Nev., Aug. 25. Construction of El Sonador hotel and resort is being rushed for a Jan. 1 opening to lure the Hollywood money. Gambling, which has been open gambling spot since Agua Caliente was purified by President Cardenas. Site of project is three miles out of town on the highway to Boulder Dam.

Folger soon to be distributed emphasizes the benefits of the spot, playing heavily on legalized gambling. Gambling, which has been open gambling spot since Agua Caliente was purified by President Cardenas. Site of project is three miles out of town on the highway to Boulder Dam.

It is pointed out by the officers of the corporation that when Boulder Lake is filled, it will be possible to sail a boat 115 miles to the Grand Canyon.

## LOUIS SHARKEY KAYO A BREAK FOR JACOBS

By JACK PULASKI

Joe Louis-Jack Sharkey melee, which drew \$100,000 in bets, expected at the Yankee Stadium last week, but was far from being a natural, not only put the colored Detroit back in the heavyweight title, but also gave Mike Jacobs a new ace in the hole. Jacobs has the New York Hippodrome to play around with and if the right draw is found for Louis, one of next winter's vacancies is likely to see some very fancy prices for the old Hipp, which is about one-third the capacity of Madison Square Garden, but has more good seats.

There were some peculiar angles to the Louis-Sharkey match, particularly the betting. Because of Louis' showing there were enough people backing Sharkey to make the decision odds 13 to 5. But the knockout price was out of all proportion to the odds, according to those who demanded all the edge if they were right—and they were. Instead of 3 to 1 or better, which are the odds against a knockout, the books were 8 to 5, but inside on naming Louis. That's how confident they were that Sharkey wouldn't go the distance. The "price" virtually reversed all knockout figures. There was no quotation on Jack duplicating Sharkey's feat.

Last-minute rush of fight mugs came on the last two days before the fight. Up to then the sale was less than \$30,000, so the takings in two days, including date of match (15) approximated \$110,000. Gross, less tax, amounted to \$138,187, exceptional for a mid-August event, what with many people being out of the city. Federal and state taxes amounted to \$23,720, added to the net gross was the coin from picture and radio rights, totalling \$90,500. Louis got \$42,748 and Sharkey's share was \$35,631.

Experts Expert Again

Fight experts who let themselves on the limb in predicting Louis would beat Schmeling, threw out their chests, as nearly all predictions favored the colored sacker. Scribes figured it would end in a heavy rout. Sharkey's reason for the third as the finale, for which they promptly claimed credit.

General opinion seemed to be that while Louis again proved he packs lethal punching power, he is not up to championship caliber. Pointed out that although he carried his left guard higher, Joe looked easy to hit with a right. Sharkey was so busy catching Louis, he could not get set for effective counter-punching.

Outside of several left jabs in the first round, the gob showed nothing but two misdirected rights. He looked baby, but always did give that impression. Sharkey's reason for returning to the ring was an idea that all the guys Louis bowled over were afraid of him and he wanted to show that he was an exception. Sharkey is reported to have plenty of money.

There were 200 prints of the motion pictures distributed around New York, but exhibitors state the films were disappointing so far as the box office was concerned. Picture will make money for the makers, however, since the right cost but \$10,500.

## New York Theatres

There's a Better Show  
at the  
**ROXY THEATRE**

M-G-M's GREATEST PICTURE!

Will not be shown in any other theatre in New York City next week.

Starring **SHEARER** and **HOWARD**  
**Romeo and Juliet**

Extra Daily 12:30, 8:30, 10:30  
Matinee show Sat. Mat.  
12:30, 2:30, 4:30, 6:30, 8:30, 10:30  
Sat. Mat. Sat. Matinee and  
P.M. show Sun. 12:30, 2:30, 4:30, 6:30, 8:30, 10:30  
(plus tax).

**ASTOR**

AIR-CONDITIONED  
P.M. and 4:30-5:30.

**RADIO CITY MUSIC HALL**

10th Street and 4th Avenue

**ASTAIRE & ROGERS**

in "SWING TIME"

Spectacular Stage Productions

7th Av. & 50th St.

**ROXY**

Dormitory!

—On the Stage—

Donald Novis

Sue Evans and

Sylvia Marano Co.

ALL 25c TO 50c

50c to 1.00

**CAPITOL**

Barbara Stanwyck

2nd Floor

4th Street

2nd Floor

TODAY at 9 a. m. sharp

Warner Bros. will present

**ANTHONY ADVERSE**

at the STRAND Theatre

Broadway & 47th Street

MARCH • BAXTER

BARRYMORE

in THE

**"ROAD TO GLORY"**

JUNE LANG • GREGORY RATOFF

UNITED ARTISTS

**RIVOLI**

4th St. & 6th St.

**PARAMOUNT**

Times Square

**"To Mary—With Love"**

On the Stage—JUD GLENN & Orc.

BUNNY BARK, LUCILLE FARR

HAL SHERMAN, RAY & EVA

4th Street

2nd Floor

**VAUDEVILLE**

4th Street

2nd Floor

**OLSEN SHUTTA**

—On the Stage—

LYONEL HARRINGTON

"DEVIL DOLL"



# Broadway

Bill O'Brien up in Boston. William Dollar back from London.

Jane Cowell gets back from Europe next week.

Horace McMahon judged beauty contest at Newark.

Billy and Bobby Mauch in New York from the Coast.

Andre Koshelanski planned in from the Coast Monday (24).

Dwight Deane Wilman returning from London by Sept. 15.

The Bill Beatty, Nut Club operators adopting a youngster.

Dimitri reading his Club Gauché for fall opening next month.

Paul Lepere will make stage debut next week with "Boy Meets Girl".

Harry Sherman called to Minneapolis, where Mr. Sherman is ill.

Hugh McLaughlin of the Lyceum box office taken ill and has gone upstate to rest.

Gerald Goode, p. a. for S. Hurak, is compiling Broadway chorine lore for a magazine.

Mrs. George S. Kaufman returns from abroad tomorrow (Thurs.).

George Gerwin named several of his oils for current exhibit at the Museum of Modern Art.

Al Johnson in from the Coast with a flock of new knock-knocks. To Saratoga for a few days.

Henry Hausmanns escaping New Orleans heat, are up here cooling off at the Myron W. Exstiens.

Universal's h.o. employees went to Bear Mountain yesterday for their annual picnic and boat ride.

Major Frederick Herron, of Hays' office foreign division, returns to his job in the Labor Day.

Fred McCormick (Lois Lait, Jack's daughter), who were married Saturday (22), will hold out the Lyceum box office.

Minor and Root, ballroom duo, just back from the Dorchester, London, and immediately into Arrowhead, Saratoga.

Blanche Garrett, secretary to the production code administration, resigned immediately into Arrowhead, Saratoga.

Edward Marr, newscaster from New York and other levels, has finished a comedy, "Behind the Eight Ball".

John Zimbalist has transferred from Warners' New Jersey theatres to publicity and advertising in the Philadelphia zone.

Maria Reynal, Argentine radio announcer, gets back from Hollywood this week and sails for New York.

Frank J. Crohan, president of the Hotel Commodore, planning an ambitious program of fall entertainment in the hotel's Palm Room.

Sam Sax, Warners eastern studio head, expected back from Honolulu this week. Will start production on new season shorts early in September.

Abe Cohen, Shubert's company manager at Jones Beach, had a minor spat with J. J. over managerial disapproval, and was out for a day. Now back.

Otto Bass, former fight promoter at Coney Island Velodrome and Broadway Arena, now operating the Clam House on W. 47th street.

Smart hotel manager could renege the Hotel Claridge's new heart of Times Sq. just as Bob Christenberry did tricks with the Astor.

Press at Louis-Sheridan fight gilded at Charles Francis (Soccer) Coe's first-time mustache. He and Tom Husing were at the microphones.

Eddie Davis' fortnight vacation from Eddie's will be spent catching up on the new Broadway from whence he usually pulls songs and song ideas.

C. Van Schmus, on a fishing trip, sent part of the catch to the Music Hall crowd for cooking in the back kitchen maintained there for executives.

O. O. McIntyre and the Mrs. have gone bucolic for the summer in the New England woods, but will return to the globe-trotting, columnist life of the quiet tempo.

Ed. Sidney, Mark Hellinger, Perry Charles, Mort Sahl, and a sizable White Night weekend on a fishing party to Gene Geiger's L. I. fishing hotel.

Bob Collier, big grunnon-hunter from the Malibus, has a television position under contract and will return to the air after a film trip before settling in the East.

Community singing from the air is a feature of the new radio series, just as the amateur thing was quickly transplanted from the air into theatres and spots.

Eleanora von Mendelssohn, singer back from her summer session at Salzburg, takes a three-week rest before starting rehearsals for the "Atreus" for Delos Chappell.

After the quintuplets arrived, Pa Deane was deluged with propositions from dizzy dames, but with latest addition turning out to be a single, his fan-mail has dropped down considerably.

The tale of a goat which Martha (WOR) Deane brought over on the Ile de France, a navy ship, is being reported by the U. S. health au-

thorities, after being okayed through customs, is now assuming international proportions. Although approved by the French port medicals, being a non-hot-and-mouth disease carrier, Monsieur Billygo can't be re-entered to native soil. Hence he's coming back and forth and the butcher says he'll save it for his children after the rep-tape is cleared.

# Paris

Lillian Greuze in town. Lucienne Boyer at Deauville. Charles Farrell looking around. Hassard Short back to America.

Richard Barthelmess off to Rome. Fred Astaire getting front page play here.

The \$2,000 a throw take at Monte Carlo going strong. Doris Niles giving up Paris studio and moving to London.

Harold Smith slipping away from a South American tour. Jimmy Durante airing his nose in the Place de la Concorde.

Joan Warner announced a short color film with Christian-Gerard. Jean Galland off for Berlin after finishing "7 rue de la Paix".

Paris-Sort running long article on Hollywood by Joseph Kessel. Harold Smith slipping away from a few days' vacation in Switzerland.

Lille's last silent cinema, The Eden, converted into a sound film house.

Radio-Cito broadcasting station organizing cheap tourist trips for listeners.

Pasquali off to Prague to play in "Port Arthur" with Charles Vanel and Danielle Darrieux.

Paul Bernier commencing rehearsals for his new Folies-Bergere, opening in October.

Victor Hugo's expo getting first big splash of publicity in the French press as a result of Grover Whalen's visit.

Samuel Brothers, Marguerite Gilbert and Helen and Regis appearing at Cabourg given by the Comedie.

Chamber Finance Commission naming a sub-commission charged to study film questions; Leon Barely, president.

Frederic Bouteiller dickering with an American firm for screen adaptation of "The Belle Pirate" ("Pirate Lady").

Jacqueline Francell and Pierre Loretto to Cannes to shoot scenes in "Mes Tantes et Moi" ("Me and My Aunts").

Theatre Antoine reopening Oct. 14 with "Cherchez la Conscience" ("In Search of My Conscience") by Raoul Praxy, Fernand Rene in the lead.

Jean Jay, minister of national education, has announced he's going to reform the existing censorship laws shortly, but refuses to state how and when.

Amor Brothers' Empire reopening Sept. 4 with two animal numbers, Fred Scarlett's five chimpanzees and Josef Coleman's cats, dogs, pigeons, ducks and clowns.

# Chicago

Jimmy Costello in New York. John Walter in Europe in "Halo Black on Phil Baker's gag staff again this fall.

W. B. Marcus back after a long Mexican tour, and is looking for his arm in a tumble.

Harry Greben installed as office manager for Al Borde.

Ben Blochfield cashed his game at the Balaban & Katz picnic.

Dave Katz took his frau up to Canada to squint at the quintuplets.

Excubitus manager Johnny Goodman working niteries around town.

Trying Mandel to Kansas City to attend preview of "Follow Your Heart".

Alfred T. Kettering in advance of "The Night of January 16, the Sept. 6 in Selwyn.

Ed Alesthere in the East this week with a couple of new Kaskor agency other angles.

Myrtle Freedman of 20th Century-Fox exchange, now the CAPA \$50 beauty award.

Lucille Cohen resigned from local William Morris office to marry an Omaha big man.

Artway Attractions, local booking outfit, folded Aug. 6. Owner was Art Weinberg.

John W. Quimberry sending the youngsters to Switzerland for schooling this autumn.

Harry Greben has joined the Al Borde agency and will have charge of all night club bookings.

Sam Gerson and family back from Honolulu, with John J. Garrity and family for same spot.

Norman Ben Geddes in remote-control direction of preparing Studen "City of Mystery" for Sept. 15 opening of "Dead End".

# London

Kay Stammers tested by 20th Century-Fox.

Lance Fairfax considering American offers.

Wembley Stadium is running six-day bicycle races.

Sir Henry Lytton, vet Savoyard, seriously ill again.

Henry Sherek's father dangerously ill on the continent.

Norman Lee signed for another year by British International.

Tom Elder, Henry recuperating from double septic pneumonia.

Frank Barnard, Jack Hyllton's manager, on a strict diet after some ulcer trouble.

Harry Lauder insisting on paying for a drink for Jack Hyllton at the Palladium bar.

Harry Hall vacationing for three weeks and kept the spot a secret from everybody.

Schiaparelli designing costumes for a new Max Schach picture to be made in London.

Bert Montague will produce six resident pantomimes in the provinces at Christmas.

Abraham Sofaer sailing to play a role in "The Road in Victoria Regina" in New York.

Valerie Hobson to do two to British film companies, and off to Hollywood in November.

Hammer Prods., indie film company, joining forces with Exclusive with a new picture.

Milton Lewis, son of Ted 'Kid' Lewis, ex-English boxing champion, has returned to Hollywood.

British International ready with an eight-picture lineup to go into production next month.

Weston and Lee writing the entire book for the next London Palladium show, "Okay for Sound".

Fat Mollie Rumsdown working to play with his mother-in-law, dangerously ill in Glasgow.

Arthur Dent with a broad grin after the success of his international picture's latest balance sheet.

L. E. Kalker covering Denmark, Norway and Sweden for Republic Pictures, which he represents in Europe.

Royal Court theatre, Liverpool, being rebuilt since it was a fire practically demolished it in 1933.

John Sharman, head of music-hall programs for British Broadcasting Corp., off to Tangiers for a month's vacation.

Clifford McLaglen to be starred in "Toilers of the Sea," Victor Hugo epic, to be made by Beaumont Films, indie.

British Variety artists are complaining of the difficulty they encounter in taking their earnings out of the country.

After 15 years at the Stoll Studio, Crickwell, Frank Hawker going to go into business with Studios as chief electrical engineer.

Edward Laurillard reputed to have left \$150,000, with future fortune left to George Wallace, young actor from the Antipodes.

Henri Bernstein, French dramatist, making his debut as a screen writer; has promised a modern role to fit Douglas Fairbanks Jr.

Charles Cochran's production of "Laure and the Three Kings" by Arnold and Ronald Squire, opens at the Shattestrey theatre Sept. 8.

Elisabeth Bergner will open at His Majesty's theatre in the new Sir James Barrie vehicle early in November, after a tour in Glasgow.

British International anxious to retain Brian Desmond-Hurst, director, for another year, but he refuses. Eric Pommer also wants him.

Associated Theatre Properties is spending \$35,500, including cost of insurance, for the opening of Metro's "Great Ziegfeld".

Charles B. Clatter, manager of the Palladium and more recently manager of the Hippodrome, Brighton, in similar capacity at the New Queen's, a Palace Empire house.

Henry Sherek has an original play by Merton Hodge titled "Mr. Looching" will be presented in the West-End, starring Douglas Montgomery.

No Nanette, Jack Waller revival at the London Hippodrome, is such a hit it will be transferred to the Alhambra, and then to the new Robey-Houston musical.

Having completed his picture, "This Man Called Whistle" for Herbert Wilcox, Jack Buchanan is off to Scotland for a short vacation, before London will present him with a musical of the same name.

Pinewood Film Studios to be officially opened Sept. 7. Max Berman has been chosen to design the costumes, and is establishing a suite of offices there. First picture will be made by Herbert Wilcox.

"Gay Hussars," musical, by Eric Maschwitz and George Posford,

done out of town some time ago by the late Julian Wylie, to be produced in the West End. Probably at London Coliseum. Management cabled George Melaxa to play the lead.

Madge Elliott and Cyril Ritchard, back from an Australian tour, replacing Dorothy Dickson and Walter Crisham in "Spread it Abroad" at the Saville. Miss Dickson is rehearsing for the new Novello show at Drury Lane.

# Berlin

Four Macks to Hamburg. UFA Palace.

King Vidor's "Our Daily Bread" at the Astor.

Eddie Duisberg a prospective bridegroom.

Menaka and her Indian Ballet at the Beethovensaal.

Frankenstein, new musical, opened at Fasanen Strasse.

A special Marlene Dietrich week at the Metropol.

Richard Wagner's "Ring" current at the Deutsche Opera House.

Alexander Kipnis signed for entire season by the Deutsche Opera.

Gertrude Raenger from the Berlin State Opera booked by the New York Metropolitan Opera.

Flying Codonas over from N. Y. for a European season; starting at the Theater an der Oper.

Georg Benda's "Medea" produced at the Schlueter Court of the Royal Castle, starring Agnes Straub.

Frankenreich, new musical, played by Ruthelien and Schaefer, music by Otto Pichelmann, Civic Opera.

"Andreas und sein Hund" ("Andreas and his Dog"), new F. A. Angermayer musical, shortly due at the Civic Stuttgart.

"Polka", w. k. story by Franzos, and music by Franzos, to be premiered by the Jewish Culture League, Berlin.

Karla Negri and Jan Kiepura the highlights at Festival Soiree, arranged by the German-Polish Institute at Marmorsaal.

Opera school of State Academy for Music produced Manuel de Falla's "La Vida Breve" ("Short Life") under Clemens Schmalz.

"Wenn die Zarin Lachelt" ("Smiling Czarina"), new opera, by Clemens Schmalz, to be premiered at Deutsche Opera House.

Waller theatre, legit, reopens again after being shut for years, as "Kolloid" ("Drei Alte Schachstein") ("Three Old Maids") starring Claire Waldoff.

Theater in der Loewengrube ("Daniel in the Lion's Den"), new comedy by R. A. Roberts and Leo Marx, founded at the Behren State theatre.

Speculating on the Olympic Games, a healthy showman acquired 20,000 worth of Olympic tickets, latest hotel chain early in the year at '90, and is now puzzled to see 'em decline to \$3 right during the games season.

# Madrid

Ritz hotel now a Red Cross hospital.

Jimmy Oldfield drafted from the London A.P. for the emergency.

Jose Lopez Rubio wondering when he'll be able to start rearing "La alcazar".

Numerous rumors about top-flight bullfighters getting bumped off, but none of them is true.

U. S. embassy issuing passes to American newspapermen to get into the embassy grounds.

Claudio, the Week, London, commanding a Hispano-Suiza for his ramblings.

Nido del Gallo, injured in the purple males gather, and Trianon, a dive, are the only niteries fluttering.

Edmund, A.P. staffer, back from the States where a two months' vacation cut to 48 hours by the civil war.

Ronald Winn, London Daily Telegraph, in the jug for a couple of days because he had carried no documents to prove his identity.

St. John street fair which should have moved weeks ago from the Plaza in front of the Ritz, still there. Don't know where to go now.

Benefit theatrical performances are being given in the early evening because of the defense practice means all street lights out and darkened homes at 11 p.m.

Of eight rooms at the Palace hotel, seized by red militia, four are Karl von Wiegand (Hearts) Edgar Wood (Chicago News), Christian Ozanne (Havas) and Lester Ziffren (U.P.).

Temple keeping radio receivers going twenty-four hours to get official news of the revolt while short waves also picking up foreign and radio broadcasts to aid to their confusion.

Red Cross hospitals, Red Cross ambulances, red militia carrying rifles, air defense and dark nights, foreigners wearing identification arm bands, armed girls and boys, tobacco shop queues, giving a Madrid war-like atmosphere.

# Hollywood

Tom Mix due in Nov. 10 for feature at 20th-Fox.

Korda wants Richard Dix for one flicker in London.

Charlie Spivack has gone for a new Malibu home.

Richard Dix back from land-buying excursion in the West End. Probably at London Coliseum. Management cabled George Melaxa to play the lead.

Madge Elliott and Cyril Ritchard, back from an Australian tour, replacing Dorothy Dickson and Walter Crisham in "Spread it Abroad" at the Saville. Miss Dickson is rehearsing for the new Novello show at Drury Lane.

David L. Samuels and S. Jay Freeman opened an agency.

Mike Rosengren, planned to Frisco and later to San Diego on his way.

William Hawkins, Jr., Goldwyn's N. Y. story ed, in for confabs.

Claudia Morgan plane, in to visit her parents, the Ralph Morgans.

Jerry Hoffman, leaving Examiner, will be back by Spence Aug. 24.

Fred Keating met "Four Days" fandango at Victrola Aug. 22.

Mrs. Roy Del Ruth, confined to Hollywood hotel for some time, has returned home.

Harry Kuznick, of Maurice Conn's Ambassador Productions staff, ill with pneumonia.

Henry Batista won Columbia's golf tournament with a 73. Low net went to Don Smith.

Rudolph Flotow has joined Larry Darmour to supe series of Jack Holt at six for Col.

Esquire is going for layouts and star interviews; has Howard Danglez here on chore.

Charles Rogers given his two-year-old daughter, burned seriously while playing with matches.

Edna Lewis, bleach his hair for spot in "The Plainsman" for first time in 20 year career.

Alvin spending several weeks at the Hollywood Roosevelt Hotel while recuperating at home.

Fat O'Brien laid up two days with cold, but is back to work of "Making of O'Malley" at Warners.

Paramount has boosted Alvin Ganzer from the casting office into an assistant producer berth.

Jack Cosgrave loaned by S-I to B. F. Zeidman to handle special effects on "His Steps".

Rufus LeMay, returned a cat presented to him by George Jessel. Jessel said it was office brook.

Charles Rogers given his first serious role in years as wizened newspaper man in "The Exclusive".

Leo L. Kline, a British player, in from London for Hollywood production of "Everyman" Sept. 10.

Willie Wells, erstwhile associate of Elmer Blum, returned to Hollywood, writing staff in Brooklyn studio.

Wesley Ruggles has added another to his staff, a two-year-old, tagged Red Margie, two-year-old, named four.

Winnie Sheehan and John Zaitz flew to Frisco. Sheehan went to furniture for his Hidden Valley ranch.

Factor has left Hollywood for London, where he will supervise enlargement of Max Factor makeup plant.

Carl Lesserman and Ed Finney in to talk over Grand National's "In His Steps" which Ben F. Zeidman produced.

James and Lucille Gleason celebrated their 30th wedding anniv by sending gifts to Mrs. Abraham Lehr for her children.

Arthur Zellner back in Warner's publicity department after handling opening of "Adverse" at Carthy Circle.

Lynn Spencer, society ed of the L. A. Exam, ill for some time in Pasadena hospital, must remain about two months.

John Barrymore, ill at the Casa Del Rio sanatorium in Hollywood, expected to return to his Beverly Hills home this week.

Dink Templeton, author of "Two Men in a Boat" and other books, earns, becomes assistant director to Alex Hall at Par.

Jack Buck left his yacht in Hawaii and sailed in on the Malibu in order to get his next picture started at Universal.

Nido del Gallo, injured in an auto jamun in Sawtelle, worked several days last week, in a wheelchair on the set of "Home and Get It" for Sam Goldwyn.

Hoodlums attacked Dean Huxley, G.C. advertising chief, when he attempted to erect them from a photo projection room. He suffered a broken nose.

Sam Carter, associated with Bert Levey, vaude booking office for 13 years, resigned to freelance. He'll continue to book for Tivoli circuit in the town.

Visiting studio scribs included Douglas Houser, vice-pres of the St. Louis Globe-Democrat, John Rosenfield, head, dram ed, Dallas News, and Jack Lewson, of the Chicago Daily News.

After conferring with W. F. O'Connor, a P. F. staffer, on costumes for his new play, "Birth of the Navy," which will be produced in London, Elizabeth Hatfield, English designer, returned to England.

Harry Sherman, Bill Boyd and Nate Watt, director, on location at Col. Cassidy Returns, turned fire-fighters when a blaze destroyed half a block in the town.

John H. Brown officiated at groundbreaking festivities for the new Del Mar race track, which is backed by Earl C. Crocker, a P. F. staffer, and other firms. Spot is 23 miles north of San Diego.

## OBTUARIES

### RALPH G. FARNUM

Ralph "Death Valley" Farnum, booking agent, died in Los Angeles Aug. 22, following two operations for sinus trouble.

Details in the vaudeville section.

### JOSEPH F. BICKERTON, JR.

Joseph F. Bickerton, Jr., theatrical lawyer and producer, died in Mt. Kisco, N. Y., Aug. 20. Details in the legit section of this issue.

### EDWARD F. LYONS

Edward F. Lyons, 75, Denver city clerk, died in the Denver General hospital Aug. 17, following a heart attack condition induced by a long illness from asthma and hay fever. Shortly after he came to Denver twenty years ago from the east, he became sports editor of the old Denver Times and held that position until the newspaper was discontinued in 1927. He then took up theatrical publicity work here.

He was a former president, and for many years secretary and house manager for the Denver Press Club. Twenty-five years ago he was with the old Keith vaudeville circuit, supervising construction of and managing theatres in the east and south. He was in theatrical work for years, a former secretary of the New York Giants, associated with John McGraw, a telegrapher and bookkeeper, as well as a newspaper man. Surviving are two brothers, Joseph of Albany, N. Y., and Harry Lyons of New York city.

Funeral was held at the Cathedral of the Immaculate Conception in Denver, with burial in Albany, N. Y.

### HARRY J. ARMSTRONG

Harry J. Armstrong, 86, died in Chicago, Aug. 19, after a long illness. For professional purposes he reversed his baptismal name of John Henry Armstrong. He was associated with the group which founded the Elks, but was too young to appear as one of the founders, though he was a charter member of Chicago Lodge No. 4. Interment was in Elks Rest, Greenwood cemetery, Chicago. He began his career before the war with White & Peck's minstrel and following service, he returned to the stage, playing around Philadelphia. He was a circus clown from 1887 to 1889, with O'Brien's and the Keystone Show. He was with his New York debut with Emerson's minstrels at the Olympic and following had appeared with practically every minstrel troupe of note.

He at one time owned a booking office in Chicago. His last appearance was in an old timers' act, "The Jolly Corks."

### RAYMOND F. WOODHULL

Raymond F. (Pete) Woodhull, 56, died in his home, near N. Y., Aug. 19, of a heart attack. He was president of the New Jersey Theatre Owners' Assn. for two years and for nine years head of the national organization, the Independent Theatre Owners of America. He retired in 1934 and became interested in the Schlusingers' General Talking Pictures Corp. For a time last year he published Picture Business, a trade publication, but this was discontinued some months ago.

Better known as Pete Woodhull, he was a prominent figure in national picture politics for many years. He came into the picture business in 1912 as manager of the Baker theatre, Dover, and on the death of its owner became one of the heirs. He retained management until the house passed to St. Fabian, by purchase. Fabian later sold his interest to Warner Bros. after whom the house is now named.

He is survived by his widow, the former Mae Brown, a son, two grandchildren, a brother and a sister.

### MAX BLUMENFELD

Max Blumenfeld, pioneer California theatre man, died in his home in San Rafael, Aug. 17, following an illness of several years.

For the past 20 years Blumenfeld has operated a chain of theatres from his offices in San Francisco. His theatre circuit consisted of four houses in Marin County and the Del Paso in Sacramento and he was co-owner of the Fairfax and Diamond in Oakland.

Surviving him are his widow, Mrs. Rebecca Blumenfeld; four sons, Abraham, Joseph, Nathan and John, and two daughters, Bess and Esther.

### JACQUES COINI

Jacques Coini, 70, former stage director with the old Oscar Hammerstein Manhattan Opera Co., and long time director of the Chicago Opera Co., died at the Hague, Aug. 24, after a five-week illness.

His association with Hammerstein included presentation of shows abroad as well as in New York. He is credited with being the first to stage "Parisian" outside the Bayreuth Festival. He was also one time director of the Wagner Society of Amsterdam.

After his engagement with Hammerstein he staged production at the Century theatre, New York. His last work in this country was with the Chicago Opera Co. in 1921. Mary Garden wrote of him that he "made Hammerstein."

Albert Echuanga Slack, 79, died Aug. 6 in a Cape Cod nursing home, due to an accident. Was a famous tenor in Australia during the last years of the 19th century.

Sang with Melba in Australia in operas and concerts, and in her reminiscences she refers to him as one of the finest pure tenor voices she had heard in an amateur. He went to South Africa in 1893.

Two sons, a daughter and grandchildren survive. One son, Eric, is a radio singer.

### HARRY PLUNKET GREENE

Harry Plunket Greene, 71, Irish artist, died in London Aug. 19. He was well known on the concert stage in Europe and America and had successfully toured in the United States and Canada on numerous occasions.

He sang 16 songs in succession at recitals on the concert platform. On one occasion a couple of years ago he sang 16 songs in succession at recitals on the concert platform. He was much younger than his then 69 years.

Armand Dupuis, 60, who died of a heart attack in the French hospital Aug. 15.

For the past 12 years Dupuis had been supervisor of galleries, Calvary Palace of Legion of Honor. Some years ago he was decorated by the French government for his art work.

Survived by his widow, Dupuis came from a family of noted musicians.

Clarence Crockett, 30, member of a hill-billy radio act, "The Crockett Family," appeared on a Hollywood station, committed suicide Aug. 19 in Santa Monica, Cal.

His widow, Linda, told police he had been drinking heavily and had threatened to shoot her before he put a bullet through his head.

Survived by widow, two children and father.

Walter T. Murphy, circus contracting agent and local box-office man for nearly 30 years, died in Minneapolis after a brief illness.

He was a box-office man in Minneapolis for theatres, baseball clubs and professional boxing clubs.

His mother and two brothers survive.

Claude E. Penrod, 48, pioneer in the film distributing business in Indiana, died August 16 in Indianapolis.

He had served as film salesman for RKO for more than 15 years.

Formerly was local sales manager for Universal and Fox.

Doris Torino, 25, girl singer, well known in America as well as abroad, died in Hove, England, Aug. 5. She was buried in London.

Before her marriage she was a member of the Tourbillon troupe of cyclists.

Luther White, 73, founder of the White Studio, theatrical photographers, and co-inventor of the flashpan method of photography, died at his home in Stamford, Conn., Aug. 23.

John J. Donnelly, theatre manager and one time manager of the Empire theatre, N. Y., died at his sister's home in New Jersey, Aug. 21.

## Preparing Pageant

Lynchburg, Aug. 25.

Russell Rolans of Fostoria, O., hits town Aug. 31 to stage the sesqui-centennial pageant for John B. Rogers Producing Co. Will assemble cast of 1,000, build sets and design costumes with help of a home town committee.

Roland directed similar show for Columbia, S. C., in spring.

Mighty Sheeley interests—which have been staging the show for the past four or five years—are figuring on hitching a fair on Lynchburg's doorstep this year.

Plan is to go across the river into Amherst county, which will be better for all concerned because it's outside the city's jurisdiction. J. B. Hinderholt, Sheeley's general agent, has signed up with the old Amherst Fair, a small one usually held in the county seat, 12 miles from Lynchburg, for the show to Madison Heights, a Lynchburg suburb.

## Detroit Wants Olympics

Detroit, Aug. 25.

Crying "the Olympic Games for Detroit in 1944," this sports-mad town launched a big drive today to be appointed a big-wig committee, and is going after 'em.

Those on committee are K. T. Keller, pres. of Chrysler; L. P. Fisher, of Fisher Bros.; Harvey Campbell, of Board of Commerce; Ben Dean, High Ferry; Jacob Mazer, J. B. Mills, Gar Wood, C. A. Hughes and Fred C. Matthaei.

## FLANKS THE FAIR

R. B.-E. & B. Barred From Lincoln Plays, Side Dates

Lincoln, Aug. 25.

Circus competition now looms on the horizon for the State Fair here which officially opens the gates Sept. 6. Fair officials have been considerably harassed by worries engendered by the drought, but now it appears the Ringling-Barham & Bailey show will hit the state day and date with the opening. First stand is Omaha on Sunday (6) and the second stand, Beatrice, Sept. 7 (Labor Day). Each spot is within 50 miles of Lincoln and plenty capable of being a betting possibility.

R. B. & B. show is ducking this town because the fair gained a legislative ruling barring show from appearance in the county less than 30 days in advance of the fair. Prior to 1931, one of the Ringling brothers, either John Robinson, Sell-Flotte, or Hagenbeck-Wallace used to appear a full week before the grandstand and for a week after the discomfiting R. B. One used to land here just a few days in advance of the fair to pick up the husbanded amusement money. This year the one-mile wide circle the territory which is almost as bad.

## Another Iron Jaw Girl

Loses Grip, Falls, Hosp.

Heppner, Ore., Aug. 25.

While performing on the iron jaw Aug. 17 at the afternoon performance of Seal Brothers' circus, Mrs. Wilson, one of the girl entertainers in this act, fell and sustained a broken hip and a possible broken pelvis.

After receiving medical attention in Heppner she was taken to St. Anthony's hospital in Pendleton.

## SPIRIT OF 76-YR. AMS

Portland, Ore., Aug. 25.

Age and youth will vie for the title of champion amateur entertainer of Oregon at amateur concerts to be conducted as a feature of the Diamond Jubilee Oregon state fair at Salem, Sept. 7. One of the youngest entrant, is 8 years old and the oldest 76.

The title will carry with it a \$50 prize to be presented by the fair to the winner of the final event. The only two requirements to enter the contest are residence in Oregon and amateur rank as an entertainer.

## GILBERT HOLMES

Gilbert (Pee Wee) Holmes, 42, for 20 years cowboy-comedian in pictures, died in Hollywood, Aug. 18. He was born in Great Falls, Mont.

## HEADIN' SOUTH

Haag Show Back Into Dixie After Ohio Slump

Canton, O., Aug. 25.

Mighty Haag Show nearly a half century on the road, did not fare so well during its three weeks' sojourn in Ohio, Joe Hayworth, manager, said.

Show encountered much rain in western Ohio and lost several performances. Occasionally the show got a good day in the smaller towns. Haag show, in Ohio for the first time in several years, is heading south again and will pick up some of the West Virginia territory, this state giving the show nice business on its way up about a month ago.

## APPLEBY OF WEST SHOW HELD IN TRAFFIC DEATH

Butler, Pa., Aug. 25.

Raymond F. Appleby of West's Wonder shows was held to the grand jury when a heading here on a charge of involuntary manslaughter in connection with the death of Richard Hayes, 18, Butler high school athlete, in a traffic accident.

Witnesses testified the truck Appleby was driving was stopped on the road and was without lights when hit by an automobile in which Hayes was a passenger.

## As Per Schedule

San Francisco, Aug. 25.

The \$800,000 administration and airport terminal building for the 1939 Golden Gate International Exposition at Yerba Buena Shoals, got under way on Aug. 21. Approximately 1,000 dignitaries from every walk of life attended the elaborate luncheon which attended the ground breaking.

## Eight Acts for Fairs

San Francisco, Aug. 25.

Eight acts were booked by the Western Booking Corporation offices here for the San Joaquin County Fair Aug. 22.

Peppo, the Spanish clown, headed the unit which also included Juanita, Wright and Kelsey, Six Jesters, the Barrotes, Val Seretny, Gene Hayes, Babe Egan and her Hollywood Girl Band.

Following the San Joaquin County Fair date, the unit moved on to Portland, where it will play at the Interstate Fair at Gresham, Oregon, on Aug. 25. Other dates include ten days at the Cascade Pacific Exhibition and the week of Sept. 9 at the Palomar, Seattle. Babe Egan's band has been signed for several one-nighters, first of which will be at The Oaks, Tacoma, Sept. 7.

## BIRDMAN FOR FAIR

St. Louis, Aug. 25.

Missouri's 36th annual state fair opened at Sdalla Saturday (2) and in that drought-stricken section management decided to permit children under 14 years of age to have free admission to grounds.

Feature of opening day was performance of Hollywood Stunt girl and big man who lay around grounds in bat-like canvas suits. Beauty contest to select "Miss Missouri" will be held during fair and 200 entrants have registered for honor to represent state at Atlantic City pageant. A program of running horse races, banned by state statutes for more than 25 years, began Monday without interference from authorities. Races will continue during fair which closes Saturday (29).

## Portland's Rose Fair

Portland, Ore., Aug. 25.

E. A. Burkitt was elected president of the Portland Rose Festival association succeeding Arthur L. Fields at the association's annual election meeting.

Association elected to establish a year-round manager, with Mark Woodruff, well-known promoter and publicity director, being named. He was instructed to establish offices.

## TWO MORE FAIRS

Birmingham, Aug. 25.

Dates for two additional county fairs have been set. Limestone County, Athens, Sept. 22-25. Madison County, Huntsville, Sept. 22-28.

## PARADES IN PORTLAND PERMITTED ONCE MORE

Portland, Ore., Aug. 25.

Portland may see an old-time circus parade again if the circus wants to pay \$25 for the exhibition of its animals and the marching of the brass band through the streets.

Cole Brothers-Clyde Beatty circus asked for a permit for a parade Aug. 25. Such parades have been banned for several years and even if permitted would come under the ordinances regulating advertising on the streets, for which there is a charge of \$10 a vehicle a day. Commissioner Bennett contended the parade would be good for the city, but the company should pay for the advertising. By a three to one vote a permit was ordered granted, but at the same time the ordinance to establish the fee will be prepared by City Attorney Grant.

It is understood the circus has accepted the city's terms.

## Trapezist Hurt

St. Louis, Aug. 25.

Tom Crawford, trapeze performer, suffered injuries last week at Highland, Ill., when the webbing on which he was descending after concluding act at Helvika Park at American Legion homecoming, broke, causing him to fall 25 feet. Crawford was taken to local hospital at Highland and is being treated for a slight brain concussion in addition to cuts and bruises. He will be laid up for two weeks.

## Carolina Dates

Charlotte, N. C., Aug. 25.

C. S. Parnell, secretary, announces Mebane Six-County Fair dates as week of Sept. 28. "Polly and Her Pollyanna," festival musical show, twice daily. Strates 18-car show on midway.

Reidsville Fair opens also Sept. 28 for week.

Sparks Brothers and Charles Sparks' Downie Brothers Circus currently in the Carolinas. Barnett Brothers winters near here at York, S. C., and is featuring Texas Ted Lewis. Sparks show featuring Jack Hower.

Paper up for Charlotte's new fair—Carolina Agricultural Fair.

North Carolina State Fair, Raleigh, announced 15 percent increase in admission list, making total of \$15,000. C. A. Upchurch, Jr., of staff of Raleigh News and Observer and son of old showman, C. A. Upchurch, Sr., made press agent for show at the Carolina State Fair. Chambliss chain. Raleigh Chamber of Commerce planning take special State Fair train on loop over state, promoting event. Fair slated for late October.

Richmond County Fair, Hamlet, set for Oct. 5-11. J. C. Worley, manager.

## Welcoming Ringling

St. Louis, Aug. 25.

Ringling Bros.-Barham & Bailey Circus hit town Friday (21) for three-day stand and was immediately slapped with a \$3,000 damage suit filed in circuit court by Mrs. Pauline Godbey, of St. Louis. She alleges she was injured in an automobile accident, caused by negligence of defendant September 7, 1935.

Accident occurred near O'Fallon, Mo., and Mrs. Godbey asserts her pleasure car was struck by a trailer owned by circus and operated by George J. Browne, also named co-defendant in suit. An attachment for \$3,000 damages was served on circus by Deputy Sheriff to insure appearance at trial.

## Doubling Up Mummies

Philadelphia, Aug. 25.

Semi-annual "New Year's Eve" parade will probably be held in Philadelphia in future years, it has been decided. Twenty of the twenty-seven New Year's clubs have agreed to parade at a March Grand parade as well as to maintain their traditional Mummer's Parade New Year's morning.

Mayor Wilson has agreed to try and find money for costumes and prizes. Idea of parade in May sprang from success of Mardi Gras in Philadelphia last June during Democratic National Convention. Around 80,000 paraded at that time with more than million estimated in attendance.

# Cleveland Passes 2,000,000 Mark Seven Days Late, Rubes May Boost

Cleveland, Aug. 25.—The 57th day of Cleveland's 100-day centennial exposition here, the 2,000,000th in attendance; just half its quota for entire period, on Saturday (22) when toll-gates clicked 50,757 more times, bringing up a total of 2,014,046 visitors who have asked permission to leave the lakefront show to date.

Another attendance record is expected to be hit today (25) when Jesse Owens' Olympic champion, is guest of honor at fair. World's fastest runner is a home-town boy, so all city's officials planned to do the special Owens Day up brown with the usual key-to-city, a brass band and parade through expo. Army of 100,000 men to be on hand to handle the army of Harlemites expected there to root for one of their kindred heroes.

Town is becoming as parade-mind as Washington, D.C., at use of spirit of shinning toward for visiting celebrities. Even the two-millionth visitor got a fanfare of trumpets, an army escort and enough presents to overload the official greeting.

**Shifting Radioland**  
Shifting of Radioland's features from civic auditorium, where it didn't go strong enough without big name acts, to Sherwin-Williams symphony plaza at expo's entrance is expected to improve business. Disadvantages of hall were that it was too far from grounds and had a free gate, whereas radioland nuts will have to pony up four-bits to hear public broadcasts from plaza. New features go into effect Sept. 5. House radio orchestra being increased for change, with Freddy Weper as director alternating with guest conductors. Civic auditorium still to be used for special air events, like Lanny Ross and Show boat cast plus Al Goodman's orchestra for Sept. 3. Ralph Humphrey booked them to do three one-hour shows, one matinee and two nightly.

**Black Forest Gardens**, formerly a catch-your-own fish place, that brooded, is building up tremendously by putting in an artificial icebergs and trick skaters. Bobby McLane is the top draw. Russ Jones, Red Kelly, Jack Smalley, Grace Harvey, Sondra and Margo are other names in the revue which is being put on hot grounds. Harry Kraus, who handled the Black Forest in Chicago's Park, owns it as well as a Harlem nitery next door tagged Marjorie's Log Cabin. Formerly also considered a leading family-trade getter, due to low 10-cent tax. Both Kraus and McLane burned last week in auto accident, but latter was back on job within two days.

**Toto Demoted**  
Toto, featured singer at French Casino, changed her mind after walking out in advance when she got a week's notice. Although Mike Spiale took her back, she didn't get the spotlight again. Picked to be chorus girl from the chorus, Madeline Gardiner, who is a better-looking and hotter-stripper for the ace spot. Gardner Wilson, p.a., was a bit discouraged to find his work. Toto wasted, but is now ballyhooing Gardiner gal as 'three years in advance of any other nudist.' Catchline is catching the mugs who have champagne appetites and big enough wallet.

**Speciale as casino's producer** and director hasn't had any luck yet in selling his brassiereless revue to any local circuit. Tried to interest RKO but Nat Holt, who body up his own Mayfair Casino units into RKO Palace here last year, nixed this one.

Rawest flesh display in some reputation is in Nudist Colony being Sported. Backers are Elyse and Zorinne's in San Diego by having log fence filled with large chin-holes around it. Includes a dozen gals, far from beauties, who shake it up to prove to have every peep-hole occupied at every show.

**Herman Pirchner's Alpine Village** jumping up into the S.R.O. class, outclassing all other cafes. Put on the same Bavarian show with few changes of talent yet. One owner's personality and low prices are topping rivals. His rep alone in establishing two similar Alpine cabarets is a drawing card.

**Main Rubes Concession**  
Spells of rain, if not rain, evenings, even though short ones, have dampened outdoor concessionaires, particularly Ed Hungerford's 'Parade of Years.' Outdoor-Maine theater run

by Frank Hines, one-time Keith-Albee man, isn't affected, however. Although Lew White's Electrovo organ is still going at Horticultural Gardens, they have brought in a bunch of Chinese 'walking fish' for a fresh novelty. Fish races starting a new fall plenty money bet on them by guys who have it to burn. John Branson's motordrome with team of motorcycle daredevils and Jack Greenbaum's 'Creation' began later than others but are getting along better. A trick roller-skater added to Scotch bagpipers in Old Globe Theater's Village green makes one of the oddest free ballyhoo seen on the midway.

In spite of an extra two-bits gate to 'Streets of World,' managed by John Gourley, this section is finally taking hold. Small nationality villages that have cheap drinks and free shows are benefiting most. Small concessionaires with only souvenir stands are following the blues or waiting for the national American Legion convention here next month. Around 250,000 ex-buddies expected, causing all hotels to be sold out in advance.

Lincoln Dickey, g.m., and expo's officials are depending more upon conventions and out-of-town trade to push it over the 2,000,000 attendance goal than on patronage of Clevelanders. Locales in general are either too sophisticated or ultra-Atlantic and consensus of their opinion that fair is more or less a glorified carnival. If centennial show holds over a second season, as some hint it will, natives may become converted.

**Playing the Rubes**  
Evidence that farmers make bulk of August trade is recognized by several typical rural tie-ups framed by Dickey. One day Sec. of Agriculture Henry A. Wallace dropped in for inspection tour, they even had hog and husband-calling contests for the leather-lunged hayseeds.

Three definite reactions from Centennial are auto-parking fees hiked to four-bits, restaurant prices skyrocketing and city's plan to continue developing lakefront land where expo now stands. A couple of husky fortunes were spent on it in landscaping, paving, beautifying, etc., and thrifty fathers don't want to throw dough away. After the big circus is over, the grounds will be transformed into a municipal park including a downtown airport and a long new beach-front.

Boris Goldovsky guest-conducted Great Lakes symphony in out-door concert Sunday (23) and Jose Turilli took over baton Tuesday (25) for one day.

Pat Townsend and Roy Wendell, stunt pilots, putting on sky-writing exhibitions and sham-battles with combat planes.

DeWitt is plugging his floating Showboat and Maurice Spitalny's ork more than his own Hotel Hollenden. Erected huge ship sign pointing to expo boat on top of his hotel's marquee, but no conflict with his hotel's new Vogue Room.

Stores all over town selling 75-cent 'advance' books of fair tickets for 50 cents, with permission of backers, although fair is in eighth week.

Last week's gate figures came to 296,345, breaking all previous weekly records.

## 3,200 Pa. Town Draws 44,000 to Six Day Fair

Reading, Pa., Aug. 25.—Kutztown annual fair, one of the first shows on the Pennsylvania-New Jersey circuit, closed tonight after a day of automobile racing, promoted by Mark Light, Lebanon, Pa., and four days of horse racing. Net paid attendance for the week topped 44,000, grandstand seats sold about 12,000, for the week. Light and three other riders were painfully but not seriously hurt today.

Other concessions earned big money and the midway men reported business much better than they had anticipated for this fair.

## TWO MORE DATES

Spartanburg, S. C., Aug. 25.—Spartanburg County six days starting Sept. 13; Colfax Free Fair, Sept. 10 to 12, Ellenboro, N. C.

## Building on the Bard

Cleveland, Aug. 25.—Al Shaffer, manager of midway at Centennial Exposition here, is having trouble trying to keep keepers barkers from being so noisy on their amplifying-mikes. One of them completely ruined a Shakespearean play.

Complaint came from the Old Globe theater. Particularly from five of its muggers who felt they had been personally insulted by Barker at Cliff Wilson's snake show across the street.

Local Globe's outfit was putting on 'Julius Caesar' for the first time, and felt nervous. Brutus actor had stabbed Julius, shouting, 'Then die, Caesar,' and there was what was supposed to be a dramatic pause in the death scene.

Just then a snake-barker's amplified voice boomed through the theatre as he described his biggest snake in or outside of captivity. 'If he ain't alive,' the Shakespearean audience heard, 'you can't see him.'

Ten minutes later the Globe muggers in a body protested to Shaffer. They claimed the barker was giving them 'unfair competition.'

## SLOTS-PUPS NO DICE IN VIRGINIA RESORT

Norfolk, Aug. 25.—Dog racing at Virginia Beach is on wobbly 'admission charge' basis after injunction granted by Judge B. D. White in Princess Anne County when it was found that the 'betting' in direct aftermath, following grand jury indictment of Stuart Patterson, American Legion member, whose acquittal by trial jury at the Beach was deemed 'infecting' by Judge White was the cleanup of slot machines at all beach concessions.

Whooping it up in celebration of Patterson's freedom, backers of the race track had little respite for the grand jury met the next day and has apparently spelled the doom of the doggie sport which was crimped last year.

Just what will happen to the 'trial justice' is to be determined this week when the court re-convenes.

In the meanwhile the Reformation Era is on at the Beach or else the gaming spots are keeping plenty quiet.

## Squaw Chorus

Toledo, Ore., Aug. 25.—Siletz Indians, led by octogenarian, Chief Johnnie Williams, pranced through ancient tribal dances, aided by a squaw chorus, said to be the only one in the northwest, at the Siletz rodeo last week.

## DEATH IN DOWNE BROS.

Truck Driver with Show Asserted to Have Killed Camas Man

Norfolk, Aug. 25.—L. L. Boush, mechanic and truck driver with the Downie Brothers' circus, faces manslaughter charges in connection with death of John McGann, 40, also with circus as canvas man, Aug. 21. McGann's crushed body was found on the circus grounds at Portsmouth (Va.) early Friday morning. Boush was arrested in South Boston and brought to Portsmouth where he was arraigned in police court Aug. 24, but was granted a continuance until Aug. 28.

Story goes that McGann took a nap on a cot at the circus grounds on Aug. 20 and that a truck, said to have been operated by Boush, backed into the cot, inflicting injuries that caused McGann's death.

Boush is talking mighty little, only commenting that 'somebody said he backed into some circus equipment.' McGann's last known address was 384 Newhall street, New Haven, Conn. Portsmouth authorities are seeking relatives.

## ROSE SIGNS GARETH

Hollywood, Aug. 25.—Billy Rose has signed Gareth Joplin, juve dancer, for his Fort Worth Exposition here. Gareth appeared in 'King of Burlesque' at Twentieth-Fox.

# Fort Worth Fading Color Line, Negroes Permitted to Attend Expo; Fair \$40,000 Above Nut Last Week

Fort Worth, Aug. 25.—With 'Jumbo' and 'The Last Frontier' having plenty of seats to spare, especially at certain performances, the Frontier Centennial management has begun admitting Negroes to the grounds. During first month, they were not allowed to see shows and even now are not admitted to Casa Manana, although 200 colored waiters work in place.

There are between 35,000 and 40,000 Negroes in Fort Worth and many other thousands within driving distance. So the expo is trying to give itself a Joe Louis gate day. Colored customers are admitted by two side gates near the two attractions which they may attend. They are charged 50c admission.

Billy Rose, director general, delayed trip to New York to arrange for initial two-hour broadcast over WBAP each Thursday midnight. Paul Whitman has been handed from four other shows take part, as do featured performers. Management billing program as \$50,000 worth of talent. Broadcast originates in Casa Manana.

When Rose came here it was announced he would receive \$10,000 a day for 100 days. His 100 days are up, but no announcement has been made under what conditions he is continuing at the helm. Rose said he will go to New York this week-end to write a song for Fannie Brice's new act in the 'Follies.' He will be there several days.

Management announced the expo cleared \$40,000 last week above operating expenses and that attendance each week during the first five weeks has increased over preceding week. No attendance figures are given out. Show under weekly will be able to pay off some bonds if it had business does not develop.

With real hot weather practically over, show hitting stride. Labor Day and cooler days of September and October expected to swell gate. What will happen when cool nights of November arrive is another story. Casa Manana and 'The Last Frontier' arena are open air places.

Sally Rand continues to garner most of personal publicity. Kent Watson, publicity agent, has planted picture in papers so much public getting tired of looking at her.

Jose said he doesn't have a piece of 'Beauty and the Beast' nude which closed after about three weeks. He paid for building, as space had to be filled quickly before expo opened. Show was produced by a concessionaire, Ziegfeld Milk Bath, which replaced it, is doing better because much smaller. In 'Beauty and the Beast' seven lions were used. Rose said he learned that mid-way crowds do not go for animal acts; they must have girls.

Winona and Gomez hope to change routine and do 'Bolero.'

Howard Hawks and Richard Ross, film directors, flew here in private plane from Hollywood to see show. They also will go to Randolph Field, San Antonio, to confer about air p.m. Hawks said he would like to direct film of 'Jumbo' story, which was cut a lot in New York production.

Jack Gordon, Fort Worth Press columnist, said Ginger Rogers for not coming to her old home town, Fort Worth, on recent trip to Dallas. But contract forbids public appearance outside Dallas 30 days before or after appearance in Dallas. Her manager went explanatory letter to Gordon. He explained Ginger had to hurry to New York to arrange for Packard broadcast beginning in September, but not slight intended toward Fort Worth. The inter-city rivalry keeps cropping up.

Dr. Herman Ostermaier, who went to Germany when his wife died several weeks ago, has rejoined 'Jumbo' cast.

There were 22 wardrobe women when Casa Manana opened. Now there are six.

Matty Rosen, Everett Marshall's manager, has signed the handsome Universal deal for fix with Marshall.

Jerry Green, waitress, given contract with Universal after scout saw her here. She left for Coast.

Lucille Walker, Palestine, Texas,

chorus girl in Casa Manana has written a song 'Casa Manana,' which Paul Whitman will play on a broadcast soon.

Mac Miller and Danny Dore stopped off with group of chorus girls bound by plane from Los Angeles to New York, where they will appear in the Hollywood Restaurant. They planted pic of gals in local rags.

Casa Manana is drawing so well ticket prices will be upped starting Aug. 31 from the present \$1, plus 50c general admission to the grounds. On week days \$1.50 will be charged and on Saturday \$2, also in addition to 50c general admission.

Thus the Fort Worth expo hopes to raise its take, which is averaging a little more than \$2 per person, almost double what the average visitor paid at Chicago fair.

## IOWA PARK IS MERGED WITH ADJACENT SPOT

Cedar Rapids, Ia., Aug. 25.—Peck Amusement Park at Arnold's park on the shores of Lake Okoboji, Iowa's largest playground, has passed over to the hands of the Ames Park Amusement Co. Don M. Sterns of Okoboji is listed as president in the articles of incorporation recently filed, with Walter S. Phillips of Arnold's park as vice-president and Fred S. Barlow of Spirit Lake as secretary-treasurer. These same men are named as stockholders and directors.

The park, which has been in the hands of a receiver for several years, was started by the late W. B. Arnold and passed along to his daughter, the late Mrs. A. L. Peck. Sterns was appointed receiver. The property later was sold to the Northwest Mortgage & Investment Co., of which Sterns is president.

## Bucyrus Jonah

Bucyrus, O., Aug. 25.—Heavy wind and rainstorm blew down the main tent of the Lewis Bros. motorized circus here Aug. 19, causing damage estimated by Paul M. Lewis, manager-owner, at \$5,000. A crowd of several hundred spectators rushed out into the rain as the canvases began to tear and poles snapped. Several performers and workmen were trapped beneath the canvases but no one was seriously injured.

Old timers promptly recalled that the famous Barnum was arrested here 40 years ago. They said he was charged with permitting gambling among his workmen. He paid a fine, called the town a circus 'Jonah' and swore he'd never bring his show here again.

Fifteen years later a sudden flood destroyed so much equipment of the Hagenbeck-Wallace circus that it closed here. The Al C. Barnes circus lost its big tip in a hall storm here 15 years ago.

## Showboats Back

East Liverpool, O., Aug. 25.—Glamorous showboat, which once reigned supreme along the Ohio river banks, has returned again after an absence of nearly a generation.

Rivermen report that four showboats are operating about the Ohio communities along the Ohio. They are the Island Queen, the Majestic, the Goldenrod and Capt. Billy Bryant's boat.

## Pup Permit Down

Wheeling, W. Va., Aug. 25.—Bowing to demands of the American Legion, council here has reduced the license fee for greyhound racing in Wheeling, which the veterans managed to suppress along the Ohio river. The races were continued at \$50 daily license, over the protest of church and reform elements by a 4-3 decision.

Fee was formerly \$100 daily.

# ELLINGTON WOWS VARIETY!

**DUKE ELLINGTON**

*"Creator of a  
New Vogue in  
Dance  
Music"*

**VARIETY  
1936**

## **RADIO REPORT**

**DUKE ELLINGTON**  
With Ivy Anderson  
Band, Songs  
30 Mins.  
Sustaining  
WEAF, New York

By bringing this front-ranking exponent of the blues back on the air, NBC has rounded out the musical picture for the late stayer-uppers in the eastern area. The source is Duke Ellington's current stand, the Congress hotel, Chicago.

Each program comes rich in Harlem harmonic and rhythmic lore. The moods shift frequently, going from blue, to hot, to gay, to sentimental, with the melodic text embroidered and toasted up to give it that authentic Harlem drag without once departing from the precepts of good musicianship.

Ellington is featuring Ivy Anderson, who has the flair for getting under a lyric and giving it the right flavor and Rex Stewart, whose performance on the trumpet puts him easily alongside of Louis Armstrong.

AUGUST 26TH  
LOEWS—MONTREAL  
(First band to play this theatre in 2 years)

SEPTEMBER 11TH  
APOLLO—NEW YORK

SEPTEMBER 18TH  
LINCOLN—PHILA.

SEPTEMBER 25TH  
ROYAL—BALTIMORE

OCTOBER 2ND  
HOWARD—WASHINGTON

OCTOBER 16TH  
CENTENNIAL—DALLAS

Dance Tour Following

**IRVING MILLS**

Personal Representative





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